

# THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991

## HOLIDAY GUIDE PRICELIST

**Publishing Date:** 16.11.2011 (5-week run)

**Deadline for any orders:** 7 days prior to publication

The **Holiday Guide** is an essential source of information for the winter season. It highlights the top events and activities in November and December. The magazine is issued free of charge with the weekly newspaper and offers tips on cultural happening, trips and shopping. An integral part of the guide is recommendations for renowned hotels, bars and restaurants, including contact information.

**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.



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

**Circulation** – 19,000 x5

**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:** 186 x 273 mm

**Color:** CMYK

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

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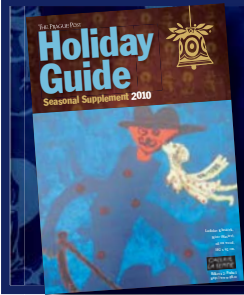
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**www.praguepost.com**

All sizes are listed in millimeters. All prices are listed without 20% VAT. Rates for graphic design: Ad development: CZK 1500; Text editing: CZK 1000  
Pricelist due Jan. 1, 2011.

This pricelist is subject to valid general commercial conditions, technical conditions for advertising and the advertising deadline schedule located at [www.praguepost.com](http://www.praguepost.com).

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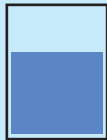
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## HOLIDAY GUIDE PRICELIST

### Cover:

186 x 170



Color: 105,000 CZK/5-week run

### Full page:

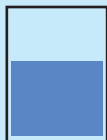
186 x 273



Color: 99,000 CZK/5-week run  
2. and 3. covers: 155,000 CZK/5-week run  
4. cover: 180,000 CZK/5-week run

### 3/5 page:

186 x 160



Color: 59,000 CZK/5-week run

### 1/2 page:

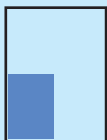
186 x 134



Color: 52,000 CZK/5-week run

### 1/4 page:

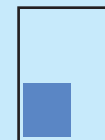
90 x 134



Color: 32,000 CZK/5-week run

### 1/5 page:

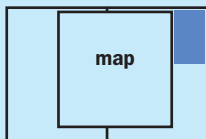
90 x 105



Color: 23,000 CZK/5-week run

### 2/15 page:

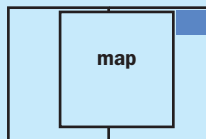
59 x 105



Color: 25,000 CZK/5-week run

### 1/15 page:

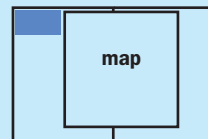
59 x 51



Color: 13,000 CZK/5-week run

### 1/10 page:

90 x 51



Color: 19,000 CZK/5-week run

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