

# THE PRAGUE POST

*The essential part of your week*

## FINANCIAL SERVICES

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**This autumn supplement deals with personal financial services in the sector of insurance, pension funds, and payments cards.** Personal bank services and investment into investment funds constitute a vital part of the editorial content. The supplement will also present trends from the sector of government-bonds investment via broker services.

**Target group** – corporate owners, mid- and high-level managers, entrepreneurs, administration personnel, freelance experts and foreign as well as Czech university students. *The Prague Post* is not only intended for foreign citizens residing in the Czech Republic but also the continually growing number of Czech readers. *The Prague Post's* 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](http://www.praguepost.com) – 275,000 unique visitors per month

### Basic information:

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

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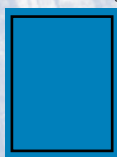
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