

THE PRAGUE POST

The essential part of your week

MEDIA KIT

Print products

www.praguepost.com

BASIC INFORMATION

The Prague Post – uniqueness and tradition



The Prague Post is the only English-language newspaper in the Czech Republic boasting a balanced content of economics, politics and culture. Since 1991, *The Prague Post* has brought independent news coverage and analysis from all areas of life in the Czech Republic. Inspired by the American and English journalism tradition, it injects objectivity, accuracy and perspective into current events. *The Prague Post* is an important source of

information for foreign citizens residing in the Czech Republic as well as a continuously growing number of Czech readers. Over the course of its existence, the weekly has received a number of prestigious awards in the fields of journalism and design.

Valuable target group

The target audience is composed of company owners, mid- and high-level management, entrepreneurs, admin-

istration personnel, freelance experts and foreign as well as Czech university students. A bulk of its target readership is people who frequently travel both for business and leisure. *The Prague Post* is not only intended for foreign citizens residing in the Czech Republic but also a substantial number of Czech readers. Readers of *The Prague Post* occupy households with the highest standard of living and earn above-average incomes.

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PWC
Delloite
International Power Opatovice
ČNB
KB
AAA Auto
American Express
Roche
Botanicus
Sony
Telefónica O2
Vodafone
Zetor

... and many others

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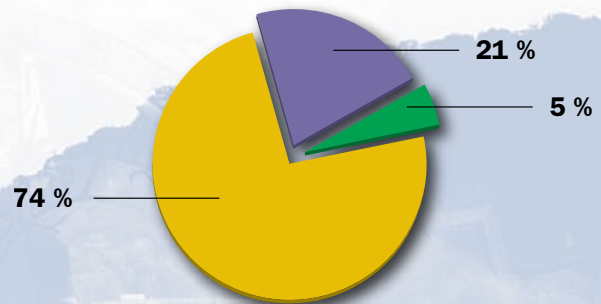
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DISTRIBUTION

19,000 print copies per week

CZ Press, PNS and regional distribution networks

Subscriptions and bulk sales	74 %	VIP events, artist productions and others	5 %
Newsstands, retail	21 %		



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	86 %
Outside of the Czech Republic	14 %

Citizenship

Czech	39 %
EU (other)	30 %
USA	16 %
Other	15 %

Age

Under 30 yrs.	23 %
30 – 49 yrs.	61 %
above 50 yrs.	16 %

Pre-tax monthly income

less than 20,000 CZK	9 %
20,000 – 49,999 CZK	36 %
50,000 – 99,999 CZK	33 %
above 100,000 CZK	22 %

Profession

Company owner/director/management	47 %
Administrative/ support personnel	12 %
Freelancer/consultant/expert	27 %
Teacher	8 %
Other	6 %

Education

Middle school	8 %
University	92 %
<i>out of which:</i>	
Bachelor degree	28 %
Masters degree	54 %
Ph.D.	10 %

The Prague Post, readership survey, January 2009