



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



NIGHT & DAY PRICELIST

The **Night & Day** tabloid gives readers all they need to know about the cultural scene. From the latest concerts and plays to the newest restaurants, it includes independent film, theater, book, music, gallery and restaurant reviews. The events listings let readers know where and when things are happening, and the Picks highlight the editor's choice of the week's most interesting offerings.

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.



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

Basic information:

Format: 204 x 276 mm

Color: CMYK

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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.

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NIGHT&DAY PRICELIST

Full Page:

204 x 276



B&W: 43,000 CZK
Color: 65,000 CZK
(Zadní cover - Color: 99,000 CZK)

1/2 Page:

204 x 136



B&W: 29,000 CZK
Color: 41,000 CZK

1/3 Page:

204 x 89



B&W: 23,000 CZK
Color: 32,000 CZK

1/4 Page:

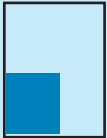
204 x 67



B&W: 17,000 CZK
Color: 25,000 CZK

3/10 Page:

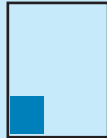
121 x 136



B&W: 23,000 CZK
Color: 32,000 CZK

2/15 Page:

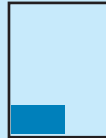
79 x 89



B&W: 9,500 CZK
Color: 13,900 CZK

3/20 Page:

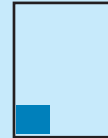
121 x 67



B&W: 12,000 CZK
Color: 16,000 CZK

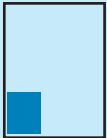
2/20 Page:

79 x 67



B&W: 8,000 CZK
Color: 12,000 CZK

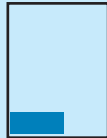
79 x 112



Color: 14,500 CZK
(Citymap section only)

3/25 Page:

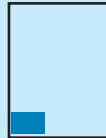
121 x 53



B&W: 9,000 CZK
Color: 12,900 CZK

2/25 Page:

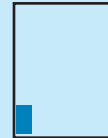
79 x 53



B&W: 6,500 CZK
Color: 8,900 CZK

1/20 Page:

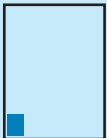
38 x 67



B&W: 4,500 CZK
Color: 6,500 CZK

1/25 Page:

38 x 53



B&W: 3,900 CZK
Color: 5,500 CZK

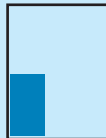
1/5 Page:

204 x 53

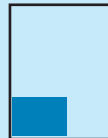


B&W: 14,000 CZK ; Color: 21,000 CZK

79 x 136

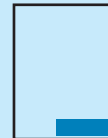


121 x 89



Banner - restaurants:

121 x 45



Color: 12,000 CZK

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