

# THE PRAGUE POST

*The essential part of your week*

## MEDIA KIT

Online products

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

## BASIC INFORMATION

### Unique online presentation



The only Web presentation bringing English-language news from all areas of life in the Czech Republic. The online version of *The Prague Post* presents independent commentaries, analyses and news from the world of politics, economics and culture. It brings daily news from the business, education, finance and technology sectors, as well as information about gastronomical, hotel and other services. Within the cultural sector, *The Prague Post* offers comprehensive coverage of events and festivals in theaters, cinemas and music venues around

the Czech Republic.

Apart from its own information, the online version of *The Prague Post* also presents select content from the print version.

**Praguepost.com** also features *business, real estate, education, banking & finance and tech & telecom* sections. It has recently added a section featuring magazine content of the print supplements, including *Fastlane, Travel, Cars, Personal and Business Finance, Breweries, Telecommunications* and others. The Web presentation of *The*

*Prague Post* boasts a hotel-booking system and a one-of-a-kind company database.

### Valuable target group

*The Prague Post Online* is a news server that offers its advertisers an ideal opportunity to address a well-contoured and, at the same time, broad audience with ties to the Czech Republic. A significant portion of its readers are company owners, mid- and high-level management, entrepreneurs, administration personnel, freelance experts and foreign as well as Czech university students. The online version receives a high number of unique visitors per month.

**The Prague Post Online: 275,000 unique visitors per month. (January 2009)**

## CONTENT

- News
- Opinion
- Business
- Tempo
- Sports
- Night & Day
- Education
- Real Estate
- Telecommunications
- Cars
- Traveling
- Business and personal finance
- Classifieds
- Reservations
- Business Listings
- Magazines

...and much more

## READERS OF THE PRAGUE POST

- chiefly citizens of the Czech Republic, United States and EU member states
- company owners, mid- and high-level management, entrepreneurs, administration personnel, freelance experts and foreign as well as Czech university students
- with the highest incomes
- within the productive age
- permanently residing abroad or in the Czech Republic

### Readers' profile

#### Location of permanent residence

In the Czech Republic 38 %  
Outside of the Czech Republic 62 %

#### Citizenship

Czech 30 %  
EU 26 %  
USA 25 %  
Other 19 %

#### Age

Under 30 yrs. 29 %  
30 – 49 yrs. 48 %  
above 50 yrs. 23 %

#### Pre-tax monthly income

less than 20,000 CZK 9 %  
20,000 – 49,999 CZK 30 %  
50,000 – 99,999 CZK 37 %  
above 100,000 CZK 24 %

### Profession

Company owner/director/management 36 %  
Administrative/support personnel 7 %  
Freelancer/consultant/expert 34 %  
Teacher 7 %  
Other 16 %

### Education

Middle school 18 %  
University 75 %  
*out of which:*  
Bachelor degree 28 %  
Masters degree 38 %  
Ph.D. 9 %

**The Prague Post, readership survey, October 2009**