

BRNO Daily

PARTNER PROGRAM OF BRNO DAILY

**NEWS WEBSITE IN ENGLISH FOR BRNO AND THE
CZECH REPUBLIC**

Valid from January 2024

WEBSITE STATS

General

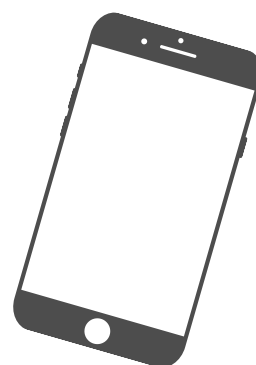
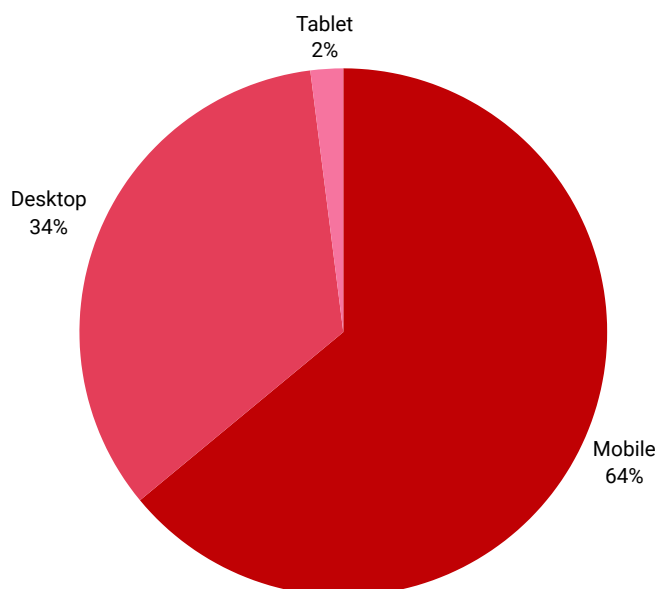
Unique visitors per month

November 1-30, 2022

Source: Google Analytics

47 500

Devices - September 2022



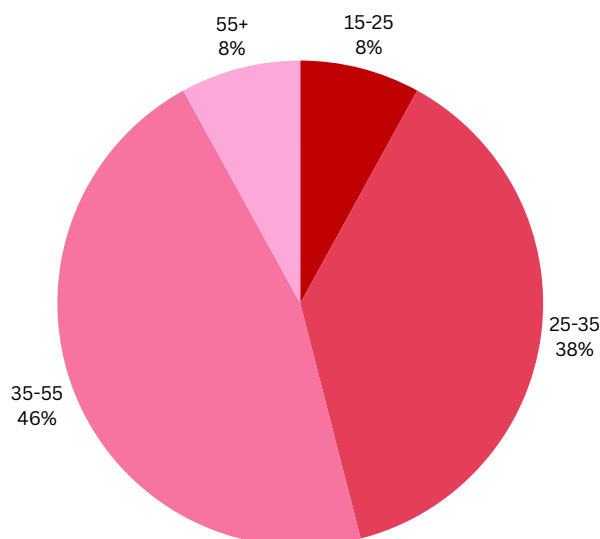
DEMOGRAPHY

Top 10 cities

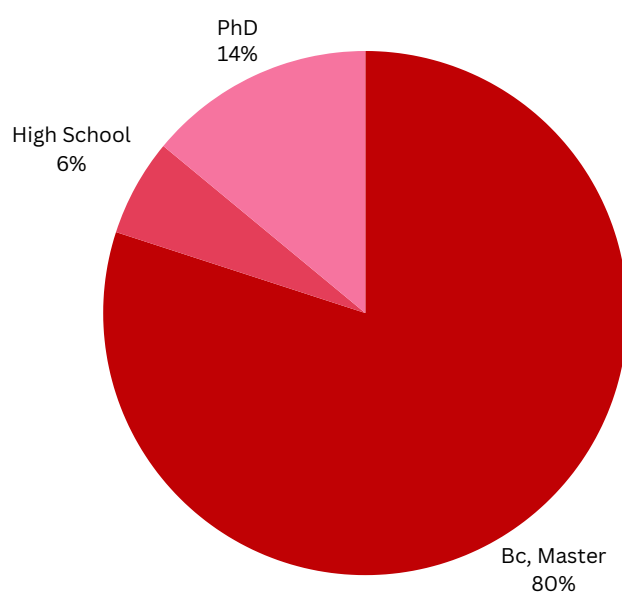
Brno	32
Prague	14
London	2
Kladno	2
Vienna	1
Frankfurt	1
Budapest	1
Dublin	1
Warsaw, Bratislava	0.5
Olomouc, Ostrava	0.4

DEMOGRAPHY

Age



Education



*Based on 2022 readers' poll.
57 responses were recorded.

SOCIAL NETWORKS

*December 2023

Facebook - followers **10 677**

Instagram **7 365**

Twitter **1 220**

LinkedIn **292**





SAID ABOUT US

When we entered the Czech market, we chose paid promotion at Brno Daily, in the form of a PR article, focusing on expats living in Brno. We were very satisfied with the promotion and it met our expectations. I appreciate the professional and very nice approach from the very beginning of the cooperation.

Miloš Horný, marketing Domino's Pizza

The cooperation with Brno Daily runs well and smoothly and we enjoy plenty of the services they are offering. We have the chance to keep engaged the community and share useful information about our organization.

Michelangelo Ischia, Communication Specialist, Deutsche Telekom Services Europe Czech Republic

We chose Brno Daily for our advertising because it is the only online newspaper for foreigners in Brno. For our brand, this is just the right promotion in the group we aim to target on.

Mgr. Tomáš Ryšánek, Pafin

Brno Daily is a great source of information for me, even though I can read news in Czech, I know yours will always be something of interest to me, and you cover very nice events I wouldn't know about without you.

Anonymous reader (2022 reader feedback survey)

I would not change, just keep it up.

Anonymous reader (2022 reader feedback survey)

Brno Daily has been improving pretty consistently since it started; keep up the good work!

Anonymous reader (2022 reader feedback survey)



PARTNERSHIP PROGRAM

Benefits



- Enhance your brand's visibility among the English-speaking audience in Brno - Brno Daily is well-known to every expatriate in Brno.
- Connection to a significant target group with interesting purchasing power
- Getting known as a expat friendly business or expat-friendly employer
- Regular updates on publishing, detailed statistics on demand
- Access to networking events, the possibility of organizing events, including turnkey marketing of the event for the target group
- The partnership is valid for one year, i.e. 365 days. It can be activated at any time during the year and it is possible to extend it.
- Gifts from our partners (tickets to the NdB, the Philharmonic, etc.)

BRONZE PARTNER

- 2 articles on the Brno Daily website in the section according to the relevance of the topic
- articles are prepared by the client including the cover image, our team will provide proofreading
- the article is sent for approval by the client before publication
- link to an article in the newsletter, which is sent to approximately 900 subscribers every day
- promotion of articles on all Brno Daily social networks immediately after publication with a link to the partner
- publication of the logo in the partners section on the Brno Daily website (<https://brnodaily.com/partners/>)
- price: **11 000,- Kč + VAT (cca Eur 445)**

**BONUS: banner right column 1 300x600 px for 5 days
an invitation for two to an expat networking event**



SILVER PARTNER

- 300 x 600 pixel side banner on the main page and all other pages of the website for one month (30 days), month selection as agreed
- 4 articles per year
- articles are prepared by the client including the cover image, our team will provide proofreading, 1 article can be assigned to our team for preparation
- the article is submitted for client approval prior to publication
- link to an article in the newsletter, which is sent to approximately 900 subscribers every day
- promotion of articles on social networks immediately after publication
- a special social media post featuring the Silver partner with the partner's logo and/or images of the partner's choice
- publication of the logo with a link and company profile in the partners section on the Brno Daily website (<https://brnodaily.com/partners/>)
- price: **42 500,- Kč + VAT (cca Eur 1720)**

**BONUS: TOP header banner 1200x300 px for 7 days
an invitation for two to an expat networking event**

GOLDEN - MAIN PARTNER

- logo displayed next to the Brno Daily logo on the main page of the website ("powered by...") and all printed materials of the Brno Daily in the given period - Your name will definitely be linked to the expat community in the minds of readers
- top header banner on the main page of the website for 3x10 days (the standard price of the main banner is CZK 18,500 per month)
- 1 article each month
- articles are prepared by the client including the cover image, our team will provide proofreading, 1 article can be assigned to our team for preparation
- the article is submitted for client approval prior to publication
- link to an article in the newsletter, which is sent to approximately 900 subscribers every day
- promotion of articles on social networks immediately after publication
- the possibility of sending a special banner or information in the newsletter to approx. 900 subscribers at any time (3)
- 2 special social media posts featuring the Golden partner with the partner's logo and/or images of the partner's choice
- publication of the logo with a link and company profile in the partners section on the Brno Daily website (<https://brnodaily.com/partners/>) in the premium position of the main partner
- **price: 398 000,- Kč + DPH (cca Eur 16110)**

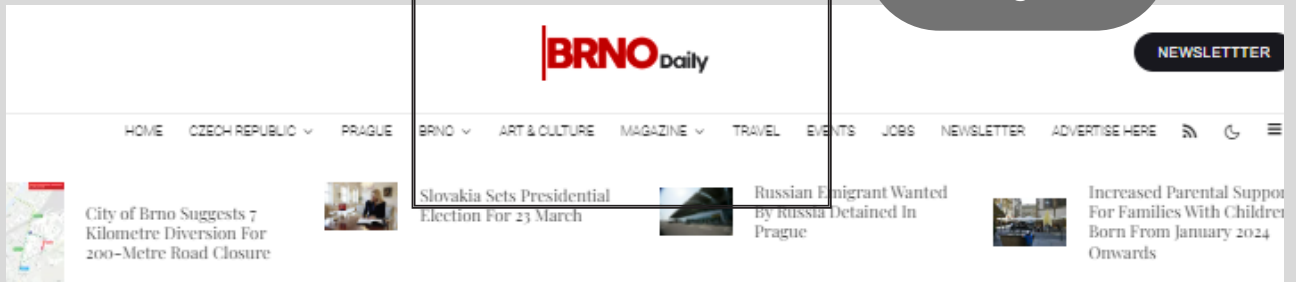
**BONUS: 3 x publication of pop up banner for 14 days
an invitation for two to an expat networking event**

BANNERS - HOMEPAGE TOP

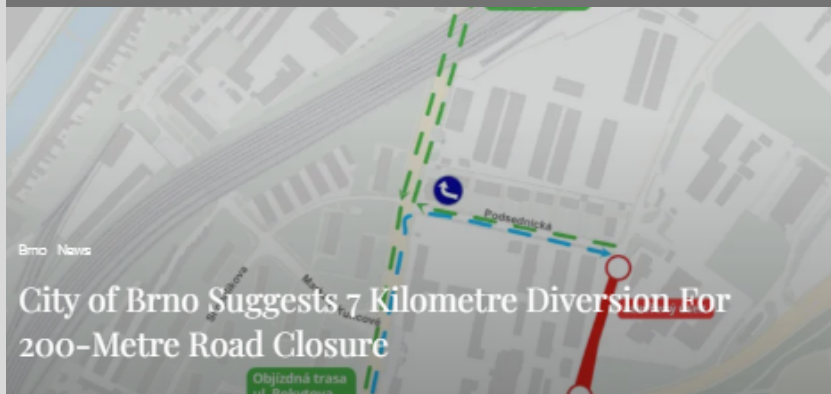
Top header banner - 1200 x 300 pixel

Logo - golden partner's
logo can be displayed
under the main Brno Daily
logo

Banner - page takeover



Top banner 980x120 pixel



Headlines

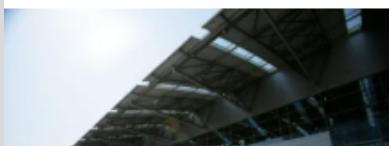
Latest News from Czech Republic



Czech Republic / World / Politics - 5 hours ago - 2 min read

Slovakia Sets Presidential Election For 23 March

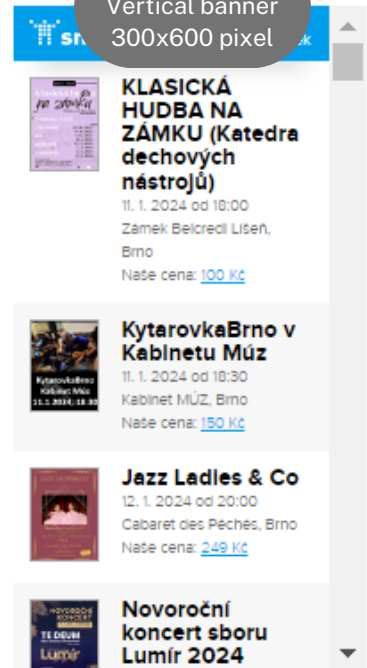
Slovaks will elect a new president on 23 March, with...



Czech Republic / World / Politics - 5 hours ago - 1 min read

Russian Emigrant Wanted By Russia Detained In Prague

Right column 1
Vertical banner
300x600 pixel



Brno Daily Magazine



Interview:
Photographer Tom
Brychta,
Documentarist To a
Changing City

Photo: Tom Brychta.
Credit: Fernando
Galindo. As the second
largest...

BANNERS - HOMEPAGE BOTTOM




Ban On Foreigners Joining Czech Political Parties "Breach of EU Election Law", Says ECJ Official


The Czech Republic is in violation of EU election law,...




Photo: Tom Brychta.
Credit: Fernando
Galindo. As the second
largest...



Myroslav Levytsky (Braty Bluzu) - tour "Keys to Peace"
13. 1. 2024 od 20:30
Music Lab, Brno
Naše cena: [100 Kč](#)



Big Man James Trice
17. 1. 2024 od 19:00
Sklipeni U cizího Zákumunda, z...
Naše cena: [351 Kč](#)



Cermaque
17. 1. 2024 od 20:00
Kafarna, Brno

Between sections
Horizontal banner
720x300 pixel
or 728x90pixel



Last-Minute Christmas Shopping On A Shoestring Budget

Christmas is coming!
Brno Daily's Cathy
Khoury-Prinsloo shares
some ideas...



Brno Expat Interview: Musicians Andrea and Angelo Discuss Their New Recording Studio

Brno Daily recently had
the opportunity to
speak with Andrea...

Brno

All ▾

Latest News From Brno



Brno - News - 2 days ago - 1 min read

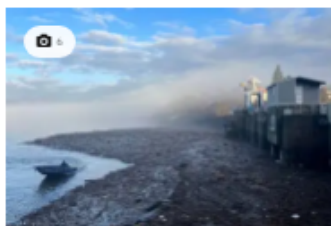
City of Brno Suggests 7 Kilometre Diversion For 200- Metre Road Closure

The recently imposed closures on Brno's roads are
expected to...



Margarida Blossom: Small Local Expat-Run Business Spreading Joy in Brno's Christmas Markets

Brno, Dec 10 (BD) – In
the heart of Brno,...



Brno - Environment - In Photos - News - 4 days ago - 1 min read

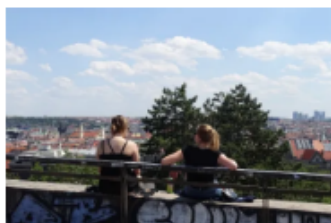
Tons of Waste Being Cleared From Brno Dam

Following the Christmas flooding, a substantial
cleanup effort is underway...



Review: Marmite Cafe, Hrnčířská 17

A few weeks ago, I
helped a mate out by...



Brno - Health - 3 days ago - 1 min read

Brno Researchers Link Extrovert Children To Higher Injury Risk

Extrovert children are at greater risk of future injury
and...

Right column 2
Vertical banner
336x280 pixel

BANNERS - ARTICLES TOP PART

Top header banner - 1200 x 300 pixel

BRNO Daily

Logo - golden partner's
logo can be displayed
under the main Brno Daily
logo

Top banner 980x120 pixel

Politics

10 hours ago

Russian Emigrant
Detained By Russia
Retained In Prague



Family and Kids Politics

22 hours ago

Increased Parental
Support For Families
With Children Born
From January 2024
Onwards



Zuzana Caputova. Credit: Prezident.sk

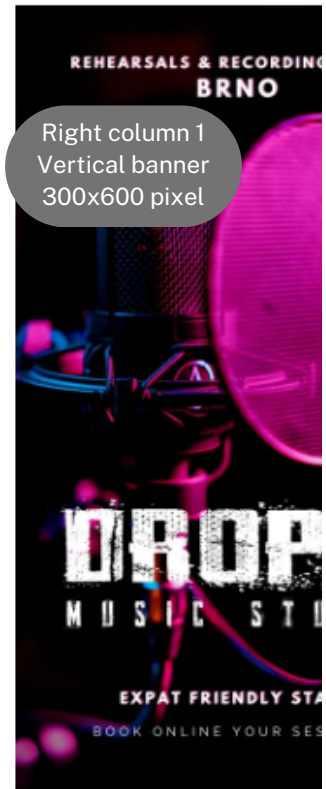
agency - Czech Republic / World Politics - 5 hours ago - 2 min read

Slovakia Sets Presidential Election For 23 March

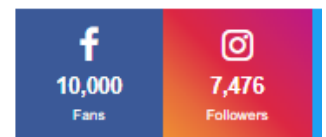
Slovaks will elect a new president on 23 March, with a second round of the direct election of the head of state to take place two weeks later if required, announced Parliament Speaker Peter Pellegrini yesterday. As speaker, Pellegrini legally sets the election date, but is himself considering a presidential bid, and is currently leading opinion polls.

He confirmed that if the board of his party, Hlas-SD, approved his presidential candidacy,

ADS



Right column 1
Vertical banner
300x600 pixel



City of Brno Suggests
Kilometre Diversions
Metre Road Closures

BRNO Daily

BANNERS

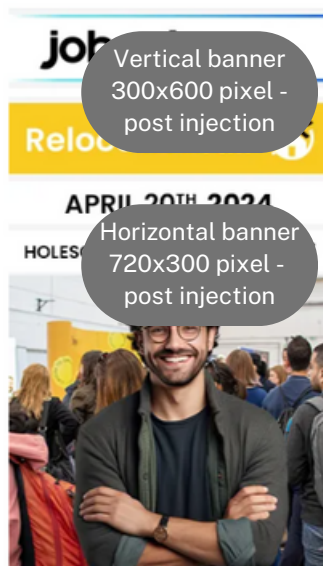
- ARTICLES BOTTOM PART

f
t
p
in

leading opinion polls.

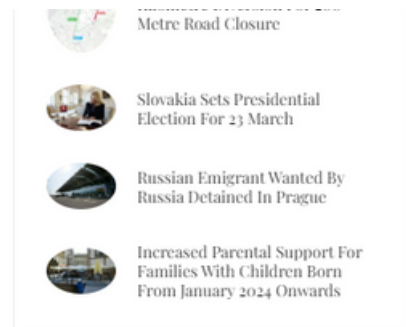
He confirmed that if the board of his party, Hlas-SD, approved his presidential candidacy, he would officially announce it next week.

Slovakia's current president, Zuzana Caputova, will finish her five-year term in mid-June. Caputova announced last year that she would not seek re-election.

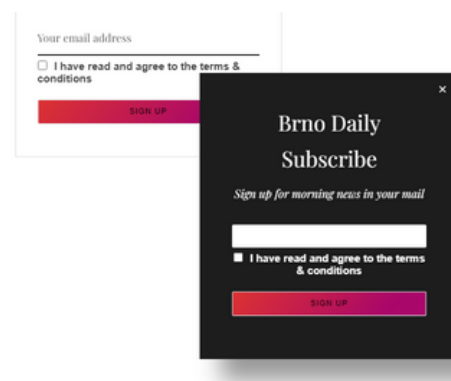


According to opinion polls, Pellegrini is the most trusted Slovak politician and would win the presidential election. His biggest rival would be former foreign minister Ivan Korcok, who has already been endorsed by the strongest opposition movement, Progressive Slovakia (PS).

PS, which is assuming that Pellegrini will be a presidential candidate, has already stated that the upcoming election of the Slovak president is important for the country, and



Right column 2
Vertical banner
300x600 pixel



Pop up on each
page
300x250 pixel
or
240x400 pixel

SINGLE SERVICE PRICING

ARTICLES, SOCIAL MEDIA

PR ARTICLE 8500 Kč + DPH

Article prepared by our journalist (native English speaker), client can submit for one revision.

DIY ARTICLE 5500 Kč + DPH

Article prepared by client. DIY includes proofreading and publishing on the website.

TITLE PHOTO, IN-ARTICLE PHOTOS 800 Kč + DPH

Photos for articles are provided by a client. The cost for an image from our database is 800 Kč + DPH per photo. Photographic service available on demand.

SOCIAL MEDIA SHARE AND EMAILING 2000 Kč + DPH

Article share on Facebook, Instagram, X and LinkedIn. Featured in morning newsletter for 900 recipients.

SOCIAL MEDIA CONTEST 2000 Kč + DPH

Creation of a social media contest. Client offers award for the contest. Contest runs on Facebook and Instagram on selected days.

BANNERS HOMEPAGE

LOGO FEATURE only Golden Partners

TOP HEADER BANNER 13000 Kč + DPH

1200 x 300 pixel 10 days - homepage, articles, pages

TOP BANNER 8000 Kč + DPH

980 x 120 pixel 30 days

BETWEEN SECTIONS 2000 Kč + DPH

720x300 pixel or 728x90 pixel 30 days

SINGLE SERVICE PRICING

RIGHT COLUMN BANNERS

Displays across the whole website (homepage, pages, and articles)

RIGHT COLUMN 1	8750 Kč + DPH
600 x 300 pixel 30 days	

RIGHT COLUMN 2	2000 Kč + DPH
600 x 300 pixel 30 days	

BANNERS ARTICLES

TOP BANNER	9600 Kč + DPH
980 x 120 pixel 30 days	

POST INJECTION	4600 Kč + DPH
300 x 600 pixel or 720 x 300 30 days	

POP UP ON EACH PAGE	5600 Kč + DPH
300x250 pixel or 240x400 pixel 14 days	