

THE PRAGUE POST

The essential part of your week

FAST LANE

www.praguepost.com

Fast Lane magazine is a seasonal supplement about a modern lifestyle. Its content revolves around exotic travels, healthy lifestyle, beauty, fashion, shopping, gastronomy, golf, as well as interior design and furnishing. The glossy magazine presents new trends from the IT, technology and automobile sectors. News and trends within personal finance services play an important role.

Target group – company owners, mid- and high-level managers, entrepreneurs, administration personnel, freelance experts and foreign as well as Czech university students. *The Prague Post* is not only intended for foreign citizens residing in the Czech Republic but also the continually growing number of Czech readers. *The Prague Post's* readers earn above-average incomes and occupy households characterized by the highest standard of living. The typical *The Prague Post* reader is a decision maker in charge of company investments.

Distribution – full print run of *The Prague Post*

Print run – 19,000

Web presence – www.praguepost.com – 275,000 unique visitors per month

Basic information:

Print date (deadline for orders): 31.3.2010 (17.3.2010), 2.6.2010 (19.5.2010), 8.9.2010 (25.8.2010), 8.12.2010 (24.11.2010)

Data deadline: 14 days prior to print

Format: 230 x 280 mm

Color: CMYK

Publisher: Prague Post, spol s r.o.

Contact us:

Lukáš Zita - tel.: 296 334 405, gsm: 722 094 405,
e-mail: lzita@praguepost.com

Ondřej Jahoda - tel.: 296 334 412, gsm: 723 421 313,
e-mail: ojahoda@praguepost.com

Petr Zatyko - tel.: 296 334 410, gsm: 605 954 911,
e-mail: pzatyko@praguepost.com

Jan Mišek - tel.: 296 334 408, gsm: 728 134 942, e-mail: jmisek@praguepost.com



Advertising rates:

Panorama:

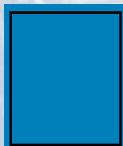
460 x 280 (+ 4mm)



Color: 65,000 CZK

Full page:

230 x 280 (+ 4mm)



Color: 49,000 CZK
2nd, 3rd cover: 75,000 CZK
4th cover: 89,000 CZK

1/2 page:

230 x 140 (+ 4mm)



Color: 27,000 CZK

1/3 page:

230 x 90 (+ 4mm)



Color: 21,000 CZK

1/4 page:

115 x 140 (+ 4mm)



Color: 17,000 CZK

All sizes are listed in millimeters. All prices are listed without 20% VAT. Rates for graphic design: Ad development: CZK 850; Text editing: CZK 400
Pricelist due Jan. 1, 2010.

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, Praha 1. Inzerční odd.: tel.: 296 334 400, e-mail: advertising@praguepost.com