

Catalan
News

MediaKit

2025

Who are **we**?

- Leading Catalan news outlet in English among international community in Catalonia and abroad
- All things Catalan
 - News
 - Traditions
 - Things to do
- Society, Politics, Business, Culture, Sports, and Life & Style



Who reads **us**?

- 1.5m active users between June 2024 and May 2025
- 35% of readers based in Spain
- 16% of readers based in US
- 15% of readers based in UK
- 30% of readers based in Barcelona, Madrid, London, Dublin, and New York
- Readers aged 25 – 54 years old

Our online community

- Facebook - 72,000 followers
- Twitter – 32,000 followers
- Instagram – 17,000 followers
- TikTok – 3,000 followers (34% increase in two months)
- WhatsApp channel – 1,600 subscribers (30% increase in two months)
- Newsletter – 2,000 subscribers – 60% open rate

Advertising possibilities – Web

- Banner – Header position available (990x240) (**€49** per day)
- Sponsored post on CatalanNews.com (**€175**)
 - Includes: one share on Facebook and Twitter
 - Includes: Featuring for 24 hours on web's Top Stories section and following 24 hours on More Top Stories section
 - Share it twice (or more) on Facebook and Twitter (+**€20** each share)
 - Extra: Instagram story (+**€662.14**)
 - Extra: WhatsApp message on Catalan News' channel (+**€662.14**)
- Mention event in: What's on this Weekend feature (**€108.64**)

BANNER

CatalanNews

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Barcelona planning 'panic button' app with real-time police tracking to boost public safety

BARCELONA
JUNE 1, 2025 09:26 AM

New app will alert authorities, share location and activate nearby cameras in emergencies

Catalonia sets new employment record with 3.88m workers

BUSINESS
JUNE 1, 2025 09:26 AM

'Catalan Robin Hood' who scammed €500k from Spanish banks released in France

SOCIETY
JUNE 1, 2025 11:01 AM

Operation against drug and arms trafficking involving more than 400 police agents underway

SOCIETY
JUNE 1, 2025 11:02 AM

Technology and tradition unite to create new 'Nans Naus' figures for children's Patum celebration

CULTURE, DISCOVER CATALONIA
JUNE 1, 2025 11:03 PM

Government backs artists who pulled out of Sónar over Israeli investment ties

POLITICS, CULTURE
JUNE 1, 2025 10:03 PM

Advertising possibilities – Newsletter

- Banner on weekly newsletter – Sent on Monday afternoon (**€49**)
- Sponsored text in weekly newsletter – Sent on Monday
 - 150 words (includes one link) (**€175**)
- Event listed in week's agenda (**€75**)
 - One sentence to explain the event taking place that week, including one link to a desired website

Catalan News

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**ALL
THINGS
CATALAN**