

THE PRAGUE POST

THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991

AUTOMOTIVE
PRICELIST



Publishing Date: 14.3.2012, 6.6.2012, 29.8.2012, 10.10.2012

Deadline for any orders: 7 days prior to publication

The **Automotive** special section deals with the latest trends in cars for both personal and commercial use. It is published five times per year and addresses many of the financial issues surrounding automobiles including leasing and loan options. The section tracks serious trends, like those in the car insurance sector, and gives a taste of fun with features on high-end sports cars. This year's spring supplement will present information about the Autosalon trade fair and other upcoming events.

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.



Distribution – In the whole edition of *The Prague Post*

Circulation – 19,000

Web presence – 416 704 unique visitors (1.1.2010 – 31.12.2010) Source: Google Analytics

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

Basic information:

Format: 285 x 425 mm

Color: CMYK

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

Contact Us:

Lukáš Zíta - tel.: (+420) 296 334 405, gsm: (+420) 605 949 177, e-mail: lzita@praguepost.com

Jitka Massolini Horčíčková - tel.: (+420) 296 334 412, gsm: (+420) 605 835 444, e-mail: jmassolini@praguepost.com

Martin Diatilo - tel.: (+420) 296 334 410, gsm: (+420) 721 765 436, e-mail: mdiatilo@praguepost.com

Jana Sedmíková – tel.: (+420) 296 334 408, gsm: (+420) 607 960 342, e-mail: jsedmikova@praguepost.com

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.

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

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Full page:

285 x 425

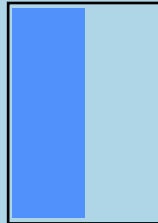
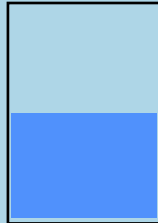


B&W: 114,000 CZK
Color: 168,900 CZK

1/2 page:

285 x 210

140 x 425

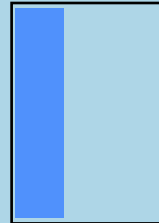
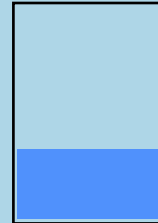


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1/3 page:

285 x 138

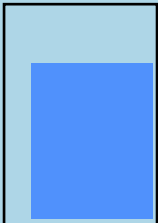
92 x 425



B&W: 40,900 CZK ; Color: 79,000 CZK

Junior page:

237 x 350

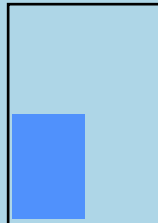
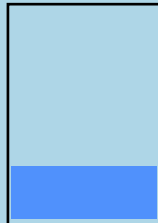


B&W: 89,000 CZK
Color: 132,000 CZK

1/4 page:

285 x 104

140 x 210

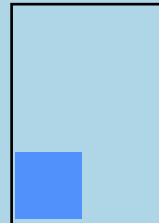


B&W: 43,000 CZK ; Color: 72,000 CZK

1/6 page:

285 x 68

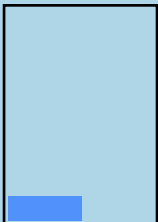
140 x 138



B&W: 27,000 CZK ; Color: 46,000 CZK

1/16 page:

140 x 50

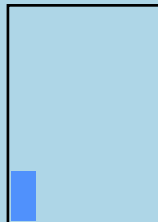


B&W, Color: 12,000 CZK

1/24 page:

44 x 100

92 x 50

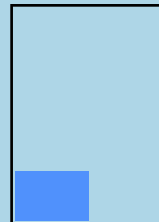
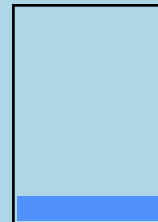


B&W, Color: 8,500 CZK

1/8 page:

285 x 50

140 x 100

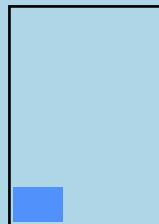
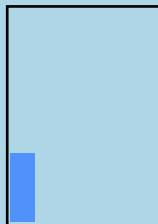


B&W: 21,000 CZK ; Color: 37,000 CZK

1/18 page:

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92 x 68

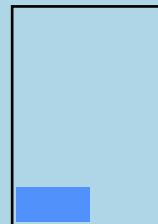
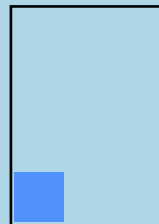


B&W, Color: 11,000 CZK

1/12 page:

92 x 100

140 x 68



B&W: 15,000 CZK ; Color: 25,000 CZK

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