



BRNO Daily

English-language news for Brno and the Czech Republic
Pricing and partnerships guide

* valid from September 2024

About Brno Daily

- Brno Daily is a private, independent, English-language news portal based in the Moravian capital of Brno, run by expats, for expats.
- Our aim is to provide accessible and broad coverage of relevant news, trends, and events in Brno and the Czech Republic, to ensure access to reliable information even for those who do not speak Czech.
- Brno Daily has wide name recognition among foreign nationals living in Brno, and advertising with us is a guaranteed way for your brand to reach a large number of potential new customers.

In numbers: Web and social media

Unique visitors per month

47,500

Source: Google Analytics, 1-30 November 2022

Social media followers (Sep 24)

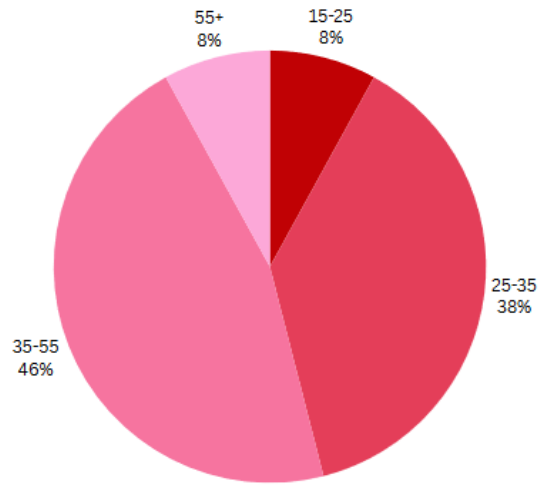
Facebook	11,264
Instagram	7,982
Twitter	1,247
LinkedIn	315

Top 10 cities (% of visitors)

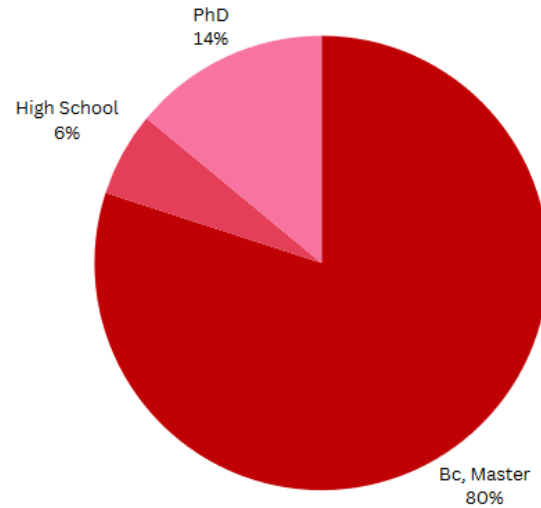
1)	Brno	32
2)	Prague	14
3)	London	2
4)	Kladno	2
5)	Vienna	1
6)	Frankfurt	1
7)	Budapest	1
8)	Dublin	1
9)	Warsaw, Bratislava	0.5
10)	Olomouc, Ostrava	0.4

Demographics

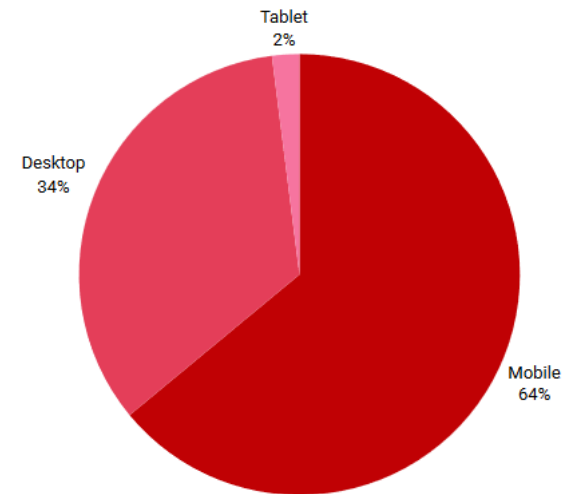
Age



Education



Devices



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

Our services

SPONSORED CONTENT

PRICE (CZK without VAT)

PRICE (CZK with VAT)

Article/interview (produced by Brno Daily)

7851

9500

x4 package

24793

30000

Article/interview (provided by client)

6612

8000

x4 package

18182

22000

Instagram or Facebook post

826

1000

x4 package

2479

3000

All-media package (article+all social media)

7438

9000

x4 package

19835

24000

Our services

ADVERTISING

PRICE (CZK without VAT)

PRICE (CZK with VAT)

Newsletter banner	7 days	1074	1300
	30 days	3223	3900
Website banner position A	7 days	1736	2100
	30 days	7231	8750
Website banner position B	7 days	1653	2000
	30 days	5785	7000
Website banner position C	7 days	1240	1500
	30 days	5124	6200
Website banner position D	7 days	826	1000
	30 days	2479	3000
In-article banner	7 days	1240	1500
	30 days	5124	6200

Our packages

Package 1:	Two articles + one banner (7 days)	CZK 18,000
Package 2:	Four articles	CZK 22,000

Need something specific? Reach out to us! Tailor-made packages are available.
Contact us at team@brnodaily.cz to discuss what you need.

Our partnerships

Commercial Partner

CZK 65,000 per year

Become a trusted partner of Brno's leading independent English-language news website.

Includes:

- 12 articles (eg. 1 per month)
- Social media extension package for all articles
- Banner 3x10 days
- Banner in the Brno Daily newsletter (5x)
- Logo included in the Partners Section

Expert Columnist

CZK 42,000 per year

Need to get your name out there? We are looking for experts to engage directly with our readers on important areas of life in Brno.

Includes:

- 1 article / month to promote your expertise (with links to your services)
- Recommended one-year partnership, minimum period of 3 months.

Media partnerships

Does your event need a media partner?

We can help!

Standard media partnership

- Invite article (one month ahead)
- Reminder article (one week ahead)
- We will get the word out about your event, in exchange for listing Brno Daily as a media partner and press access.

Premium media partnership

CZK 10,000

- Standard media partnership services, plus:
 - Exclusive original content (eg. interview, event profile, review, by agreement)
 - Website banner (7 days)
 - Promotion in the Brno Daily newsletter

What they say 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

“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.”

-- Tomáš Ryšánek, Pafin

“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*

“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)

Contact us

If you want to:

- Enhance your brand's visibility among the English-speaking audience in Brno.
- Connect with a significant target group with strong purchasing power
- Get known as an expat-friendly business or expat-friendly employer

Don't hesitate to contact us today at team@brnodaily.cz

Let's make it happen!