

# prečo nie?!

( WHY NOT?! )

Lifestyle magazine of Hospodarske noviny



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## Basic data

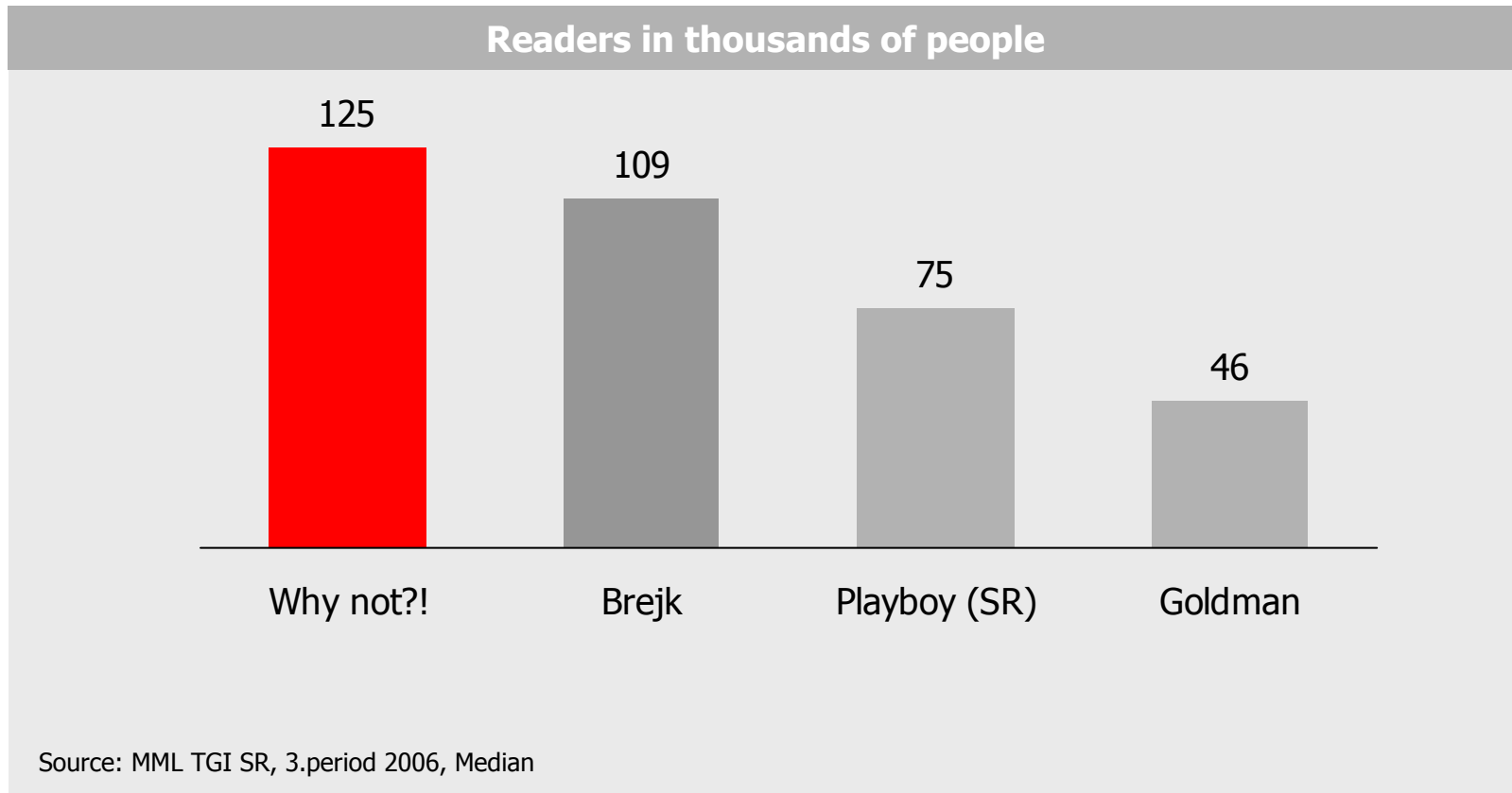
- ✓ supplement of Hospodarske noviny daily
- ✓ circulation - 23 541 issues
- ✓ sold circulation - 19 535 issues
- ✓ share of subscribers - 76 %
- ✓ periodicity – 2x per year in 2007 ( september / november )
- ✓ 125 000 readers (readership per issue)
- ✓ readers – 43 % men, average age 39.0, third of readers from the class A+B (families with the highest living standard), 50 % of our readers prefers quality brand goods

## Reader's Profile

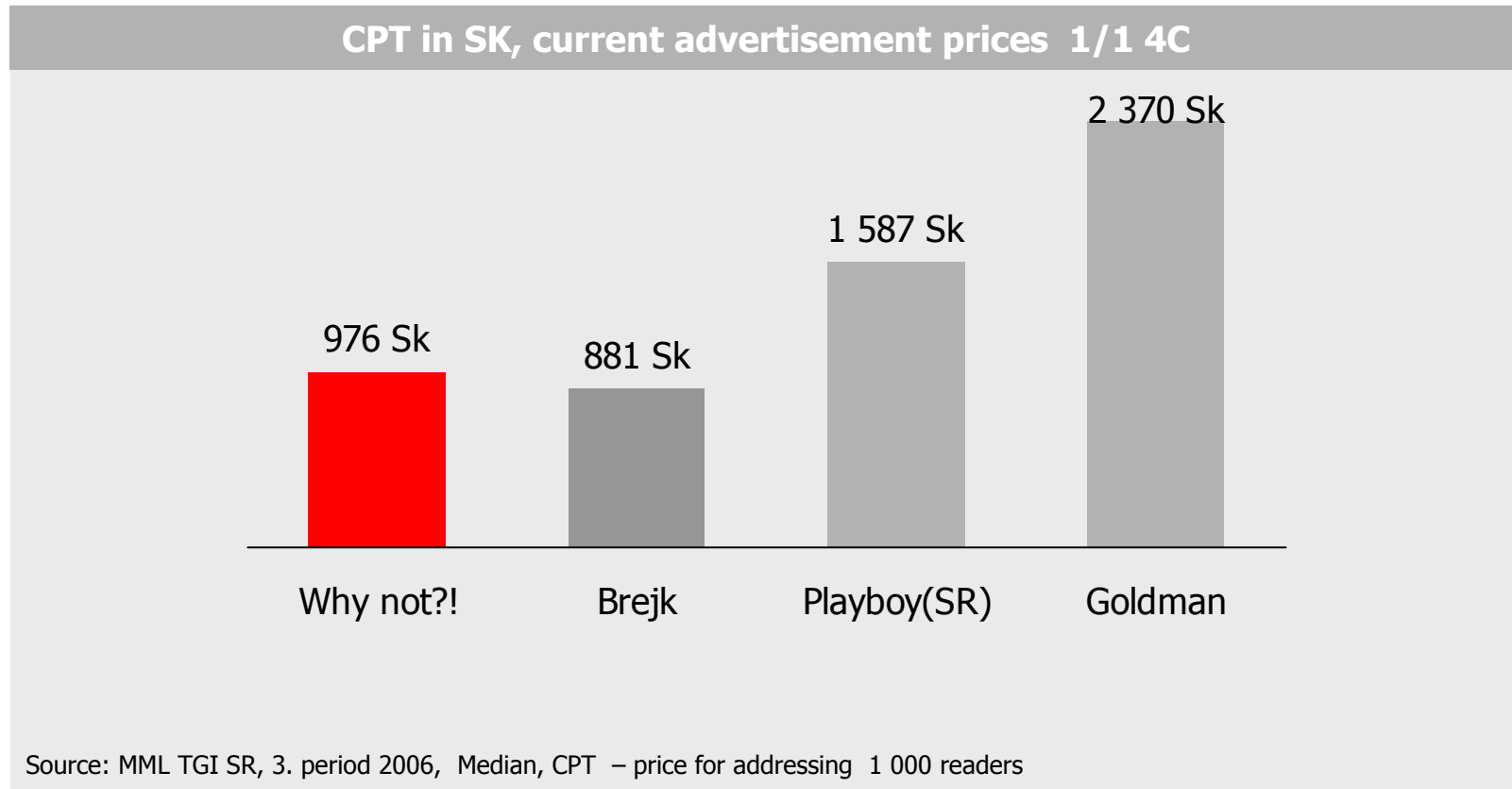
prečo **nie?!**

- ✓ decision makers – managers and entrepreneurs
- ✓ people with the highest net monthly income
- ✓ people living in families with the highest living standard (class A + B)
- ✓ higher quality and exclusive brand oriented consumers

## Why not?! – lifestyle magazine with the highest readership in the competitive group



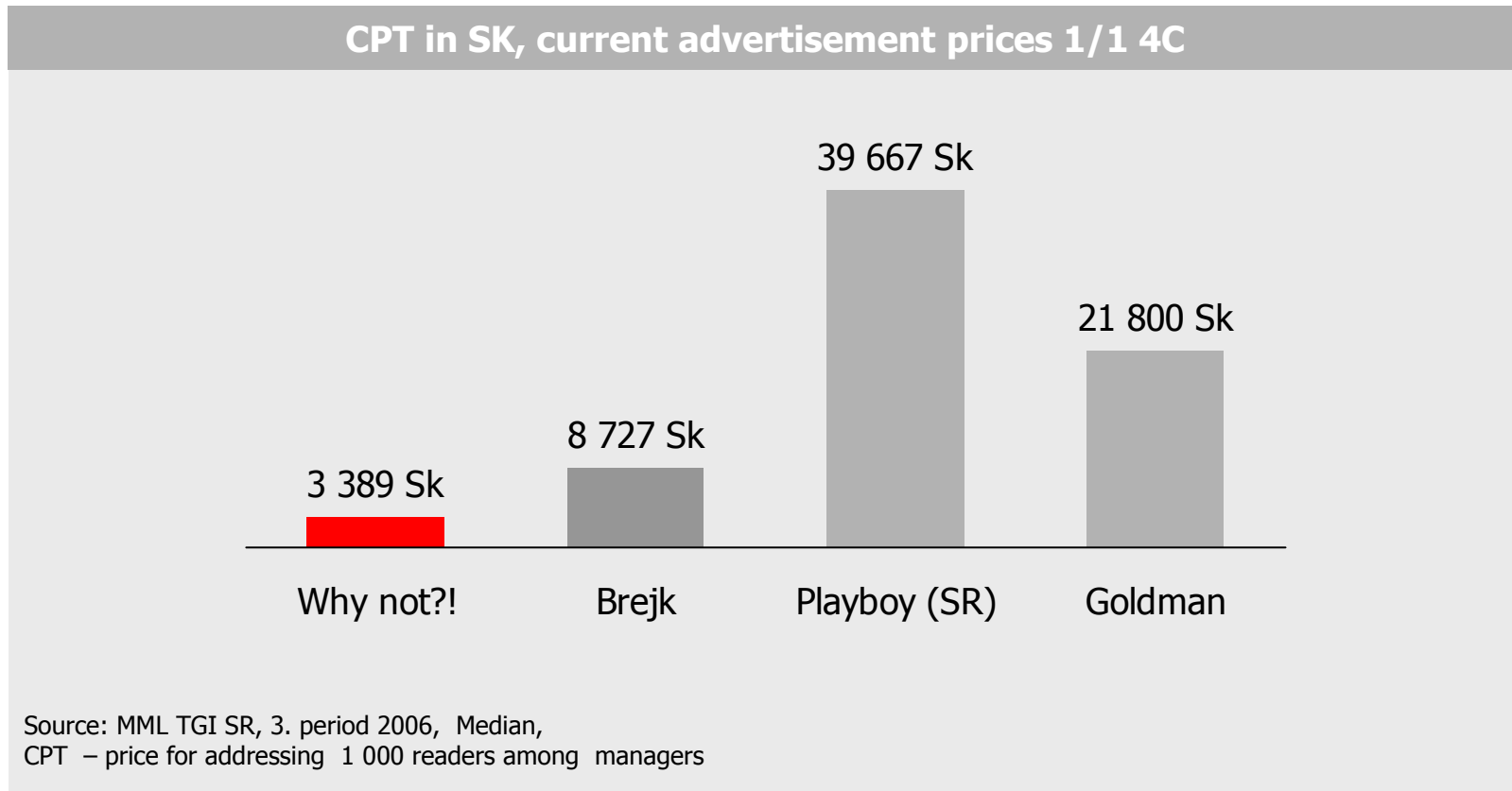
## Why not?! – the second cheapest magazine in the competitive group



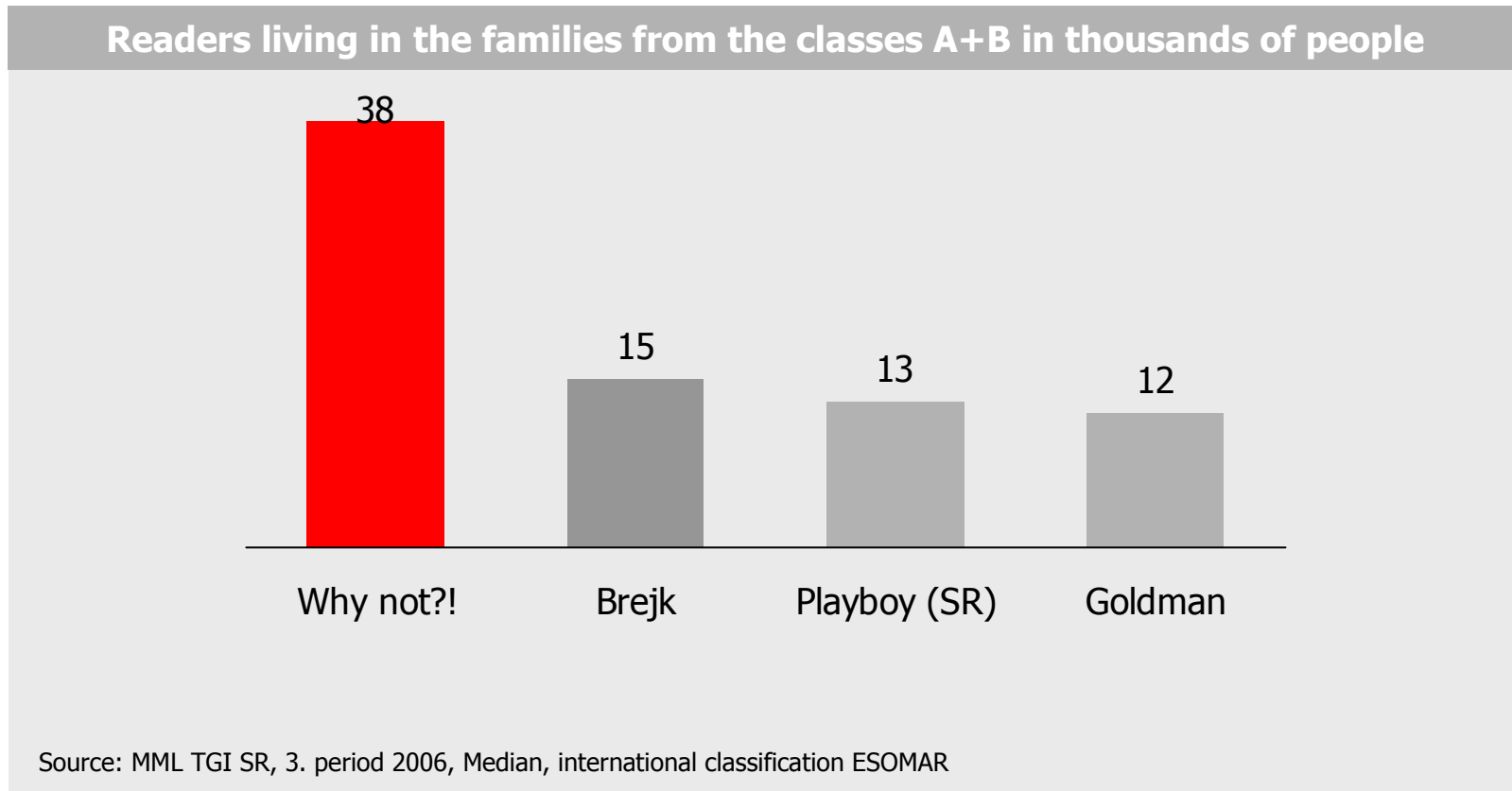
Why not?!– lifestyle magazine with the highest readership among managers in the competitive group



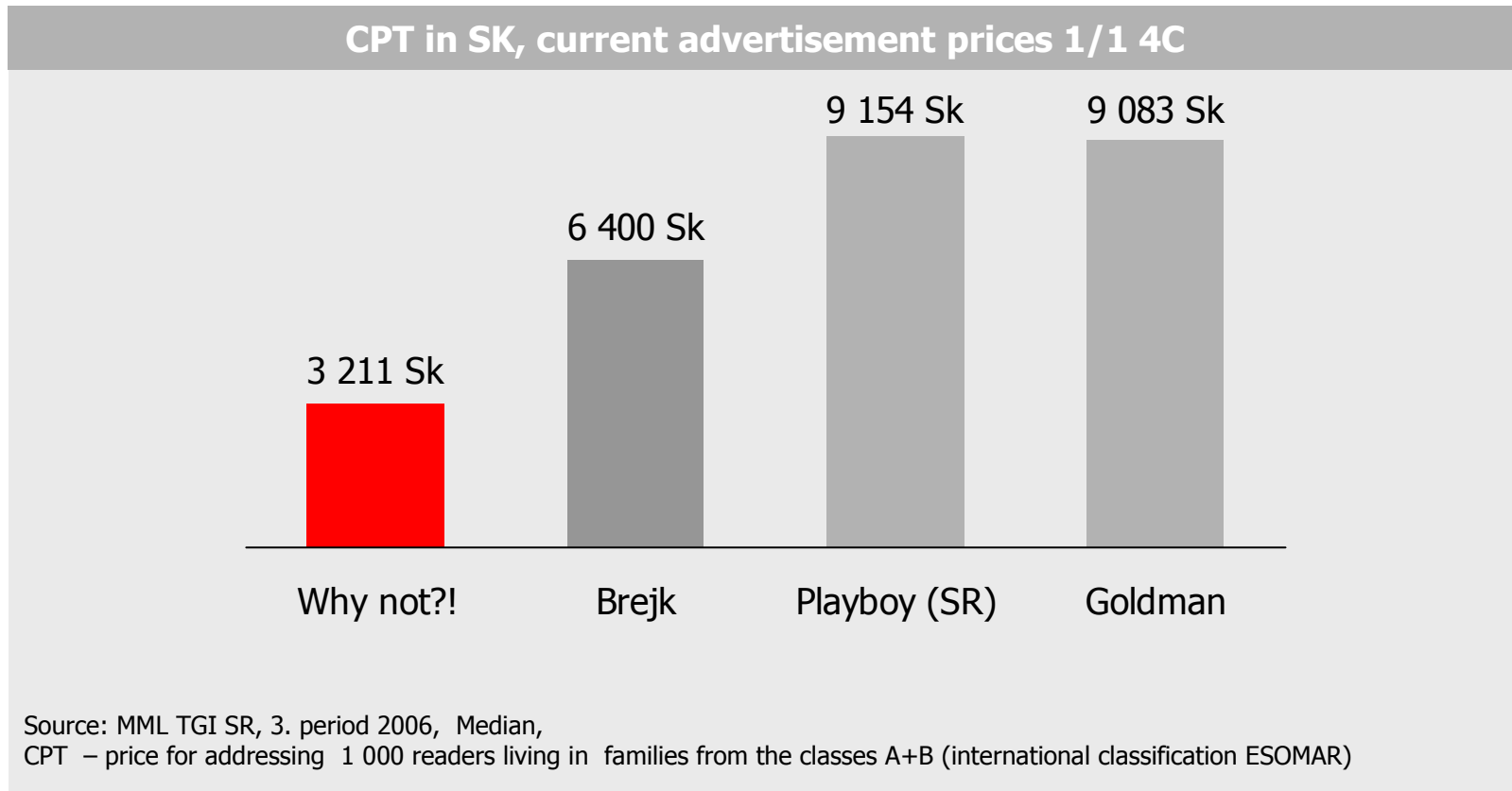
Through lifestyle magazine Why not?! you can address managers the most effectively



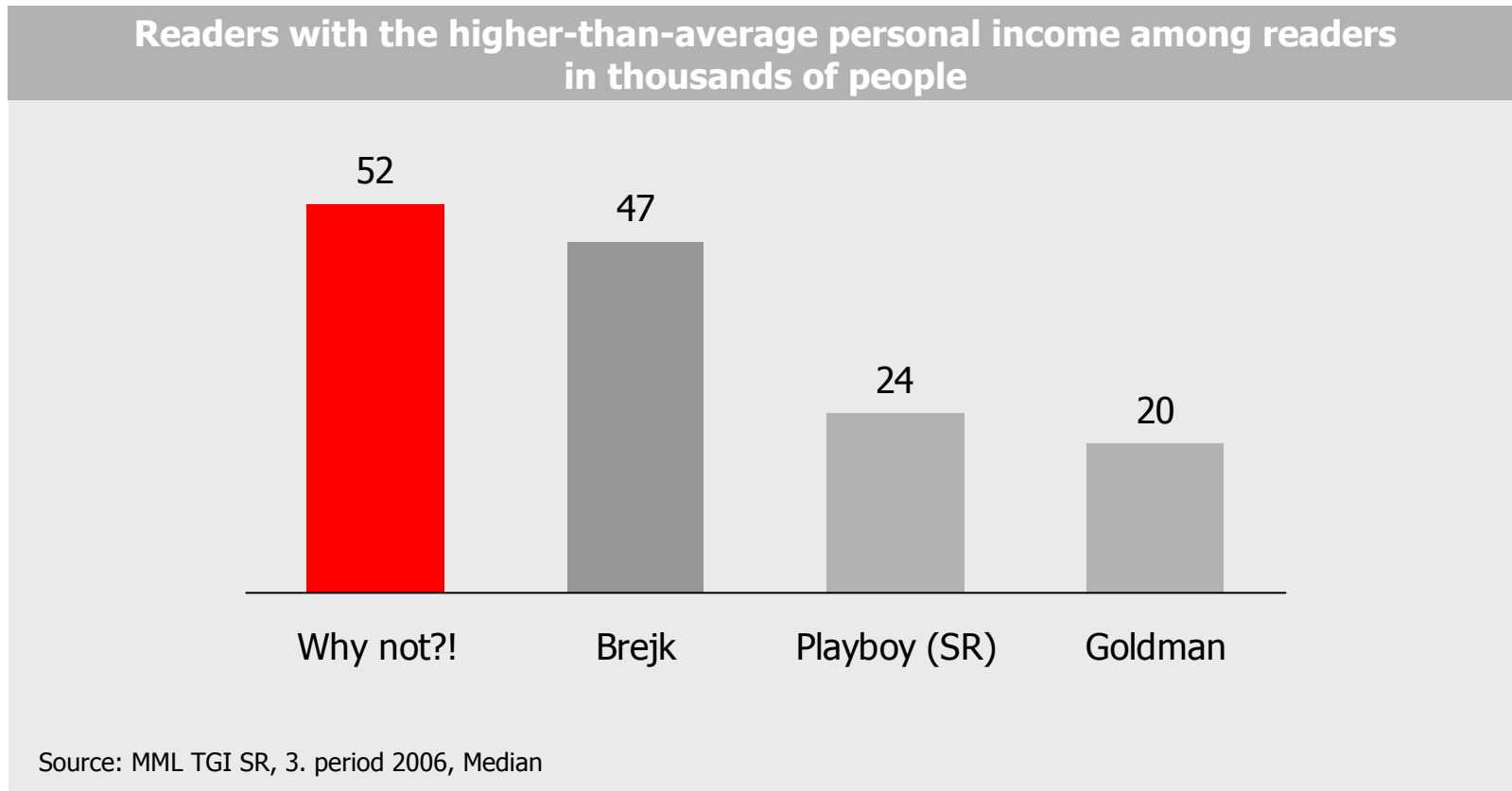
Why not?!– lifestyle magazine with the highest readership among readers from the classes A+B (families with the highest living standard)



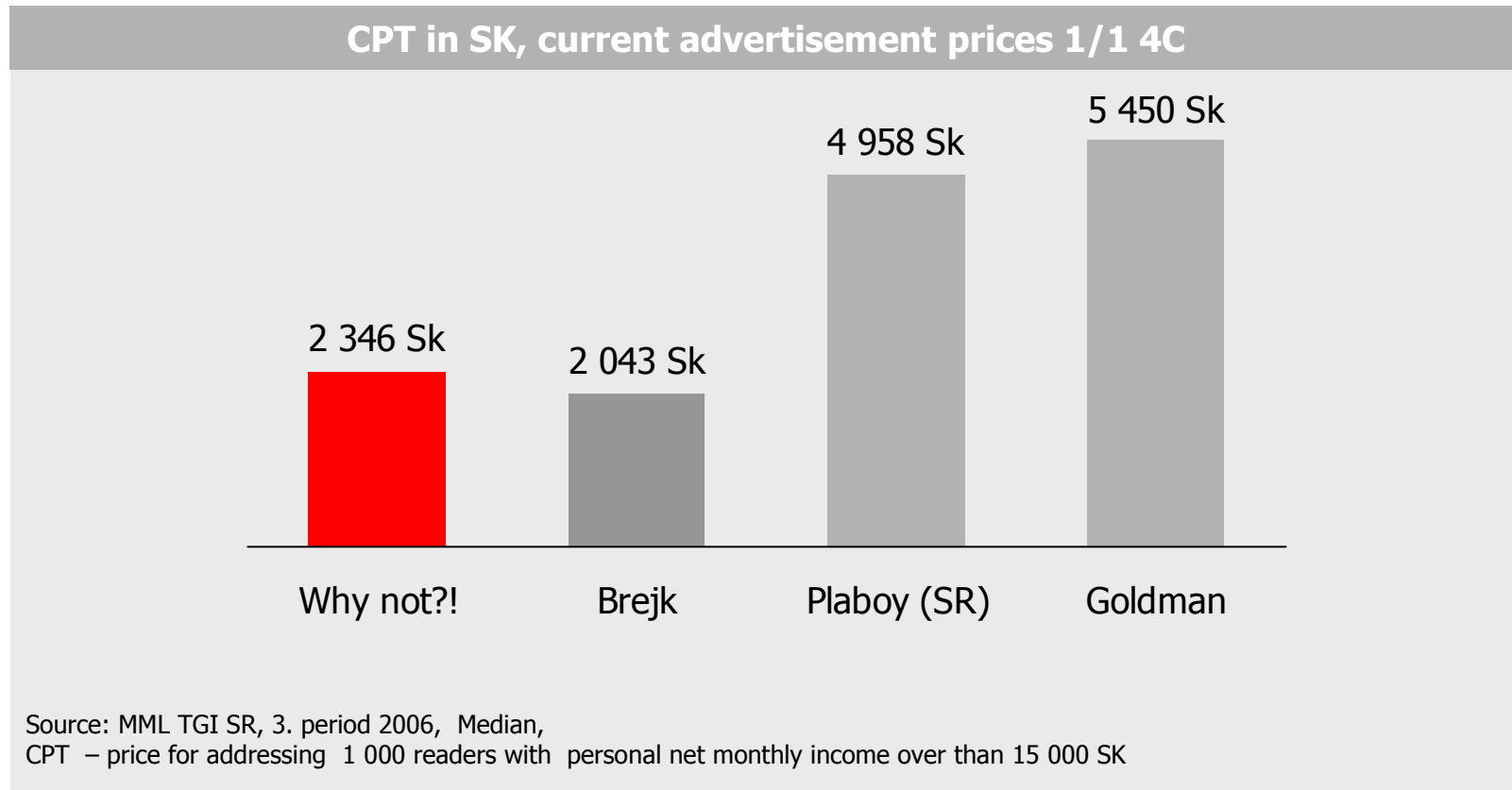
Through lifestyle magazine Why not?! you can address readers from the classes A+B the most effectively



Why not?!– lifestyle magazine with the highest readership among readers with net monthly income over than 15 000 Sk



## Lifestyle magazines Why not?! - the effective way how you can address readers with the higher-than-average personal income





Thanks for your attention

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