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

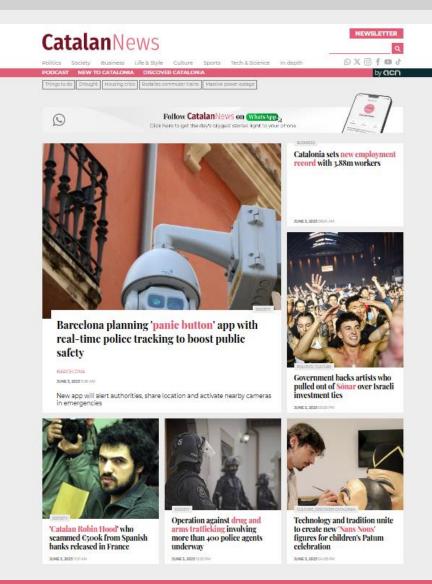


Advertising possibilities - Web

- 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)

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BANNER





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

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Av. Josep Tarradellas 20-30 - 2_{nd} floor 08029, Barcelona

comercial@acn.cat

+34 935 531 400

