



MORE FACTS

	1997	1998	1999	2000	2001	Change (%)	
						97/2001	2000/01
Advertising revenues* (Koruna million)							
Dailies	3,124	3,622	4,207	4,900	5,228	67.35	6.69
Dailies §	3,672	3,847	4,374	4,900	4,993	35.98	1.90
Non-dailies~	200	240	250	287	840	320.00	192.68
Sundays	5	13	27	48	55	1000.00	14.58
Free papers	1,000	1,200	1,250	1,350	1,400	40.00	3.70
Online	-	-	-	-	30-40	-	-
Sales revenues (Koruna million)							
Dailies	4,100	3,800	3,850	3,820	3,900	-4.88	2.09
Dailies §	4,144	3,841	3,872	3,820	3,820	-7.83	-0.01
Non-dailies	260	282	265	300	310	19.23	3.33
Sundays	33	65	115	146	200	506.06	36.99
Volume of advertising sold (pages & page equivalents)							
Total	59,605	50,765	60,180	63,467	61,061	2.44	-3.79
In colour	25,430	8,082	11,347	18,575	25,072	-1.41	34.98

* includes classified, inserts, agency commission; excludes production costs; before discounts. Typical discounts 5-25%

§ at constant 2000 prices

~ 2001 data for non-dailies is based on improved statistics on previous years, and so not directly comparable

Distribution costs

	1998	1999	2000	2001
As % of average cover price				
Single copy sales	33	33	33	33
Home/postal deliveries	-	40	40	40
Average distribution cost per copy				
Subscription	Koruna 2.80	2.80	3.00	3.20
	Euros 0.08	0.08	0.09	0.10
Single copy	Koruna 2.30	2.30	2.60	2.90
	Euros 0.06	0.06	0.08	0.09

Contribution of classified, display and insert advertising to total advertising income (%)

	1997	1998	1999	2000	2001
Display	97.0	93.6	88.9	85.1	86.1
Classified	3.0	2.7	4.5	4.9	4.3
Inserts	-	3.7	6.6	10.0	9.6

1997 excluding inserts

Newspaper colour capability & formats

	1997	1998	1999	2000	2001
4- colour newspapers	5	10	10	14	17
Broadsheets	19	16	16	16	15
Other (Berline etc)	2	2	2	2	3

Media consumption (minutes per day)

	1997	1998	1999	2000	2001
Radio	202	210	200	178	174
Television	203	205	208	194	193
Internet	-	30	35	40	142

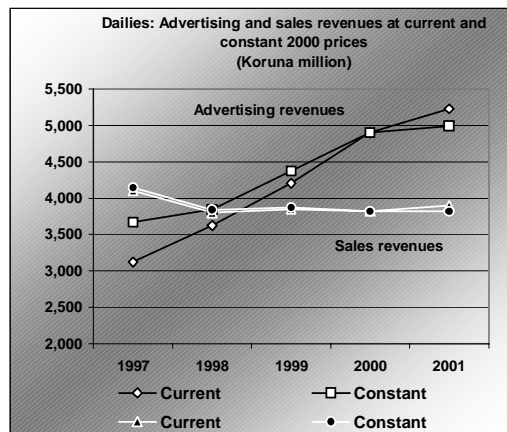
Radio, TV and Internet users

Internet publishing (No. of online editions)

	1997	1998	1999	2000	2001
Dailies	8	9	9	10	9
Non-dailies	10	10	12	13	14

Online readership

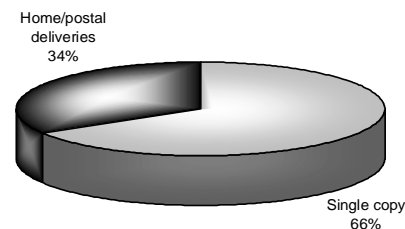
Newspaper	1998	1999	2000	2001
iDNES	520,000	3,243,316	5,104,344	3,057,000
Blesk	-	-	-	5,700,000
Ceske, Financni, Sportovni Nov.	-	-	-	3,424,000
iHNed	-	431,229	831,707	1,916,000
Lidove noviny	-	-	529,701	1,738,000



Type of newspaper sales (%)

	Single copy	Home/postal deliveries
1997	65.0	35.0
1998	67.0	33.0
1999	68.0	32.0
2000	69.0	31.0
2001	66.5	33.5

Type of newspaper sales in 2001 (%)



Employment

	1997	1998	1999	2000	2001
Total no. of Journalists	1,810	2,000	2,000	2,000	2,000
Total salary costs*					
	Koruna -	-	20,000	21,000	22,200
	Euros -	-	554	608	702

* average per journalist per month plus 35% insurance.

Cover prices

	Koruna
Single copy	5.00-13.00*
Subscription	4.80-12.80*

* issue with supplement