



The Prague Post's target readership consists of CEOs, middle to upper management, entrepreneurs, university students as well as freelancers and experts in the Czech Republic. We have both a significant readership among the international community living in Central Europe, as well as a growing number of native Czech readers. We furthermore have a global reach with subscribers in 20 countries on four continents. Our readership tends to be highly educated and live in households with large amounts of disposable income. The typical reader of *The Prague Post* is a decision maker in charge of his or her company's investments.

The Broadsheet or main section of the paper features a blend of originally produced news, analysis, business, opinion and features on the Czech Republic and Central Europe. Our Opinion page features commentaries from global experts in economics, politics and social affairs as part of our cooperation with the prestigious Project Syndicate. A partnership with other Central and East European newspapers, as well as a network of foreign correspondents, allows us to extend our focused eye to the near abroad.



Distribution – In the whole edition of *The Prague Post*

Circulation – 19,000

Web presence – 416 704 unique visitors (1.1.2010 – 31.12.2010) Source: Google Analytics

Almost 30% increase in unique visitors in 2010 compared 2009 Source: Google Analytics

Basic information:

Format: 285 x 425 mm

Color: CMYK

Publisher: Prague Post, spol. s r.o.

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Pricelist due Jan. 1, 2011.

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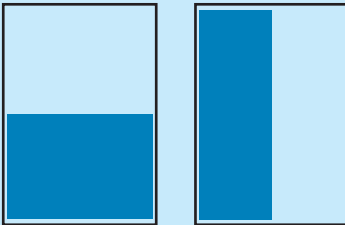
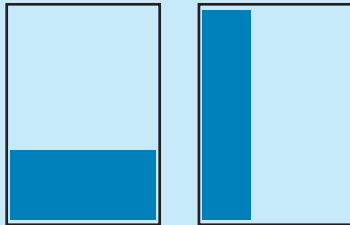
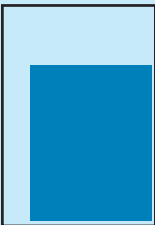
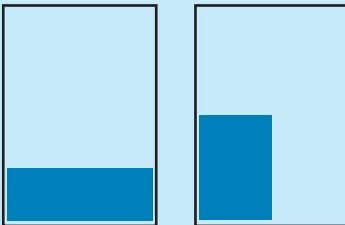
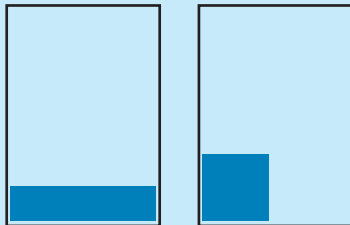
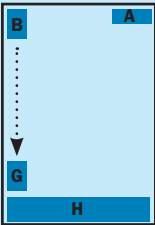
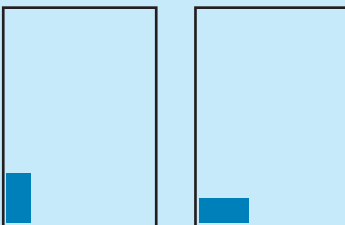
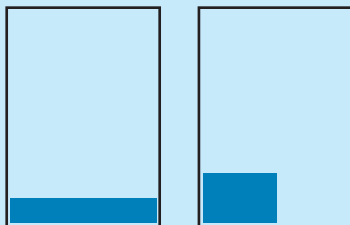
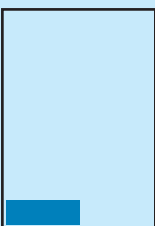
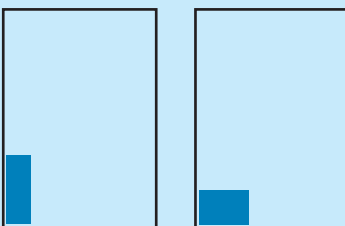
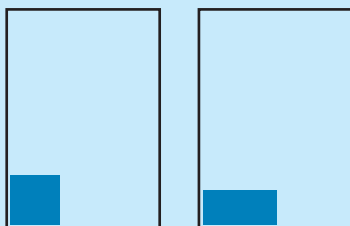
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THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991

BROADSHEET PRICELIST

<p>Full Page: 285 x 425</p>  <p>B&W: 114,000 CZK Color: 168,000 CZK</p>	<p>1/2 Page: 285 x 210 140 x 425</p>  <p>B&W: 67,000 CZK ; Color: 107,000 CZK</p>	<p>1/3 Page: 285 x 138 92 x 425</p>  <p>B&W: 49,000 CZK ; Color: 79,000 CZK</p>
<p>Junior page: 237 x 350</p>  <p>B&W: 89,000 CZK Color: 132,000 CZK</p>	<p>1/4 Page: 285 x 104 140 x 210</p>  <p>B&W: 43,000 CZK ; Color: 72,000 CZK</p>	<p>1/6 Page: 285 x 68 140 x 138</p>  <p>B&W: 27,000 CZK ; Color: 46,000 CZK</p>
<p>Ear (on front or section page)</p>  <p>A (80 x 32) B - G (42 x 60) H (285 x 50)</p> <p>Color, front pg. section pg. A 35,000 CZK 12,000 CZK B - G 22,000 CZK 12,000 CZK H 66,000 CZK -</p>	<p>1/24 Page: 44 x 100 92 x 50</p>  <p>B&W, Color: 8,500 CZK</p>	<p>1/8 Page: 285 x 50 140 x 100</p>  <p>B&W: 21,000 CZK ; Color: 37,000 CZK</p>
<p>1/16 Page: 140 x 50</p>  <p>B&W, Color: 12,000 CZK</p>	<p>1/18 Page: 44 x 138 92 x 68</p>  <p>B&W, Color: 11,000 CZK</p>	<p>1/12 Page: 92 x 100 140 x 68</p>  <p>B&W: 15,000 CZK ; Color: 25,000 CZK</p>

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