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Media Kit 2025

Advertise with us

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TN | PD Media KIT 2025

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 reporting on politics, economics, real estate, culinary trends, culture, and tourism, keeping you connected with the latest from Prague and the Czech Republic.

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Combined Reach of Tschechien News & Prague Daily News

85k+

Visits / Month

130k

Banner impressions

20k+

Followers / Social

45%

Readers from Prague

Stats: June 2025

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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 25 %
Organic search 55 % (Google)
Direct 15 %
Rest 5 %

Technology
Mobil 80 %
Desktop 20 %

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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**

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Advertising Combo Packages for TN & PD

Banner Campaign Home / Month
TN/PD Home 4/1 - CZK 6.500,--
TN/PD Home Exclusive - CZK 10.500,--

Banner Campaign Article / Month
TN/PD Article 4/1 - 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
Reel / Shorts Promotion

Video Production DE & ENG
On request | **Example**

Contact

E-mail
info@tschechien.news
info@praguedaily.news

Phone
+420 792 705 802

Tschechien News
Prague Daily News

Websites
tschechien.news
praguedaily.news

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Prague Daily News

ELF: Prague Lions Continue Winning Streak – Away Victory in Frankfurt

vor 13 Stunden

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Aktuelle Nachrichten, Kultur, Veranstaltungen und vieles mehr aus Prag und ganz Tschechien!

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