



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



REAL ESTATE PRICELIST

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The Real Estate supplement is *The Prague Post's* revamped guide to the real estate market in Central Europe with a focus on Prague and its surroundings. This section presents new projects by real estate development firms in both residential and commercial markets, as well as tracking larger market trends. The section is aimed at readers who are looking to invest in property.

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

Basic information:

Format: 285 x 425 mm

Color: CMYK

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Full page:

285 x 425

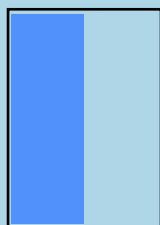
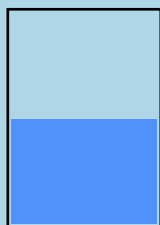


Color: 99,000 CZK

1/2 page:

285 x 210

140 x 425

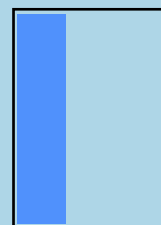
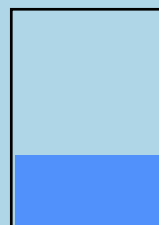


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1/3 page:

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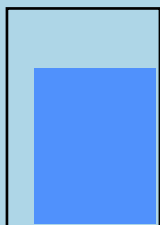
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Color: 45,000 CZK

Junior page:

237 x 350

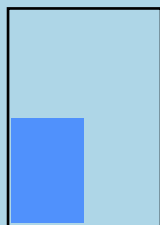
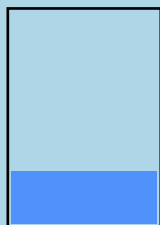


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1/4 page:

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140 x 210

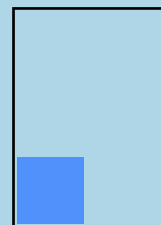


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1/6 page:

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140 x 138



Color: 33,000 CZK

1/16 page:

140 x 50

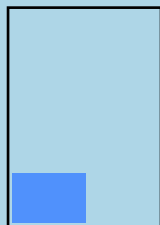
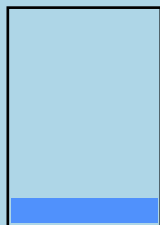


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1/8 page:

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140 x 100

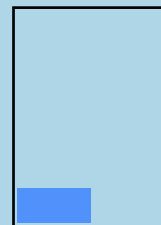
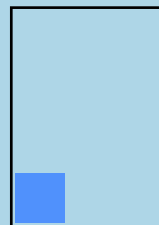


Color: 22,000 CZK

1/12 page:

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140 x 68

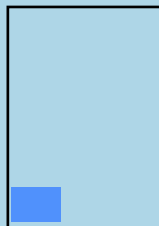
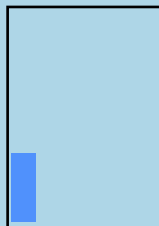


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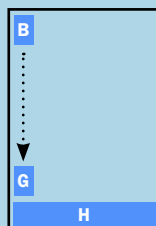
44 x 138

92 x 68



Color: 12,000 CZK

Ear (on the cover page)



B - G (42 x 60)

H (285 x 50)

Color;

B - G 12,000 CZK

H 39,000 CZK

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