

# 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

75k+

Visitors / Month

130k

Banner  
impressions

20k+

Followers / Social

45%

Readers from  
Prague

Stats: March 2025

## 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 %

## 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

Reel / Shorts Promotion

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

On request | [Example](#)

## Contact

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### Tschechien News

Prague Daily News

### Websites

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

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