



THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



SCHOOLS & EDUCATION PRICELIST

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Schools & Education is printed every other month. This section offers information about educational opportunities in the Czech Republic. It deals not only with post-secondary education, but also above-standard educational possibilities at the preschool, primary and secondary-school levels. Language education is an integral part of this section, with an emphasis on tips for the international community.

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: 204 x 276 mm

Color: CMYK

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Contact Us:

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

Jitka Massolini Horčíčková - 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

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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



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Full page:

204 x 276



B&W: 53,000 CZK
Color: 82,000 CZK
4. cover, Color:
75,000 CZK)

1/2 Page:

204 x 136



B&W: 35,000 CZK
Color: 49,000 CZK

1/3 Page:

204 x 89



B&W: 28,000 CZK
Color: 39,000 CZK

1/4 Page:

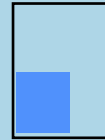
204 x 67



B&W: 22,000 CZK
Color: 33,000 CZK

3/10 Page:

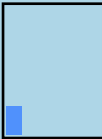
121 x 136



B&W: 28,000 CZK
Color: 39,000 CZK

1/20 Page:

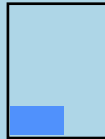
38 x 67



B&W: 4,500 CZK
Color: 5,000 CZK

3/20 Page:

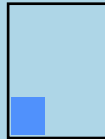
121 x 67



B&W: 15,000 CZK
Color: 20,000 CZK

2/15 Page:

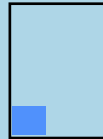
79 x 89



B&W: 13,000 CZK
Color: 17,000 CZK

2/20 Page:

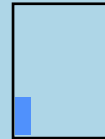
79 x 67



B&W: 8,500 CZK
Color: 9,900 CZK

1/15 Page:

38 x 89



B&W: 6,900 CZK
Color: 9,200 CZK

Logo on the Front page:

35 x 35



Color: 8,500 CZK

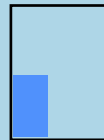
1/5 Page:

204 x 53

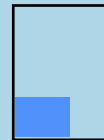


B&W: 18,000 CZK ; Color: 27,000 CZK

79 x 136



121 x 89



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