

EMPRESA MEDIA

We live by the media, we offer information and entertainment



Position on the Czech Market

EMPRESA MEDIA media house belongs among the biggest traditional Czech media houses and thanks to four nationwide TV channels of TV Barrandov also among the most important players on the TV market. Our wide portfolio of printed and electronic titles (from prestigious news, economical, up to social magazines issued in large quantities), shows permanently increasing interest of Czech and Slovak consumers. That is one of the reasons why **EMPRESA MEDIA** expanded in 2015 to Slovak market.



Total reach of EMPRESA MEDIA

7,500,000

i.e. 86 % of the population in the 12–79 years of age group

EMPRESA MEDIA publishes a weekly magazine called TÝDEN (WEEK), community weeklies Instinkt and Sedmička (Instinct and Seven), biweekly magazine EXKLUZIV, monthly magazines for young people POPCORN, Top dívky (Top Girls) and ANIMÁČEK, B2B weekly magazine MarketingSalesMedia, Sedmička křížovky (Seven - Crosswords) and a separate specials TÝDEN 111 miliardářů (WEEK of 111 billionaires), Tipy na výlet (Tips for Trips), TÝDEN HISTORIE (WEEK -HISTORY), etc.

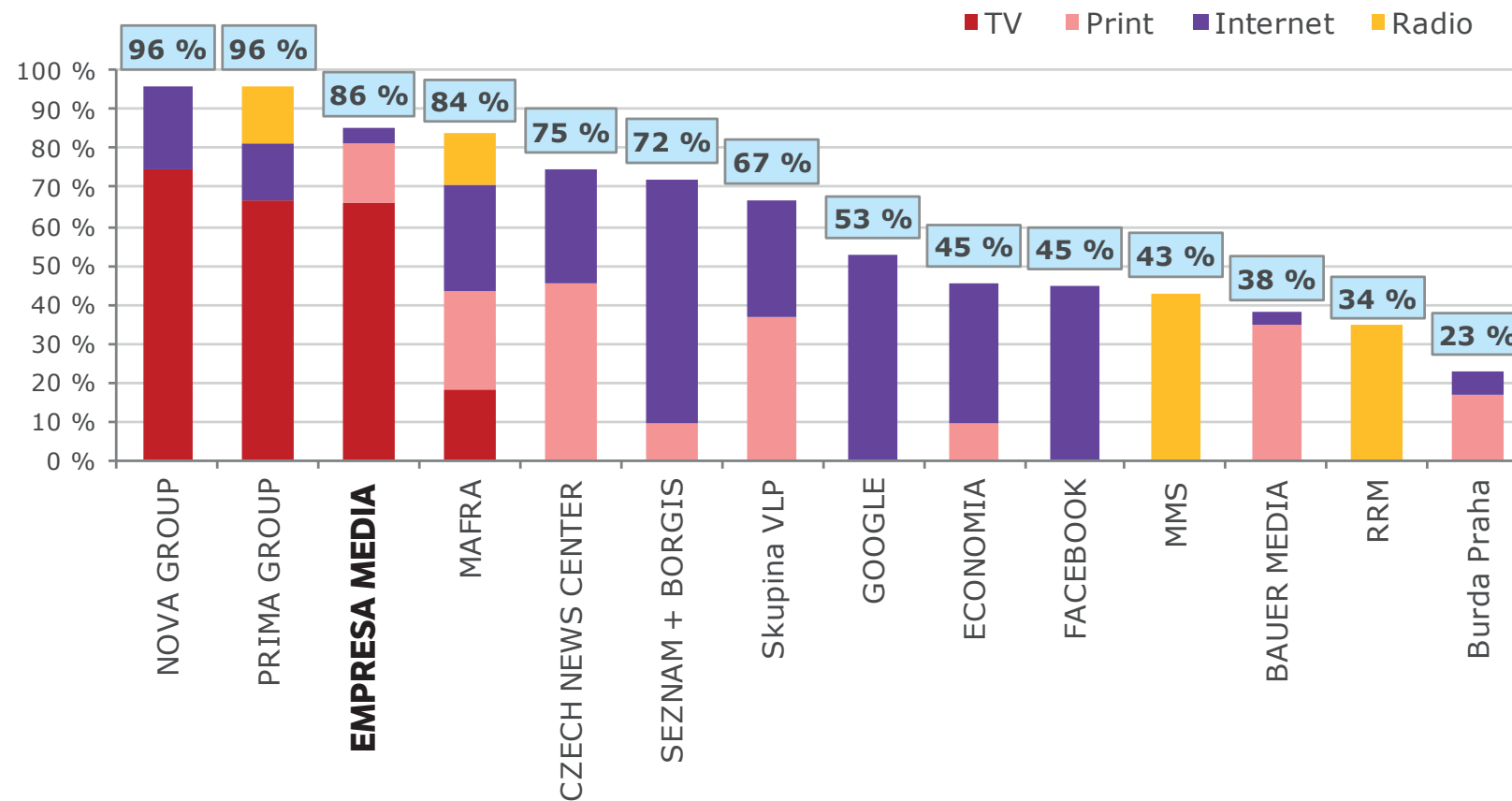
From the electronic titles, the publishing operates TÝDEN.cz (week) and Marketingsales.cz news portals, PC Tuning magazine, a portal about new applications and sites called Světaplikací.cz (world of applications), and also websites of the individual printed titles. **EMPRESA MEDIA** organizes one of the largest Czech conferences for professionals in sales, marketing, and media, called Life on the Edge. The individual titles are proud media partners of the Czech

Lion Awards, Vinohrady theater, Karlín Musical Theatre, the National Theatre, Febiofest, DesignSUPERMARKET, Academy of Sciences, the Writers' Festival, Magnesia Litera Awards, etc.

Thanks to the success of EMPRESA MEDIA on the Czech market, the publishing entered Slovakia at the end of 2015, with successful Czech projects called EXKLUZIV and INTERVIEW.

Position on the Czech Market

EMPRESA MEDIA media house belongs among the biggest Czech publishers and thanks to a nationwide TV Barrandov also among the important players on the TV market. Our wide portfolio of titles shows permanently increasing interest among readers, which is one of the reasons why **EMPRESA MEDIA** has recently introduced new magazines and television channels on the market.



TÝDEN

An exclusive news weekly magazine published since 1994. The TÝDEN magazine is issued every Monday. It brings current news, analysis, reports, interviews, and commentaries from home and abroad. TÝDEN builds on verified information and conclusions, supported by arguments.

Among the readers, the largest is the group of men aged 30-50 years

The number of copies sold keeps growing steadily

Number of readers

148,300

Copies sold

58,474

Profile of TÝDEN readers

- ♦ educated readers from the middle and upper classes
- ♦ mostly middle age people
- ♦ they come from larger cities
- ♦ above-average proportion of entrepreneurs and executives
- ♦ they prefer quality and brand name goods
- ♦ they are willing to pay more for quality
- ♦ they consider brands to be a guarantee of quality



FAKTOR S

FAKTOR S is a new weekly magazine that focuses primarily on economics and politics. By its concept, it is an entirely unique magazine, which is characterized by a healthy journalistic aggressiveness, detached view, irony, and willingness to go beyond what is usual in the Czech media.

A typical reader is a man with above average income

Copies printed

30,000

Profile of FAKTOR S readers

- ♦ men in the productive age
- ♦ above average incomes
- ♦ they prefer quality and they are willing to pay extra for it
- ♦ they consider brands to be a guarantee of quality
- ♦ active lifestyle (sports, traveling)
- ♦ ambitious, open to new things



Instinkt

A lifestyle weekly magazine published since 2002. Instinkt brings exclusive interviews with popular people and domestic and foreign reports every week. The magazine follows the social trends and brings cultural reviews. Its strengths are quality pictures and sophisticated texts.

The consist mainly of people of productive age, especially women

Number of readers

103,200

Copies sold

33,526

Profile of Instinkt readers

- ♦ educated readers from the middle and upper classes
- ♦ residents of larger cities
- ♦ economically active
- ♦ they prefer good quality goods
- ♦ they welcome change and are open to new things
- ♦ they can be influenced by advertisement



Sedmička

A social weekly magazine published since 2012. You will find exclusive interviews with Czech celebrities in there. It brings the latest information from the world of Czech and international stars and stories of extraordinary people. Each issue includes recipes, crosswords, horoscopes, and TV program guide.

Majority of readers come from middle socio-economic class

It belongs among the best-selling magazines in its category

It includes a regular supplement – Sedmička pro ženy

Number of readers

330,400

Copies sold

147,079

Profile of Sedmička readers

- ♦ Sedmička offers a massive hit across groups
- ♦ they take care of the majority of the shopping for their households
- ♦ the readers like to communicate about their purchases with others
- ♦ they consider advertisement as a good advisor who helps them
- ♦ they welcome changes and are open to new things
- ♦ they use magazines as a source of inspiration for shopping



Sedmička Křížovky

A separate special, Sedmička Křížovky is a magazine full of contests in crosswords, sudoku, and wordfind puzzles for interesting and valuable prizes worth more than a hundred thousand crowns. Every issue brings exclusive interviews with important people and special children's supplement with clozes and coloring sheets for children.

Every issue brings prizes worth more than a hundred thousand crowns

Supplement for preschoolers

Copies printed

45,280

Copies sold

28,830

Profile of Sedmička readers

- ◆ Sedmička offers a massive hit across groups
- ◆ they take care of the majority of the shopping for their households
- ◆ the readers like to communicate about their purchases with others
- ◆ they consider advertisement as a good advisor who helps them
- ◆ they welcome changes and are open to new things
- ◆ they use magazines as a source of inspiration for shopping



EXKLUZIV

A social magazine about celebrities, show business, and lifestyle, published since December 2014. It provides an exclusive insight into the privacy of celebrities, maps the most important events, lives of prominent singers, actresses, and businesswomen. It uncovers a world of luxury and brings the latest topics in the field of fashion, cosmetics, culture, healthy lifestyle, and gastronomy.

The magazine targets women 30+, interested in fashion, healthy lifestyle, and news from the society

Estimated no. of readers

78,100

Copies sold

25,946

Profile of EXKLUZIV readers

- ♦ educated women
- ♦ residents of cities with more than 20,000 inhabitants
- ♦ prefer brand name goods
- ♦ they concentrate on quality
- ♦ they like trying new brands
- ♦ they consider shopping to be fun



INTERVIEW

A magazine full of interviews with important people, published since March 2015. Each month, it brings hundred pages of exceptional interviews with inspiring people from all areas of our lives. The most important representatives of domestic and foreign culture, arts, science, sports, politics, and business openly speak about their life, the road to success and falls, private life and their plans for the future.

60 percent of readers are women and 40 percent are men, aged 30+

Unique concept of the magazine

Number of readers

67,400

Copies sold

19,843

Profile of INTERVIEW readers

- ♦ educated readers from larger cities in the productive age
- ♦ they prefer brand name goods
- ♦ they are willing to pay extra for quality goods
- ♦ they like to own quality products
- ♦ they live actively (traveling, attending cultural events)



EXKLUZIV SK

The **EXCLUSIVE** magazine is a guide to the world of famous and successful people. It brings exclusive insight into their private life, it maps in detail the most important events, lives of prominent singers, actresses, and businesswomen. It uncovers the world of luxury and brings the latest topics in the field of fashion, cosmetics, culture, healthy lifestyle, and gastronomy.

The magazine targets women 30+, interested in fashion, healthy lifestyle, and news from the society

Copies printed

40,000

Profile of EXKLUZIV readers

- ♦ educated women
- ♦ residents of cities with more than 20,000 inhabitants
- ♦ prefer brand name goods
- ♦ they concentrate on quality
- ♦ they like trying new brands
- ♦ they consider shopping to be fun



INTERVIEW SK

A new and unique magazine on the Slovak market. Each month, it brings hundred pages of exceptional interviews with inspiring people from all areas of our lives. The most important representatives of domestic and foreign culture, arts, science, sports, politics, and business openly speak about their life, the road to success and falls, private life and their plans for the future.

60 percent of readers are women
and 40 percent are men, aged 30+

Copies printed

20,000

Profile of INTERVIEW readers

- ♦ educated readers from larger cities in the productive age
- ♦ they prefer brand name goods
- ♦ they are willing to pay extra for quality goods
- ♦ they like to own quality products
- ♦ they live actively (traveling, attending cultural events)



MAGAZINE TÝDEN HISTORIE

The magazine **TÝDEN HISTORIE** disproves myths, reveals mistakes and searches for links. A new magazine published under the TÝDEN magazine lures readers into the stories of the past centuries. Prominent historians, anthropologists, archaeologists and writers attractively describe historical events and personalities from the Czech and world history.

Readers are mainly men and women between 30 and 50 years with university education.

Readers show interest in history and events both at home and abroad.

Copies printed

35,000

Reader profile

- ◆ Men and women in productive age
- ◆ Educated readers from bigger cities
- ◆ People who like to possess high-quality products
- ◆ Active life style and interest in events both at home and abroad



MarketingSalesMedia

A weekly magazine about marketing, sales, and media, published since 2013. The main objective of the MarketingSalesMedia magazine is to help advertisers with the key requirement of business owners - to sell. The project MarketingSalesMedia provides decision-makers with key information, analysis, unique research, and other materials necessary for their responsible decisions.

The core of the group of readers consists of decision-makers

Copies printed

5,000

Organiser of the „Life on the Edge“ conference

in the form of subscription and controlled distribution



Top dívky

A monthly magazine for young girls published since 2000. Trends magazine for teenage girls who want to be cool. It offers a complete service in the field of fashion, cosmetics, lifestyle, and interviews with popular people. The magazine significantly affects the lifestyle of its readers.

Majority of readers is young girls, interested in shopping, fashion, and lifestyle

Number of readers

77,000

Copies sold

16,044

Profile of Top dívky readers

- ♦ young girls, generation Z
- ♦ they use communications technologies, often online
- ♦ they are oriented on brands
- ♦ they let themselves to be influenced by celebrities and advertisement
- ♦ they follow fashion trends
- ♦ the magazine is a source of information and inspiration for them



POPCORN

A monthly magazine for teens, published since 1991. Trends magazine for teenage girls and boys who do not want to be left behind and are hungry for news, music, film, and entertainment. They like having fun, they do not want to get bored and they spend their leisure time effectively.

Most strongly represented is the group of young people interested in music and film

Number of readers

74,300

Copies sold

15,375

Profile of POPCORN readers

- ♦ teenagers, generation Z
- ♦ they use communications technologies, often online
- ♦ they are oriented on brands
- ♦ they let themselves to be influenced by celebrities and advertisement
- ♦ they follow fashion trends
- ♦ the magazine is a source of information and inspiration for them



ANIMÁČEK

An illustrated monthly magazine for children. The main objective of the magazine is to entertain children, educate them in a playful way, and to develop their curiosity and creativity. Every month, the magazine brings texts which are fun to read, lots of activities, and other interesting sections for children and parents.

The most frequent readers are children aged 3–6 and their parents

Copies printed

20,000



BARRANDOV GROUP

The **Barrandov group** includes four TV channels (TV Barrandov, KINO Barrandov, Barrandov PLUS and a new family channel called Barrandov FAMILY) and occupies the third position among the largest private television groups on the market. It is recently one of the most important domestic investors and producers producing their own audiovisual content; it also operates one of the most modern dubbing studios in the Czech Republic.



Weekly hit

5,600,000

Audience share

10,8 %

Monthly hit

7,100,000





A nationwide TV station, broadcasting since 2009. TV Barrandov, currently the fourth most watched television in the Czech Republic, is a generalist station, with audience share of over seven percent. The success of TV Barrandov rests on three main program pillars: own production, attractive news, and acquisition programs.

The audience is mostly women aged 35 and over with secondary education from middle socio-economic class.

Monthly hit

6,700,000

Audience share

7,7 %

Weekly hit

5,100,000

Profile of TV Barrandov viewers

- ◆ Broad reach across groups
- ◆ Strong position of families with children and the youngest viewers
- ◆ Above-average proportion of middle age groups
- ◆ The viewers are mostly women





A nationwide TV station broadcasting from 18th April 2015. The program of the station consists of films and TV series of European and world production. KINO Barrandov will please lovers of historical films, westerns, and crime films, as well as fans of romantic comedies or films based on actual events.

Monthly hit

3,600,000

Audience share

1,8 %

Weekly hit

2,200,000





A nationwide TV station broadcasting from 16th May 2015. The Barrandov PLUS station offers a wide range of programs, including shows for the youngest viewers, interesting documentaries, entertainment shows of own production, and also acquisition series and films of various genres.

Monthly hit

3,500,000

Audience share

1,1 %

Weekly hit

2,000,000





A nationwide TV station broadcasting from 1st January 2017. The Barrandov FAMILY station is a channel aimed at the whole family, which is also broadcast in the Slovak Republic. The content is made of successful formats from the Barrandov Group's own production, and there will be acquisition programs gradually included in the program. In the Slovak Republic, 95% of households have the possibility of receiving a signal, of which 31% receives it – Data source: Towercom.

Monthly hit

800,000

Audience share

0,3 %

Weekly hit

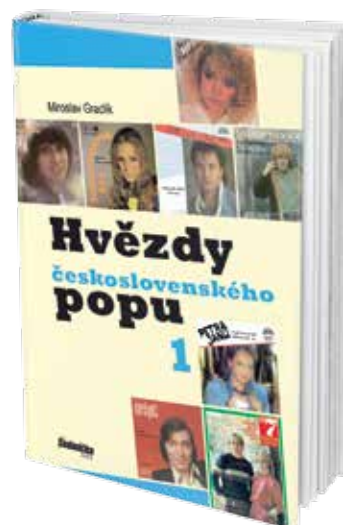
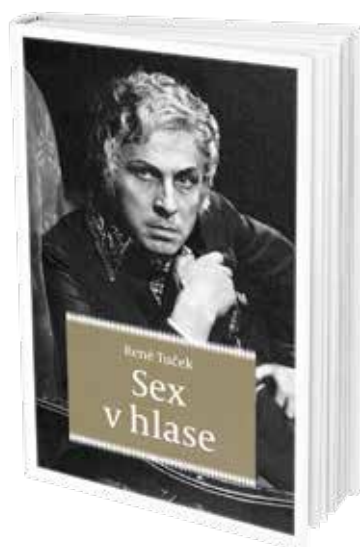
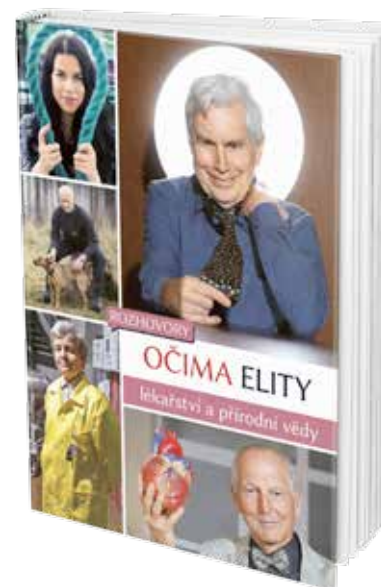
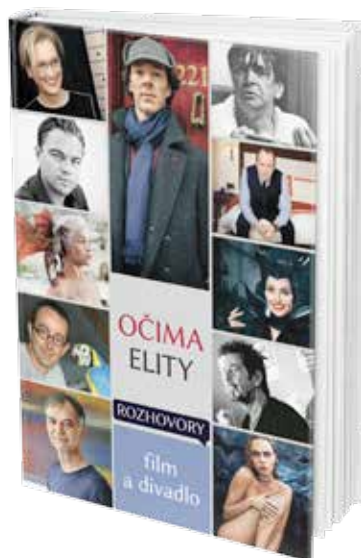
500,000



Book Division of EMPRESA MEDIA

The publishing house specializes in publishing books on society, history, and lifestyle topics.

It follows the successful project of own book shop, Knihy.tyden.cz, which offers a complete production of books of Czech publishers. The individual books are published by EMPRESA MEDIA in the editions: Sedmička, Interview, Kamarád and Mladý svět. The book division of EMPRESA MEDIA started its operation in April 2016.



TÝDEN.CZ

TÝDEN.CZ is an online journal that provides original news, analysis, news, interviews, and commentaries, both domestic and from abroad.

Number of visitors/users

856,494

Number of views of the website

4,319,719



PCTuning.cz

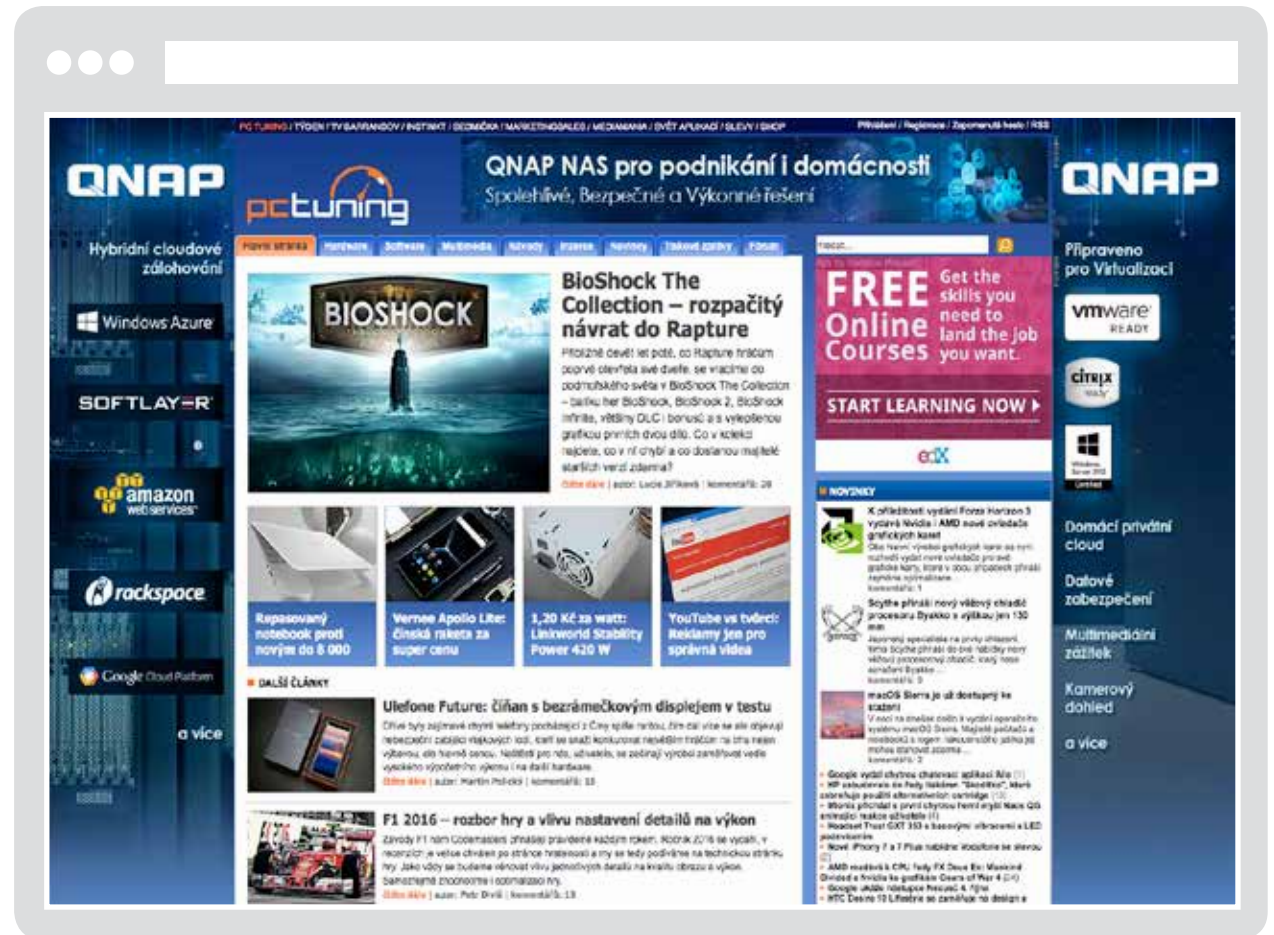
A successful Czech computer magazine aimed at PC users. The main topics include hardware components, digital technology, Internet security issues, mp3, and finally a variety of drivers and accessories for computer games.

Number of visitors/users

322,269

Number of views of the website

3,219,480



Marketingsales.cz

The portal provides daily news from the field of sales and marketing, interviews with top managers, examples of successful marketing campaigns from the Czech Republic and abroad. It also includes SlideShare presentations and tips on specialized events, conferences, and education.

Number of visitors/users

24,216

Number of views of the website

47,072

The screenshot shows the homepage of MarketingsalesMedia. At the top, the logo 'MARKETINGSALESMEDIA' is displayed in a large, bold, sans-serif font. Below the logo is a navigation bar with links: 'HOMEPAGE', 'TRHY', 'MARKETING', 'OBCHOD', 'MÉDIA', 'DATA', and 'LIDÉ'. To the right of these links is a search box with the text 'hledat' and a magnifying glass icon. Below the navigation bar is a red banner with the text 'VÝTISK ZDARMA PŘEDPLATNÉ INZERCE KONTAKTY TRAFIKY'. The main content area features a large image of a man and a woman sitting on a couch, drinking beer. Below this image is a red banner with the text 'Nejvíce nominací v soutěži Flema mají agentury Starmedia a Triad'. To the right of the main image is a smaller image of a magazine cover titled 'MARKETINGSALESMEDIA 43'. Below the main image are three smaller images: 'LIDÉ' (a man in a suit), 'MARKETING' (three cartoon figures), and 'MARKETING' (a man in a suit). To the right of these images is a 'TOP EVENTY' section with a list of events: '20/10 CES Unveiled Prague', '21/10 Právo v sociálních médiích', and '21/07 Restart myšlení'. The word 'reklama' is visible in the bottom right corner of the screenshot.

Mediamania.cz

Mediamania.cz is a portal dedicated to media. It offers a comprehensive and exclusive information. It covers the entire media market – from data and analysis through profiles of major players to interviews with important people from the media industry.

Number of visitors/users

16,595

Number of views of the website

53,851

The screenshot shows the Mediamania.cz website interface. At the top, there is a search bar with the text "Hledat" and the date "Čtvrtek 22. 9. 2016, svátek má Darina". Below the search bar is a navigation menu with the following categories: AKTUALITY, BYZNYS, STATISTIKY, TELEVIZE & RÁDIO, TISK, ON-LINE, PR, OUTDOOR, and LIDÉ. The main content area is divided into several sections. On the left, there is a collage of magazine covers. In the center, there are several text-based news items, including one about "STRACH Z FILIPÍNSKÉHO KATA, NEJKRATŠÍ LET A JAK NEMLUVIT SE" and another about "TITULNÍ STRÁNKY VÝZNAMNÝCH PERIODIK - 22. 9. 2016". On the right, there is a section titled "AKTUÁLNÍ DENNÍ SLEDOVANOST" which includes a pie chart showing the share of media groups. The pie chart data is as follows:

Group	Share (%)
OSTATNÍ	11.94 %
ČT GROUP	25.63 %
PRIMA GROUP	23.35 %
Sarrandov GROUP	7.75 %
NOVA GROUP	31.93 %

Below the pie chart, there is a small text block: "Zdroj: ATO - Nielsen Admedias - Přijetí licence dat v letech 2011-2016 bez souhlasu EMPIGA MEDIA, je vyřazená z dat." and a link "Další grafy sledovanosti". At the bottom of the page, there is a section titled "AKTUALITY" with a sub-section "OBJEV DESETILETÍ, JOGURTOVÁ KALAMITA A "VOLEJBALOVÉ" ZNÁSILNĚNÍ" and a small image of a hand holding a glass.



Thank you for your attention and we
look forward to our cooperation with you.