

# THE PRAGUE POST

*The essential part of your week*

## HEALTH & WELLNESS

[www.praguepost.com](http://www.praguepost.com)

The thematic supplement **Health & Wellness** presents news from the sphere of medicine and healthy lifestyle. It informs about the latest trends in body and mind care. The supplement offers an overview of quality health and aesthetic institutions, wellness studios, spa vacations, fitness centers, etc. It further presents novelties within the pharmaceutical and cosmetic product sectors.

**Target group** – company owners, entrepreneurs, administration personnel, freelance experts, teachers, 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 continuously growing number of Czech readers. 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 with control over company investments.

**Distribution** – full print run of *The Prague Post*

**Print run** – 19,000

**Web presence** – [www.praguepost.com](http://www.praguepost.com) – 275,000 unique visitors per month

### Basic information:

**Print date (deadline for orders):** 30.6.2010 (16.6.2010)

**Termíny opakování tohoto vydání:** 7.7.2010, 14.7.2010, 21.7.2010, 28.7.2010

**Data deadline:** two weeks prior to print

**Format:** 210 x 297 mm

**Color:** CMYK

**Publisher:** Prague Post, spol. s r.o.

### Contacts:

**Lukáš Zíta** - tel.: 296 334 405, gsm: 722 094 405, e-mail: [lzita@praguepost.com](mailto:lzita@praguepost.com)

**Ondřej Jahoda** - tel.: 296 334 412, gsm: 723 421 313, e-mail: [ojahoda@praguepost.com](mailto:ojahoda@praguepost.com)

**Petr Zatyko** - tel.: 296 334 410, gsm: 605 954 911, e-mail: [pzatyko@praguepost.com](mailto:pzatyko@praguepost.com)

**Jan Míšek** - tel.: 296 334 408, gsm: 728 134 942, e-mail: [jmisek@praguepost.com](mailto:jmisek@praguepost.com)



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](http://www.praguepost.com).

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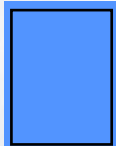
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### Full page:

210 x 297 (+ 4mm)

190 x 277

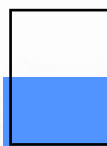


Color: 60,000 CZK  
2., 3. cover: 70,000 CZK  
4. cover: 80,000 CZK

### 1/2 page:

210 x 148 (+ 4mm)

190 x 136



Color: 35,000 CZK

### Logo on the Front page

37 x 26



Color: 6 900 CZK

### 1/4 page:

190 x 66



Color: 20,000 CZK

### 1/6 page:

190 x 43

62 x 136

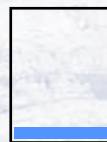


Color: 15,000 CZK

### 1/9 page:

190 x 28

62 x 90



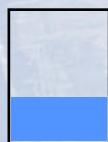
Color: 12,000 CZK

### 1/3 page:

190 x 90

125 x 136

62 x 277



Color: 28,000 CZK

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