

Mladá fronta



15 minutes of FINANCE & BUSINESS

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**„Investments
into the
coins, medals
and gold“**

A special supplement to E15 daily

> Address the affluent customers in the Czech Republic!

Take an advantage to advertise in a special supplement „Investments into coins, medals and gold,“ which will be published on the occasion of the Collector Fair by the prestigious economic daily E15. The supplement will come out a week ahead of the fair and will offer numerous articles, analyses and guides on investments into the numismatic commodities. Present current offer to the readers, coming predominantly from business and management circles. Advise the how to invest efficiently and invite them to see your exhibition at the Collector Fair!

> Why to advertise in the „Investments into the coin, medals and gold“ supplement?

- **The target audience of the economic daily E15 are people in the productive age, belonging to either A or B groups of social-demographic classification**
- **They have spare financial resources and they tend to invest them**
- **A vast skepticism towards the stock market, low performance of the investment funds and low savings interest rates provided by the Czech banks induce private investors into seeking new, more reliable investment commodities**
- **Investments into the coins, medals and gold are still not fully common in the Czech republic; be amongst the first ones who will introduce and offer them**
- **The supplement comes out one week prior the Collector Fair – thus you have a great opportunity to invite its readers to visit your stand and offer them a special prices of your assortment, which can be purchased directly on the spot**

> Advertisement lay-out

Date of release:
30th August 2010

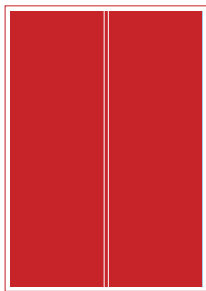
Deadline for advertisers:
9th July 2010

Contact:
Jindřich Jirásek

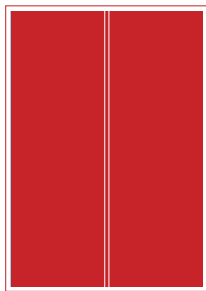
Progres Partners Advertising
Opletalova 55 - CZ
110 00 Prague 1

www.ppa.cz

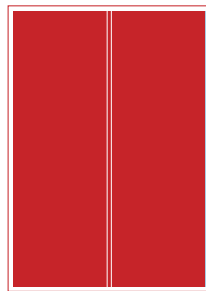
jirasek.jindrich@ppa.cz
tel.: +420 221 602 424
fax: +420 224 218 312



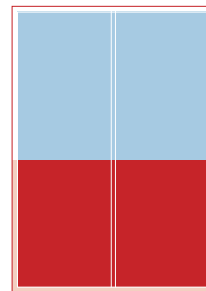
1/1 Page
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230 x 297 mm (full bleed)
2 300 €



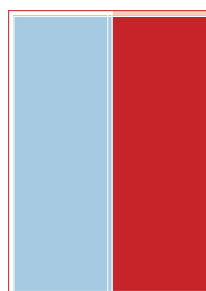
Page 2 or 3 of Cover
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230 x 297 mm (full bleed)
2 500 €



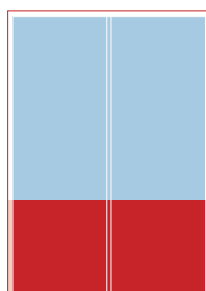
Page 4 of Cover
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230 x 297 mm (full bleed)
2 700 €



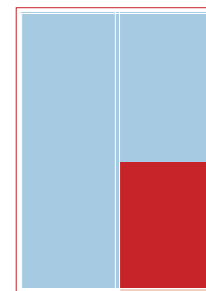
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230 x 148 mm (full bleed)
1 500 €



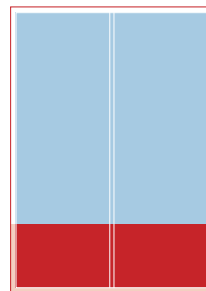
1/2 Page – Vertical
104 x 276 mm (no bleed)
116 x 297 mm (full bleed)
1 500 €



1/3 Page – Horizontal
212 x 91 mm (no bleed)
230 x 103 mm (full bleed)
1 200 €



1/4 Page – Vertical
104 x 136 mm (no bleed)
116 x 148 mm (full bleed)
800 €



1/4 Page – Horizontal (bottom of page)
212 x 68 mm (no bleed)
230 x 80 mm (full bleed)
850 €

(prices are without VAT 20%)

> About E15

The Mladá Fronta publishing house is bringing you the E15 Daily – „15 Minutes of Finance and Business“.

> In E15 you will find both current news and commentary from the worlds of domestic and international business and finance. Our main topics are finance, business, the stock and foreign exchange

E15 IS REGULARLY DELIVERED TO A PREFERRED GROUP OF READERS!

markets, politics and the economy and past and present economic trends. All of this information is brought to the reader Monday through Friday – i.e. every business day – in the form of a modern, full color, compact daily newspaper in a basic 32-page format that is printed on high quality paper.



> After being available now on the Czech news market for the past year, the E15 daily has become a sought after periodical and it is currently the number one daily in terms of newspaper readership in office and business centers. The paper has established a devoted readership among regular employees of medium-sized businesses and larger corporations, which usually have their offices in such locations, as well as among the key members of the management of these companies. The

classification. Managed distribution, a concept that was introduced to the Czech Republic by the E15 daily, is a very effective tool for the delivery of printed content – including of course advertising – to a specific targeted group of readers. The E15 daily can currently be found at more than 500 distribution stands, all of which are located in the entrance areas to office and business centers throughout Brno, Ostrava and Prague.

WE GO WHERE BUSINESS IS BEING DONE! THE E15 DAILY HAS BEEN EXPANDING ITS DISTRIBUTION TERRITORY TO INCLUDE THE BRNO AND OSTRAVA REGIONS AND THE TOTAL DISTRIBUTED PRINT RUN IS BEING EXPANDED TO 70,000 COPIES!

common denominator of E15 readers is their active interest in the latest information from the world of finance and business. Our strategy is to continue to solidify our paper's position among these readers and to maintain the very high quality of our targeted readership, which – almost without exception – is made up of active, working individuals of a productive age with a high school or higher level of education. These individuals belong to groups A and B of the standard socio-demographic

www.e15.cz

> „I am interested in investments into coins and gold, but I do not read the specialty magazines; I follow the offer published in economic dailies or news-weeklies I follow.“

Ferdinand Kutner, owner of a real estate and development company Redot, an E15 daily reader

> „I consider the numismatic commodities a security and a safe, interesting long-term investment. Yet they are not my priority, thus I usually make my decision in a rather spontaneous way, usually when visiting the Collector Fair where I go regularly, every year. Knowing a particular offer ahead might help me make my decision easier.“

Mgr. Tomáš Krejčí, owner and director of legal firm AK Krejčí a Růžková