

# PRAGUEDAILY.NEWS

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Media Kit 2025/26

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# TSCHECHIEN.NEWS

## **We deliver the news and insights that matter to Prague's international community**

**praguedaily.news and tschechien.news deliver unbiased, fact-based, and reliable news, culture, and business coverage, keeping the expat community connected and in the know about life in the Czech Republic.**

Our readers rely on us to keep them informed, inspired, and connected to their adopted home. We're also a trusted resource for internationally minded Czech locals who want to stay globally aware.

### **Why partner with us**

We give our partners a direct line to an engaged audience of expatriates and globally minded locals seeking services, experiences, and brands like yours. More than just a news platform, we help you create meaningful connections with the people most likely to become your customers.



## praguedaily.news & tschechien.news Reach

**Prague Daily & Tschechien News – Consistently delivering over 100,000 unique page views per month, and growing.**

**Fast-growing social media ecosystem:** more than **20,000 followers** across Prague Daily & Tschechien News

Our total reach via our network: **over 500,000 views a month**

### **Our readers:**

- **Age:** 25–55 (75% of readership)
- **Gender:** 52% female, 48% male
- **Device:** Mobile-first (80%)
- **Location:** Readership in the Czech Republic - 50% (39% based in Prague)
- **International audience:** Germany (21%), US (16%), UK (7%), Austria (3%), Netherlands (2%)



## Engaging German-Speaking Audiences

**Our sister portal, tschechien.news, offers a unique and direct connection to German-speaking expatriates, locals, and tourists from neighbouring Germany and Austria – all in their native language.**

We are the go-to source for news from Prague and the Czech Republic, as well as current events in German.

### Key stats:

- Over 20,000 page views per month
- More than 10,000 social media followers

**Our readers are interested in:** business news, current events, lifestyle, real estate, food, and culture.

**Readership by region:** Germany (60%), Austria (12%), Czech Republic (20%)



## Partner Promotion Packages

### Bronze Partner – Ideal for start-ups and boosting general visibility

- One Promoted custom PR article in English and German
- Banner campaign with rotational placement for 3 months on both Prague Daily and Tschechien News
- **Price: 15,000 CZK**

### Silver Partner – Powering your brand building

- Two promoted custom PR articles in English and German
- Exclusive homepage banner campaign for the first month
- Further two-month rotational banner campaign on both Prague Daily and Tschechien News
- **Price: 25,000 CZK**

### Gold Partner – For larger events and growth campaigns

- Three promoted custom PR articles in English and German
- Exclusive homepage banner campaign for three months on both Prague Daily and Tschechien News
- Paid, targeted social media outreach, including social video (reel) production
- **Price: 39,000 CZK**



## We've got your brand covered!

We care about your brand just as much as our own — and we know sometimes you need a little guidance to make it shine.

When you choose any of our partnership packages, you get:

- Expert support with **PR articles and translations**
- Guidance on **banner production**
- Help with **video creation**
- Plus **20 years of local experience** working with Czech & international businesses just like yours

It's all included — no extra stress, no hidden costs.

**Get in touch today** — let's make your brand stand out!

**We speak:** English, Czech, German



**Contact us today and Secure your 2026 Campaign Now – Premium Placements are Limited!**

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## **Websites**

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