



SALES POLICY 2023



**An Essential
Ingredient of Your
Media Mix**

25+

Thematic TV
Channels

5,6 MM

Monthly
Viewers



Precise Addressing
of Exclusive Target
Groups



**Your Partner in the World
of Thematic TV Channels**

The Most Extensive Portfolio of Thematic TV Channels on the Czech Market

21
Measured
TV Channels



Quality Content From Local and World-Renowned Brands

Gold Rush –
Alaska



Tour de France



Jamie's Quick &
Easy Food



The Hunger
Games

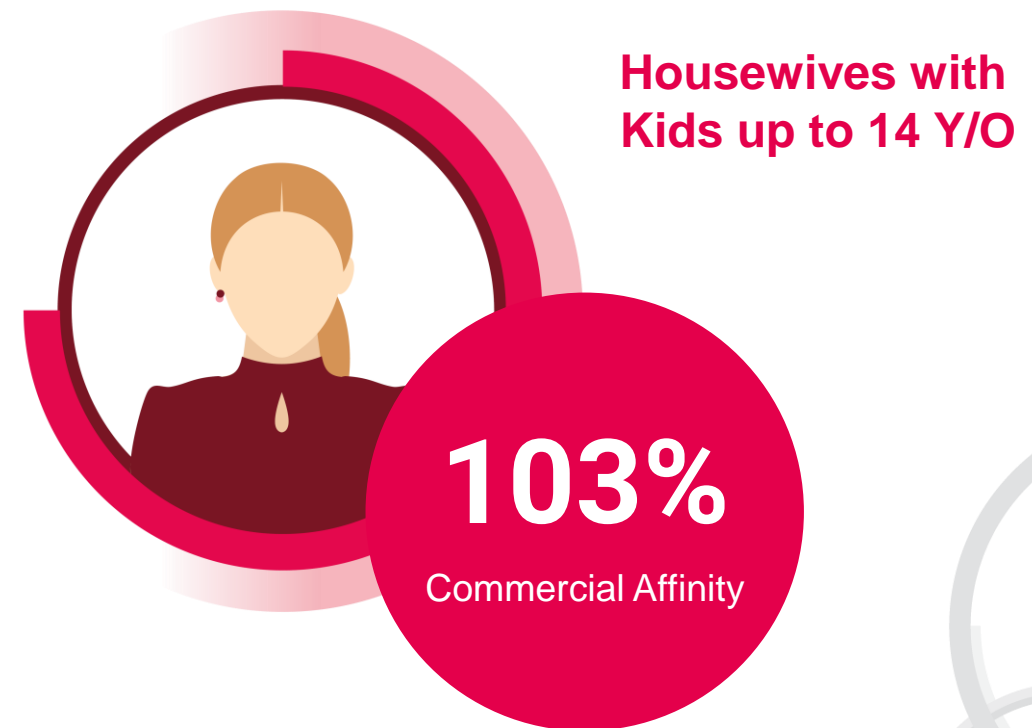
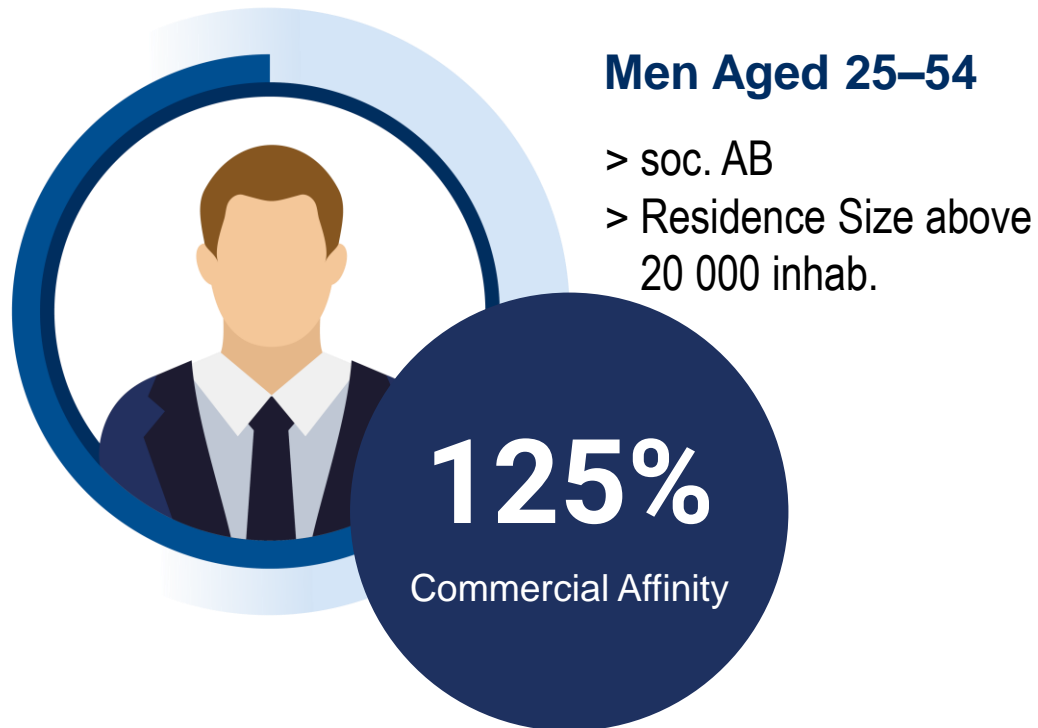


The Boss Baby:
Back in Business



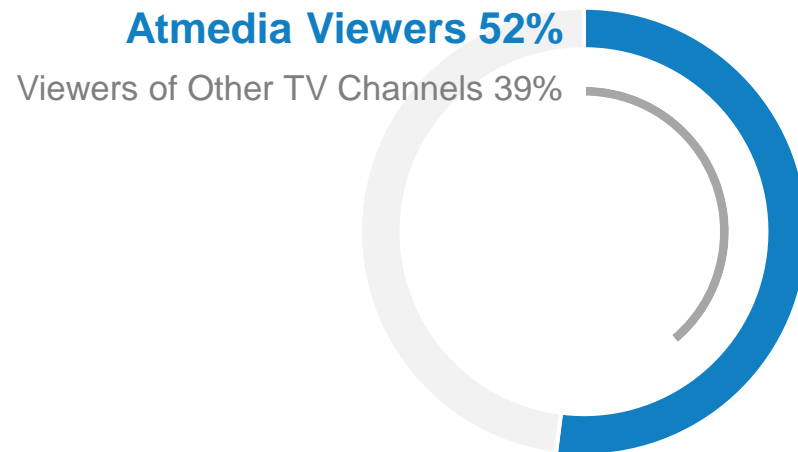
Immense Portfolio of Viewers and Attractive Target Groups

... and More Affinities of Some Other Attractive Target Groups of Viewers



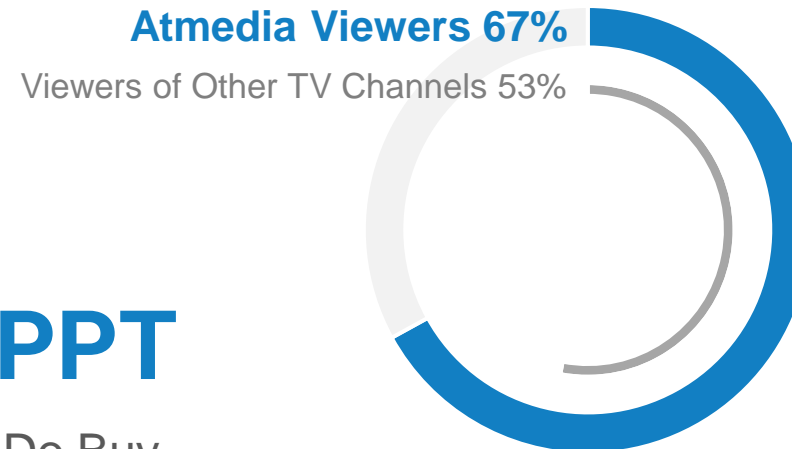
Tried-And-True Viewers Who Do Spend Their Money on Various Different Products

... and Other Products and Services – As Confirmed by the Results of MML-TGI Research



+13 PPT

of Viewers Do Buy Supplements for Muscle or Joint Pain



+13 PPT

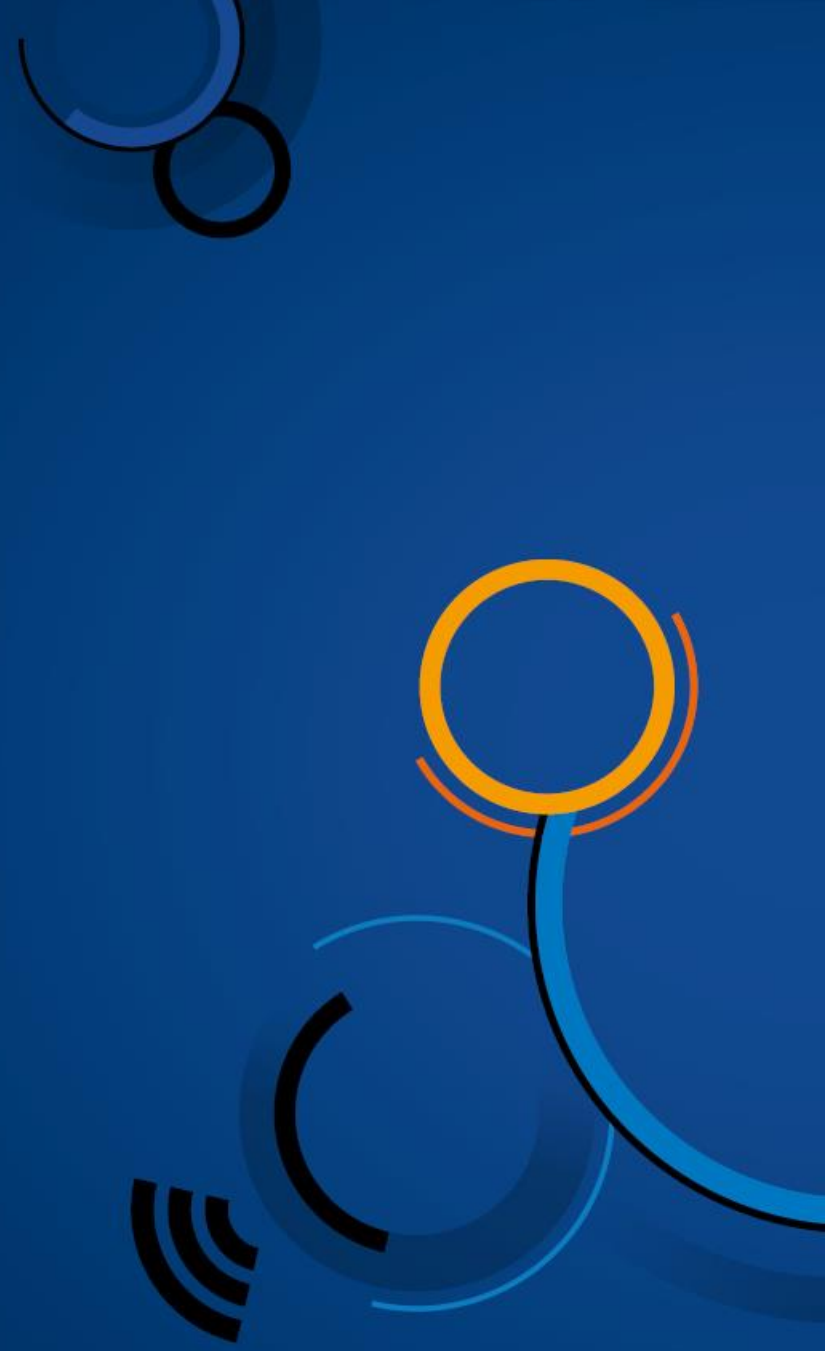
of Viewers Do Take up Household Insurance



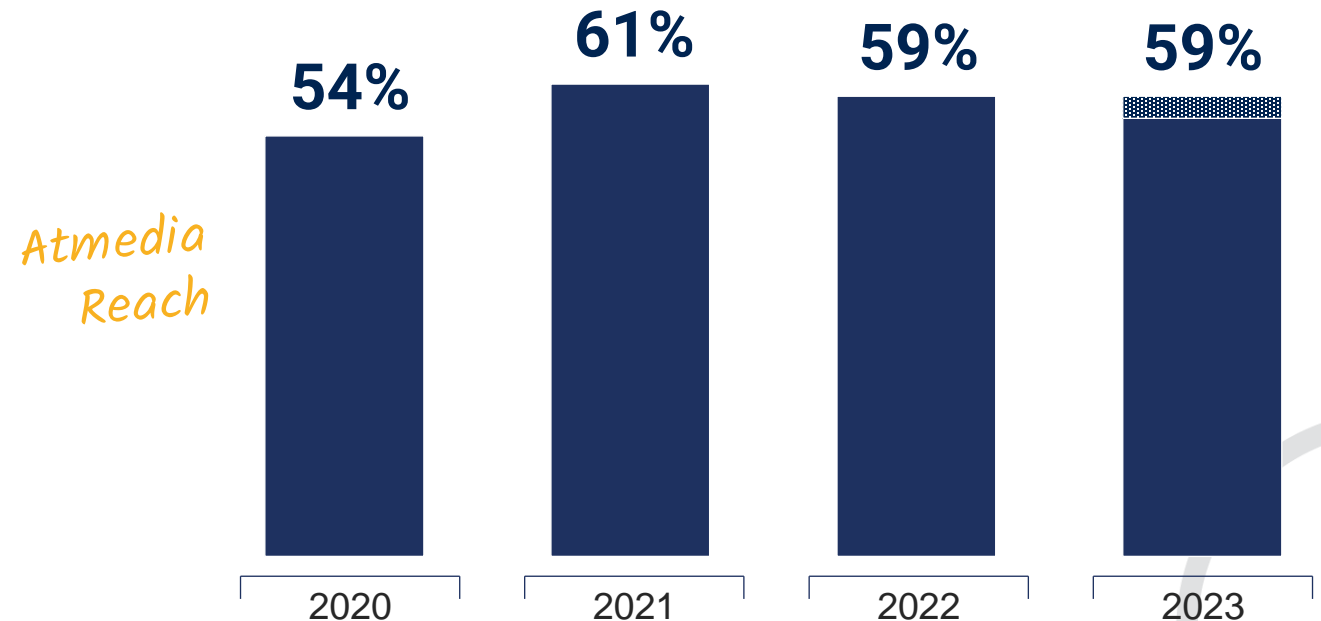
**Your Respectable
GRP Vendor**

There Is Never Enough
GRPssss!

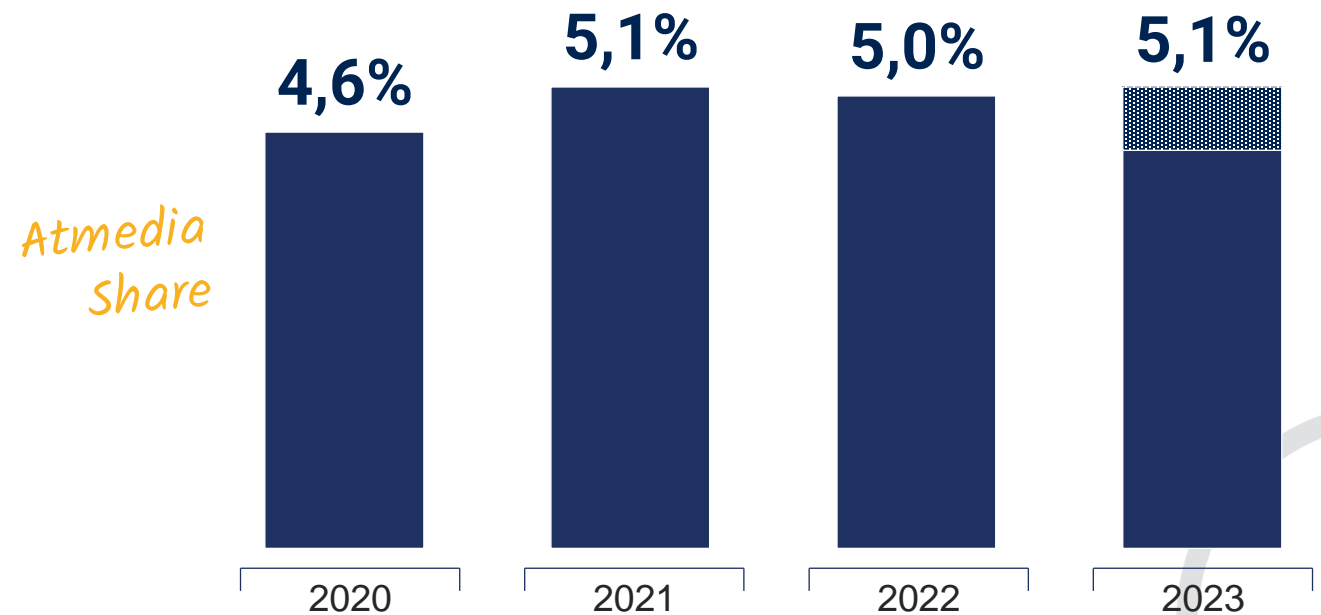
Hence Why We Negotiate
With More TV Channels



Every Single Month, We Reach About an Average of 59% Of TV Viewers Aged 15–69



We Do Achieve 5% Audience Share Among TV Viewers Aged 15–69

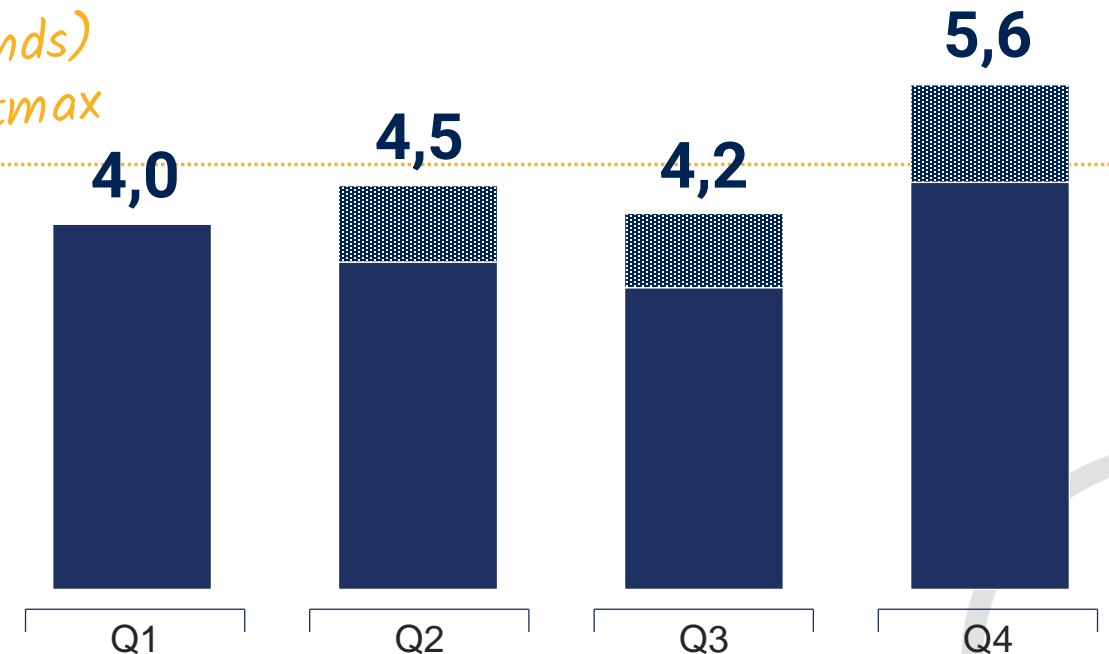


Next Year Will See Us Granting TV Advertisers a Solid Number of GRPs

4 600

GRPs in TG 15–69
per Month

GRP (In Thousands)
atmax





**Your Accomplice in
Addressing Your Target
Audience**

The logo for atkids, with 'at' in dark blue and 'kids' in green, enclosed in a light blue circular arc.

**Reach Out to Kids'
Viewers and Their Parents**

2

Measured
TV Channels

ADVERTISING
REACH

117 K

Monthly Reach
in TG 4–14

amc

AXN

CS FILM

CS HISTORY

CS MYSTERY



EUROSPORT

film

JOJO CINEMA

family



NATIONAL
GEOGRAPHIC

REBEL

RELAX

Televize Seznam

SPEKTRUM

SPORT 1

SPORT 2

TLC

paprika

The logo for 'atchoice' features the word 'at' in dark blue and 'choice' in red, enclosed within a light blue circular arc.

Effectively Address Your
Desired Target Group

Men Aged 25–54

- > soc. AB
- > Residence Size
above 20 000 inhab.

9

Measured
TV Channels
(*minimum)

125%

Commercial Affinity



The logo for 'atadults' features the word 'at' in dark blue and 'adults' in orange, with a light blue circular arc behind the text.

Approach Your Adult TV Viewers

A large orange circle containing the number '19' in white, with the text 'Measured TV Channels' in white below it.

Measured
TV Channels

A large light blue circle containing the text '3,6 MM' in orange, with 'Monthly Reach in TG 15-69' in dark blue below it. An orange banner at the top left of the circle reads 'ADVERTISING REACH' in white.

3,6 MM

Monthly Reach
in TG 15-69

The AMC logo in white text on a black background.The AXN logo in white text on a black background.The CS FILM logo in white text on a black background.The CS HISTORY logo in white text on a black background.The CS MYSTERY logo in white text on a black background.The Discovery logo in white text on a black background.The Disney Channel logo in white text on a black background.The EUROSPORT 1 logo in white text on a black background.The film logo in white text on a black background.The JOJ CINEMA logo in white text on a black background.The family logo in white text on a black background.The Sport 1 logo in white text on a black background.The NATIONAL GEOGRAPHIC logo in white text on a black background.The REBEL logo in white text on a black background.The RELAX logo in white text on a black background.The Televize Seznam logo in white text on a black background.The SPEKTRUM logo in white text on a black background.The Sport 2 logo in white text on a black background.The Sport 2 logo in white text on a black background.The TLC logo in white text on a black background.The paprika logo in white text on a black background.

The logo for atmax, featuring the word "atmax" in a bold, blue, sans-serif font. A light blue circular arc is positioned behind the letters "a" and "t".

Maximise Your Commercial Reach


A large blue circle containing the number "21" in white, with the text "Measured TV Channels" in white below it.

Measured TV
Channels

A large light blue circle containing the text "3,6 MM" in blue, with "Monthly Reach In TG 15–69" in blue below it. A blue banner with the text "ADVERTISING REACH" in white is positioned at the top left of the circle.

3,6 MM

Monthly Reach
In TG 15–69

The AMC logo, featuring the letters "amc" in white on a black rectangular background.The AXN logo, featuring the letters "AXN" in a stylized, bold, black font.The CS FILM logo, featuring the letters "CS FILM" in a bold, black font.The CS HISTORY logo, featuring the letters "CS HISTORY" in a bold, black font.The CS MYSTERY logo, featuring the letters "CS MYSTERY" in a bold, black font.The Discovery logo, featuring a stylized "D" with a globe inside, and the word "Discovery" below it.The Disney Channel logo, featuring the word "Disney" in its signature script font, with "CHANNEL" in a smaller, blue, sans-serif font below it.The EUROSPORT 1 logo, featuring the word "EUROSPORT" in a bold, black font, with a small "1" in a red square to the right.The film logo, featuring the word "film" in a bold, black font.The JOJO CINEMA logo, featuring the word "JOJO" in a bold, black font, with "CINEMA" in a smaller, red, sans-serif font to the right.The family logo, featuring a stylized "f" in a red circle, followed by the word "family" in a bold, black font.The sport 1 logo, featuring a stylized "1" in a red circle, followed by the word "sport" in a bold, black font.The NATIONAL GEOGRAPHIC logo, featuring a yellow rectangle with a black border, followed by the words "NATIONAL GEOGRAPHIC" in a bold, black font.The REBEL logo, featuring the word "REBEL" in a bold, black font.The RELAX logo, featuring the word "RELAX" in a bold, black font.The Televize Seznam logo, featuring a stylized "S" in a red circle, followed by the text "Televize Seznam" in a bold, black font.The SPEKTRUM logo, featuring the word "SPEKTRUM" in a bold, black font.The sport 1 logo, featuring a stylized "1" in a red circle, followed by the word "sport" in a bold, black font.The sport 2 logo, featuring a stylized "2" in a red circle, followed by the word "sport" in a bold, black font.The TLC logo, featuring the letters "TLC" in a bold, black font.The paprika logo, featuring a stylized "p" in a red circle, followed by the word "paprika" in a bold, black font.



**Your Companion at the
Most Exclusive Sports
Events**

Connect Your Brand With the World's Biggest Sports Events

460 K

Reach of Viewers During
the Biggest Sports
Events in TG 15–69



EUROSPORT

Giro d'Italia
Tour de France
La Vuelta

... Numerous Sports Events
Exclusively With Atmedia Only

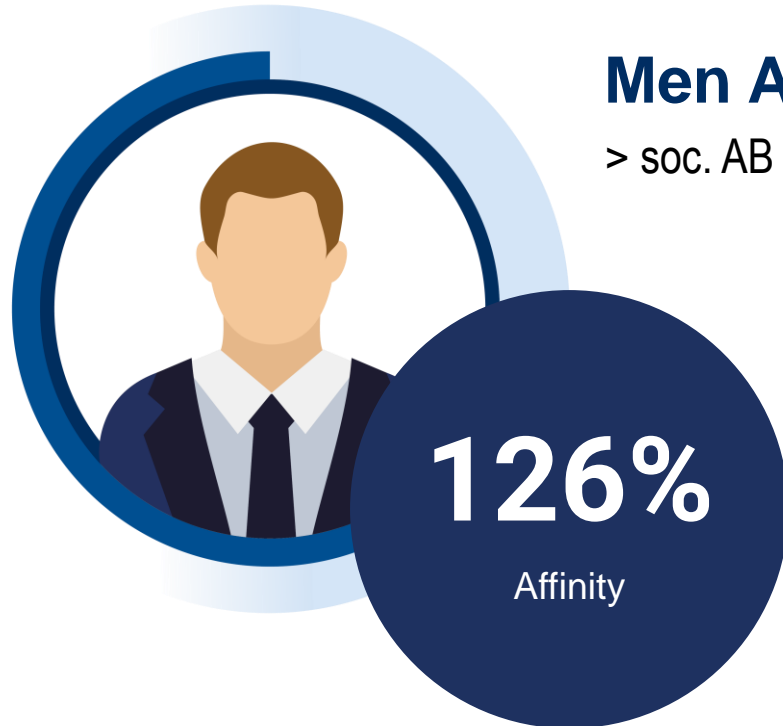


SPORT 1

SPORT 2

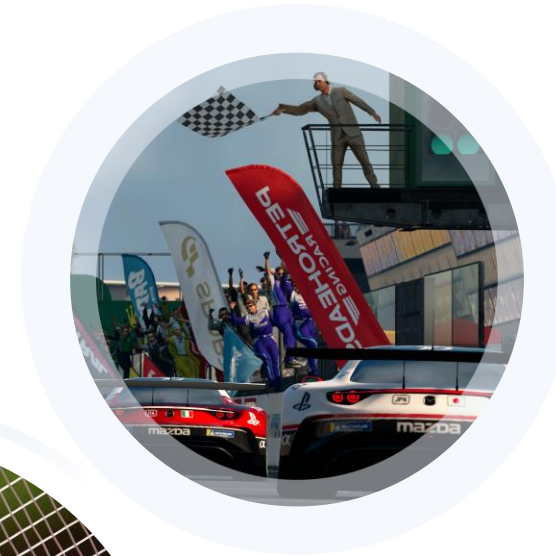
Formula 1

Attend to Attractive Target Audiences



Men Aged 25–44

> soc. AB



EUROSPORT 1
**24h Hours of
Le Mans**



EUROSPORT 1
**Australian Open
Roland Garros
US Open**



Your Guide Through the Czech TV Market



We Deliver Standardised Studies on the Use of VOD Services or the Quality Evaluation of TV Channels

atmedia **index**
powered by atmedia

*Get in Touch With Us
& Get Your Own
Atmedia Index!*

Qualitative
Evaluation of TV
Channels

Paid
VOD Services

Pay-TV and
Free TV

We Do Cater Interviews With Media and TV Market Experts

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Martin Nováček
OMD Czech



Wojciech Kowalczyk
TVP (Poland)



Martin Heržo
JOJ (Slovakia)



Laura Kropf
Atmedia (Hungary)



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TERMS & CONDITIONS AND PRICE LIST

As a Result of the High Inflation Rate, We Do Raise Our CPP by an Average of 15%

Product	TV Channel	TG	CPP
Individual Sale	1 measured TV channel of atkids	4–14	15 100,- CZK
Individual Sale	1 measured TV channel of atadults	15–69	20 250,- CZK
atkids	2 measured TV channels	4–14	14 950,- CZK
atchoice	9 (MIN) out of 19 measured TV channels	15–69	18 750,- CZK
atadults	19 measured TV channels	15–69	16 700,- CZK
atmax	21 measured TV channels	15–69	15 900,- CZK

Ad Pricing Coefficients

Seasonal Coefficients

January	February	March	April	May	June	July	August	September	October	November	December (until 24th)	December (from 25th)
0,80	0,95	1,30	1,40	1,40	1,40	0,85	1,05	1,45	1,45	1,45	1,40	0,80

Footage Coefficients

10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
0,50	0,77	0,90	1,00	1,00	1,25	1,45	1,60	1,75	1,90	2,00

Tandem Spots

In case of using the so-called tandem spots, there will be applied a coefficient equal to the sum of coefficients of the respective spot lengths that will be used (eg. 30 sec + 10 sec: $1,00 + 0,50 = 1,50$).

Additional Charges

- > Requested position: **10%**
- > Second and any other product in the spot (up to 20% of the spot): **5%**
- > A one-off fee of **1 500,- CZK** per each campaign, in case client requires the following:
 - > time-spacing between individual spots
 - > assigning spots to a specific programme
 - > exact ad order in commercial breaks
 - > joint planning for different products from one client into the same commercial breaks
 - > desired campaign GRP distribution within the package

Discounts

- > Early contract-signing by 14.12.2021: **10% discount**
- > Investment into OMC:
 - > up to 10% of the contract: **3% discount**
 - > up to 20% of the contract: **8% discount**
 - > up to 30% of the contract: **13% discount**
 - > an exact OMC distribution specification: **+ 2% discount**
- > New client with a one year contract: **15% discount**

Terms & Conditions for Booking Short-Term Campaigns

- > An order for period of 1 - 4 days will be deemed duly fulfilled after airing the broadcast plan, and its price will be calculated based on the real GRPs received.
- > An order of up to 10 GRPs will be invoiced per reality, and up to a maximum of 110% of the order itself.

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Media Sales House of Thematic TV Channels