

# Sponsorship opportunity

Align your brand with Central Europe's  
leading financial insights platform **on**  
**young people and their money**

**YOUNG MONEY MATTERS 2025**



# About The Survey

Independent, cross-country survey of young people and their money

- Built on credible methodology and conducted by a **professional polling agency**
- Complemented by **comprehensive report and analysis** by seasoned **financial journalist**
- The 2024 edition generated **proven media impacts** across the **Czech, Polish** and **Romanian markets**
- For the 2025 edition we have **increased the number of respondents to 1,000** people in each country.

## YMM 2024 Methodology



1,500

respondents



3 countries

500 respondents  
in each country

## YMM 2024 Report Media Reach

22.7 million  
readers

estimated potential  
readership



9.2  
million

3.8  
million

9.7  
million

potential audience reach

# Reasons to sponsor

## YOUNG MONEY MATTERS 2025

- 1 Proven media platform**  
for financial services  
companies
- 2 Understand audiences of  
Gen Z & Millennial  
consumers:** future  
customers of financial  
services
- 3 Join key conversations:**  
influence
- 4 First mover advantage:**  
exclusive sponsorship  
positions available
- 5 Timed around national  
media interest with  
launch in September**
- 6 Market size:**  
Three countries: Czech  
Republic, Poland &  
Romania



# Coverage highlights

Czech Republic

Tier 1  
Business  
Media

e15

Forbes

Finančně zodpovědná budoucnost Česka?  
Generace Z odmítá úvěry a spoří, nejvíce  
utrátí za jídlo

Tier 1 Business  
& Finance  
Media

Tier 1 Tech &  
Business  
Media

HOSPODÁŘSKÉ NOVINY

Toto není finanční rada, jen má zkušenost. Mladí  
Češi se v otázce peněz nechávají nasměrovat od  
influencerů

CZECHCRUNCH

Refresher  
news

Mladí lidé utrácení nejvíce za jídlo. Ve finanční gramotnosti  
zaostávají a informace čerpají ze sítě

LIDOVKY.cz

iDNES.cz

Finanční situace mladých Čechů a Češek  
je neúprosná. Na průměrnou mzdu  
dosáhne jen zlomek z nich

Tier 1 Mainstream  
News Media

# Coverage highlights

Poland

Tier 1  
Finance  
Media



**FOREX CLUB**

Jaki młodzi Polacy, Czesi i Rumuni mają stosunek do pieniędzy i oszczędzania

Tier 1 National  
Business  
Media

**WARSAW  
BUSINESS JOURNAL**

Będąc młodym lepiej zarabiać w Polsce niż w Czechach. Zaskakujące wyniki badania o zarobkach

English-  
language  
Media

**DGP | Gazeta Prawna**

Wiemy, jak młodzi Polacy oceniają swoją sytuację finansową i na co wydają pieniądze

**F** **RSAL.PL**

Survey outlines financial attitudes and behaviors of young poles

Tier 1 Business  
News Media

# Coverage highlights

## Romania

Tier 1  
Mainstream  
News Media

**Newsweek**  
ROMÂNIA

Young Money Matters - Un sondaj despre tinerii români, cehi, polonezi și banii lor

Tier 1 National  
& Business  
Media

**adevărul.ro**

Studiu Young Money Matters: Aproape jumătate dintre tinerii români spun că nivelul lor de trai s-a îmbunătățit în ultimul an

Tier 1 National  
Business News

**WALL-STREET BURSA**.ro

Young Money Matters- Un sondaj despre tinerii români, cehi, polonezi și banii lor

**HotNews.ro**  
STIRI NON-STOP

**BR** Business  
Review  
WHERE ROMANIA TALKS BUSINESS

Young Money Matters: A survey of young Romanians, Czechs, Poles and their money

English-language  
Business Media

# What sponsors get...

- Logo inclusion in reports, **media packs**, podcasts
- **Co-branding** on coverage visuals
- **Inclusion** in media briefings
- Option for **tailored insights**
- **Thought leadership** positioning



# Timeline

## YOUNG MONEY MATTERS 2025

April

Planning this  
year's edition

May

Survey in field

June

Data analysis & report writing

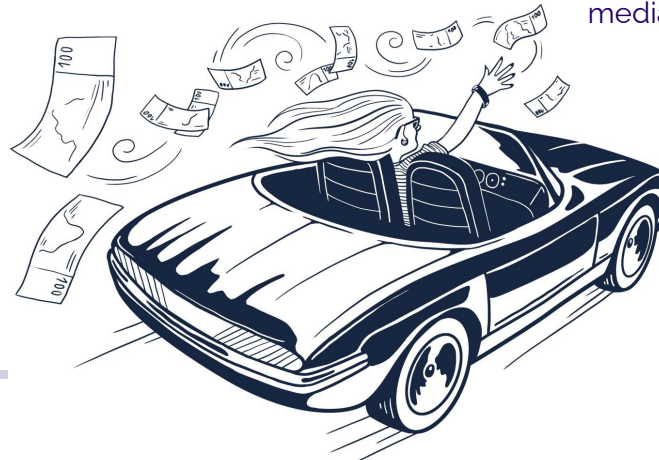
July

August

Sponsor  
onboarding &  
media briefings

September

Official launch





# Be part of YMM 2025

Limited sponsorship  
slots available!



**Joe Cook**

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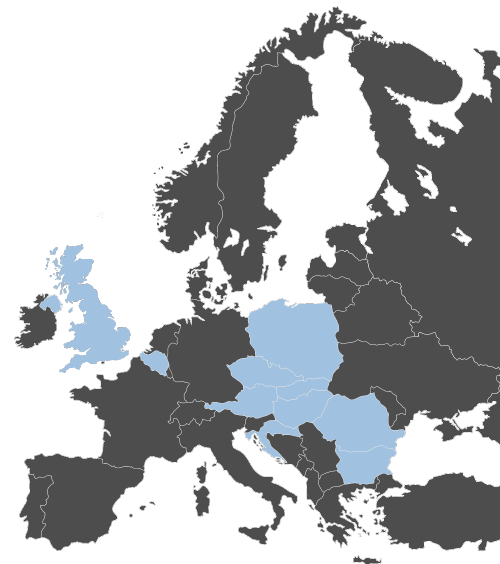


# About Cook Communications

Get to know us better

- **Cook Communications** is a corporate and financial communications consultancy founded in 2003, with offices in **Bulgaria**, the **Czech Republic**, **Poland** and **Romania**.
- The agency delivers strategic PR programmes for leading international companies across Central Europe.
- Sector experience includes aerospace, banking, capital markets, energy, healthcare, investment companies, fintech, private equity, property, and telecommunications.
- Current clients include **Angelini Pharma**, **Babcock International Group**, **eToro**, **Lockheed Martin**, **Marshall**, **Patria**, **PPF Group** and **Rezolv Energy**.

[CONTACT US](#)





# Credentials

Sector experience includes aerospace, banking, capital markets, defence, energy, healthcare, investment companies, fintech, private equity, real estate, and telecommunications.

**Client references available on request.**

# Corporate & financial communications credentials

EPH

etoro



PERMIRA

NWR  
NEW  
WORLD  
RESOURCES

evo/ution  
EQUITY PARTNERS

MID EUROPA  
PARTNERS

Cinven

Slovak  
Telekom

PROVIDENT

MFG  
MANAGEMENT FINANCIAL GROUP

WARBURG PINCUS

alpha

Enterprise Investors

ORLEN

ABRIS

# Our services

Local insight, regional knowledge, international experience and our understanding of the media and social landscape in the countries where we operate enable us to position our clients, and their products and services, in ways that help support their business objectives.



## Providing best practice in

- Local, regional and international media relations
- **Marketing communications**
- Reputation management
- **Public Affairs support**
- **Strategic advice & corporate positioning**
- Sales & Marketing support
- **Digital & social media**
- Event management

# Advisory

Marketing and  
communicating via  
the media, analyst  
and influencer  
audiences

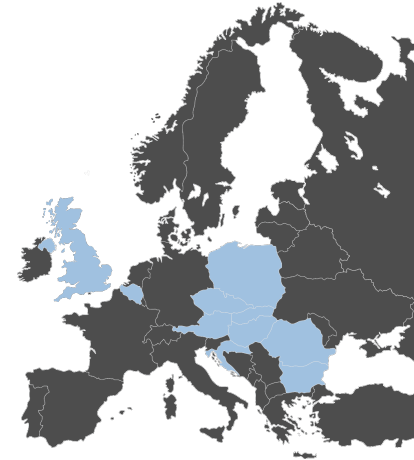
- The commitment that comes from a **true partnership**
- Clients that reflect the quality of our offer
- **Strong networks** in the audiences we seek to influence
- **Intelligent thinking** rooted in sector experience
- Integrated corporate communications, marketing communications, investor relations and public affairs
- **International excellence** without compromise
- Results-based execution and delivery

Our objective is to provide the **highest quality advice** and **execution** – with integrity and discretion

# Why Cook Communications?

## Trust — Discretion — Integrity

- Experienced team with a hands-on, proactive and bespoke approach
- Senior consultants provide clients with high levels of attention
- Leverage our media contacts and understanding to your advantage
- Thorough knowledge of audiences we seek to influence
- Strong client relationships, reflected in client quality and retention
- No conflicts or hidden agendas – client's best interests come first
- We operate to the highest ethical standards
- Good experience across broad range of sectors



# Contact us

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