



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991

HEALTH & WELLNESS PRICELIST

Publishing Date: 18.1.2012, 4.4.2012, 2.5.2012, 1.8.2012, 3.10.2012, 12.12.2012

Deadline for any orders: 7 days prior to publication

Health & Wellness highlights the latest from the world of medicine and gives readers tips on how to maintain a healthy lifestyle. It focuses on the newest trends in care for the body and mind, and offers an overview of the top health, medical and cosmetic centers, as well as wellness studios, spa resorts, fitness centers, etc. This section also presents readers with news on the latest consumer pharmaceutical and cosmetic products.

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.

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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.

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Full page:

285 x 425

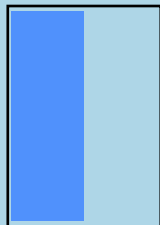
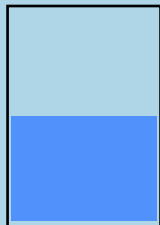


B&W: 114,000 CZK
Color: 168,900 CZK

1/2 page:

285 x 210

140 x 425

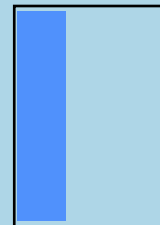
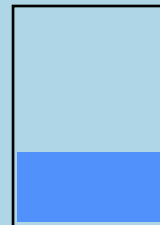


B&W: 67,000 CZK ; Color: 107,000 CZK

1/3 page:

285 x 138

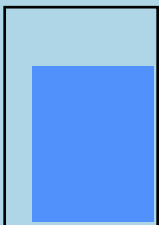
92 x 425



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

Junior page:

237 x 350

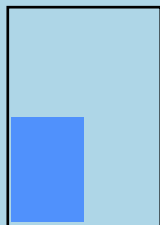
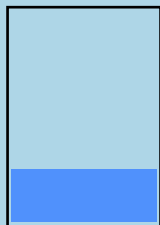


B&W: 89,000 CZK
Color: 132,000 CZK

1/4 page:

285 x 104

140 x 210

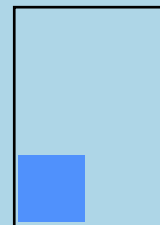


B&W: 43,000 CZK ; Color: 72,000 CZK

1/6 page:

285 x 68

140 x 138



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

1/16 page:

140 x 50

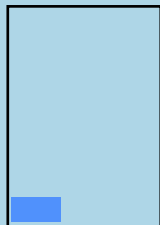
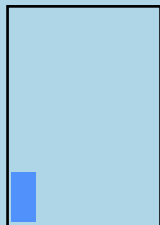


B&W, Color: 12,000 CZK

1/24 page:

44 x 100

92 x 50

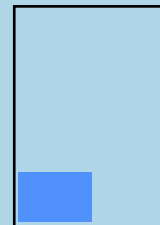


B&W, Color: 8,500 CZK

1/8 page:

285 x 50

140 x 100

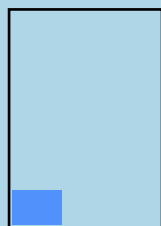
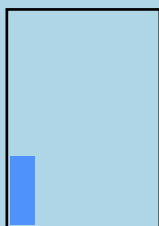


B&W: 21,000 CZK ; Color: 37,000 CZK

1/18 page:

44 x 138

92 x 68

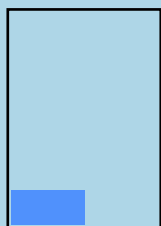
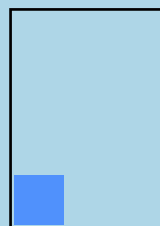


B&W, Color: 11,000 CZK

1/12 page:

92 x 100

140 x 68



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

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