

Mediakit **2026**



hrot

HROT MAGAZINE / WWW.HROT24.CZ

hrot *Mission*

Print is making a comeback. Magazines that disappeared years ago are returning to the market, and bold creators are launching entirely new formats. What matters most is quality and the choice of topics that can engage, captivate, and spark lasting interest. That is exactly what we strive for at Hrot. We focus on inspiring personalities and stories that deserve to be told. We guide our readers toward a good life and invite them to pause. We know that time is the most precious commodity – and we deeply understand that our readers want to spend it in the most meaningful way possible. That is why we aim to bring them only the very best.

Sára Goldbergerová – Editor-in-Chief, Hrot Magazine



hrot *In a nutshell*

Hrot is produced by a team of respected business and lifestyle journalists who *understand the pulse of the times*

Hrot targets forward-thinking readers from both traditional and creative business communities, providing them with *a monthly service guide* on what to focus on during and after work

Hrot *aims to become a media authority* in its areas of focus and a reliable and responsible partner for clients in the premium segment.

Hrot *is published eleven times a year* on environmentally friendly matte ecopaper

Hrot *is part of a strong media group* – SPM MEDIA (Týdeník Echo, Echo24.cz, Hrot24.cz, Radio Prostor)

Hrot radiates a positive and calm media presence (blending print-online-social media-events) *with elegant graphics, compelling text*, and infographics that highlight emerging trends in finance and sophisticated lifestyle



hrot Insider

In shorter, visually original formats, it follows the personalities and events shaping the worlds of business, technology, art, and lifestyle.



hrot Story

Is a space dedicated to the main theme for each issue of the magazine in the form of longreads, essays, interviews and reports.



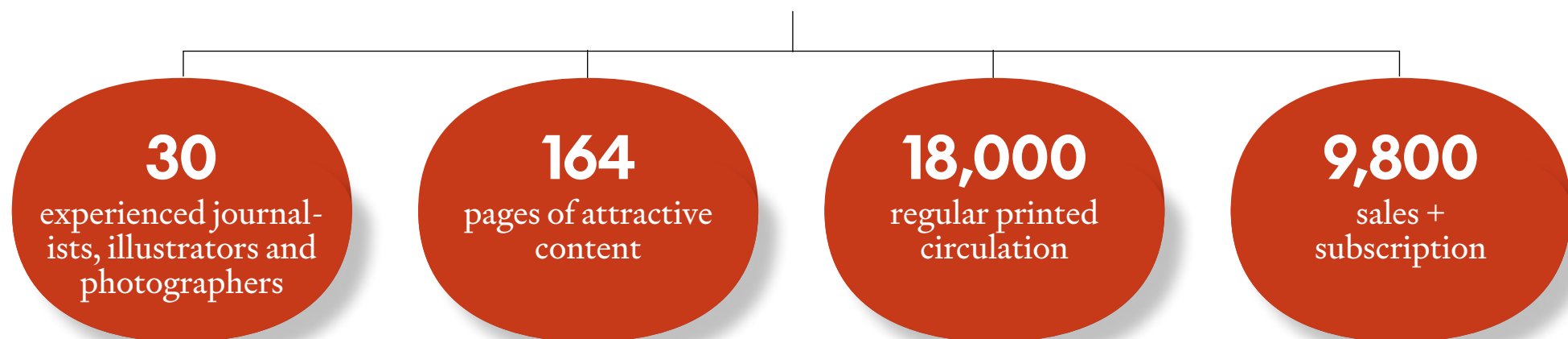
hrot *GoodLife*

The magazine's final editorial section, offering inspiration for leisure and lifestyle. It highlights the latest trends in gastronomy, design, art, and travel hotspots, as well as notable architectural projects and fashion. The section features extensive photo editorials and premium photojournalism capturing the essence of urban life.



hrot *Print facts*

Hrot is a premium monthly magazine for a new generation of Czech entrepreneurs who want to keep their finger on the pulse of both business and lifestyle. It showcases successful personalities and innovators who aren't afraid to embrace new challenges. The magazine offers exclusive interviews, inspiring stories, and practical guidance from leading experts in their fields.



hrot *Reader*

Believes that the Czech Republic is full of capable people – and considers themselves to be among them. They are independent optimists, interested in what is happening around them, drawn to beautiful things, and regularly seek inspiring experiences – whether through travel abroad or exceptional dining in the city. They value their time and invest it only in things that truly matter.

Men and women aged 30+	Higher education	Work in senior corporate positions, successful freelance in business and creative professions
High living standard and willingness to spend on beautiful things	Appreciates quality and sophistication	Has an optimistic and free-spirited view of the world



hrot *Schedule 2026*

<i>Edition</i>	<i>On sale from</i>	<i>Title of the issue</i>	<i>Deadline for advertising</i>
January/February	14. 1.	Titans of innovation 2026 / Navigating 2026	19. 12. 2025
March	4. 3.	Czech Leaders / Revolution in health	20. 2. 2026
April	1. 4.	The power of women in business / Hot Food	20. 3. 2026
May	6. 5.	Smart world / Efficiency × AI	24. 4. 2026
June	3. 6.	Lovebrands 2026. The birth of a lovebrand. / Startup superstars	22. 5. 2026
July	1. 7.	Life to the fullest or Business wellness / The voice if European cinema: KVIFF 2026	19. 6. 2026
August	5. 8.	Good life	24. 7. 2026
September	2. 9.	Tradition × vision: Family business / Sustainability guide	21. 8. 2026
October	7. 10.	Design of the future, art, and style / Luxury expedition	25. 9. 2026
November	4. 11.	The big investment secret / Real estate as an asset	23. 10. 2026
December	2. 12.	Goodness without limits / Big Christmas Gift Guide	20. 11. 2026

hrot *Hrot Main themes 2026*

January/February

TITANS OF INNOVATION 2026. Who is writing the future of Czechia? Meet the innovators whose ideas are already changing tomorrow and catapulting Czechia into a global future.

Navigating 2026. Outlook for the coming twelve months – investment opportunities, tech trends, wellness revolution, travel hotspots, fashion forecast.

March

CZECH LEADERS. Meet the elite who set the pace: the top business, economic, cultural, and sports figures of 2026.

Revolution in health. Medicine of the future – how it will take care of your health and its key visionaries in our country. Plus longevity tips on how to extend your life, and a Good Life section expanded to include fashion trends for the coming season.

April

THE POWER OF WOMEN IN BUSINESS. An exclusive overview of the most influential and successful women who are changing the rules of the game in Czechia.

Hot Food. A gastronomic manifesto – a complete map of the Czech culinary scene for 2026.

May

SMART WORLD. Who is at the forefront of cyber defense, driving the FinTech revolution, and what smart technologies maximize the efficiency of homes and offices?

Efficiency x AI. Artificial intelligence as a partner and catalyst for growth – must-have AI tools, acceleration courses for career, productivity, and management.

June

LOVEBRAND 2026. The birth of a lovebrand. Discover the stars of tomorrow – promising Czech companies with the potential to become cult favorites and icons in our hearts.

Startup superstars. TOP 10 newcomers – meet the hottest business players who are rewriting the rules.

July

LIFE TO THE FULLEST OR BUSINESS WELLNESS. The art of relaxation and regeneration. Why elite business leaders are investing in wellness tourism and conquering the world.

The voice of European cinema: KVIFF 2026 – a guide to getting the most out of the biggest film festival in Central Europe.

hrot *Hlavní témata 2026*

August

GOOD LIFE. A special summer edition about the art of living life to the fullest – from gastronomic discoveries and cultural experiences to adventures that change your perspective. What do Czech business leaders do when they're not working? A taste map of summer, cultural events not to be missed, and interviews with travellers who discover the world off the beaten track.

September

TRADITION X VISION: FAMILY BUSINESS. How to pass on a vision, not just a company – family dynasties that work. Introducing generations of visionaries who are transforming the world of business and ensuring long-term prosperity in Czechia.
Sustainability guide. Inspiration for lasting impact – innovative leaders and companies that are turning sustainability into a key competitive advantage.

October

DESIGN OF THE FUTURE, ART, AND STYLE. Style makers – which Czech designers and artists are setting global trends? HrotArt: Investing in art that is increasing in value.
Luxury expeditions. Unlimited experiences – where to go when you want the best.

November

THE BIG INVESTMENT SECRET. Where to generate the highest returns? Exclusive strategies and expert recommendations for maximizing your capital right now.
Real estate as an asset. Development and business with space – architects of the largest and hottest construction projects in the country.

December

GOODNESS WITHOUT LIMITS. Meet unconventional leaders – companies that ignore boundaries and achieve monumental success in doing good.
Big Christmas Gift Guide. Christmas inspiration for your lifestyle – an exclusive selection of products that create unforgettable value.

hrot Advertising



239,000 CZK
203 × 265 mm
(+ 5 mm bleed)



399,000 CZK
406 × 265 mm
(+ 5 mm bleed)



279,000 CZK
2. cover / inside
front cover



269,000 CZK
3. cover / inside
back cover



289,000 CZK
4. cover / back cover

Technical specifications for Advertising:

Files must be in PDF format (CMYK/300 dpi, no ICC profiles), with all text converted to outlines. Each listed ad size must include a +5 mm bleed on all sides. Materials for the digital version must be submitted 5 days before the publication date in a 3000 × 2000 px resolution, along with the target URL address. Maximum file size: 1 MB. Accepted formats: JPG, PNG, GIF, or animated GIF.



55,000 CZK

Tip Hrot Boutique (¼ page)

hrot *Advertising Executive*

Executive is a content format crafted for clients to ensure the final material appears as editorial content within the magazine. Each client receives an individual solution that maintains their communication goals and presentation needs while avoiding the impression of a commercial message. The final execution feels natural to readers, who trust it as they would any other editorial content. Executive is an ideal choice for presenting a client and showcasing their activities. The entire process is managed by Hrot magazine, with the client maintaining full control over the final version until completion.

Český podnikatel Petr Pavel je nadšením motivován. Jeho úspěchy v minulosti, jako například v roce 2012, kdy se stal prvním českým podnikatelem, který se stal členem představenstva společnosti PPF, jsou pro něj velkým úspěchem. V současnosti se Petr Pavel věnuje své práci v oblasti investiční společnosti, kde se snaží pomoci mladým podnikatelům a investičním společnostem. Jeho cílem je vytvořit silnou síť kontaktů a pomoci mladým podnikatelům v jejich rozvoji.

Za lovm přijeli Ježíšovi bikeri. A přivízlí Popežovi motocykl.

130 000 eur **30 000 eur**

Důvěra je klíčová
Jiří Zelinka přivízl české investory do globální ligy

Představa podnikání v České republice je často spojena s představou, že se jedná o jednoduchou věc. Vlastně tomu tak není. Podnikání je složitá a náročná činnost, která vyžaduje mnoho vědomostí a zkušeností. Jiří Zelinka, který je známý jako „Popež“, je jedním z nejúspěšnějších českých podnikatelů. Jeho úspěchy v minulosti jsou pro něj velkým úspěchem. V současnosti se Jiří Zelinka věnuje své práci v oblasti investiční společnosti, kde se snaží pomoci mladým podnikatelům a investičním společnostem. Jeho cílem je vytvořit silnou síť kontaktů a pomoci mladým podnikatelům v jejich rozvoji.

130 000 eur **30 000 eur**

Když rozhoduje čas, pomáhá crowdfunding
Získat kapitál pro podnikání může být dnes jednodušší než dříve. Tedy pokud víte, kam se obrátit. Vedle bank a investičních fondů se čím dál víc prosazuje crowdfunding, tedy způsob financování, kdy se na konkrétní projekt složí více drobných investorů. Ti získávají atraktivní výnosy, zatímco firma či živnostník potřebné prostředky bez složitého papírování.

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České penzijní peníze míří do světa. A je to velké
Známi byznysmeni Petr Borkovec a Pavel Mucha spojili síly a založili fond Aspire11, který má rozšířit spíci český penzijní kapitál. Prostřednictvím penzijní společnosti Rentca a fondů kvalifikačních investorů Partners Invest nabídnou investorům přístup k privátním trhům a výnosům, které byly dosud dostupné jen pro nejbohatší. Ambicí je dlouhodobý růst i společenský dopad.

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130 000 eur **30 000 eur**

1/1 page
(2,500–4,000 characters) ... **275,000 CZK**

2/1 pages
(5,500–7,000 characters) ... **459,000 CZK**

hrot *Advertising Advertorial*

An advertorial is a form of text-based advertising accompanied by client-supplied images, without the company logo. The Hrot editorial team provides language editing and graphic design to ensure the article is engaging, suitable for the client, and appealing to readers.

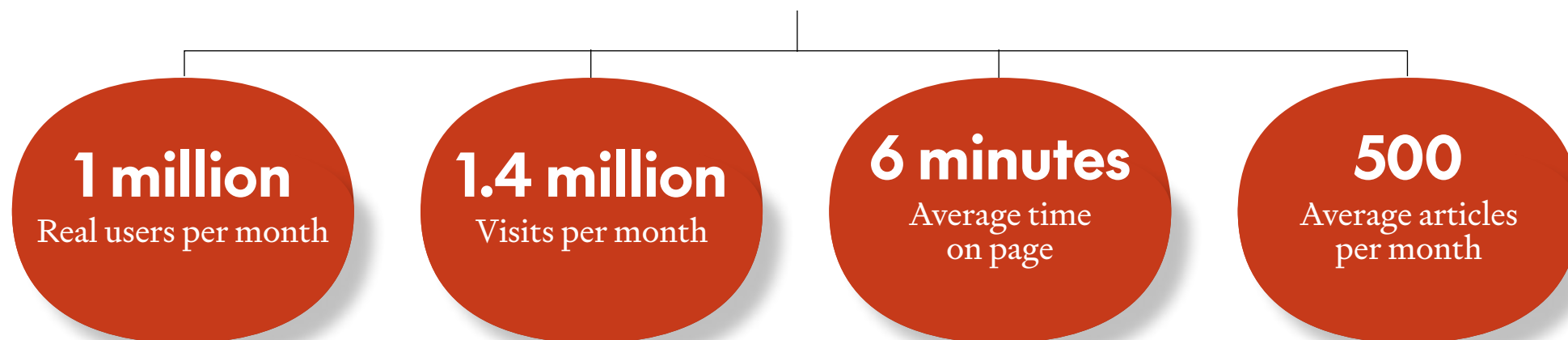
1/1 page **255,000 CZK**
2/1 pages **429,000 CZK**

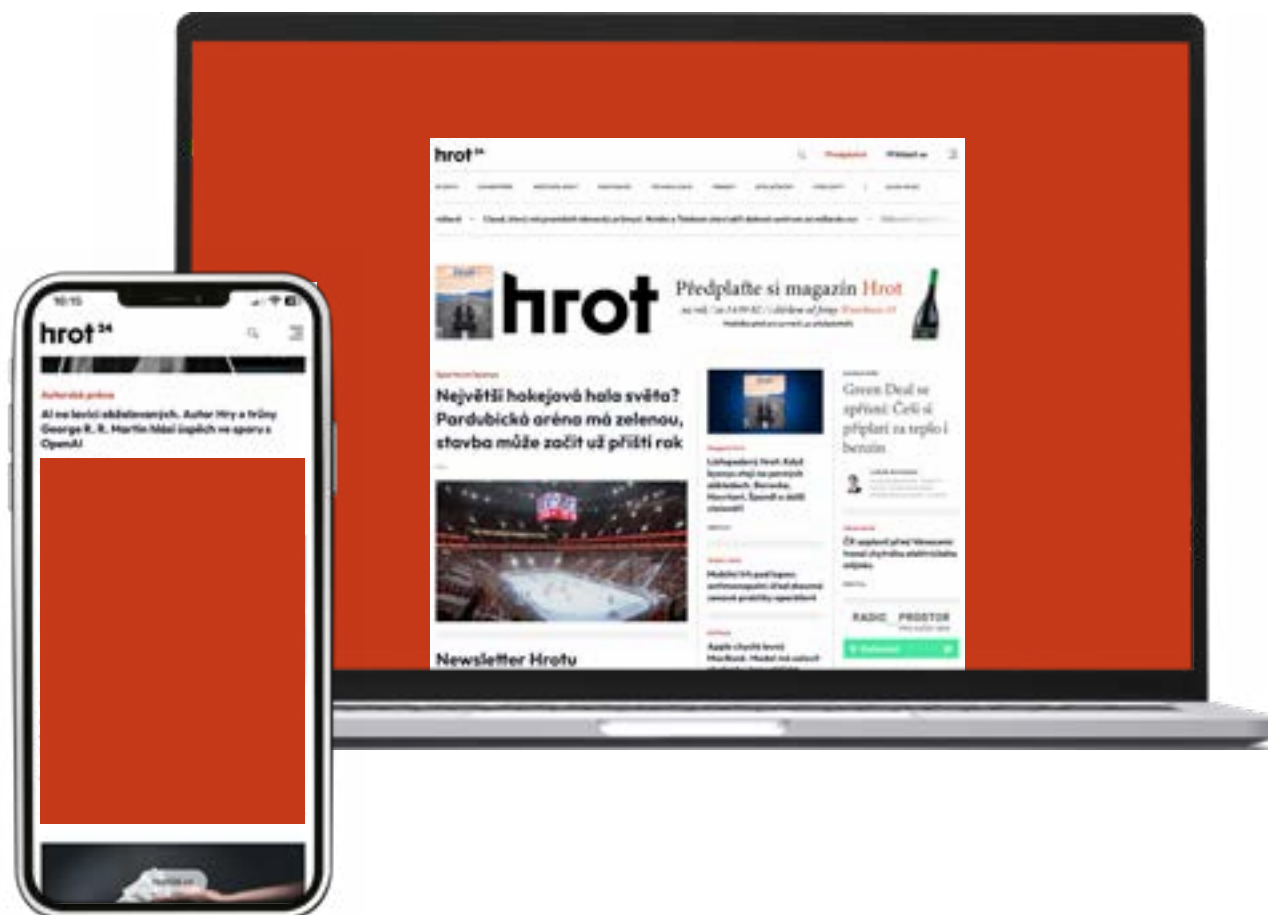


The price list of Hrot magazine is valid from 1. 1. 2026.
Prices are without VAT. Other prices on request.
Other, non-standard formats are dealt with individually.

hrot *Digital facts*

Hrot24 values interaction with its readers, believing that quality journalism is the foundation of an informed society. We provide a platform for discussion, allowing our readers to express their opinions, debate current topics, and share their perspectives. Our goal is not only to inform but also to inspire and educate. Through continuous innovation and by listening to our readers' needs, we are proud that Hrot24 has become synonymous with reliable and inspiring news in economics and technology.

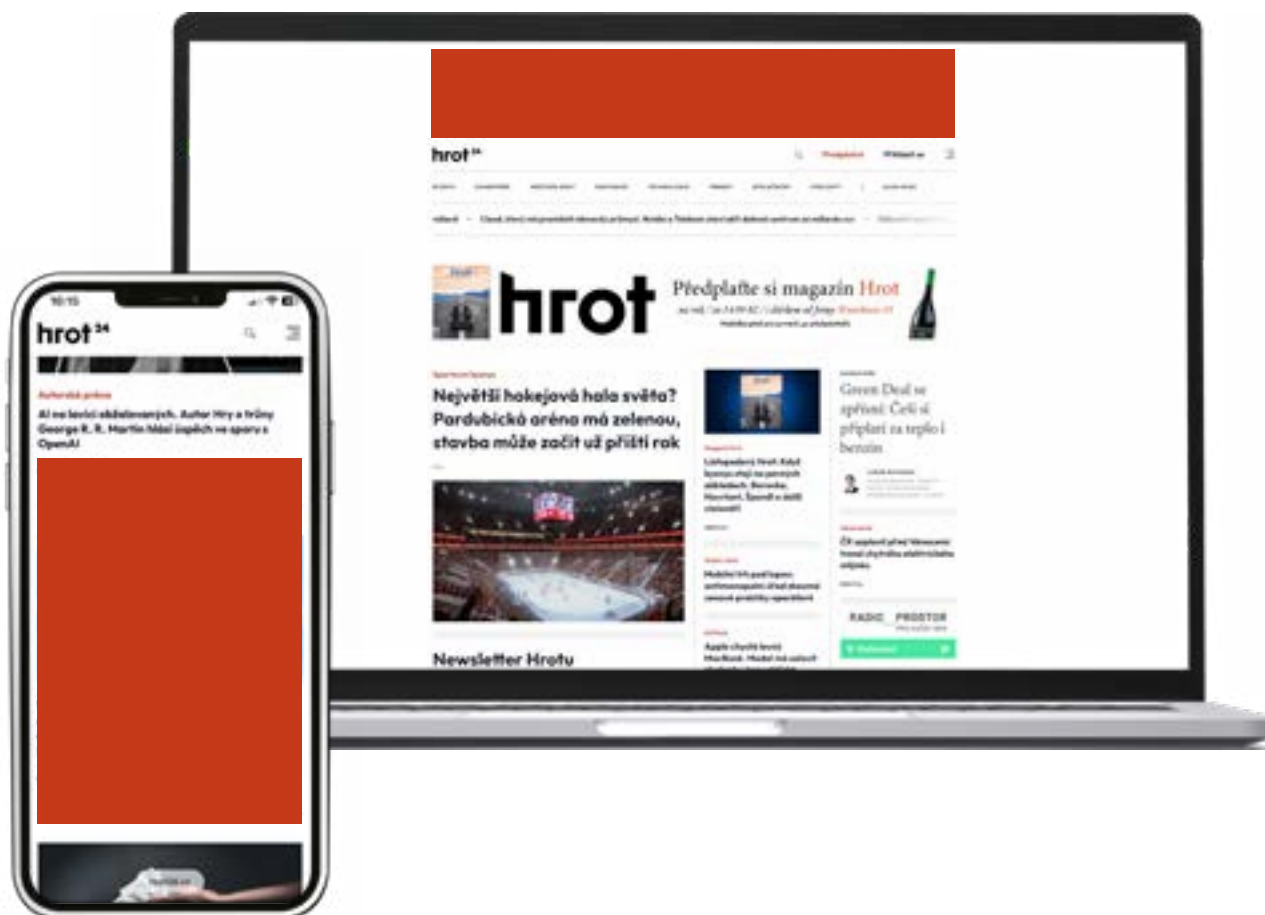




Branding

Size desktop **2000 × 1400 px**,
Internal pitch **1080 × 225 px**,
Size mobile **720 × 1280 px**,
Max. file size **300 kB**,
Banners must be delivered in HTML5,
GIF/JPG **formats** + target URL.

Price 120,000 CZK in a week



Leaderboard

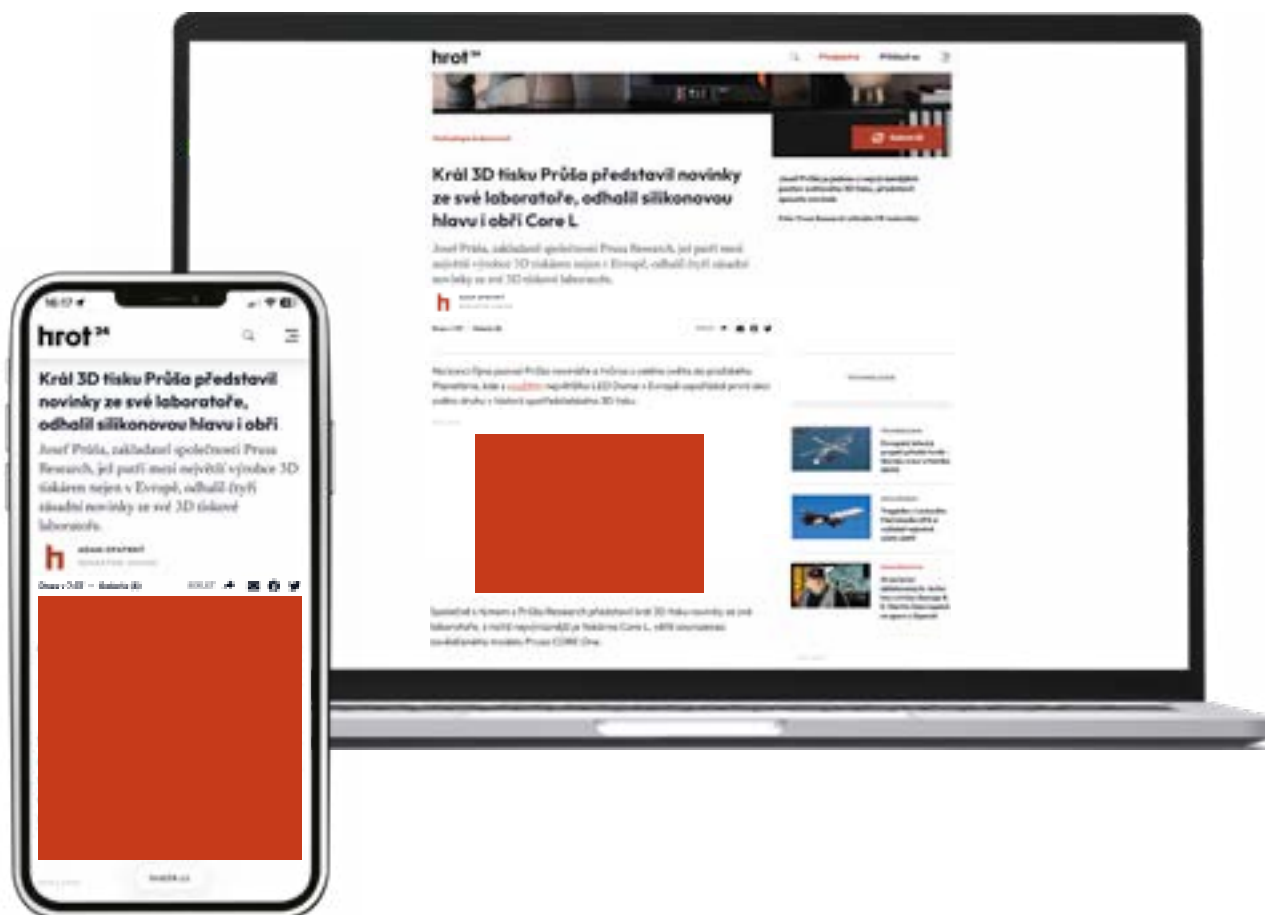
Size desktop **970 × 210 px**,

Size mobile **720 × 1280 px**,

Max. file size **100 kB**,

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

Price 90,000 CZK in a week



Rectangle

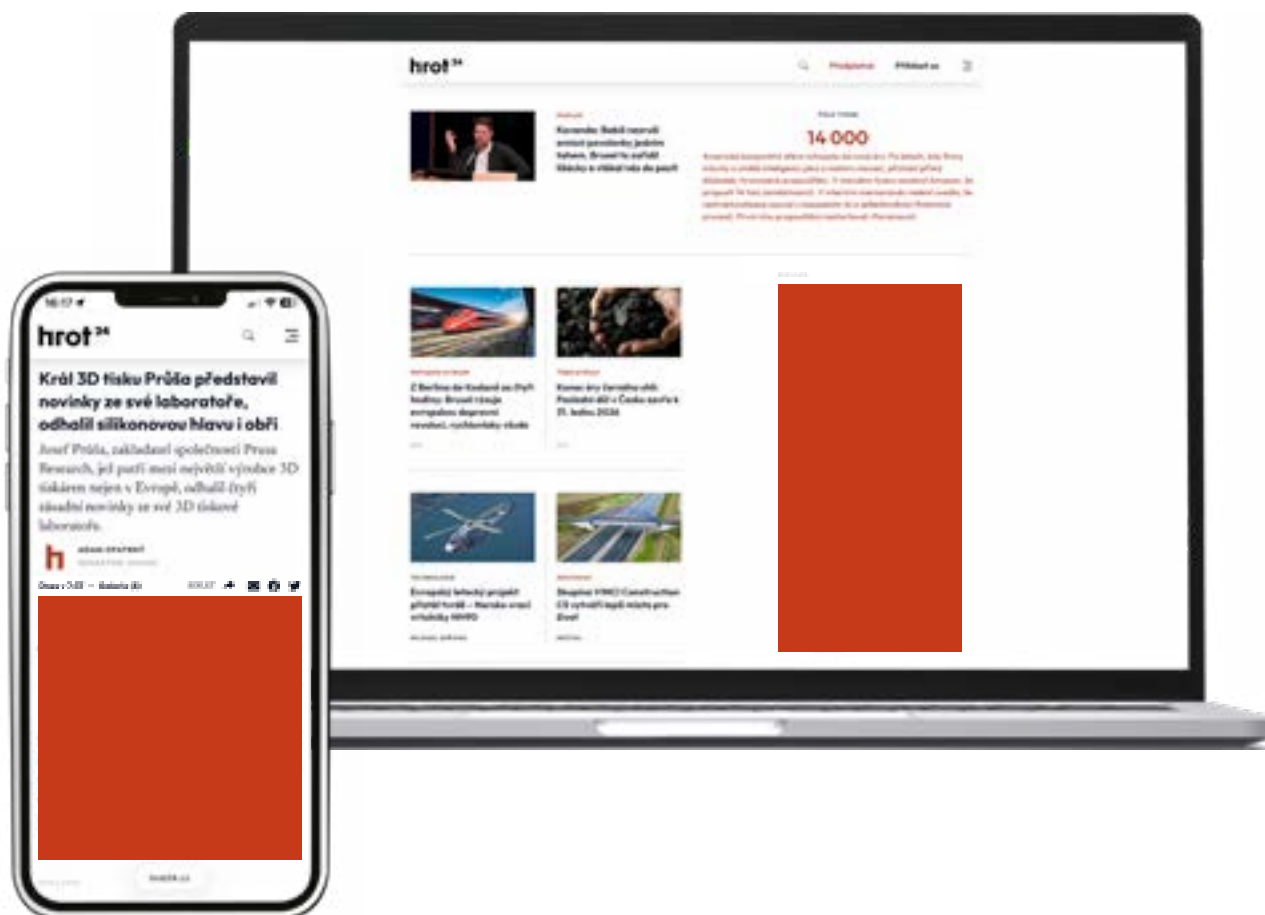
Size desktop **480 × 300 px**,

Size mobile **480 × 480 px**,

Max. file size **100 kB**,

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

Price 60,000 CZK in a week



Half page

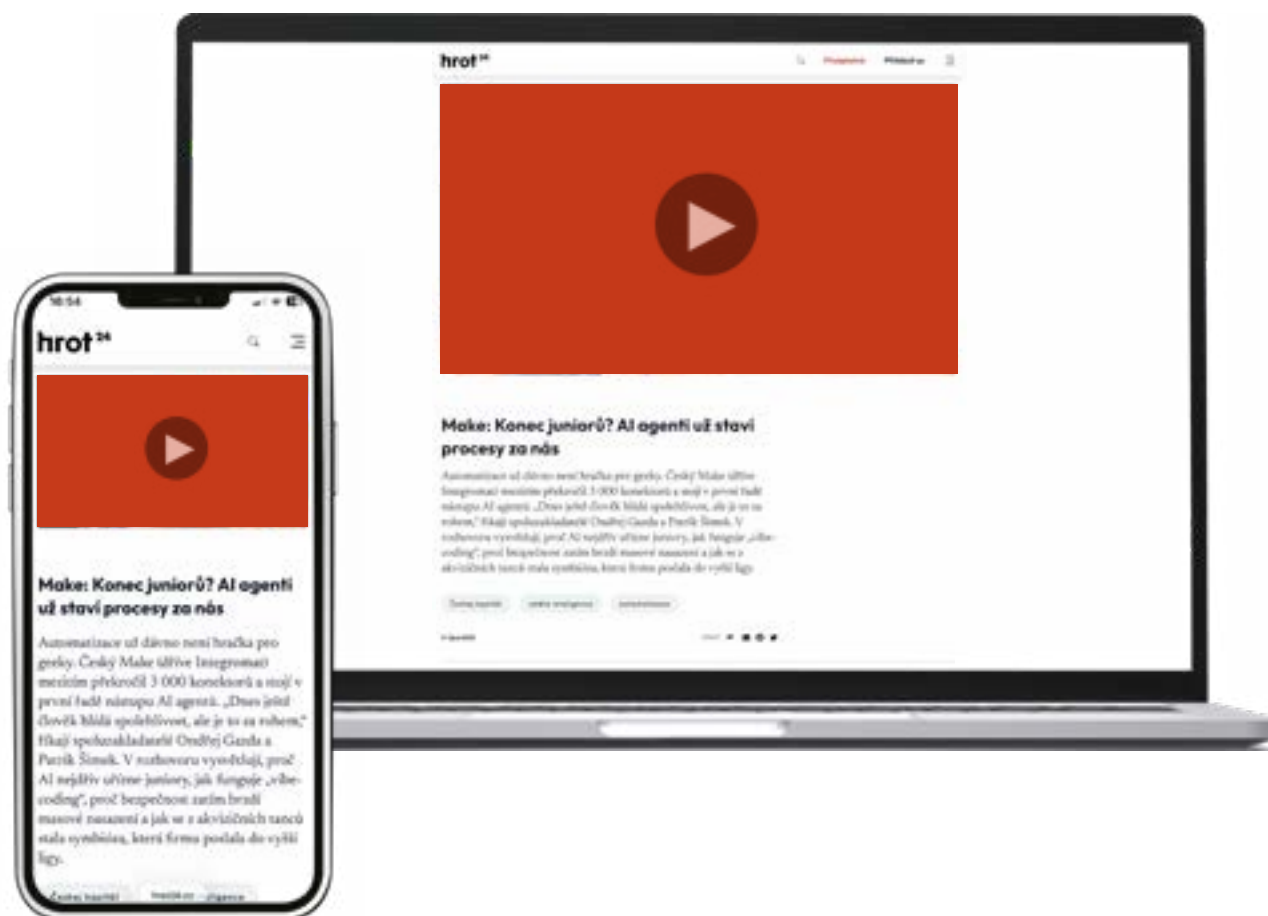
Size desktop **300 × 600 px**,

Size mobile **480 × 480 px**,

Max. file size **100 kB**,

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

Price 60,000 CZK in a week



Video

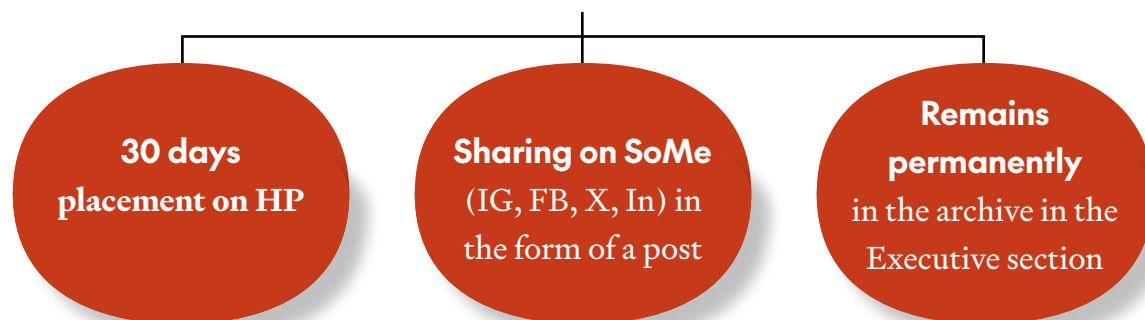
Size **1920 × 1080 px**,
Aspect ratio **16:9**,
Max. file size **10 MB**,
MP4 format,
Max. length **30 seconds**.

Price 850 CZK per CPT

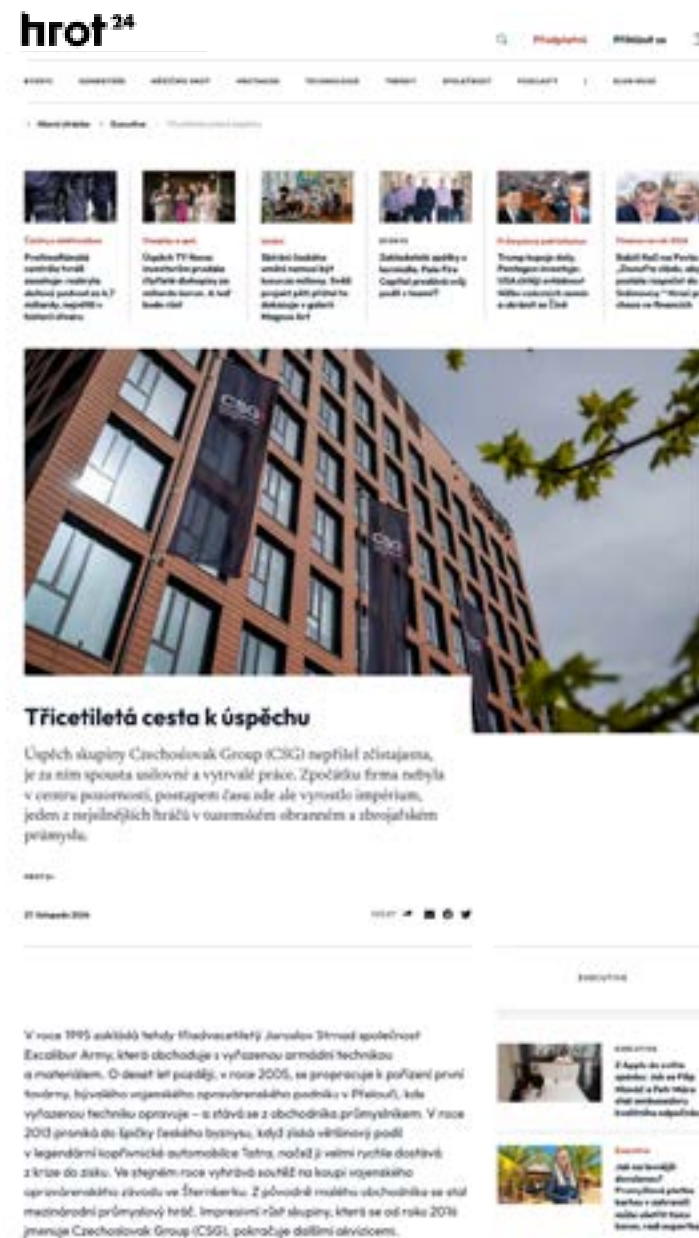
Executive

Executive is a content format created for clients, ensuring that the final material appears as editorial content. We prepare an individual solution for each client, maintaining their communication goals and presentation needs while avoiding the impression of a commercial message. The final execution feels natural to readers, who trust it just as they would any other editorial content. Executive is the ideal choice for presenting the client and highlighting their activities. The entire preparation is managed by Hrot magazine, with the client maintaining full control over the final version until the very end. The material will be shared on social media platforms, including Facebook, X, and LinkedIn.

Price 100,000 CZK



The price list is valid from 1. 1. 2025 and applies only to advertising for a single brand.



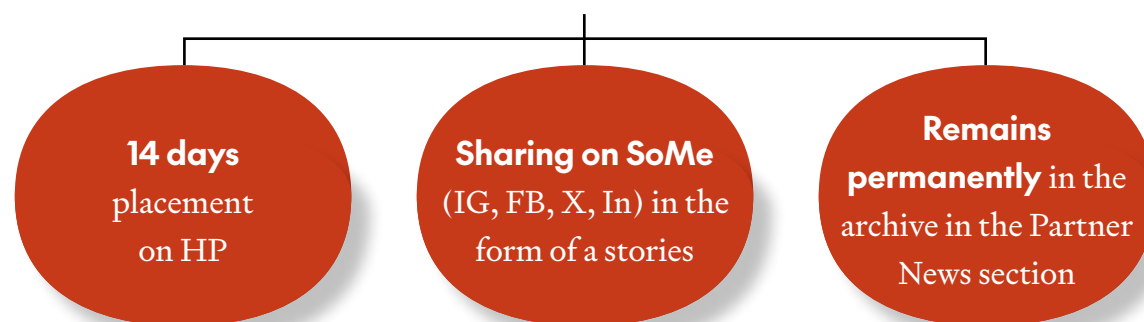
Advertorial

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.

Text **1,500–10,000 characters**

Photo gallery – photos **1920 × 1200 px**

Price 50,000 CZK



The price list is valid from 1. 1. 2025 and applies only to advertising for a single brand.



hrot *Newsletter*

- published regularly every Wednesday
- a weekly selection of the most important news from the Hrot24.cz website and Hrot magazine
- current news from the world of business, economics, and technology
- comments and analyses by economist Miroslav Zámečník and commentator Pavel Páral
- a specialized section, Hrot Tech, focused on startups, innovations, and the digital economy
- 5,000 subscribers, including business owners, management, and government officials
- open rate 35–45%
- click rate 7–10%

News Partnership offers

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

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hrot food *Newsletter*

- The author is Sára Goldbergerová, editor-in-Chief of Hrot Magazine
- Published in direct connection with each issue of Hrot Magazine
- It highlights the most interesting developments on the Czech culinary scene
- An overview of new restaurants, bistros, bakeries, bars, and cafés
- Short interviews with figures from the culinary world
- Invitations to events that lovers of good food and drink shouldn't miss
- 5,000 subscribers
- Open rate 35 – 45%
- Click rate 7 – 10%

Partnership Hot Food

600 × 450 px banner, supplemented by 250–350 characters of text with a **click-through option**.

Price 20,000 CZK

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hrot *Hrotcast Executive*

- podcast in collaboration with the client on a pre-agreed topic, fulfilling the client's communication needs
- the podcast is always hosted by Pavel Štrunc
- option for a single episode or a multi-episode series
- the interview can be broadcast on Radio Prostor
- listenership is closely tied to the chosen topic, its appeal, and the quality of the speaker
- 2,000–15,000 views per episode
- shared on social media platforms Facebook, X, LinkedIn

Price 175,000 CZK

hrotcast



hrot *Contacts*

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