



Sponsorship opportunity

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

YOUNG MONEY MATTERS 2026



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 **strong media coverage** in the **Czech, Polish and Romanian markets**
- For the 2025 edition we **increased the number of respondents to 1,000** people in each country.

YMM Methodology

YMM
2024

1,500 respondents
(500 respondents in
each country)

YMM
2025

3,000 respondents
(1,000 respondents in
each country)

3 countries



Czech Republic



Poland



Romania

Total potential audience reach (up 25% year-on-year)

YMM
2024

total potential audience reach
22.7 million people



9.2 million



3.8 million

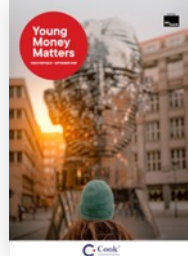


9.7 million

potential audience reach per country*

YMM
2025

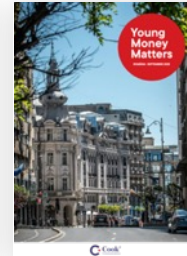
total potential audience reach
28.2 million people



13.2 million



5.8 million



9.2 million

potential audience reach per country*

Potential Audience Reach:

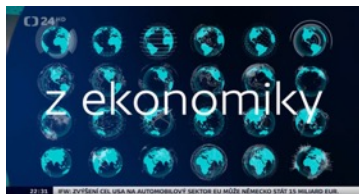
Online media where
YMM story published:
Unique/Real Users

Print Media where
YMM story published:
actual sold circulation

Television/radio,
latest viewing figures
for the programme
featuring YMM

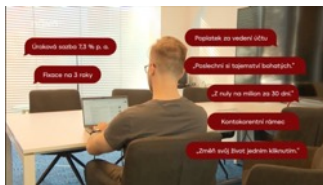
Coverage highlights Czech republic

Young
Money
Matters
2026



Česká televize

Tier 1
TV coverage



nova.cz

Novinky.cz

iDNES.cz

Forbes

hro²⁴

refresher

Úroky na spořicí účtech za poslední rok klesly jen mírně, většinou jsou vyšší než inflace

Tier 1
Mainstream
media

Investovat se mladí nebojí. Peněz jim na to ale moc nezbyvá

Ranní výběr: Víkend plný emocí. Má větší radost Babiš, Procházka nebo fanoušci krypta?

Tier 1
Business
media

Průzkum: Mírná většina mladých cítí zlepšení, ale bez finanční rezervy žije polovina

Jestli dosáhneš na průměrnou mzdu, jsi lucky. Zeptali jsme se mladých lidí, jak jsou na tom s penězi

Tier 1
Young adults
media

Coverage highlights Poland

Young
Money
Matters
2026

Tier 1
Finance
Media



FOREX CLUB

Generacja Z w klinchu: młodzi gotowi na dorosłość, mieszkania wciąż poza zasięgiem

Tier 1 National
Business
Media



DGP | Gazeta Prawna

Młodzi Polacy, Czesi czy Rumuni – kto zarabia najwięcej, a kto wydaje najmniej?

**WARSAW
BUSINESS JOURNAL**

Financial attitudes of young Poles reflected in new report

English-
language
Media



Ambitne cele, ograniczone możliwości finansowe młodych Polaków



eGospodarka.pl
Poradnik Internetu dla Twojej Firmy

Finanse młodych: jak zarabiają, oszczędzają i inwestują pieniądze

Coverage highlights Romania

Young
Money
Matters
2026



Tier 1
Generalist TV
News TV

TV
adevărul

Sondaj: Cât de puternică este tentația pentru tinerii din România să plece peste graniță

ANALIZĂ Tinerii români și banii lor: accesul la locuințe și serviciul militar obligatoriu, principalele frici

ROMÂNIA
Newsweek

Peste 80% dintre tineri doresc să își cumpere o casă. Un sfert dintre ei nu au bani puși deoparte

Tier 1
Mainstream
Media



HotNews

Aproape trei sferturi dintre tinerii români iau în calcul emigrarea. Jumătate dintre ei depind de banii familiei. Comparatie cu Cehia și Polonia

WALL-STREET
pentru noua economie

„Young Money Matters”, un sondaj independent la nivel național realizat în rândul tinerilor cu vârste cuprinse între 18 și 35 de ani, care vizează modul în care aceștia își gestionează banii.

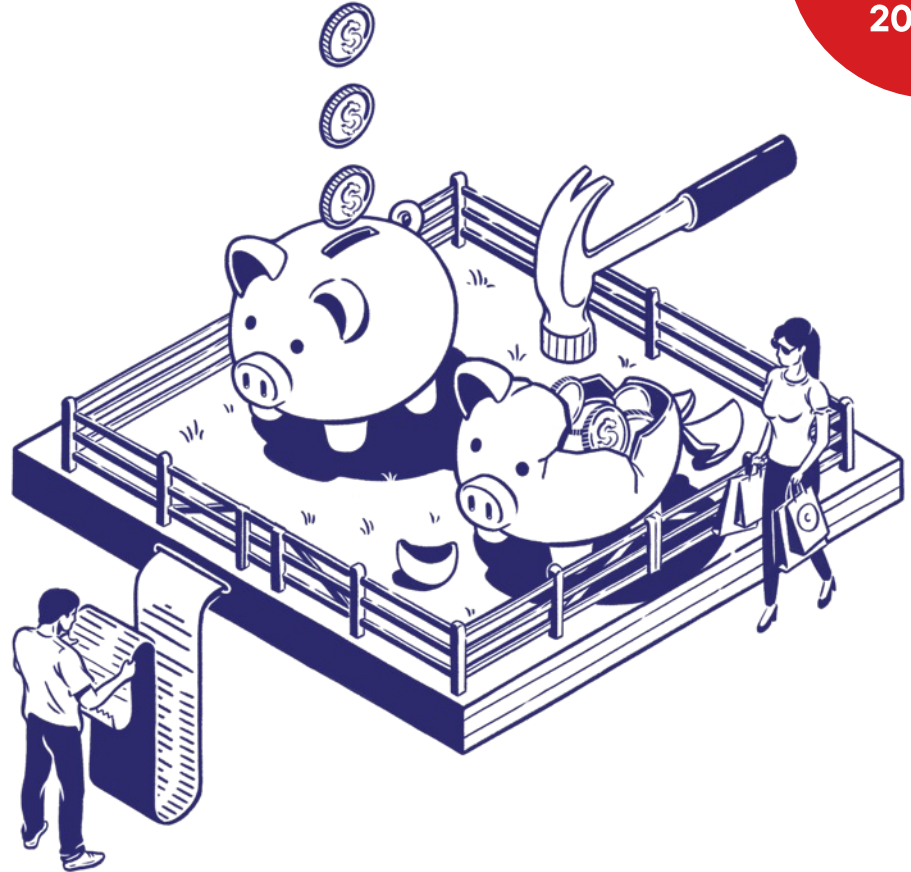
econ**o**media.ro

Sondaj: 70% dintre tinerii români spun că ar fi dispuși să se mute în străinătate pentru a-și continua cariera sau pentru a-și mări veniturile

Tier 1
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 2026

April

Planning this
year's edition

May

Survey in field

June

Data analysis & report writing

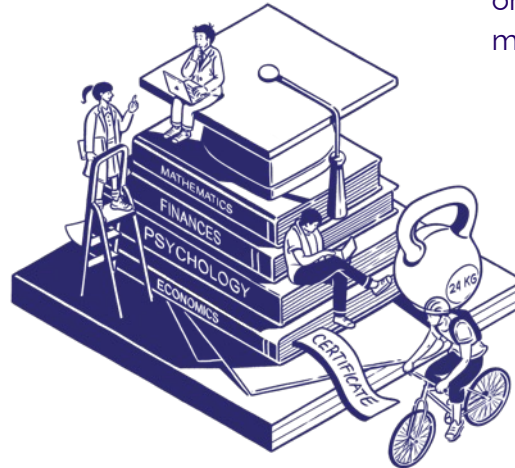
July

August

Sponsor
onboarding &
media briefings

September

Official launch



Be part of YMM 2026

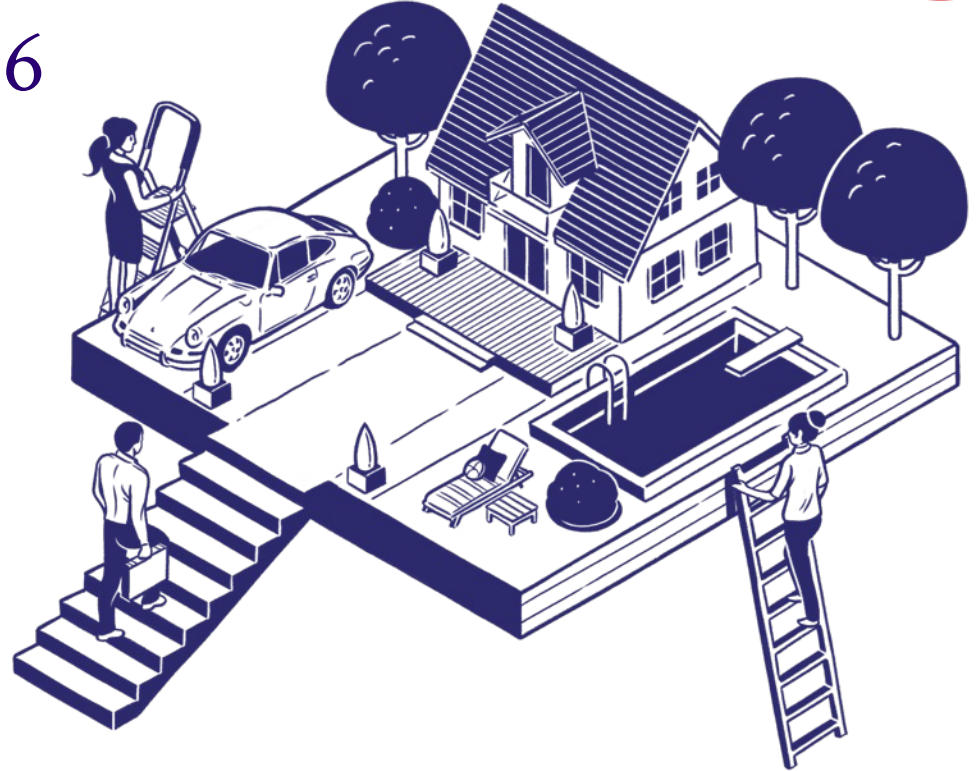
Limited sponsorship
slots available!



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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



evo/ution
EQUITY PARTNERS

MID EUROPA
PARTNERS

Cinven



PROVIDENT



WARBURG PINCUS

alpha



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



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Client references available upon request.