



**Tschechien
News**

Werben Sie mit uns

Advertise with us

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

45%

Readers from
Prague

Stats: Dez. 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 **SPECIAL** Starter Package

Banner Campaign / 3 Month / PD + TN

TN/PD MIX 3/1 - 3 month

300 x 300 pxl / 728 x 90 pxl (web)

PR Article

1 PR Article in English + German

CZK 20.000,--

Social Media Marketing: Extras

PR Artikel boost

Event Partner

Reel / Shorts Promotion

Video Production DE & ENG

On request | [Example](#)

Advertising Combo Packages for TN & PD

Banner Campaign Home / Month

TN/PD Home 3/1 - CZK 6.500,--

TN/PD Home Exclusive - CZK 10.500,--

Banner Campaign Article / Month

TN/PD Article 3/1 - CZK 8.500,--

TN/PD Article Exclusive - CZK 12.500,--

PR Article (DE &ENG)

CZK 7.500,--

Social Media Marketing

PR Artikel boost

Event Partner

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On request | [Example](#)

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Tschechien News

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