

# KOMORA

MĚSÍČNÍK HOSPODÁŘSKÉ KOMORY ČR

**MAGAZINE FOR EVERY  
MANAGER AND  
ENTREPRENEUR**



**READERSHIP: 58 000**  
**PRINT RUN : 16 500 PCS / ISSUE**

**PERIODICITY: BIMONTHLY**  
**VERSION: PRINTED**

**ONLINE DISTRIBUTION:** 

## TITLE CHARACTERISTICS

Issued by the Czech Chamber of Commerce since 2000, this bimonthly magazine is handled by our publishing house since 2010. Our magazine serves as an opinion-platform for Czech entrepreneurs, creating a space for a wider discussion surrounding various economic topics and commentaries on the changes of domestic economic environment and conditions across numerous segments of the market. It introduces profiles of top Czech managers, companies and projects. Finally, it brings a professional, trendy and inspirational outlook on various market segments, which encompasses the whole life cycle of any company, no matter the field or size.

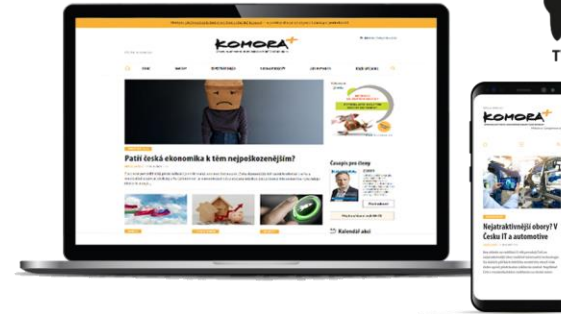
We are delighted that this magazine, uniting high-quality, expert content with unique addressed distribution has become a successful, respected title and therefor a unique tool to reach out to a wide spectrum of entrepreneurs, as well as state and public administration. CCC unites 119 associations, unions, guilds and business clusters, alongside with more than 16 000 legal and natural persons, who employ nearly two-thirds of economically active Czech citizens and who generate up to 60% of the GDP (approx. 3 200 billion CZK). Almost 80% of the sum is generated by companies with 100+ employees.

## DISTRIBUTION

- ✓ 16 000 companies – CCC members
- ✓ CCC's 60 regional offices
- ✓ 119 professional and specialised associations
- ✓ governmental agencies, state administration
- ✓ 81 senators, 200 deputies, regional governors and mayors
- ✓ all of the Czech embassies and Czech centres in Europe
- ✓ VIPs of Czech political, social and economical life

# KOMORA+

TÝDENNÍ ZPRAVODAJ HOSPODÁŘSKÉ KOMORY ČESKÉ REPUBLIKY



**WEBSITE FOR EVERY  
MANAGER  
AND ENTREPRENEUR**

**MONTHLY VISITS (UNIQUE) : 215 000**  
**AVERAGE TIME SPEND READING : 3,5 MIN+**

## WEBSITE CHARACTERISTICS

KomoraPlus is a news portal of Czech Chamber of Commerce with a guaranteed source of information, bringing news and information to the entrepreneurs since 2020. KomoraPlus covers news, trends, opinions and statistic from all economic segments.

Website follows the general development in economic policy and informs about actions of Czech ministries, state administration and self-governance. It brings professional materials about legislature, marketing, personalistic, finances and other areas of business life. It provides the reader with info from various segments of economics and offers an insight of company owners and managers on current affairs dealt by domestic firms.

## PROUD PART OF SEZNAM.CZ NEWSFEED





- 30 %** Other public services
- 10,4 %** Trade + banking, insurance and financial services
- 6,0 %** Production and distribution of gas, heat, electricity, water + telecommunications, IT
- 2,6 %** Transport, logistics and storage
- 11,8 %** Mechanical and electrical engineering
- 9,9 %** Accommodation, catering and dining, tourism
- 4,4 %** Education and culture
- 2,3 %** Real estate and rental services
- 10,6 %** Construction and building materials
- 6,2 %** Processing industry (chemical, furniture, timber, tobacco, leather, plastic, glass)
- 3,8 %** Financial and legal advisory
- 2,0 %** Food processing industry



- 36 %** 1–25
- 10 %** 101–500
- 15 %** 26–100
- 35 %** N/A
- 4,0 %** 501–1000

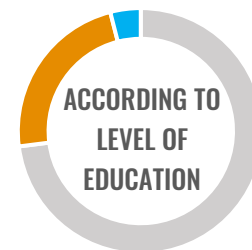
## TARGET GROUPS / STRUCTURE OF MAGAZINE READERS AND WEBSITE VISITORS



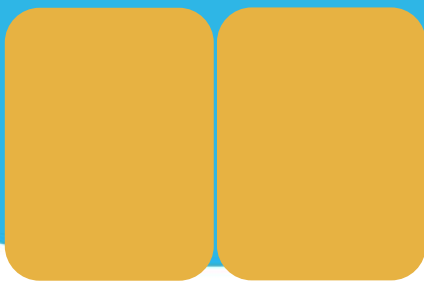
- 21,7 %** Services
- 11,8 %** Mechanical engineering
- 4,2 %** Agriculture and food processing
- 13,6 %** Construction
- 5,8 %** Banking and financial services
- 13,1 %** Trade
- 4,9 %** Education



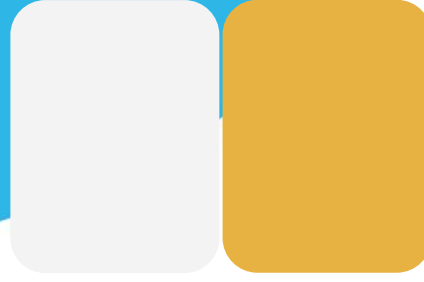
- 89 %** Employees with subordinate units, CEOs, owners, managers
- 11 %** Employees without subordinates



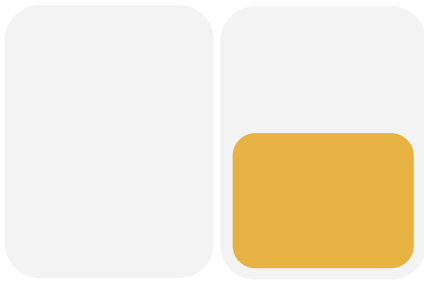
- 73 %** University or college degree
- 23 %** Secondary education
- 4,0 %** Other



Double page spread  
420 x 297 mm (+ bleed 4 mm)  
**132 000 CZK / 5 280 EUR**



Fullpage A4  
210 x 297 mm (+ bleed 4 mm)  
**85 000 CZK / 3 400 EUR**



1/2 page 188 x 125 mm  
**46 000 CZK / 1 840 EUR**



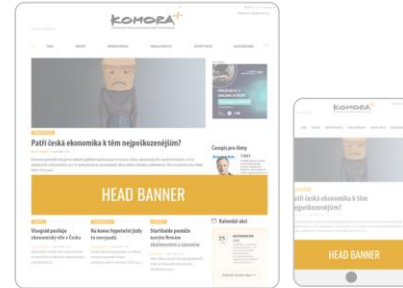
3rd cover page  
210 x 297 mm (+ bleed 4 mm)  
**97 000 CZK / 3 880 EUR**



2nd cover page  
210 x 297 mm (+ bleed 4 mm)  
**108 000 CZK / 4 320 EUR**



Back cover  
210 x 297 mm (+ bleed 4 mm)  
**140 000 CZK / 5 600 EUR**



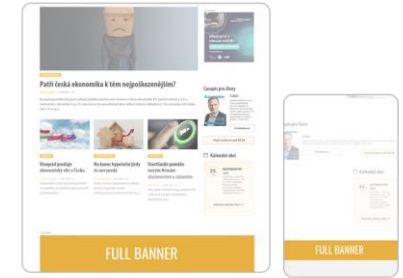
HEAD BANNER  
1 200 x 208 px  
**15 500 CZK / 620 EUR**



SQUARE BANNER 270 x 270 px)  
**4 500 CZK / 175 EUR**



SKYSCRAPER BANNER  
270 x 624 px  
**7 000 CZK / 267 EUR**



FULL BANNER 890 x 208 px  
**8 500 CZK / 330 EUR**

**ADDITIONAL SERVICES  
PRICELIST**



- Editorial formatting  
1 standart page **400 CZK / 16 EUR**
- Graphic design (image advertisement)  
**650 CZK/hour / 26 EUR/hour.**
- Inserted flyer up to A4 size  
**from 3,50 CZK per piece**

**OTHER ADVERTISEMENT  
(ONLINE)**



- PR ARTICLE **8500 CZK / 340 EUR**  
(max 4 000 characters including spaces, 1 photo)
- FACEBOOK CONTEST **5000 CZK / 200 EUR**
- BANNER DESIGN **3500 CZK / 140 EUR**  
INCLUDING GRAPHIC SERVICES

**PUBLISHING TIMETABLE**

Issue	Closure	Publication	Segment topics	Special topic
✓ September 22	03. 08. 2022	01. 09. 2022	MECHANICAL ENGINEERING – ROBOTIZATION – DIGITALIZATION – AUTOMATION EXPORT & IMPORT – FOREIGN COOPERATION	EXPERT AND BUSINESS SERVICES
✓ October / November 22	07. 09. 2022	10. 10. 2022	BUSINESS – E-COMMERCE – SERVICES - FINANCE & INSURANCE – WASTE ENERGY - NETWORKS	SMART CITIES & CIRCULAR ECONOMY
✓ December 22/ January 23	31. 10. 2022	15. 12. 2022	INNOVATIVE AND CREATIVE INDUSTRY – TECHNOLOGY – INNOVATION CENTERS STARTUPS MICE & TOURISM INDUSTRY	BALNEO & WELLNESS

The bimonthly Komora magazine highlights the topicality of events in the world of business as well as political contexts and their effect on the economy – the central topic of every issue deals with the activities of the Czech Chamber of Commerce as well as topics and events that arise over time, and which have an impact on the business world.

Segment topics include a cross-section of all important sectors of the Czech economy and are dedicated to specific issues. Over the course of the year these topics are often revisited, especially in the Events, Company of the Month, Opinion, Analysis, Expert View, Trends and Innovation and Experienced View sections

The publisher has the right to refuse to publish an advertisement, especially if its content or the type of advertised services would harm the legitimate interests of the publisher and its contents could harm their reputation in the public or its part and if it is contrary to generally binding legal regulations and good morals of the Czech Republic, as well as of any other state whose territory is serviced by the contracting authority. The advertisement mustn't display nudity, not even as a part of an artistic portrayal or a piece of art.