



We live by the media, we offer information and entertainment



Position on the Czech Market

The media house, **EMPRESA MEDIA**, is one of the largest, traditionally-Czech media houses and thanks to four wide-screen TV Barrandov channels, it is also one of the most significant players on the television market. It has a wide portfolio of print and electronic titles (from prestigious news, economic and high-cost society magazine), which continue to demonstrate the growing interest among Czech and Slovak consumers.



Total reach of **EMPRESA MEDIA**

7 500 000

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

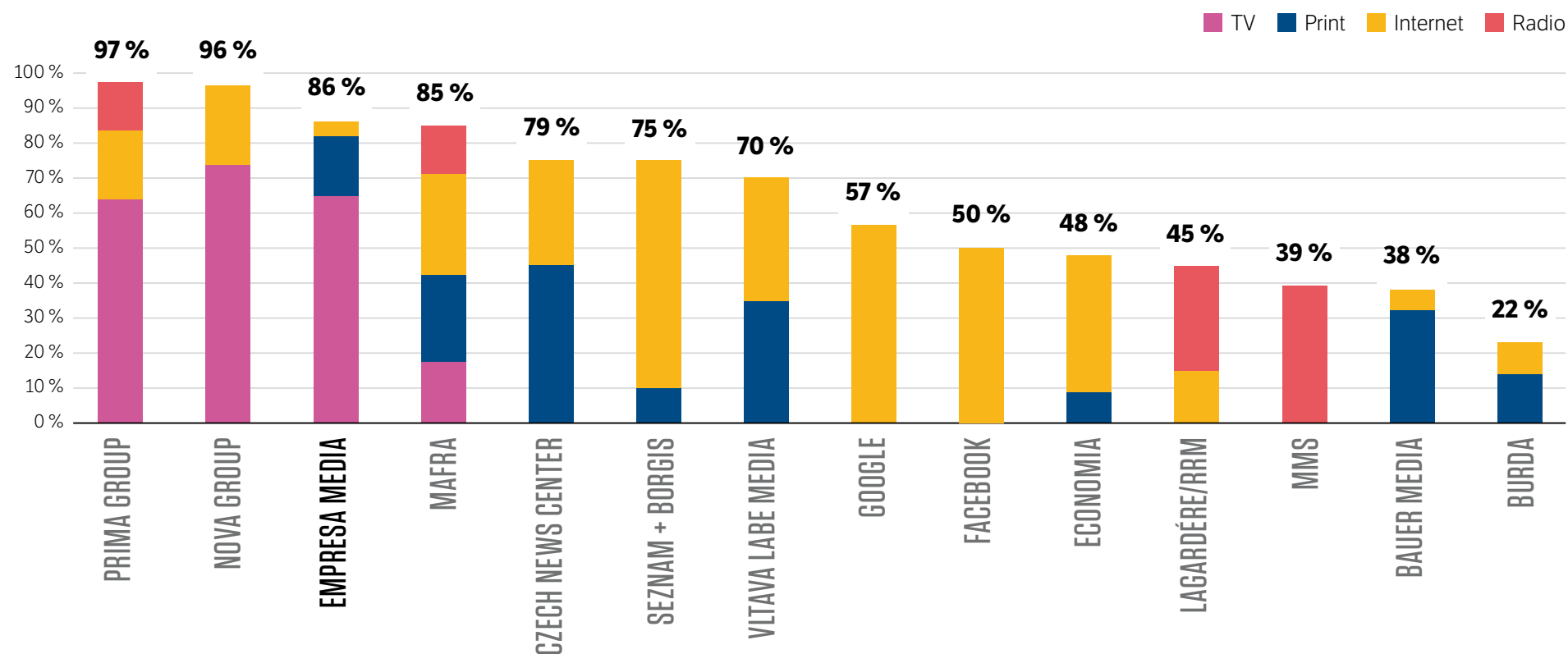
The media house, **EMPRESA MEDIA**, issues a weekly magazine called TÝDEN (WEEK), a societal magazine called Instinkt and Sedmička, a bi-weekly magazine called EXKLUSIV, a monthly magazine called Interview, Faktor Soukup and Sedmička Naše životy (Our Lives), a monthly magazine for the youth called POPCORN and Top Dívky, a B2B weekly magazine called MarketingSalesMedia, a bi-monthly magazine called Sedmička křížovky (Crosswords), Sedmička křížovky XXL (XXL Crosswords), and Týden Historie (WEEK History), including a number of specials. In terms of electronic titles. it runs the

website called TYDEN.CZ, a news reporting website, Marketingsales.cz, Tuning, a PC magazine, a website for women called zenydivky.cz and other websites with individually printed titles. **EMPRESA MEDIA** organizes one of the largest Czech conferences for business, marketing and media professionals called Život na hraně (Life on the Edge). The individual titles are media partners to several professional, cultural and sporting events, including Magnesia Litera, FebioFest, the Writers' Festival, J&T Banka CS13*W Olomouc or Play Offs Global Champion League in Parkour. The publishing company also supports

the Vinohrady Theatre, the Musical Theatre in Karlín, the National Theatre, the Academy of Science and a number of music and film festivals. The Barrandov Group includes four television channels (TV Barrandov, KINO Barrandov, Barrandov PLUS and Barrandov FAMILY) and is third among the largest private television groups on the market. Currently, it is one of the most important household investors and producers that create their own audio-visual content, it also runs one of the most modern dubbing studios in the Czech Republic. The share of audience viewing has been growing since 2013.

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

130 700

Copies sold

53 451

The profile of TÝDEN readers

- i Educated readers from the middle and upper classes
- i Mostly middle age people
- i They come from larger cities
- i Above-average proportion of entrepreneurs and executives
- i They prefer quality and brand name goods
- i They are willing to pay more for quality
- i They consider brands to be a guarantee of quality



FAKTOR SOUKUP

FAKTOR SOUKUP IS A NEW MONTHLY MAGAZINE, which primarily deals with the economy and politics. In terms of its concept, it is a completely unique magazine, which is characterized by healthy, journalistic aggression, an overview, irony and willingness to go beyond the borders of what is common in Czech media.

Typical readers are men
with above-average incomes.

Number of readers

107 900

Print run

30 000

The profile of FAKTOR SOUKUP readers

- i Men in their productive age
- i Above-average incomes
- i Prefer quality and don't mind paying for it
- i They see the brand as a symbol of quality
- i Active lifestyle (sports, traveling)
- i 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

94 800

Copies sold

27 187

The profile of Instinkt readers

- i Educated readers from the middle and upper classes
- i Residents of larger cities
- i Economically active
- i They prefer good quality goods
- i They welcome change and are open to new things
- i 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

Number of readers

322 400

Copies sold

120 739

The profile of Sedmička readers

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



Sedmička křížovky (Crosswords)

The independent special, **Sedmička křížovky (Crosswords)** is the most-read crossword magazine in the Czech Republic. The magazine is full of crossword puzzles, sudoku puzzles and word searches, where you can win interesting and valuable prizes valued at over one hundred thousand Czech Crowns. This magazine also includes fill-in-the-blanks for children, articles about Czech celebrities, interviews and top quality photographs.

Every issue has prizes valued at over one hundred thousand Czech Crowns

Number of readers

280 100

Copies sold

24 451

The profile of Sedmička Crosswords readers

- i Sedmička křížovky (Crosswords) is read by a mass range across the groups
- i Those doing the shopping for the household
- i Readers talk to other readers about shopping
- i They consider the advertisements as good advice, which help them
- i They like change and are open to new things
- i They use the magazine as a source of shopping inspiration



Sedmička křížovky XXL (XXL Crosswords)

Sedmička křížovky XXL (XXL Crosswords) is specific for its large format and bigger font size. This is primarily appreciated by people with worse eyesight. The larger font makes it easier and more comfortable for them to do the puzzles. Every issues contains thirty select crosswords for prizes valued at over one hundred thousand Czech Crowns.

Every issue has prizes valued at over one hundred thousand Czech Crowns

Number of readers

147 100

Copies sold

24 790

The profile of Sedmička Crosswords XXL readers

- i Sedmička Crosswords is read by a mass range across the groups
- i Those doing the shopping for the household
- i Readers talk to other readers about shopping
- i They consider the advertisements as good advice, which help them
- i They like change and are open to new things
- i They use the magazine as a source of shopping inspiration



Sedmička Naše životy

Thrilling stories written by life itself. The Sedmička NAŠE ŽIVOTY monthly magazine is full of moving stories, people's fortunes as well as humorous tales with a happy end. Moreover, you can also find articles dedicated to health and esoterica, horoscopes, crosswords and recipes here.

The majority of readers is women 35+

They provide and decide on most of daily home purchases.

Number of readers

214 800

Copies sold

42 650

The profile of Sedmička Naše životy readers

- i They like to buy
- i They are interested in fashion
- i They care for their health
- i Brand goods are a superior quality guarantee for them
- i They live in households with medium economic status



Sedmička Special

Sedmička Special is focused on topics related to children, travelling, healthy lifestyle and Czech celebrities. The popular and practical A5 format issues specials like Sedmička Nekrásnější české výlety (The Most Beautiful Czech Trips), Sedmička pro děti (for Children), Sedmička Hvězdy, který jsme milovali (Stars, who we loved), Sedmička Jak vaří celebrity (How Celebrities Cook) and Sedmička Zdraví a hubnutí (Health and Weight Loss).

Number of readers

49 200

Print run

20 000

Pro Děti (For Children):

A unique chance to address children and families with children aged 4-12. Apart from children, who the magazine is primarily intended for, its readers also include their parents and grandparents.

Nekrásnější české výlety 2 (The Most Beautiful Czech Trips):

This issue addresses readers, who lead an active lifestyle and have enough free time and financial means.

Hvězdy, který jsme milovali (Stars, who we loved):

The target group is women over 40. The title is an excellent communication channel for addressing women in the household and those, who shop for their household.

Jak vaří celebrity (How Celebrities Cook):

The readers are primarily women, who are interested in cooking and lifestyle trends.

Zdraví a hubnutí (Health and Weight Loss):

The readers include women in their productive age, who are interested in a healthy lifestyle. Readers of this issue invest time into taking care of their health and appearance.



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

Number of readers

60 000

Copies sold

21 982

The profile of EXKLUZIV readers

- i Educated women
- i Residents of cities with more than 20,000 inhabitants
- i Prefer brand name goods
- i They concentrate on quality
- i They like trying new brands
- i 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

56 200

Copies sold

17 079

The profile of INTERVIEW readers

- i Educated readers from larger cities in the productive age
- i They prefer brand name goods
- i They are willing to pay extra for quality goods
- i They like to own quality products
- i 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.

Number of readers

107 500

Copies sold

6 388

The profile of TÝDEN HISTORIE readers

- i Men and women in productive age
- i Educated readers from bigger cities
- i People who like to possess high-quality products
- i 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

Number of readers

12 300

Copies sold

3 185

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

65 900

Copies sold

16 192

The profile of Top dívky readers

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



POPCORN

This monthly magazine for teenagers has been issued since 1991. This trendy magazine is intended for teenage girls and boys, who do not want to be left behind and who are interested in music, film, entertainment, celebrity's lifestyles, bloggers and You tubers.

The readers primarily include young people, who are interested in music and film.

Number of readers

53 600

Copies sold

12 539

The profile of Sedmička POPCORN readers

- i Generation Z teenagers
- i Use communication technology, often on-line
- i Brand-oriented
- i Influenced by celebrities and advertisements
- i Interested in fashion trends
- i The magazine is a source of information and inspiration for them



BARRANDOV GROUP

The Barrandov Group includes four television stations (TV Barrandov, KINO Barrandov, Barrandov PLUS and Barrandov FAMILY) and is the third largest private television group on the market. Currently, it is one of the most important domestic investors and producers making its own audiovisual content, as well as operating one of the most cutting-edge dubbing studios in the Czech Republic. Its ratings share has been continuously increasing since 2013.



Monthly hit

6 000 000

Audience share

8,7 %

Weekly hit

4 200 000





A nationwide television station broadcasting since 2009. TV Barrandov, currently the fourth most watched television station in the Czech Republic, is a full-format station with ratings of over six percent. The success of TV Barrandov is founded on four program pillars: its own production, appealing news reporting, political discussions and acquired programs. Its ratings share has been continuously increasing since 2013.

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

Monthly hit

5 200 000

Audience share

6,1 %

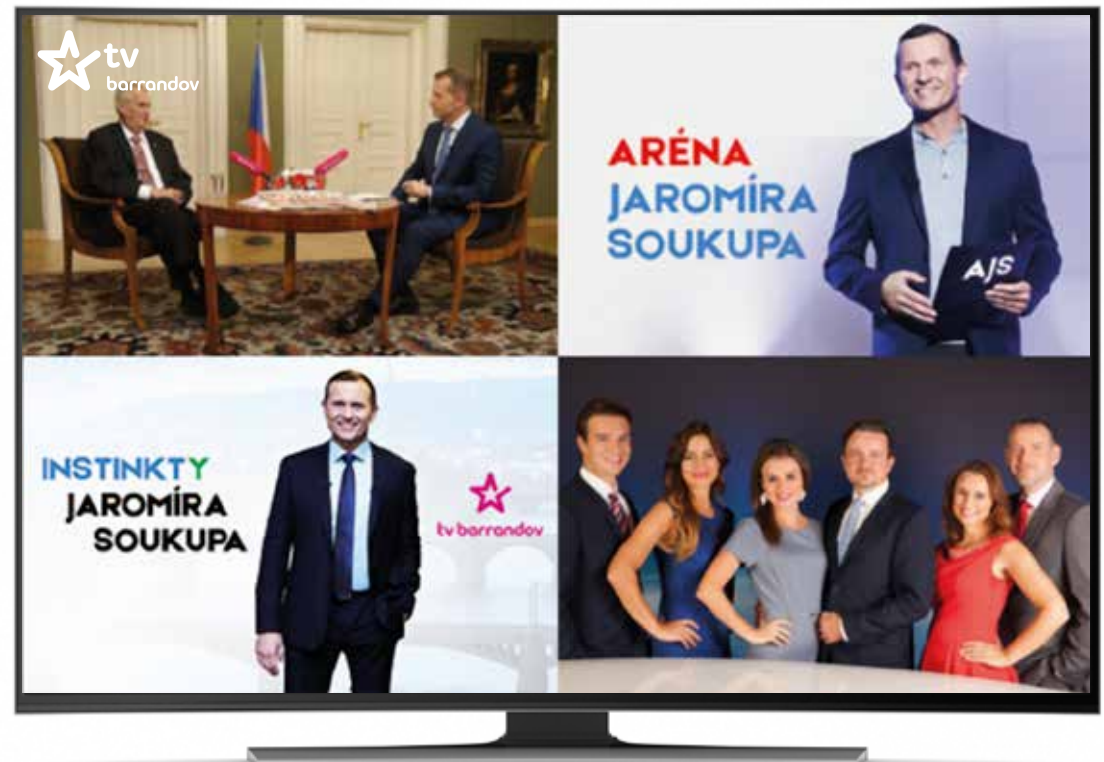
Weekly hit

3 400 000

Profile of TV Barrandov viewers

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

Audience share source: ATO Nielsen Admosphere, CS: 15+, Live + TS0-3, Share, Reach – 2017





A nationwide television station broadcasting since 18 April 2015. The station's lineup consists of feature film and series productions from European and world producers. KINO Barrandov will please lovers of historical films, westerns and crime films, as well as fans of romantic comedies and films based on real life events. Its ratings share continues to grow.

Monthly hit

3 100 000

Audience share

1,6 %

Weekly hit

1 700 000





A nationwide television station broadcasting since 16 May 2015. Barrandov PLUS has a distinctive program line-up including shows for the youngest viewers, interesting documentaries, its own entertainment productions and acquired series and movies of various genres. Its ratings share continues to grow.

Monthly hit

3 100 000

Audience share

0,9 %

Weekly hit

1 600 000





A nationwide television station broadcasting since 1 January 2017. Barrandov FAMILY is a channel focusing on the entire family, which is also broadcast in Slovakia. Its content consists of successful formats from Barrandov Group productions, and gradually the schedule will include acquired shows. In Slovakia, its signal is available to 95% of households, and 31% receive it.

Monthly hit

800 000

Audience share

0,2 %

Weekly hit

400 000



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

1 015 412

Number of views of the website

4 779 155



PCTuning.cz

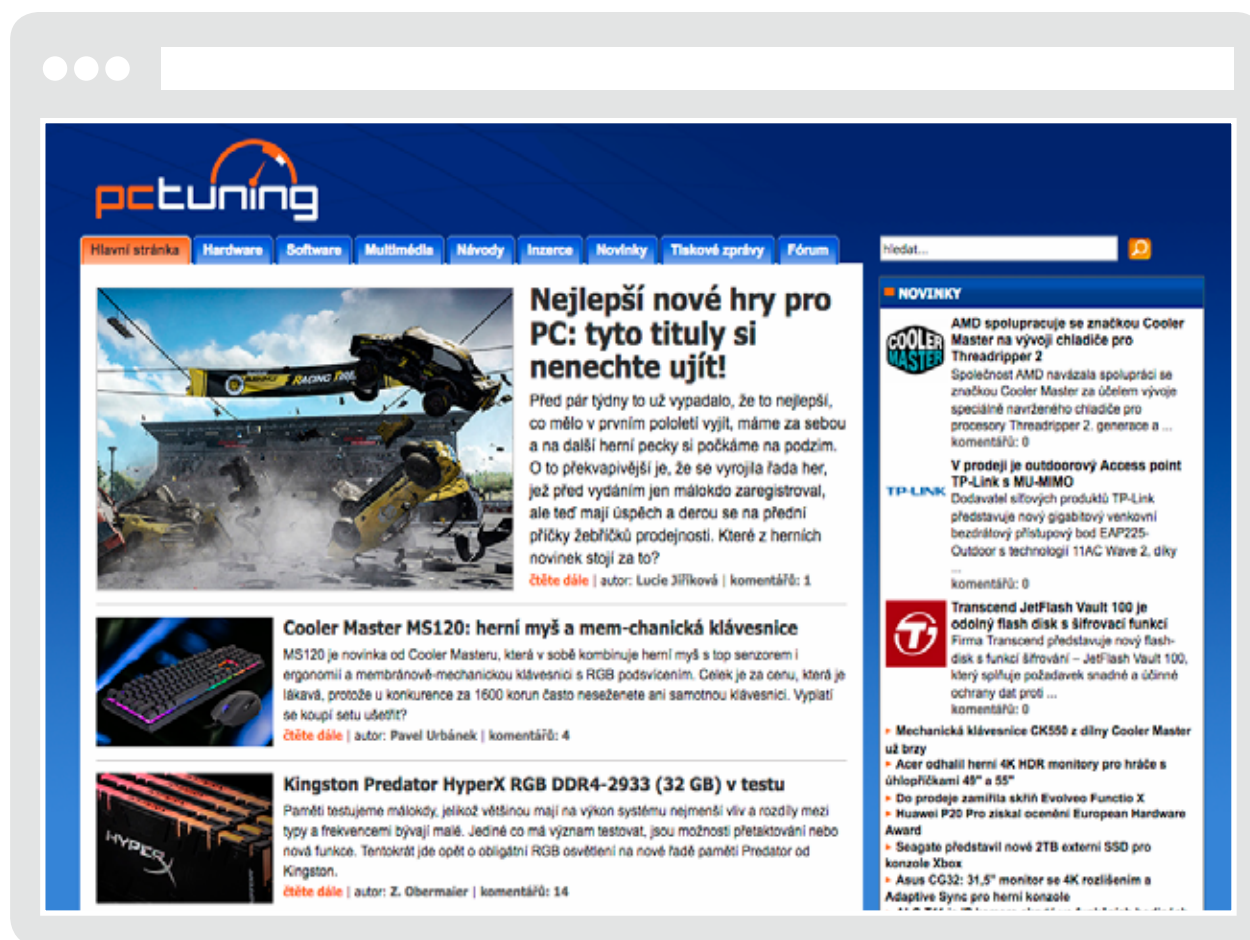
A successful Czech computer magazine aimed at PC users. The main topics include hardware components, digital technology, Internet security issues, mp3, and finally a variety of drivers and accessories for computer games.

Number of visitors/users

252 489

Number of views of the website

2 673 523



Marketingsales.cz

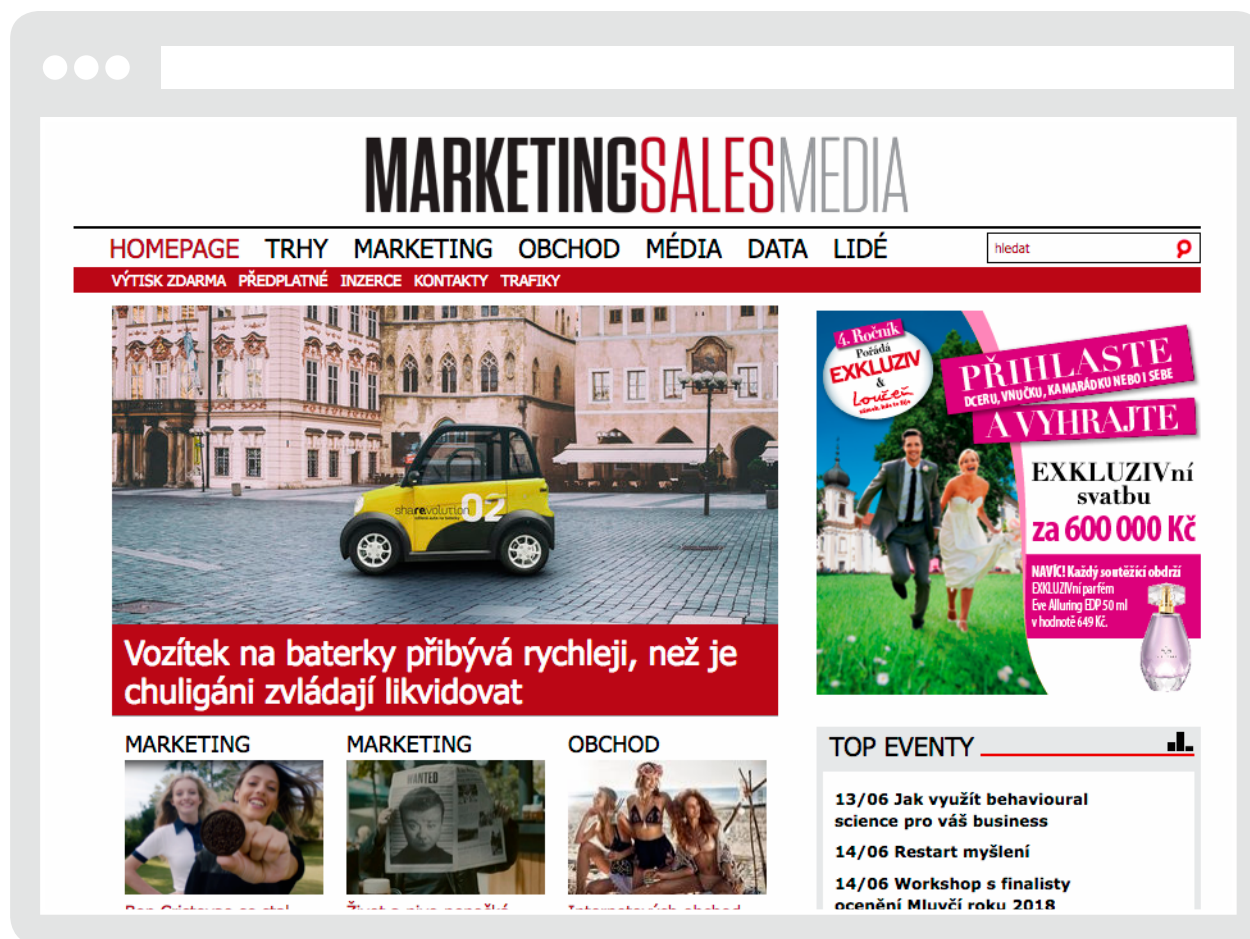
The portal provides daily news from the field of sales and marketing, interviews with top managers, examples of successful marketing campaigns from the Czech Republic and abroad. It also includes SlideShare presentations and tips on specialized events, conferences, and education.

Number of visitors/users

21 399

Number of views of the website

41 884



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

10 160

Number of views of the website

41 106



Zenydivky.cz

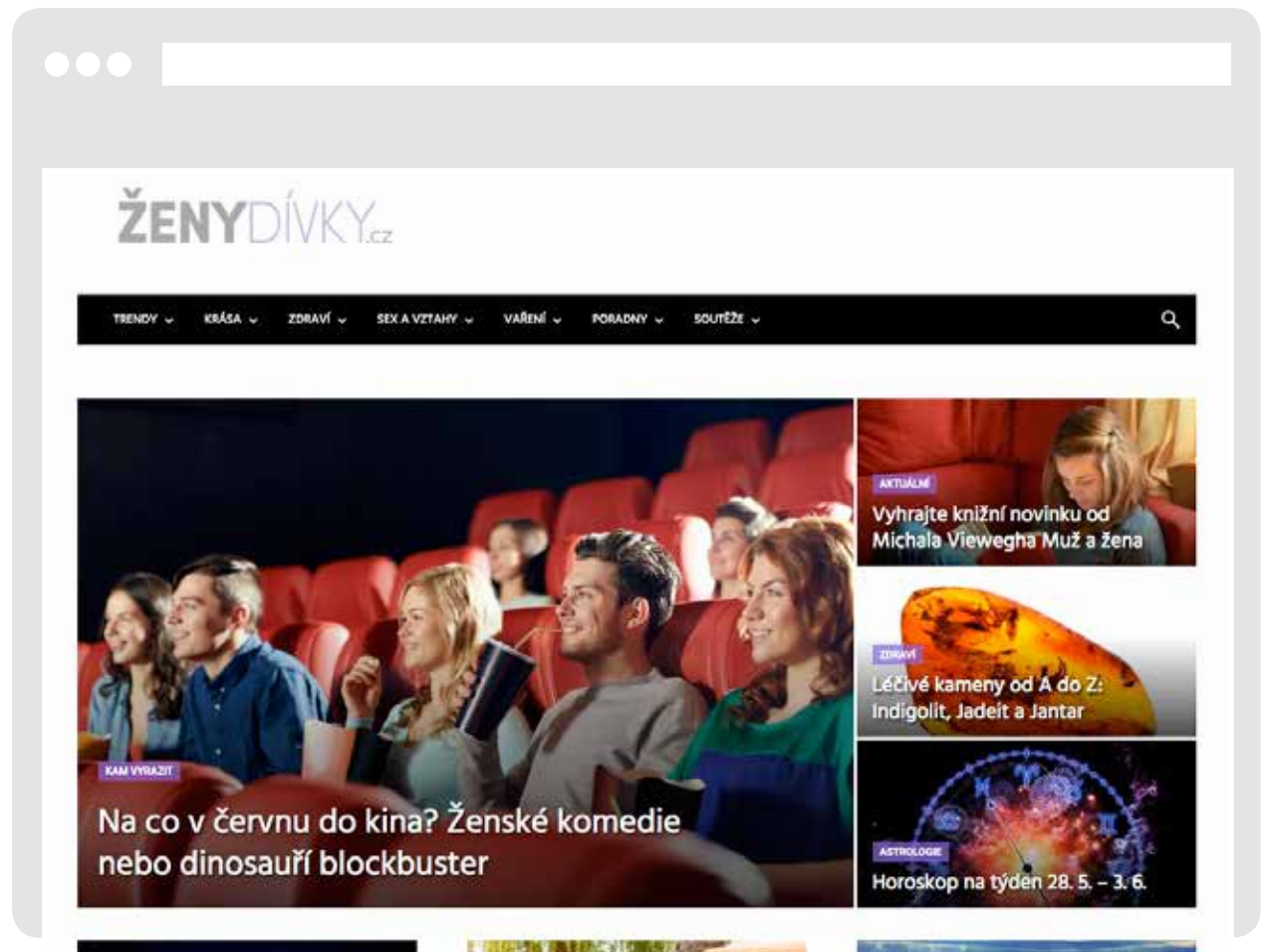
This is a new Internet magazine for women of all ages, where women can find a way to get away from stress and the worries of everyday life. It tries to provide current news and trends, yet deals with astrology, tarot reading, alternative and traditional health in a readable form. With the help of interesting professionals, we are creating advice centers, be it related to psychology, relationships or fashion. We are also preparing interviews with people that are worth reading. Our website also includes different and fun contests.

Number of visitors/users

4 351

Number of views of the website

8 474





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