

Around Prague

A media outlet about life in Czechia for foreigners: money, housing, jobs and paperwork. Published in Russian, English and Ukrainian. News, practical guides, a real estate section and a jobs board. Since 2016.

194,000

page views per month · 157,900 visits · 143,300 visitors

Yandex Metrica, 23 Sep – 22 Oct 2026. Independent check: Semrush – 109,000 visits (August 2026)

NO AD NETWORKS

The Russian and Ukrainian editions carry no banner networks — your ad is the only one on the page

AUTHORITY SCORE

37 — second highest among outlets for foreigners in Czechia
Semrush, 10 Oct 2026

PAID TRAFFIC

0 — the audience is earned, not bought

EDITIONS

RU / EN / UA — one campaign, three audiences

TRAFFIC

Google Search 44%, direct 53%, Google News

GEOGRAPHY

Prague and Czechia — a niche with no stray audience

ARCHIVE

35,000+ articles, publishing since 2016

Cited by AI search

805 Around Prague articles are used as a source by ChatGPT, Google AI Mode, Gemini and AI Overviews. Comparable Russian-language outlets about Czechia: 7–11 pages.

Semrush, 22 Sep 2026

Who reads us

- **Expats living in Czechia** — dealing with residence permits, housing, doctors, schools, banking and insurance.
- **The Ukrainian community** — one of the largest groups of foreigners in the country.
- **Newcomers** — the highest-value segment: in their first months they choose the providers they will stay with for years.
- **Tourists and trip planners** — tours, tickets, accommodation, transport.

The audience Czech-language media do not reach

Our readers are Russian-, Ukrainian- and English-speaking foreigners in Czechia. They do not read the Czech press, and Czech-language campaigns largely miss them. Through us you reach them in their own language, at the moment they choose their providers.

Money and housing are our focus

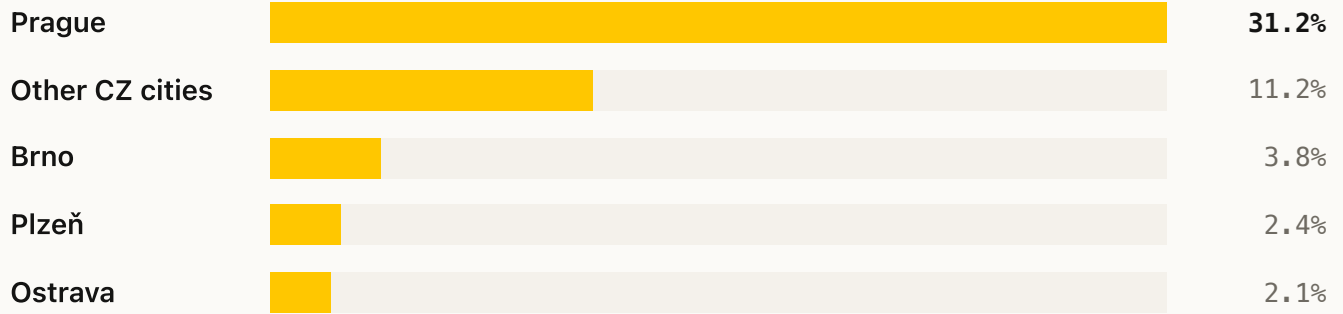
Since October 2026 we have been deliberately expanding the topics where foreigners make money decisions.

- **Real estate section** — renting and buying guides, mortgages for foreigners, rent prices by Prague district, a property catalogue and reader enquiries.
- **Jobs board** — in three languages, with job posting markup for Google.
- **Economy every day** — Czech National Bank rates, taxes, wages, benefits, energy — with a “What this means for foreigners” box.

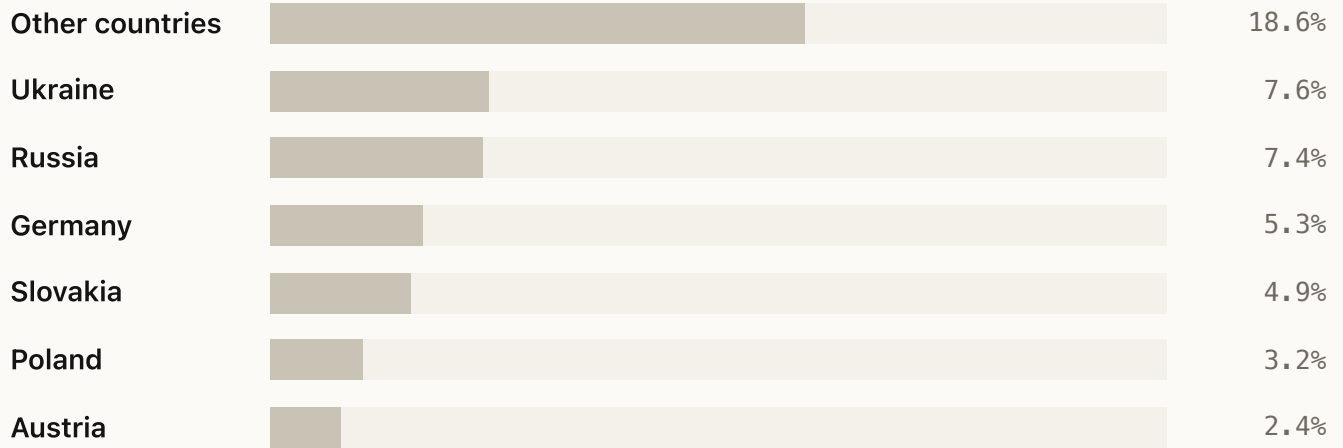
The right context for finance and housing brands

Banks, mortgage brokers, real estate agencies, insurers, accountants, language schools: your ad sits next to the articles people read when choosing exactly these services.

Geography of our coverage



ABROAD



Share of all geographic mentions across our articles: 45,910
mentions in 35,039 articles. Our own CMS data, July 2026

Ad formats on the site

Yellow marks exactly where your ad appears. Prices are final — we are not VAT payers

(neplátce DPH).

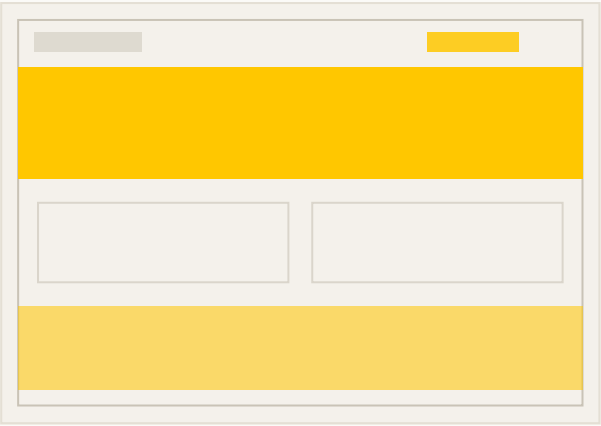
ADVERTISING · FLAGSHIP

General Partner

SITE-WIDE EXCLUSIVE

WHAT IT IS	A full-width parallax banner across the whole screen — at the top, mid-feed and bottom of every page. Plus a “General Partner” badge and your logo in the site header.
EXCLUSIVE	One partner for the entire site — no competitors in any section.
VISIBILITY	Maximum: seen on every page, by every reader, with a parallax effect on scroll.

\$1,000 / month · \$8,000 / year

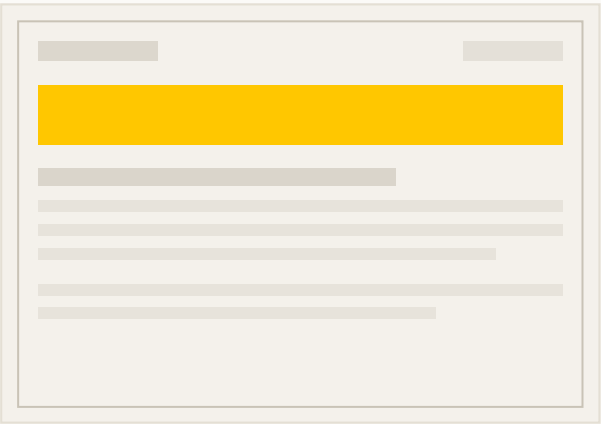


ADVERTISING · WEB

Top banner

PLACEMENT	At the top of articles and on the homepage — the first thing a reader sees.
IDEAL FOR	Brand awareness and maximum visibility.
VOLUME	from 25,000 impressions per month

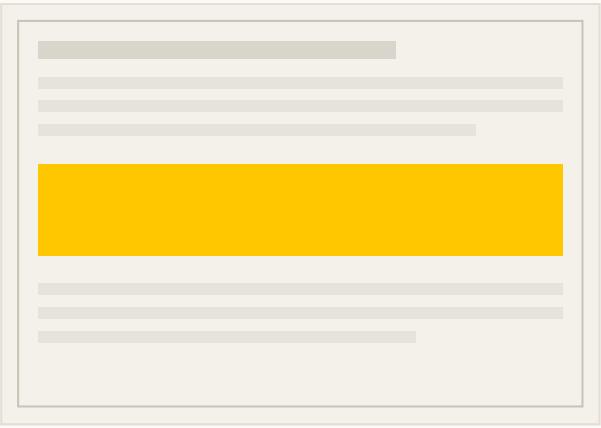
\$200 / month



In-article banner

PLACEMENT	Mid-text, inside the flow of reading. A native format — it does not read as a banner.
IDEAL FOR	Clicks through to your site: the reader is already engaged with the topic.
VOLUME	from 25,000 impressions per month

\$250 / month



In-feed banner **WIDEST REACH**

PLACEMENT	Between news cards — on the homepage, in sections, in the events listing and the directory.
IDEAL FOR	The widest reach we offer: every reader scrolls the feed.
VOLUME	from 40,000 impressions per month

\$300 / month

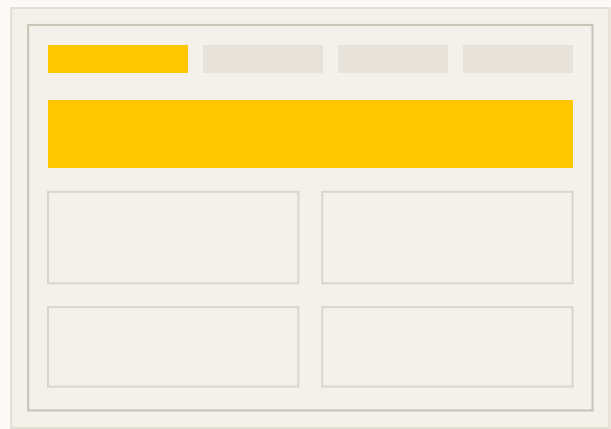


Section-targeted

banner **PRECISE FIT**

PLACEMENT	Shown only inside your topic: Housing, Economy, Expat Life, Technology, Guides.
IDEAL FOR	When impression quality matters more than volume — only the relevant reader sees the ad.
VOLUME	depends on the section — we will size it for you

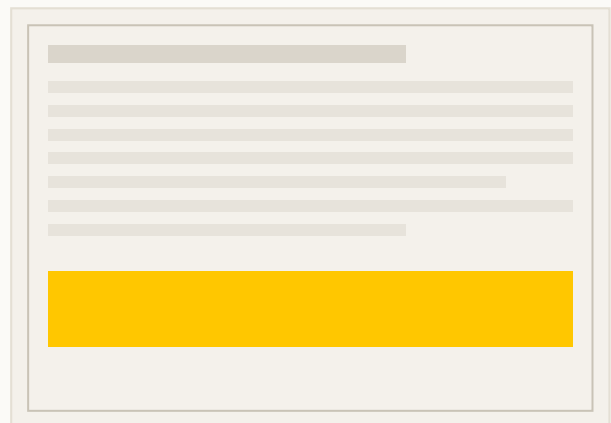
\$300 / month · any language edition



Bottom banner

PLACEMENT	At the end of the article, after the text.
IDEAL FOR	Affordable reach: the reader has finished and is ready for a next step.
VOLUME	from 25,000 impressions per month

\$150 / month



Articles and publications

The key difference from social media: an article does not vanish from a feed in 48 hours. It is

a permanent indexed page — it keeps earning search traffic for years and carries your link.

CONTENT

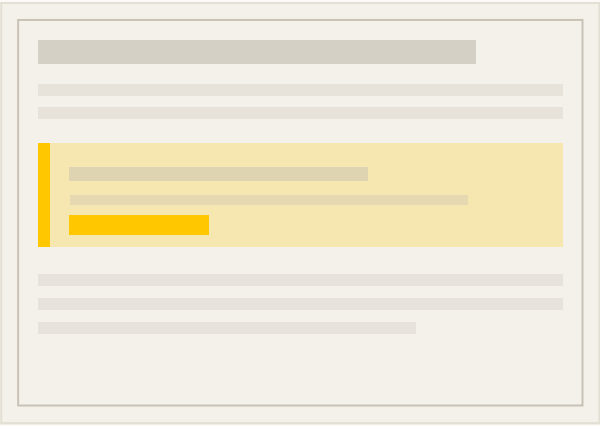
Native guide **WORKS FOR YEARS**

WHAT IT IS A genuinely useful article on your topic with a natural brand mention and a live link. We write it, or you supply the text.

UPSIDE Stays on the site permanently, gets indexed by Google, announced on our channels.

\$200

· across all three language editions · copywriting
+\$100



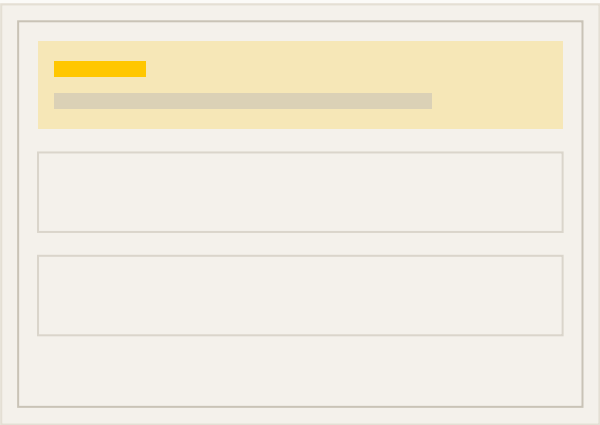
CONTENT

Press release / news item

WHAT IT IS Your announcement in the news feed: an opening, a launch, an event, a special offer.

UPSIDE Published quickly, eligible for Google News.

\$200



Social comes bundled with the site

An announcement on our channels is included with every placement and is not priced separately. The site is the product: a permanent page that works for years, not a day in a feed.

New formats

Built around our money and housing focus.

ARTICLES · SHARED FORMAT

Sponsored round-up

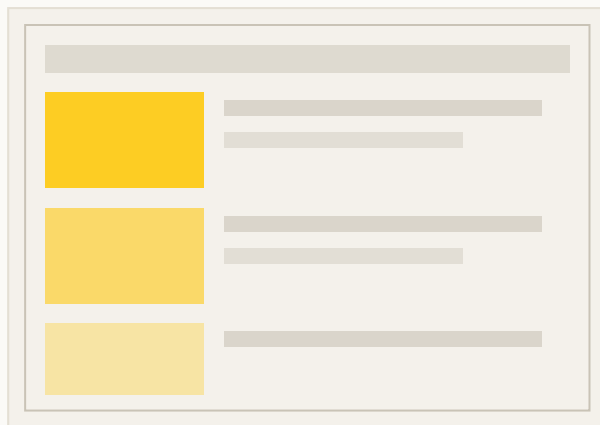
WHAT IT IS

A themed overview of 10–15 companies: “New-build flats in Prague”, “Health insurance for foreigners”, “Accountants for freelancers”. Each participant gets a card with a description, contacts and a link.

PLUS

Published in all three languages at once, a permanent page in Google, promoted on social media.

\$100 per participant · RU, EN and UA



ADVERTISING · SECTION

Sponsor of the Real Estate or Economy section

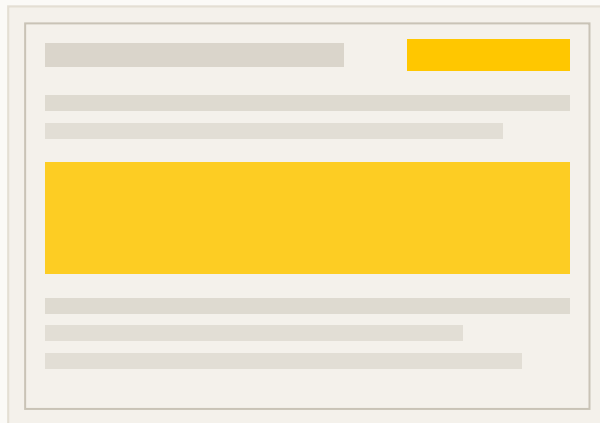
WHAT IT IS

The only banner in every article of the section on the Russian and Ukrainian editions, plus a “Section partner” logo in its header.

BEST FOR

Banks, brokers, agencies and insurers: your ad next to money and housing stories, with no competitors.

\$400 / month · one sponsor per section



Packages — better value

A combination outperforms a single placement: the banner delivers reach, the article delivers trust and search traffic.

ENTRY

First placement

\$350 ~~15,000~~

- 1 native guide
- Banner for one month
- Social announcement — included

★ MOST CHOSEN

Growth

\$1,000 ~~44,000~~

- 3 native guides
- Banner for three months
- Social announcements — included
- Campaign report

👑 ONE SLOT ONLY

Category exclusivity

\$3,000 / year

- You are the only advertiser in your category
- Logo in the section
- Rotating banners
- A series of articles

How it works

- 1 We discuss your goal and pick the format.
- 2 We agree the copy or creative — we write it, or you supply it.
- 3 We publish and label it as partner content, per our editorial policy.
- 4 We send you a report on impressions and clicks.

Shall we discuss a placement?

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