



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



DINING GUIDE 2012 PRICELIST

Publishing Date: 26.9.2012

Deadline for any orders: 7 days prior to publication

The **Dining Guide** is and has been an essential and independent directory of Prague's restaurant scene for more than a decade. It holds a leading position among city residents of all nationalities, and contains tips on renowned restaurants, drawing from our extensive restaurant review catalog. The guide is distributed to hotels, newsstands and subscribers of the weekly newspaper. All the content is compiled by our editorial staff.

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.

Circulation – 12,000

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: 105x210 mm

Color: CMYK

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

Contact Us:

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

Jitka Massolini Horčičková - 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

Rates for the Advertisements:

Full page:

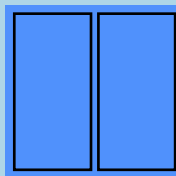
105 x 210 (+ 4mm)



Color:
2nd cover: 24,000 CZK
Other pages: 19,000 CZK

Double page:

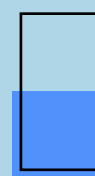
210 x 210 (+ 4mm)



Color:
Inside pages: 32,000 CZK

1/2 page:

105 x 105 (+ 4mm)



Color:
Inside pages: 11,000 CZK

Back Map Section:

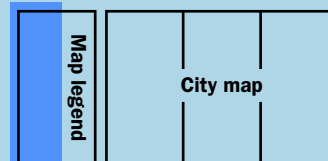
90 x 200



Color:
4th cover: 39,000 CZK
Inside cover: 26,000 CZK
Inside fold: 24,000 CZK

Legend Strip:

60 x 210 (+ 4mm)



Color:
Near map legend: 25,000 CZK

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