

**The supplement deals with cars in terms of their personal and corporate use**, and comes out twice a year. The funding of firms' auto parks through financial and operational leasing will be a key component of the supplement. Cars will present trends in the auto insurance sector, and will certainly include on the theme of cars and leisure, cars and lifestyle. The spring supplement will also present information about this year's Autosalon trade fair and other upcoming events.

**Target group** – company owners, mid- and high-level managers, entrepreneurs, administration personnel, freelance experts and foreign as well as Czech university students. *The Prague Post* is not solely intended for foreign citizens residing in the Czech Republic but also a continuously growing number of Czech readers. *The Prague Post* readers earn above-average incomes and occupy households characterized by the highest standard of living. The typical *Prague Post* reader is a decision maker with control over company investments.

**Distribution** – full print run of *The Prague Post*

**Print run** – 19,000

**Web presence** – www.praguepost.com – 275,000 unique visitors per month

#### Basic information:

**Print dates (deadline for orders):** 24.6.2009 (10.6.2009)

**Data deadline:** 14 days prior to print

**Format:** 210 x 297 mm

**Color:** CMYK

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

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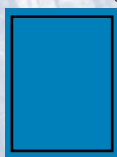
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#### Advertising rates:

##### Full Page:

210 x 297 (+ 4mm)



190 x 277



Color: 99,000 CZK  
4th cover: 129,000 CZK  
2nd and 3rd cover: 115,000 CZK

##### 1/2 page:

210 x 148 (+ 4mm)



190 x 136



Color: 58,000 CZK

##### 1/3 page:

190 x 90



125 x 136



62 x 277



Color: 45,000 CZK

##### 1/4 page:

190 x 66



Color: 33,000 CZK

All sizes are listed in millimeters. All prices are listed without 19% VAT. Rates for graphic design: Ad development: CZK 850; Text editing: CZK 400  
Pricelist due Jan. 1, 2009.

This pricelist is subject to valid general commercial conditions, technical conditions for advertising and the advertising deadline schedule located at www.praguepost.com.