

KOMORA



Entrepreneurship, business and lifestyle magazine

A platform for discussing more than current business topics and trends.



The title is part of Mediaboard's media monitoring.

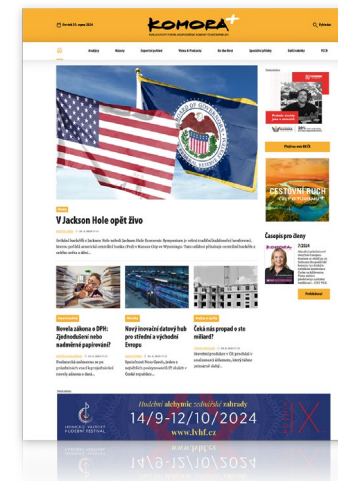
KOMORA+

PUBLICISTICKÝ PORTÁL HOSPODÁŘSKÉ KOMORY ČESKÉ REPUBLIKY



A journalistic portal from the world of business and entrepreneurship

Czech economy in context - studies, analyses, commentaries, expert materials, interviews, experiences and the opinions of company owners and managers.



DISTRIBUTION

- 16 000 companies – members of Czech Chamber of Commerce
- Czech Chamber of Commerce's 60 regional offices
- nearly 130 professional and specialised associations
- government agencies, public administration (senators, parliamentary caucuses, governors, mayors, etc.)

Members of CCC employ almost two-thirds of the economically active population of the Czech Republic. Their share in country's total GDP is 60%, which is approximately 3 200 billion CZK. Almost 80% of this sum is generated by companies with 100 or more employees. More than 60 of the 100 largest companies are members of the Czech Chamber of Commerce.

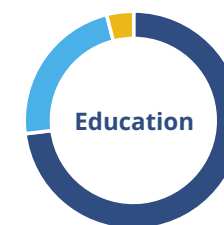
STRUCTURE OF WEBSITE VISITORS



- 21,7 % services
- 13,6 % construction
- 13,1 % trade
- 11,8 % mechanical engineering
- 5,8 % banking and financial services
- 4,9 % education
- 4,2 % agriculture and food processing



- 89 % owners, CEOs, senior management, employees with subordinates
- 11 % employees without subordinates



- 73 % university
- 23 % secondary education
- 4 % other



50 000
readership



monthly
periodicity



**16 500 pcs/
issue**
printed edition



print/online
form



215 000+
visits monthly



3.5 min+
average time spent reading



online
form

READERS AND WEBSITE VISITORS STRUCTURE



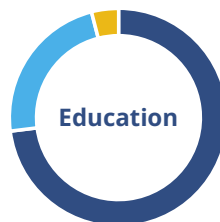
Numbers of employees

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



Job classification

- 89 % owners, CEOs, senior management
- 11 % employees without subordinates



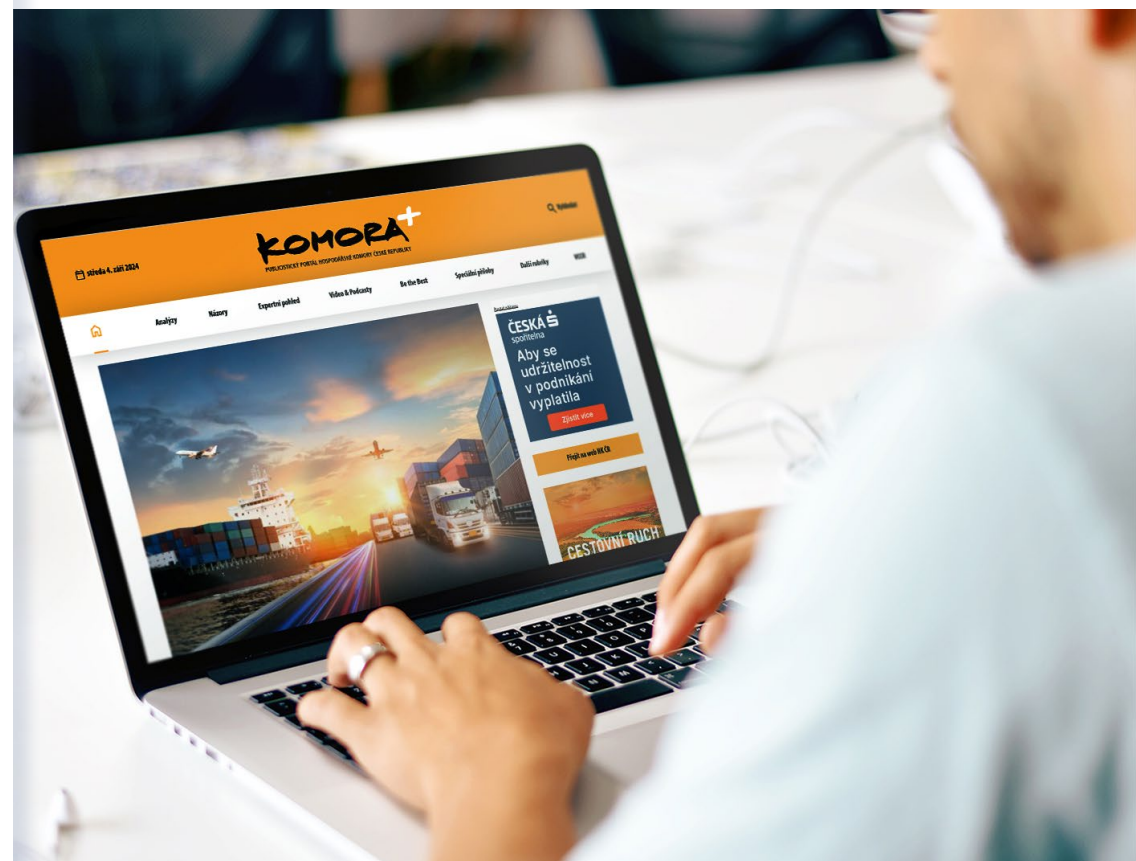
Education

- 73 % university degree
- 23 % secondary education
- 4 % other



Job occupation

- 30 % other services (public)
- 11,8 % engineering, electrical engineering
- 10,6 % construction, building materials
- 10,4 % commerce & banking, financial and insurance services
- 9,9 % accommodation, gastronomy, hospitality, tourism
- 6,2 % manufacturing (chemicals, furniture, timber, tobacco, hide, plastic, glass)
- 6 % production and distribution of gas, heat, electricity and water & telecommunications, IT
- 4,4 % education & culture
- 3,8 % financial & legal advisory
- 2,6 % transportation, logistics & storage
- 2,3 % real estate & rental services
- 2 % food processing industry



PRICE AND SIZE OF THE ADVERTISEMENT



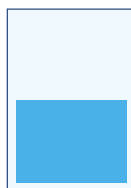
Double page
420 × 297 mm (+ 4 mm bleed)
3 710 EUR



Full page
210 × 297 mm (+ 4 mm bleed)
2 420 EUR



2nd cover page
210 × 297 mm (+ 4 mm bleed)
2 880 EUR



1/2 page
188 × 125 mm
1 700 EUR



3rd cover page
210 × 297 mm (+ 4 mm bleed)
2 710 EUR



Back cover
210 × 297 mm (+ 4 mm bleed)
3 550 EUR

ADDITIONAL SERVICES PRICELIST

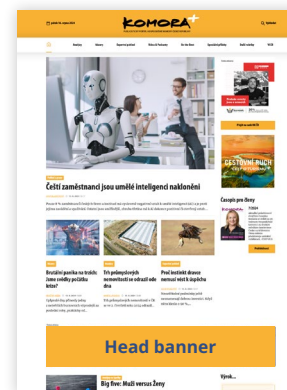
- Editorial revision – 1 standart page **33 EUR**
- Graphic design (image advertising) **27 EUR/hour**
- Inserted flyer up to **A4 from 0,20EUR per piece**

RELEASE SCHEDULE

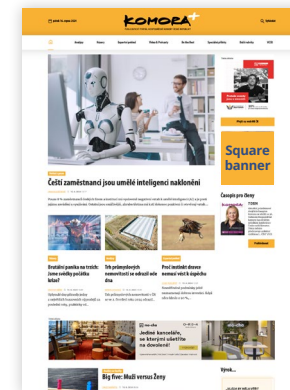
Issue	Deadline	Publication
● February	23. 01. 2025	10. 02. 2025
● March	20. 02. 2025	10. 03. 2025
● April	25. 03. 2025	10. 04. 2025
● May	23. 04. 2025	12. 05. 2025
● June	23. 05. 2025	10. 06. 2025
● July / August	25. 06. 2025	11. 07. 2025
● September	25. 08. 2025	10. 09. 2025
● October	24. 09. 2025	10. 10. 2025
● November	23. 10. 2025	10. 11. 2025
● December	24. 11. 2025	10. 12. 2025

ONLINE ADVERTISEMENT

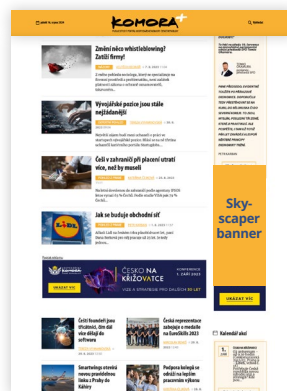
- PR article (max 4 000 characters, including spaces, 1 photo) **520 EUR**
- FB contest **420 EUR**
- Banner design (including graphic services) **150 EUR**
- Newsletter (B2B tourism) – PR article (max 500 characters) **210 EUR**
- Newsletter (B2B tourism) - banner 495 × 100 px **130 EUR**



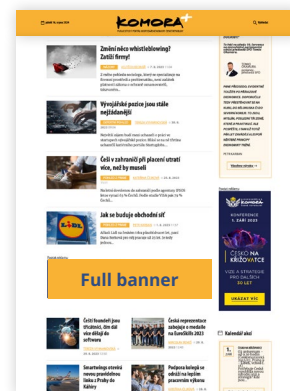
Head banner
1 200 × 208 px
730 EUR



Square banner
270 × 270 px
520 EUR



Skyscraper banner
270 × 624 px
520 EUR



Full banner
890 × 208 px
520 EUR