



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



FASTLANE PRICELIST

Publishing Date: 4.4.2012, 13.6.2012

Deadline for any orders: 7 days prior to publication

Fastlane is a seasonal lifestyle magazine. It often includes a blend of stories on exotic travel, healthy lifestyles, cosmetics, fashion, leisure, shopping, gastronomy and golf. Interior design, IT, automobiles and investments are also part of the mix in this glossy high-end product.

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: 230 x 280 mm

Color: CMYK

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Rates for the Advertisements:

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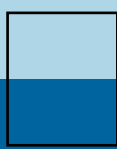
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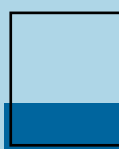
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Pricelist due Jan. 1, 2012.

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

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