

Echo

Echo24.CZ

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Echo
Podcasty



2026

Echo Media, a. s.

Echo

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The establishment of Echo Media, a.s., was a response to the fundamental changes in the Czech media landscape following the ownership shifts of media houses into the hands of influential and political entities. Echo Media, a.s. was not founded by any political or power structure, and its financing guarantees its independence. The role of the media in the function of a democratic state is irreplaceable. It ensures freedom of expression, enables critical evaluation of politicians and state institutions, and serves an important control function. In recent years, the Czech media landscape has undergone increasing oligarchization, with varying levels of influence on content.

Our motto is 'Independence as a business model'. Our publications offer unique content created by seasoned and accomplished journalists. The editorial team, led by Dalibor Balšínek, includes commentators Daniel Kaiser, Ondřej Šmigol, Ondřej Štindl and Martin Weiss; the philosopher and essayist Tereza Matějčková and Jiří Peňás, as well as many other renowned contributors. We are united by one conviction. We believe in the independence of journalism.

Echo

The analytical Týdeník Echo reflects on the most important social events at home and around the world. It follows in the tradition of the world's most prestigious weekly publications. Experienced and established journalists provide commentary, analysis and interviews.

Týdeník Echo
is published every Thursday
in both print and digital formats.

The print edition has
a circulation of 18,000.

Total circulation
+ subscriptions: 11,300.

Digital subscribers are 5,000.



Echo

Print Advertising Opportunities



1/1
215 x 266 mm
3000 x 2000 px

189 000 CZK



2. cover / inside front cover
215 x 266 mm
3000 x 2000 px

219 000 CZK



4. cover / back cover
215 x 266 mm
3000 x 2000 px

229 000 CZK



1/2 width
215 x 130 mm
3000 x 2000 px

119 000 CZK



1/2 height
106 x 265 mm
3000 x 2000 px

119 000 CZK



1/3 width
215 x 90 mm
3000 x 2000 px

89 000 CZK



2/1
430 x 266 mm
3000 x 2000 px

329 000 CZK

Other formats available upon agreement. Prices are excluding VAT.

Print materials must be submitted 10 days prior to publication in PDF or EPS composite format, including embedded images and fonts. Minimum resolution: 300 dpi. Please add 5 mm bleed to the final size.

Digital materials must be submitted 5 days before the publication date in 3000 x 2000 px resolution, including the target URL. Maximum file size: 1 MB. Accepted formats: JPG, PNG, GIF (including animated).

Týdeník Echo – editorial plan of supplements 2026

On sale from	Title	Deadline for advertising
29. 1.	Funds under the microscope	19. 1.
12. 2.	Education compass: New paths to learning	2. 2.
26. 2.	Medicine of tomorrow	16. 2.
12. 3.	AI and modern technologies	2. 3.
19. 3.	World water day	9. 3.
26. 3.	Business, Real Estate & Development	16. 3.
23. 4.	Sustainability	13. 4.
30. 4.	The key to energy independence	20. 4.
7. 5.	Grand book special	27. 4.
21. 5.	Overview of spring automotive news	11. 5.
4. 6.	Summer 2026: Destinations you must experience	26. 5.
11. 6.	Cyber shield: How to protect your data	1. 6.
23. 6.	Echo Special – Interviews	8. 6.
25. 6.	Karlovy Vary: A star guide to the festival season	15. 6.
3. 9.	Architects of your own health	24. 8.
10. 9.	Real Estate Development, projects, finance and the future of housing	31. 8.
24. 9.	Art investments: Market guide, auctions and collector tips	14. 9.
8. 10.	Energy: Crisis or opportunity	28. 9.
15. 10.	Autumn book special	5. 10.
22. 10.	Legacy and growth: Strategies of successful family businesses	12. 10.
5. 11.	AI: A new era of business and life, breakthrough technologies	26. 10.
12. 11.	Smart money: How to invest in turbulent times	2. 11.
19. 11.	Autumn automotive news and innovations	9. 11.
3. 12.	The best Christmas gifts: Premium holiday guide	23. 11.
15. 12.	The Best of Echo 2026	5. 12.





Our podcasts focus on current topics in politics, business, culture and society. The audience for all our podcasts has been growing rapidly since their launch, reaching tens of thousands of plays each month.



Collaboration opportunities:

Exclusive partnership with a selected podcast.

By associating with a specific podcast, you gain the opportunity to reach an audience already interested in the topic — through trusted, high-quality content from our production.

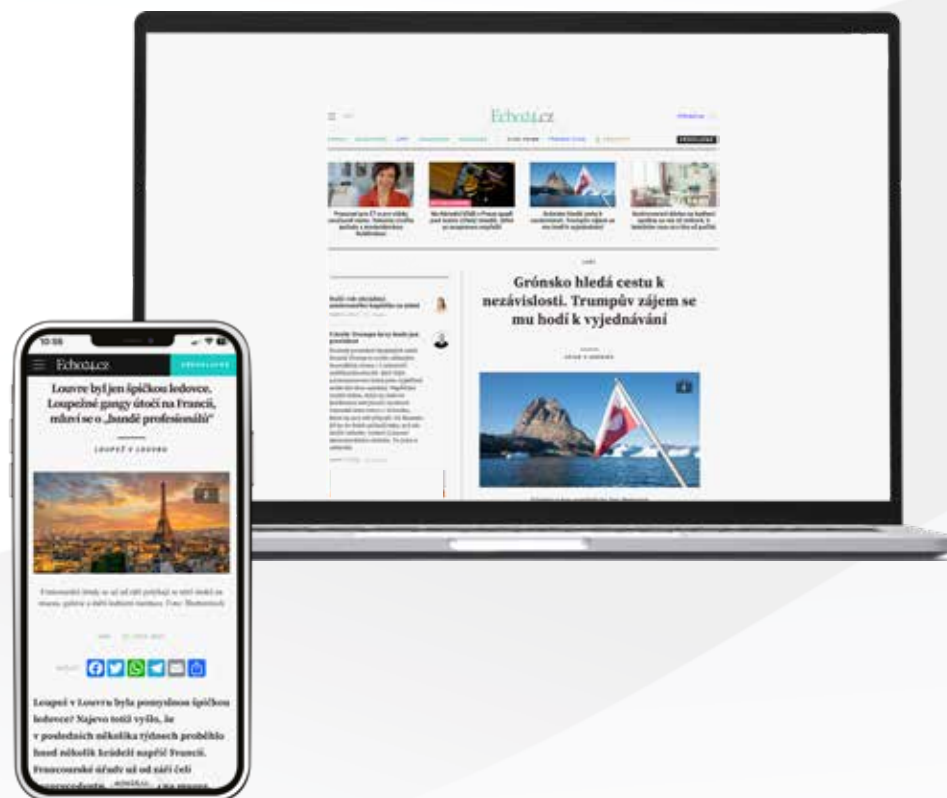
All advertising space within the podcast is exclusively reserved for the designated client — for example, through a sponsorship mention or audio spot. The advertising presence can be extended to include display formats placed in fixed positions alongside the article accompanying the podcast.

The price will be determined based on the scope and format of the communicated content.

The independent online daily Echo24 has been published for over ten years. It covers the most important social events with a focus on politics, business, and culture. It offers commentary, opinion pieces, and in-depth analysis. Echo24 appeals to discerning readers with critical thinking who actively seek out information.

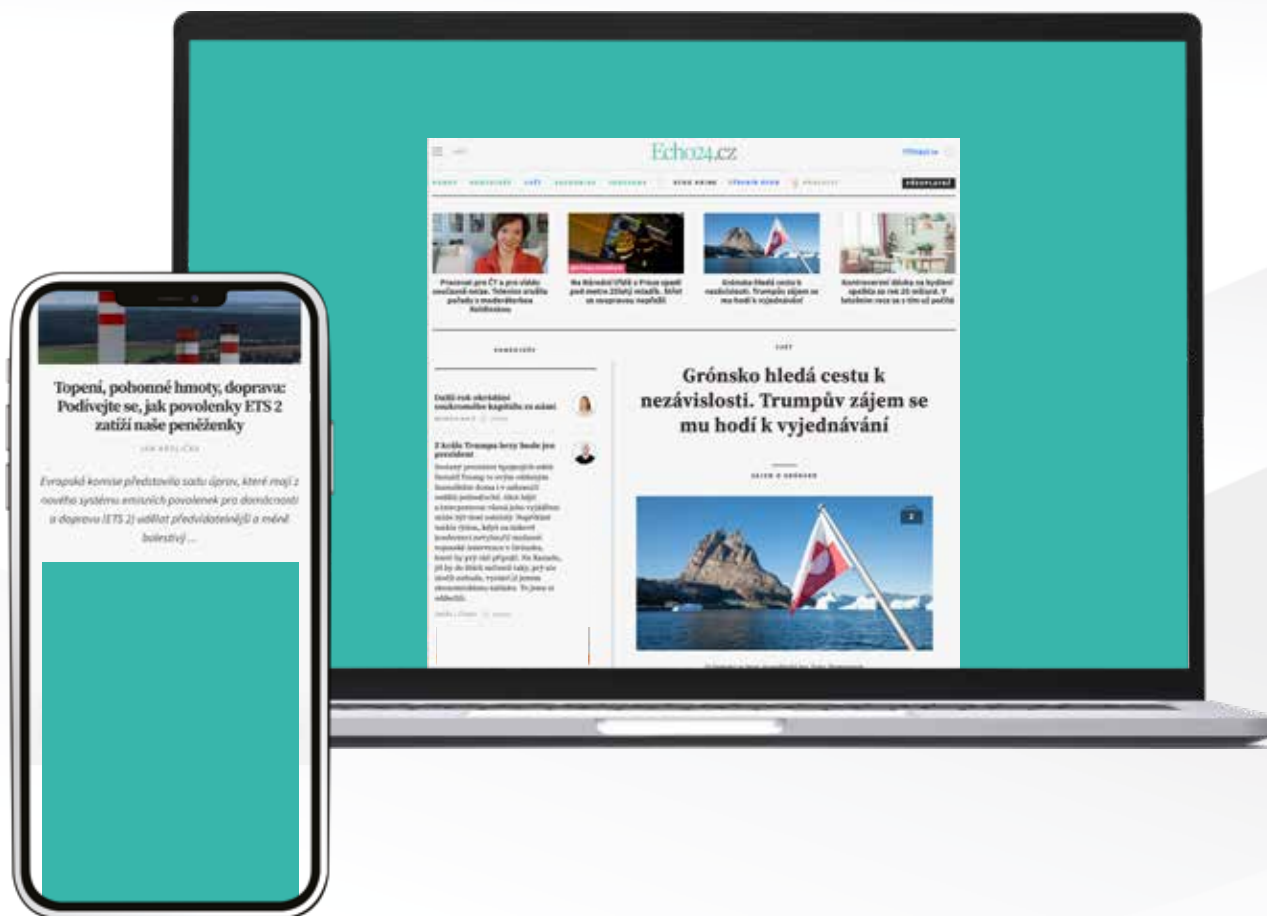
Echo24 readers are:

- Economically active and in decision-making positions
 - 61% male and 39% female
 - well-educated (73% high school, university)
 - higher-income earners (53% in income groups A and B)
 - from large cities (33% with over 100,000 inhabitants).
-
- **2 million RU/month**
 - **11 million PV/month**
 - **7,8 million Visits**



Echo24.cz

Digital Ad Solutions



branding

size desktop **2000 × 1400 px**

internal pitch - width **1060 px**, height **270 px**

size mobile **720 × 1280 px**

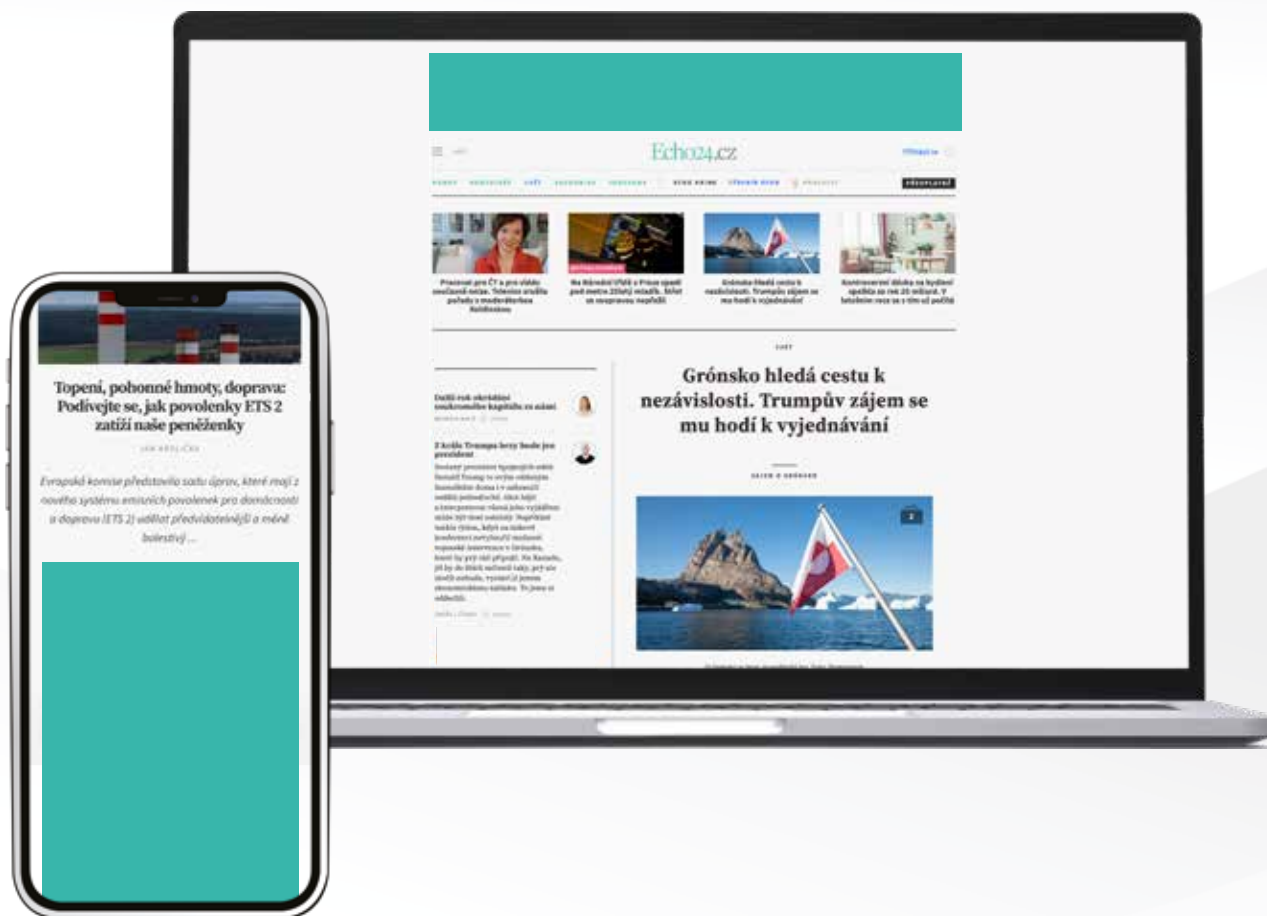
max. file size **300 kB**

banners must be delivered in HTML5,
GIF/JPG **formats** + target URL

price 750 CZK / CPT

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Digital Ad Solutions



leaderboard

size desktop **970 × 210 px**

size mobile **720 × 1280 px**

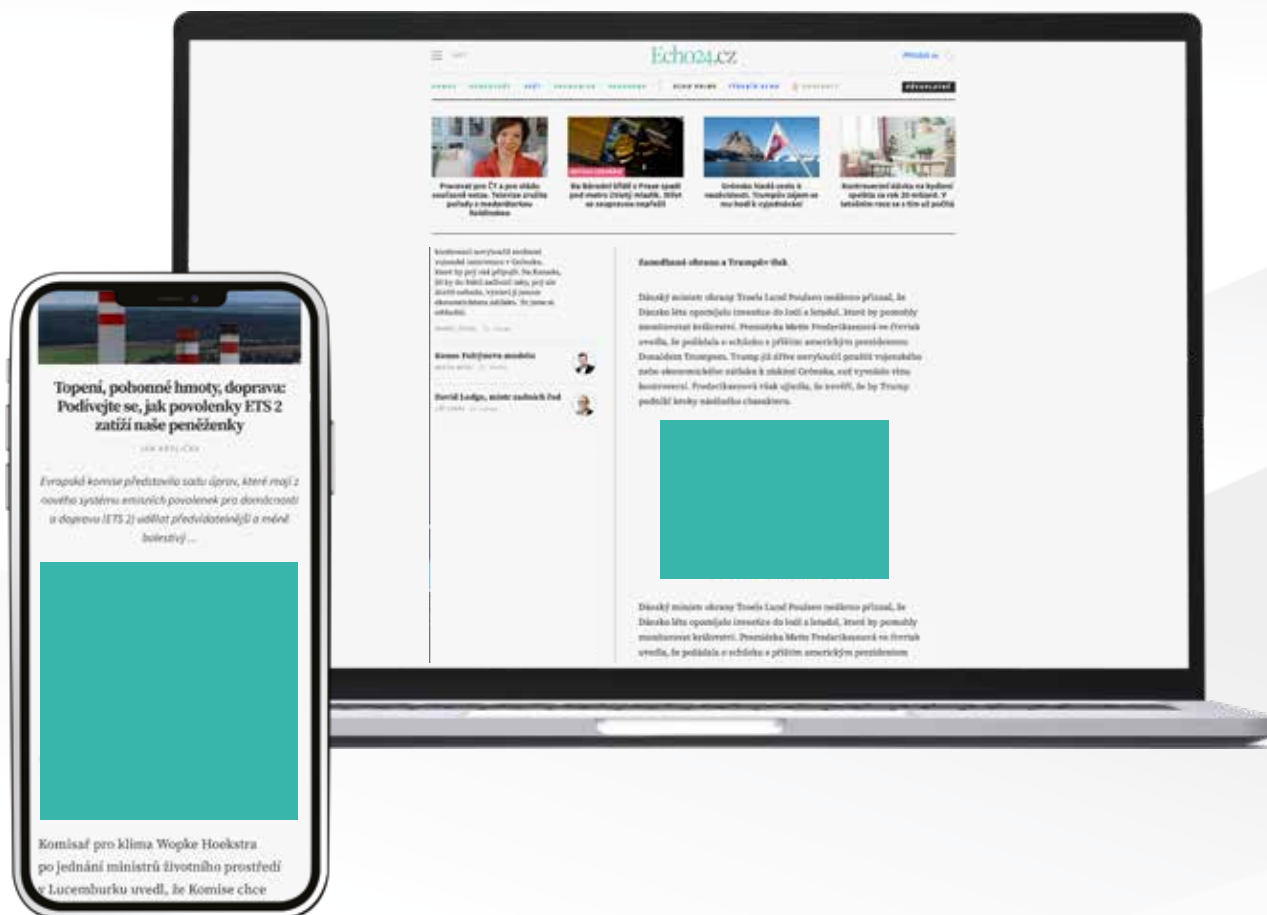
max. file size **100 kB**

banners must be delivered in
HTML5, GIF/JPG **formats** +
target URL

price 550 CZK / CPT

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Digital Ad Solutions



rectangle

size desktop **480 × 300 px**

size mobile **480 × 480 px**

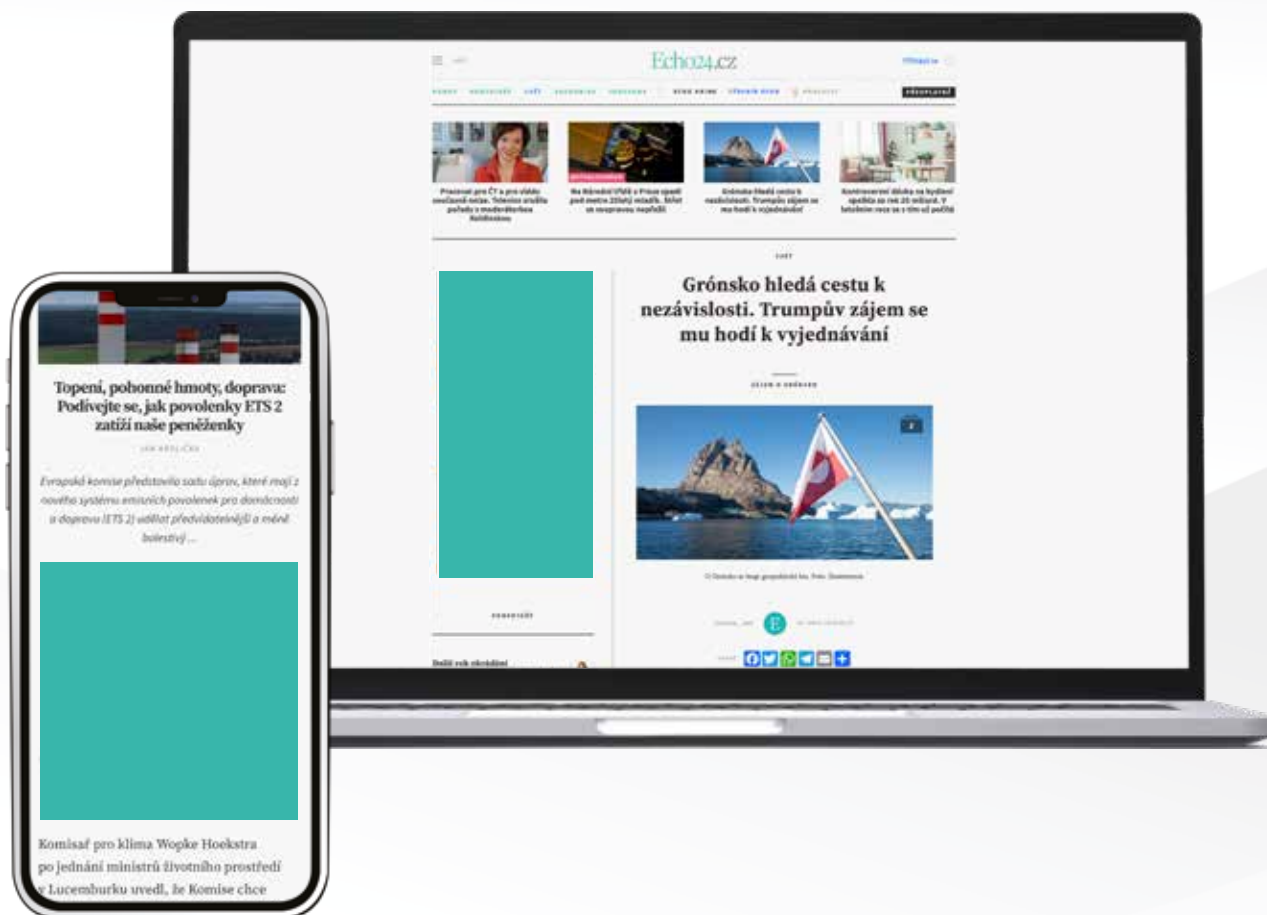
max. file size **100 kB**

banners must be delivered in HTML5,
GIF/JPG **formats** + target URL

price 450 CZK / CPT

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Digital Ad Solutions



half page

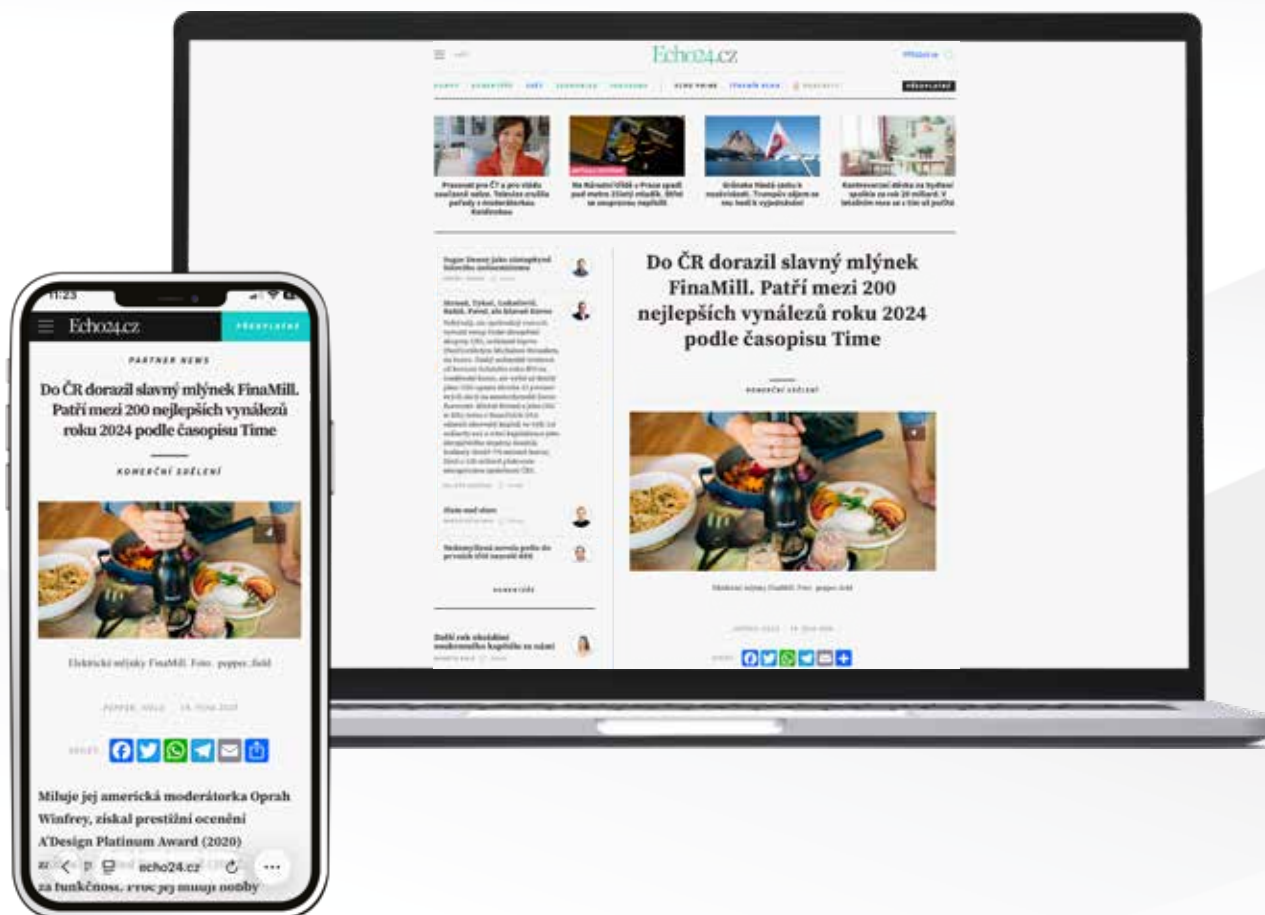
size desktop **300 × 600 px**

size mobile **480 × 480 px**

max. file size **100 kB**

banners must be delivered in HTML5,
GIF/JPG **formats** + target URL

price 400 CZK / CPT



PR article

text **1,500–8,000 characters**

photo gallery –

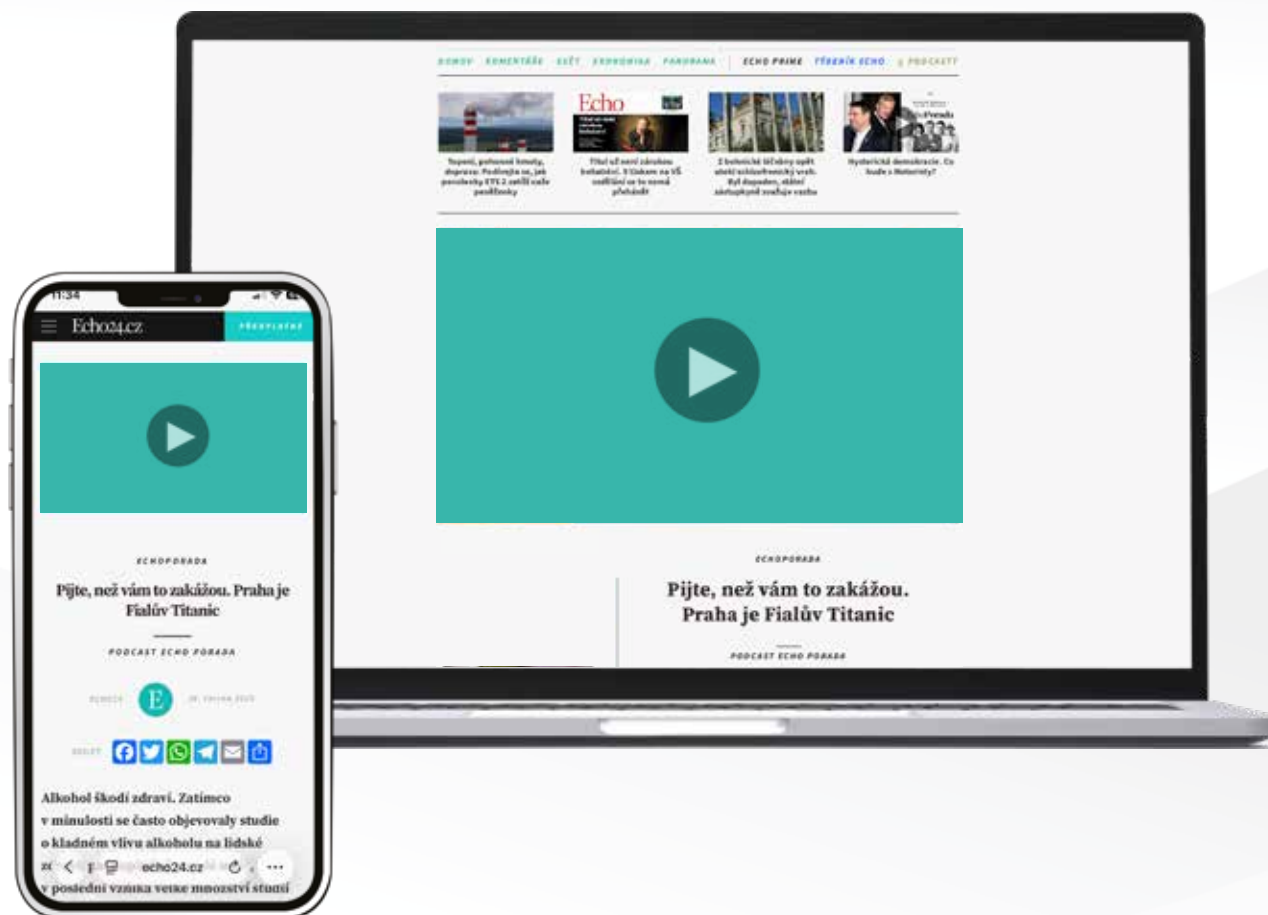
image size **1920 × 1200 px**

A PR article offers an introduction to a company, services, or product in a brief message, which is provided by the client independently, with minimal involvement from the editorial team.

price 50 000 CZK

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video

Size **1920 × 1080 px**

aspect ratio **16:9**

max. file size **10 MB**

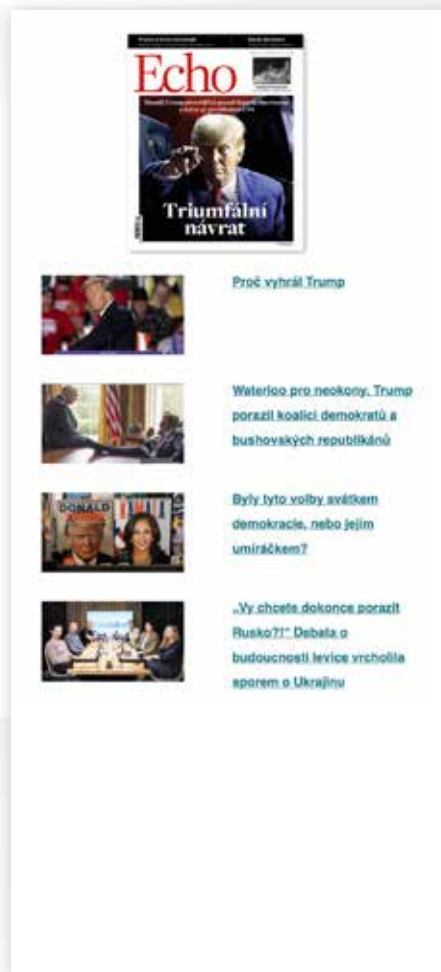
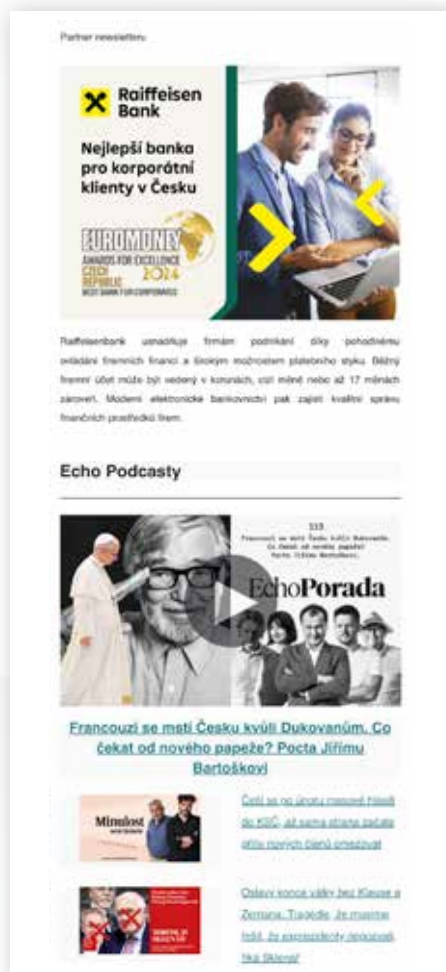
MP4 format

max. length **30 seconds**

price 850 CZK / CPT

Echo

Digital Ad Solutions



Echo News

Published regularly every Thursday and promotes the latest edition of the Týdeník Echo.

23,000 subscribers

Open rate: 35-45%

Newsletter Partnership

600 × 450 px banner placed in the first third of the newsletter, supplemented by 250–350 characters of text with a click-through option

price 20 000 CZK

Kontakty

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