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The **Beer & Wine** supplement provides readers with an insight into the past and present of the Czech brewing and winemaking traditions. Readers learn about beer and wine's history and production, and the section includes profiles of contemporary breweries, wineries, wine cellars and the latest market news. It also puts beer and wine in a lifestyle context, with assorted curiosities, traditions and festivals, and of course profiles of the best pubs and notes on where to find assorted potent potables.

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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Circulation – 19,000

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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.

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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.

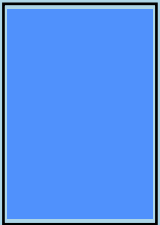
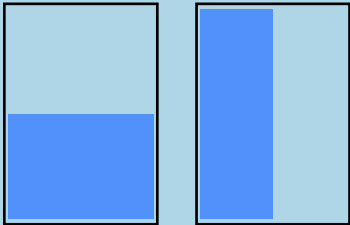
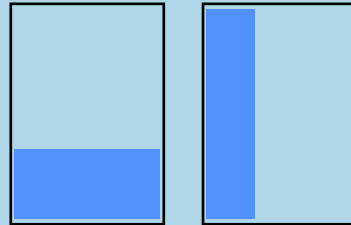
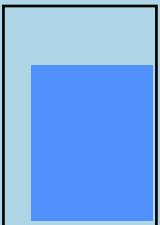
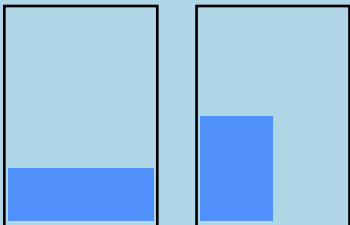
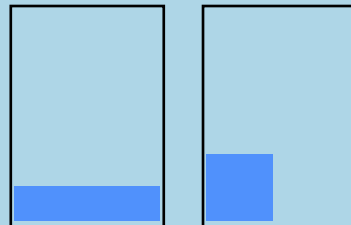
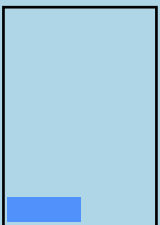
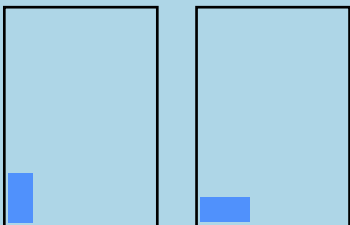
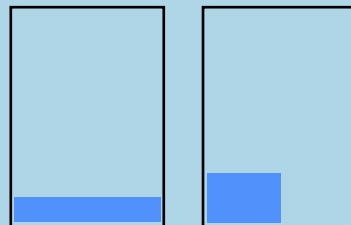
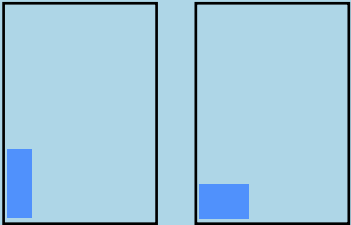
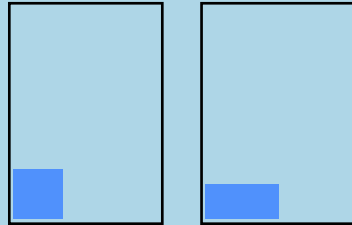
The Prague Post, Štěpánská 20, 110,00, Prague 1. Advertising dept.: tel.: 296 334 400, e-mail: advertising@praguepost.com



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



<p>Full page: 285 x 425</p>  <p>B&W: 114,000 CZK Color: 168,900 CZK</p>	<p>1/2 page: 285 x 210 140 x 425</p>  <p>B&W: 67,000 CZK ; Color: 107,000 CZK</p>	<p>1/3 page: 285 x 138 92 x 425</p>  <p>B&W: 40,900 CZK ; Color: 79,000 CZK</p>	
<p>Junior page: 237 x 350</p>  <p>B&W: 89,000 CZK Color: 132,000 CZK</p>	<p>1/4 page: 285 x 104 140 x 210</p>  <p>B&W: 43,000 CZK ; Color: 72,000 CZK</p>	<p>1/6 page: 285 x 68 140 x 138</p>  <p>B&W: 27,000 CZK ; Color: 46,000 CZK</p>	
<p>1/16 page: 140 x 50</p>  <p>B&W, Color: 12,000 CZK</p>	<p>1/24 page: 44 x 100 92 x 50</p>  <p>B&W, Color: 8,500 CZK</p>	<p>1/8 page: 285 x 50 140 x 100</p>  <p>B&W: 21,000 CZK ; Color: 37,000 CZK</p>	
<p>1/18 page: 44 x 138 92 x 68</p>  <p>B&W, Color: 11,000 CZK</p>		<p>1/12 page: 92 x 100 140 x 68</p>  <p>B&W: 15,000 CZK ; Color: 25,000 CZK</p>	

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