



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991

BASIC INFORMATION

The Prague Post – originality and tradition

The Prague Post is the only English-language newspaper in the Czech Republic and boasts a balance of original content on economics, politics and culture from Central Europe. Since 1991, The Prague Post has brought independent news coverage and analysis from all areas of life in the Czech Republic. Inspired by the American and British journalism traditions, it injects objectivity, accuracy and perspective into current events. The Prague Post is an important source of information for the international community residing in the Central Europe as well as a growing number of native Czech readers. Over the course of its existence, the weekly has received a number of prestigious awards in the fields of journalism and design.

Valuable target group

The target audience is composed of company owners, mid- and high-level management, entrepreneurs, administrative personnel, freelance experts and university students. The bulk of our readership are people with significant amounts of disposable income who frequently travel both for business and leisure. While The Prague Post has many loyal customers among Central Europe's international community, we also have a substantial number of native Czech readers who seek an international perspective on their surroundings.

CONTENT

Broadsheet

- News
- Opinion
- Business
- Tempo

Special sections

- Banking & Finance
- Legal Services
- Transport
- Valentine's Day
- Careers
- Easter
- Trade & Fairs
- New Year's Day

Night & Day

- Calendar
- Cinema
- Food & Drink
- Galleries
- Sport
- Classifieds

Supplements

- Energy
- Weddings
- Conferences
- Real Estate
- Cars
- Schools & Education
- Fast Lane
- Beer and Wine
- Personal and Business
- Finance
- Summer Guide
- Holiday Guide
- Health & Wellness
- Relocation
- Publications
- Dining Guide
- Luxury Hotel Guide
- Outdoor Dining Guide

DISTINGUISHED SUBSCRIBERS

- Skanska
- Škoda Auto

- Ahold
- Plzeňský Prazdroj
- Makro
- Česká spořitelna
- Coca-Cola
- OKD
- Salans
- DHL
- Vitana
- Eli Lilly
- GTS
- Pivovary Staropramen
- Bae Systems
- Henkel
- Hertz
- Honeywell
- IBM
- IKEA
- KPMG
- Citibank
- GE Money Bank
- Lovells
- Novera
- Commerzbank

- PWC
- Deloitte
- International Power Opatovice
- ČNB
- KB
- AAA Auto
- American Express
- Roche
- Botanicus
- Sony
- Telefónica O2
- Vodafone
- Zetor
- Radio Free Europe
- Embassy of the United States
- Embassy of Japan
- Embassy of India
- Embassy of Indonesia

... and many others

DISTRIBUTION

19,000 print copies per week *CZ Press, PNS and regional distribution networks*

Subscriptions and bulk sales

76 %

Newsstands, retail

19 %

VIP events, artist productions, fairs and others

5 %

CZ Press, PNS and regional distribution networks

IMPORTANT DISTRIBUTION PARTNERS:

ČSA – distribution onboard of all outgoing and incoming flights from Prague (4500 print copies per week)

Starbucks – distribution in all Starbucks coffee shops

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.

The Prague Post, Štěpánská 20, 110,00, Prague 1. Advertising dept.: tel.: 296 334 400, e-mail: advertising@praguepost.com



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READERS OF THE PRAGUE POST

- 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 foreign as well as university students
- People in the highest income brackets
- People within the productive age demographic
- Are largely based in the Czech Republic, but also subscribers in more than 20 countries on four continents

READERS' PROFILE

Location of permanent residence

In the Czech Republic	85 %
Outside of the Czech Republic	15 %

Citizenship

Czech	39 %
EU	31 %
USA	15 %
Other	15 %

Age

Under 30 yrs.	24 %
30 – 49 yrs.	62 %
above 50 yrs.	14 %

Pre-tax monthly income

less than 20,000 CZK	8 %
20,000 – 49,999 CZK	36 %
50,000 – 99,999 CZK	35 %
above 100,000 CZK	21 %

Profession

Company owner/director/management	48 %
Administrative/support personnel	10 %
Freelancer/consultant/expert	28 %
Teacher	8 %
Other	6 %

Education

Middle school	11 %
University	89 %
out of which:	
Bachelor degree	28 %
Masters degree	51 %
Ph.D.	10 %

The Prague Post, readership survey, March 2010



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