



# 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, our readers also include Czechs seeking an international perspective.

### 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 US
- Embassy of Japan
- Embassy of India
- Embassy of Indonesia
- ... and many others

**DISTRIBUTION** 17,000 copies per week

*CZ Press, PNS and regional distribution networks*

**Subscriptions and bulk sales**

73 %

**Newsstands, retail**

16 %

**VIP events, cultural events, fairs and others**

11 %

**KINDLE and e - Post (a part of subscription)**

9 %

*CZ Press, PNS and regional distribution networks*

### IMPORTANT DISTRIBUTION PARTNERS:

**Emirates**

**Starbucks** – distribution in all Starbucks coffee shops

**ČD (Czech Railways)** – Pendolino lines and VIP lounge

**Student Agency** – International bus lines

**National Gallery**

**Lobkowicz Palace**

**Kampa Museum**

**Akropolis Palace**

**National Technical Museum**

**DOX gallery**

**Artbanka**

**Archa Theatre**

**Chambers of commerce**

[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, 2012.

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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## 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	<b>85 %</b>
Outside of the Czech Republic	<b>15 %</b>

### Citizenship

Czech	<b>39 %</b>
EU	<b>31 %</b>
USA	<b>15 %</b>
Other	<b>15 %</b>

### Age

Under 30 yrs.	<b>24 %</b>
30 – 49 yrs.	<b>62 %</b>
above 50 yrs.	<b>14 %</b>

### Pre-tax monthly income

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

### Profession

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

### Education

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

The Prague Post, readership survey, March 2010



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