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**This supplement deals with not only financial services for businesses but also personal finances, including insurance products and payment cards.** Bank services and investment into funds and bonds/government securities constitute a vital part of the editorial content. Regarding company finances, the supplement will not only present trends in the bank sphere but also offer financing options through leasing and factoring.

**Target audience** – corporate 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 Prague Post reader is a decision maker in charge of company investments.

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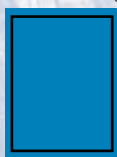
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