



**Tschechien  
News**

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**PRAGUEDAILY.NEWS**

## **TN | PD Media KIT 2024/25**

**For news, information, and entertainment in Prague and the Czech Republic, look no further than Tschechien News and Prague Daily News!**

**Tschechien News (in German) and Prague Daily News (in English) are online news platforms covering everything happening in the Czech capital and beyond. Our sites bring you in-depth reporting on politics, economics, real estate, culinary trends, culture, and tourism, keeping you connected with the latest from Prague and the Czech Republic.**

## Combined Reach of Tschechien News & Prague Daily News

60k

Visitors / Month

130k

Banner  
impressions

20k+

Followers / Social

40%

Readers from  
Prague

Stats: Oktober 2024

## Reader Demographics

### Age and gender

25-55 years - 75 %

Women 52 % - Men 48 %

### Target group / Country

**Czech Republic (55%),**

Germany, Austria, UK, USA,  
Netherlands, Italy, Asia

### Web Access

Social Media 20 %

Organic search 65 % (Google)

Direct 10 %

Rest 5 %

### Technology

Mobil 80 %

Desktop 20 %

## Advertising Combo Packages for TN & PD

### **Banner Campaign / Month**

TN Home 3/1 - CZK 6.500,--

TN Home Exclusive - CZK 10.500,--

### **Banner Campaign / Month**

TN Article 3/1 - CZK 8.500,--

TN Article Exclusive - CZK 12.500,--

### **PR Article**

CZK 7.500,--

### **Social Media Marketing**

PR Artikel boost

Event Partner

Reel / Shorts Promotion

### **Video Production DE & ENG**

On request | [Example](#)

## Contact

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**Tschechien News**

**Prague Daily News**

### Websites

[tschechien.news](https://tschechien.news)

[praguedaily.news](https://praguedaily.news)