



<b>Editorial Profile</b>	EKONOM, the Hospodarske noviny weekly, is one of the largest magazine dealing with the economy on the domestic market. It is distributed throughout the Czech and Slovak Republics. It publishes a wide range of opinions of the leading Czech and Slovak politicians, economists, managers, as well as economic and political information important to the business community and the general public. By means of detachable inserts it publishes complete and authentic versions of the most important legal standards, as well as consultancy, economic and legal materials.
<b>Language</b>	Czech
<b>Frequency</b>	weekly (Fri)
<b>Circulation</b>	21,262 copies (ABC June 2005)
<b>Average reach</b>	150,000 readers per issue (Mediaprojekt 04/2005-09/2005)
<b>Readership</b>	Czech and Slovak, economists, managers, politicians...
<b>Internet site</b>	<a href="http://ekonom.ihned.cz/">http://ekonom.ihned.cz/</a>