Providing the substance for your internet. Our unique content.

3.7 million real users per month
22 million page views per month

We have been maintaining our presence on the market since 1998 and we are 100% owned by a Czech management team.

Our specialized servers are traditionally regarded as a trusted source of quality and inspirational content, influencing key groups of readers and public figures in IT, finance, and e-commerce.

We regularly create our own unique content, discover current information and context, introduce unique personalities, and plan effective communication and marketing campaigns.
In January 2021, we celebrated our 20-year anniversary. During those years, we have become an important and trustworthy partner for anyone trying to resolve various finance, wages, taxes, or consumer related issues. We publish articles on taxes, bank accounts, jobs, wages, pensions, benefits, insurance, savings, car insurance, debt relief and insolvency.

Economics websites

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Your personal guide to the world of finance

1.5 million
real users per month

3.8 million
page views per month

Our readers

- Female: 50%
- Age 25 - 54: 62%
- Secondary education or higher: 67%
- AB groups: 44%
- ABC groups: 83%
We are the only company on the internet that provides a comprehensive overview of entrepreneurship information. We advise start-ups and follow the changes for already established businesses. At the same time, we monitor any legislative changes impacting business and offer the most extensive databases of information that present informational value for both business owners and the expert community. The No. 1 server for accountants, business.center.cz, is part of our portfolio.

Our readers

- Female: 52%
- Age 25–54: 59%
- Secondary education or higher: 66%
- AB groups: 42%
- ABC groups: 84%
We will guide you through the world of personal and corporate finance. Our main topics are financial investing, consulting, and sales, and we provide daily market-related news. We offer advice on where to deposit your money, where to get a loan or where to get an insurance, as well as a number of handy calculators, financial product comparisons and useful apps.
We offer continuous information service to professionals in economics, politics, state administration and local governments. We pride ourselves on providing a deeper insight into events only covered in brief by other media. We focus on the following topics: business, economics, automotive, aviation, technology, health, architecture, design, science with an overlap into business and technology.
We bring you news and informed tests, including detailed comparisons of competing models, as well as used car reviews. Our team of experienced motoring editors creates content not only for car enthusiasts, but for anyone looking for relevant consumer information on the best-selling cars in all price ranges.

133 thousand real users per month
900 thousand page views per month

Our readers

- Male: 83%
- Age 25-54: 70%
- Secondary education or higher: 62%
- AB groups: 49%
- ABC groups: 96%
We are a website for those who do not want to just use the internet, but also to learn something about it. We analyse the main trends, explain and comment on current events, offer original interviews with the main players in the Czech (and worldwide) online business, and show you the backstage of the Czech internet. Mobile operators, online media, e-government, e-commerce, security, connection providers and regulation – all of these represent our main topics.

Our readers

- Male: 63%
- Age 25–54: 68%
- Secondary education or higher: 66%
- AB groups: 39%
- ABC groups: 85%
From experts, for experts – that is Root.cz. We are not focusing on general users deciding on which mouse to buy. We publish articles on servers, networks and cybersecurity, the topics for IT professionals or enthusiasts.

Our readers

- Male: 82%
- Age 25–54: 77%
- Secondary education or higher: 74%
- AB groups: 51%
- ABC groups: 92%
Since April 2010, we have been bringing you articles about computers, mobile phones, the internet, and about modern technology. We publish articles on networks, digitalisation, smart homes, IPTV, and telecommunications. In addition to news, we also publish comprehensive reviews of mobile phones, hardware and software, gaming tips and tips on how to make a better use of your computer.
They say the way to a man’s heart is through his stomach, but so is the way to healthy life. That is why on Vitalia, we publish information from the world of health, as well as from the world of delicious food. We try things for you, seek the truth, raise topics considered taboo and highlight shady practices. We are interested in health, diseases, prevention, alternative medicine, as well as food safety and quality and healthy lifestyle.

**Our readers**

- **70%** female
- **62%** age 25–54
- **62%** secondary education or higher
- **40%** AB groups
- **77%** ABC groups
We inform our readers about both common and less common diseases, their symptoms, and diagnostic methods doctors can use to detect these health issues early.

At the same time, we also focus on treatment options for the issues in question, provide lifestyle advice and bring you news from the world of healthcare.
Since 1999, we have been creating one of the oldest unique catalogues of programs and video games with the emphasis on not just Czech computer users of various age categories. We thoroughly evaluate all programs and are constantly expanding our selection. Currently, we offer nearly 30,000 programs for work, educational and entertainment purposes.

Our readers

- **male**
  - age 25–54
  - secondary education or higher: 52%
  - AB groups: 37%
  - ABC groups: 83%

- **female**
  - age 25–54
  - secondary education or higher: 52%
  - AB groups: 37%
  - ABC groups: 83%
We are one of the two largest internet portals offering free software downloads, founded in early 2000.

A wide selection of programs, high-quality reviews, independent user ratings, articles, advice, and news from the world of software – all of this makes us a sought-after assistant for anyone looking for new software.

Our readers

- Male: 61%
- Age 25–54: 63%
- Secondary education or higher: 46%
- AB groups: 25%
- ABC groups: 50%
Download servers

We offer thousands of applications, programs, and video games. Thanks to our high-quality search, the visitors can easily find applications and programs to meet their exact specific needs.

55 thousand
users per month

187 thousand
page views per month

Our readers

- 66% male
- 42% age 25–54
- 39% secondary education or higher
- 29% AB groups
- 82% ABC groups
We offer more than 6,000 applications, programs, and video games to download for free. Every single application, program and video game features a description in Czech language.

30 thousand users per month
79 thousand page views per month

Our readers
- Male: 66%
- 25-54 years: 37%
- Secondary education or higher: 49%
- AB groups: 20%
- ABC groups: 65%
Information from the world of TV shows and movie franchises

371 thousand real users per month
2.5 million page views per month

We are a website for fans of TV shows and selected movie franchises. Every day, we report on current events related to foreign TV production, and provide complete coverage in one easy to navigate spot. From fans, for fans.

In addition to our thorough articles, photo galleries and trailers, we also offer Czech subtitles. Our database includes more than three thousand TV show or movie websites.

Our readers

- Male: 52%
- Age 25–54: 76%
- Secondary education or higher: 64%
- AB groups: 40%
- ABC groups: 83%

Interest websites
Since 2010, we have been offering interesting videos with Czech subtitles. For the Czech and Slovak audiences, we have translated plenty of American and British talk shows. Our server offers nearly 10,000 videos.

**Our readers**

- **male**: 71%
- **age 25–54**: 83%
- **secondary education or higher**: 72%
- **AB groups**: 37%
- **ABC groups**: 79%

39 thousand users per month
133 thousand page views per month
We are a website focusing on girls. In addition to video games, we also offer them articles about the latest trends in beauty care or fashion, as well as various quizzes on movies, fairy tales and other areas.
Regardless of whether you are a small child, a parent on parental leave or a grandparent in the company of their grandchildren, you will find the right video game for you on our website. The countless HTML5 video games on offer the users can play on their mobile devices are a clear advantage.

Source: NetMonitor, RU, PV/month, 01/2024, Google Analytics 01/2024