

# Livingprague Media Kit



## About Livingprague

My name is Jason and I'm British. I've lived and worked in Prague since 1996 and founded Livingprague.com in 2005 when I became a permanent resident of the city. **I've published over 2 million words of content**, written a walking tours book of the city and I'm featured as a local resource in many printed and online guides to Prague.

Livingprague is a very practical guide written by a local for people that want to experience the city as a local.

## My Target Audience

This is somebody prepared to get past the headline. Somebody who really wants to be prepared, take advantage of local knowledge and tips. Basically somebody who wants to get into the city and make the best of their time here. **More than 45,000 people per month visit the site** and most find what they need either by browsing or contacting me. As you can see on the right, most will find me in an organic search. USA and UK visitors make up 81% of the total.

## Recommendations

In printed guides I have been and continue to be **listed in Lonely Planet, Rough Guides and Fodors** as a recommended resource. Additionally in online guides and forums for specific content. Hundreds of sites backlink to various content.

## Demographics

There's a fairly even spread between 18 and 80 with the single biggest group in the range 25-34. Men vs Women has always been an even 50/50. **Most users are either Native English speakers or are confident in speaking English as a second language.**

## Tours

Since 2015 I've offered a small range of high quality scheduled and private walking tours of the city. At the time of writing Trip Advisor ranks me at 16<sup>th</sup> out of more than 550 walking tour options in the city. **In 2018 I received the Trip Advisor Certificate of Excellence** for consistently excellent reviews. Friends, colleagues and families have all enjoyed their "local" experience with me.

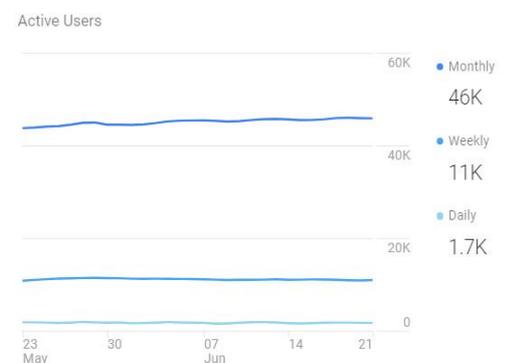
## Cooperation/Partnership

For advertising and partnership deals you can contact me via [fun@livingprague.com](mailto:fun@livingprague.com) or the contact form at <https://livingprague.com> or by phone/whatsapp on +420 603 187856.

## Other Social Platforms

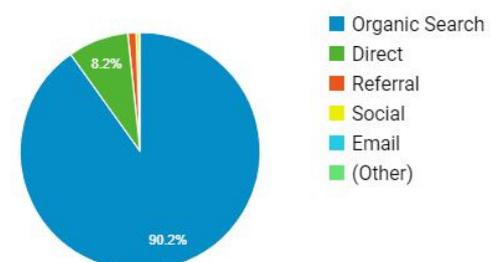
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## Close to 50,000 Unique Visitors



## Pure Organic Search Returns

### Top Channels



## Consistently Rated as "Excellent"

