

# THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991

## MEDIA KIT ONLINE PRODUCTS

### BASIC INFORMATION

#### Unique online presentation

The leading English-language site providing news from all areas of life in Central Europe, PraguePost.com presents independent commentaries, analyses and news from the worlds of politics, economics and culture. It publishes daily news from the business, education, finance and technology sectors, as well as tips on the best gastronomical options, hotels and other services. In the cultural sector, PraguePost.com offers comprehensive coverage of events and festivals in theaters, cinemas and music venues in the Czech Republic and beyond, including independent reviews of film, theater, restaurants, galleries and books.

Apart from its unique content, [PraguePost.com](http://PraguePost.com) also presents select content from the weekly print newspaper.

[Praguepost.com](http://Praguepost.com) features specific Business, Real Estate, Education, Banking & Finance and Tech sections. It has recently added a section featuring magazine content from our print supplements, including Fastlane, Energy, Cars, Personal and Business Finance, Conferences and more.

PraguePost.com boasts a hotel-booking system and a one-of-a-kind business database.

#### Valuable target group

[PraguePost.com](http://PraguePost.com) is a news server that offers its advertisers an ideal opportunity to address a well-contoured, yet broad audience with ties to the Czech Republic. A significant portion of its readers are company owners, mid- and high-level management, entrepreneurs, administration personnel, freelance experts and university students. The on-line version receives a high number of unique visitors per month.

**PraguePost.com** – 416 704 unique visitors (1.1.2010 – 31.12.2010) Source: Google Analytics

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

### CONTENT

- News
- Opinion
- Business
- Tempo
- Sports
- Night & Day
- Education
- Real Estate
- Conferences
- Energy
- Cars
- Travel
- Personal and Business Finance
- Magazines
- Classifieds
- Reservations
- Business Listings
- Blogs

...and much more



[www.praguepost.com](http://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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### Our Readers are:

- Primarily citizens of the Czech Republic, United States and EU member states
- Company owners, mid- and high-level management, entrepreneurs, administration personnel, freelance experts and university students
- People in the highest income brackets
- People within the productive age demographic
- Primarily reside in the Czech Republic, but also significant readerships in the U.S., UK, Australia, India and elsewhere in Europe

### READERS' PROFILE

#### Location of permanent residence

In the Czech Republic	<b>38 %</b>
Outside of the Czech Republic	<b>62 %</b>

#### Citizenship

Czech	<b>30 %</b>
EU	<b>27 %</b>
USA	<b>24 %</b>
Other	<b>19 %</b>

#### Age

Under 30 yrs.	<b>30 %</b>
30 – 49 yrs.	<b>48 %</b>
above 50 yrs.	<b>22 %</b>

#### Pre-tax monthly income

less than 20,000 CZK	<b>8 %</b>
20,000 – 49,999 CZK	<b>31 %</b>
50,000 – 99,999 CZK	<b>37 %</b>
above 100,000 CZK	<b>24 %</b>

#### Profession

Company owner/director/management	<b>36 %</b>
Administrative/support personnel	<b>7 %</b>
Freelancer/consultant/expert	<b>35 %</b>
Teacher	<b>7 %</b>
Other	<b>15 %</b>

#### Education

Middle school	<b>18 %</b>
University	<b>75 %</b>
out of which:	
Bachelor degree	<b>29 %</b>
Masters degree	<b>37 %</b>
Ph.D.	<b>9 %</b>



The Prague Post, readership survey, March 2010

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