

A 11

Publisher of local, professional and lifestyle press



Vydavatelství A 11
Ortenovo nám. 36, Praha 7, 170 00
www.a11.cz



about us

Having one of the widest portfolios of professional newspapers and publishing quality management and lifestyle magazines, we are among the pioneers in the local newspaper market.

We are constantly growing. Every year we come to the market with a number of new titles and we are not afraid to acquire competing publishers. We own the largest Czech network of news and leaflet racks, which we use not only for our own distribution, but also for commercial orders.

We support Czech sports, culture and local foundations and associations.

local press

Weekly **Náš REGION Praha**, **Náš REGION Brno** and monthly **Náš REGION Plzeň** bring essential information from life in the city, current affairs and reports, information from the city hall and individual city districts, as well as interviews, events in culture, crossword puzzles and a number of service topics.

The distribution takes place mainly through our own wide network of racks and with using of our own news vendors. In Prague, you will find our newsboys every Monday at all metro stations. In Brno and Pilsen, we have newsboys in busy public places.

Náš REGION Praha, together with the inserts to **Vaše Praha**, is also distributed to selected mailboxes in individual city districts.



local press

The goal of the A 11 publishing house is to cover the entire Czech Republic with the newspaper **Náš REGION** in the coming months. At present, you can find us, for example, in households in Prague, Brno, Pilsen, the Central Bohemian Region, the Karlovy Vary Region, the Ústí Region, the Liberec Region, the Vysočina Region and elsewhere. The newspaper **Náš REGION** brings information from life in individual parts of the country, current affairs and reports, information from the city hall and individual city districts, as well as interviews, events from culture, crossword puzzles and a number of service topics.

According to surveys, **Náš REGION** newspaper is known among working age adults and is perceived as a source of independent and high-quality information from their place of residence.

The www.nasregion.cz portal is also part of the **Náš REGION** newspaper project, reaching around 800,000 users a month and thus one of the most widely read local portals in the Czech Republic.

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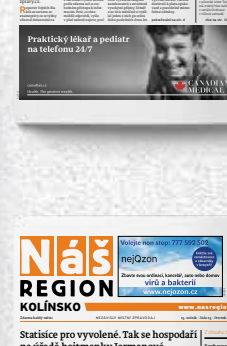


regional coverage of the newspaper Náš REGION



(coverage as of February 2021)

A11



magazines of city districts of Prague

Magazines of city districts of Prague are an important source of information for the inhabitants of Prague. They are perceived as an independent alternative to newspapers published typically by individual city halls, which pay tribute to the current situation at the particular city hall.

They provide the inhabitants of the metropolis with information about life in their place of residence, interviews, reports, cultural and sports tips, crossword puzzles and information about transport.

The Vaše Praha magazines are an integral part of the Náš REGION newspapers and are distributed not only at all respective metro stations, but also in a wide network of news racks and using news vendors at publicly important places and transport hubs.

Each issue is also distributed to selected mailboxes in individual city districts of Prague.



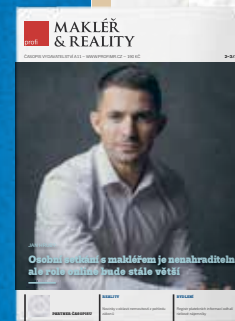
B2B

B2B magazines are essential for decision-making by key businesspeople. They bring an overview of news from the field, case studies, interviews and analyses.

They offer an erudite insight into the industry and educate the professional public. Printed newspapers and magazines also include industry events, podcasts, reprints and specials.

Our magazines are published with the support and cooperation of expert companies and professional associations. The B2B division is one of the largest in the Czech Republic.

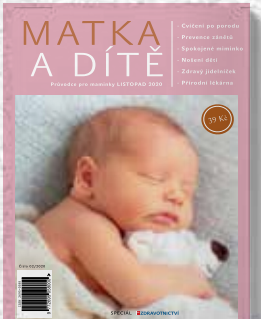
Magazines are the organizers or co-organizers of a number of important professional conferences. The Innovation monthly is then a partner as well as the main media partner of the Manager of the Year award.



lifestyle

The lifestyle segment of magazines is represented by the legendary humorous magazine Sorry, by Innspirace, a magazine full of seasonal inspirations for the whole family, a magazine for mothers Matka a Dítě (Mother and Child), a magazine for mothers Matka a Dítě (Mother and Child), a magazine for pre-schoolers Špuntíci or Kutilství (DIY), a magazine for passionate do-it-yourselfers. All magazines are available over-the-counter or as a subscription.

We see great potential in the LIFESTYLE segment, which is why we are planning a number of innovations that would extend the existing portfolio of our magazines.



premium

A premium range of magazines focusing on the social elite. Carefully selected segments, exclusive content, quality editorial and print processing. Through a unique database, we will ensure delivery to the most creditworthy, successful and influential target group in the Czech Republic.

The magazines Premium Guide and Lawyers & Business address the most important advertising clients in the Czech Republic. They are also available for sale in a selected network of newsagents and stores.



lifestyle

Mladý svět

The legendary Mladý svět magazine continues the tradition of one of the most popular magazines, which has been published in our country for almost 40 years and has been bringing interesting information on society, culture and life in the Czech Republic to generations of readers. Even in the new Mladý svět, you will find a number of interesting articles, reports, interviews, as well as a cultural and social overview, entertainment and a television program for the whole week. We also emphasize a wide range of quality photos.



websites

The news portal NášREGION.cz, as well as the printed title itself, is focused on local news. It brings exclusive information about events in individual city districts of Prague, latest news from neighbouring municipalities and unique local reports. In addition to the recent events, you will find interviews with interesting personalities of individual regions, crime news, traffic information, reports related to hobby sports, culture and entertainment, health and regional attractions such as the exclusive section Pod dozorem Honzy Tuny (Honza Tuna's Watching Eyes) – reports by Jan Tuna, a colleague of Náš REGION (Our Region), on consumer items that we eat, drink, or matters that concern each of us.

NášREGION.cz achieves above-average traffic numbers, not only among regional news portals:

Real users: 781 833

Page views: 3 955 296

Visits: 1 585 042

Source: Netmonitor, July 2020



websites

Professional B2B websites
www.zedzdravotnictvi.cz,
www.lawyersandbusiness.cz,
www.transport-journal.cz
and www.profipf.cz work as an
online platform for sharing important
information related to healthcare and
financial consultancy. The platform
includes unique interviews with top
business personalities, podcasts,
expert studies and information that
help with company management.
The B2B printing division also produces
free newsletters for financial advisors,
brokers as well as real estate and
construction industry professionals
and for HR directors

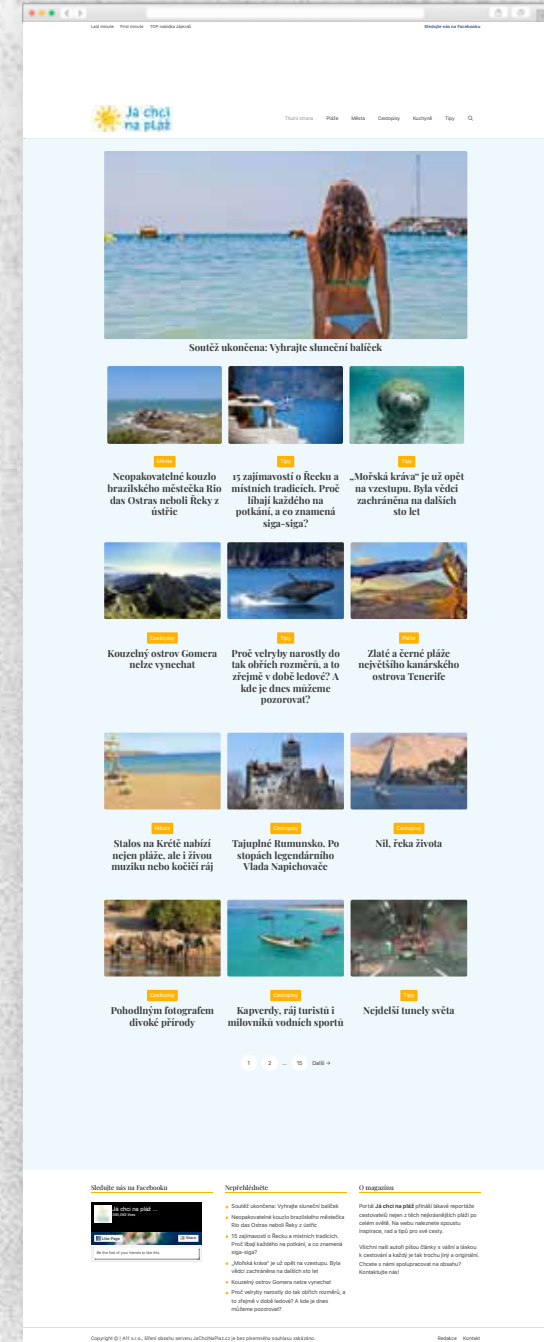
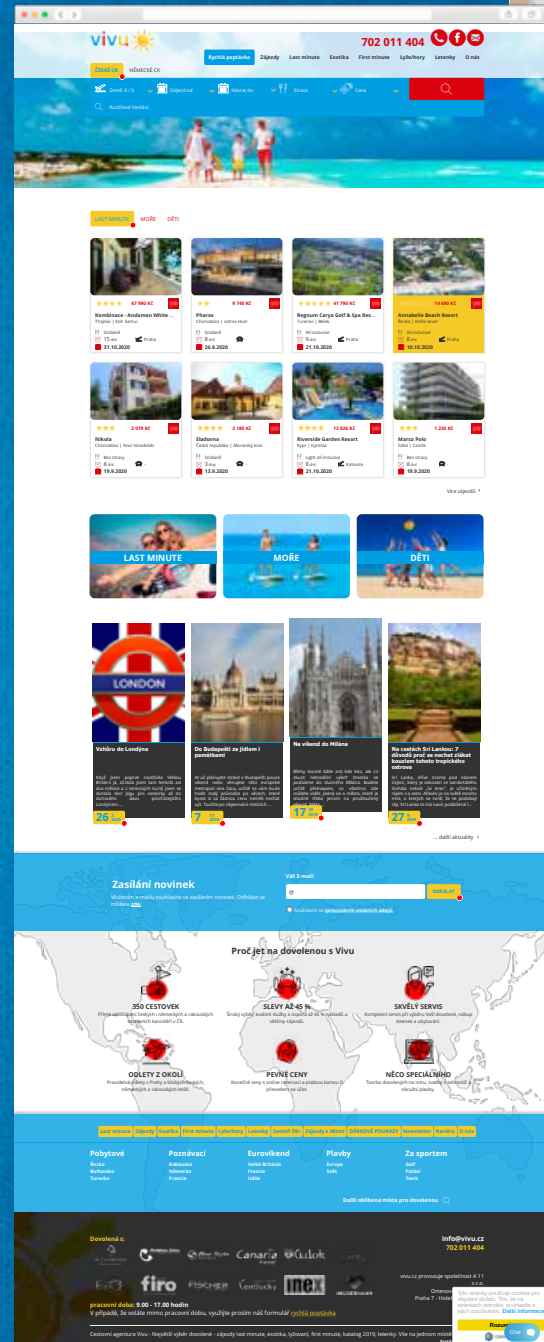


websites

Leading Czech web portals
for travel and vacation.

We offer not only a number
of inspiring articles for
enthusiastic travellers, but also
holiday packages and sightseeing
tours, air tickets and a wide range
of hotels.

All this with a discount of up to
60 percent.



thank you for your attention

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2021