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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DisplayTitle** | **Readership** | **AVE (CZK)** | **Market** | **Media Format** | **Type** | **Name + date of press trip** | **Structuring according to the Regions**  | **Author** | **Commercial Subjects** | **Poznámky** |
|  |  |  |  | online | TZ - press prepared by ZZ |  | More regions - article doesnt predominate a particular region |  |  |
|  |  |  |  | print | PT - press trip  |   | Prague |  |  |  |
|  |  |  |  | TV | TK - press conference |  | Central Bohemian Region |  |  |  |
|  |  |  |  | radio | 3rd party event |  | South Bohemian Region |  |  |  |
|  |  |  |  |  | interview |  | Pilsen Region |  |  |  |
|  |  |  |  |  | other |  | Karlovy Vary Region |  |  |  |
|  |  |  |  |  |  |  | Ústí Region |  |  |  |
|  |  |  |  |  |  |  | Liberec Region |  |  |  |
|  |  |  |  |  |  |   | Hradec Králové Region |  |  |  |
|  |  |  |  |  |  |  | Pardubice Region |  |  |  |
|  |  |  |  |  |  |  | Vysočina Region |  |  |  |
|  |  |  |  |  |  |  | Olomouc Region |  |  |  |
|  |  |  |  |  |  |  | South Moravian Region |  |  |  |
|  |  |  |  |  |  |  | Moravian-Silesian Region |  |  |  |
|  |  |  |  |  |  |  | Zlín Region |  |  |  |