



INTRODUCING

telex

# OUR STORY

Telex is Hungary's biggest crowd-funded news website.

It was created so Hungarian readers could find out what is going on in their country and in the world from a multi-faceted, interesting, entertaining and impartial source, independent from economic or political interests



# WHAT ARE WE LIKE?



***"Let us not be silent!" has become our slogan. And at Telex, our most important value is that we want to and dare to write about everything that might interest and affect our readers. Our goal is to get as many people as possible, preferably everyone, to come to Telex to read and watch, to be informed and entertained."***

**Szabolcs Dull, Editor-in-Chief**

**telex**

**fair-minded   critical   curious**

# On average, Telex has **628 thousand readers per day**

**Weekly average**

RU: 1,5 million  
View: 15,5 million

**Daily average**

RU: 628 thousand  
View: 2,2 million

**New record**

RU: 904 thousand  
4th October 2022

**Monthly average**

RU: 2,8 million  
View: 68,7 million

- Telex's front page is visited by **207 thousand** users daily.
- The number of **page downloads per user is 4** which is outstanding.
- On average, our readers spend **more than 7 minutes** on Telex's page, which is one of the best among news websites.
- We publish more than **100 articles** each day.

Source: eGemius, domestic 15+, all platforms, September 2022.

# Our readers' commitment is also significant when it comes to our social media pages

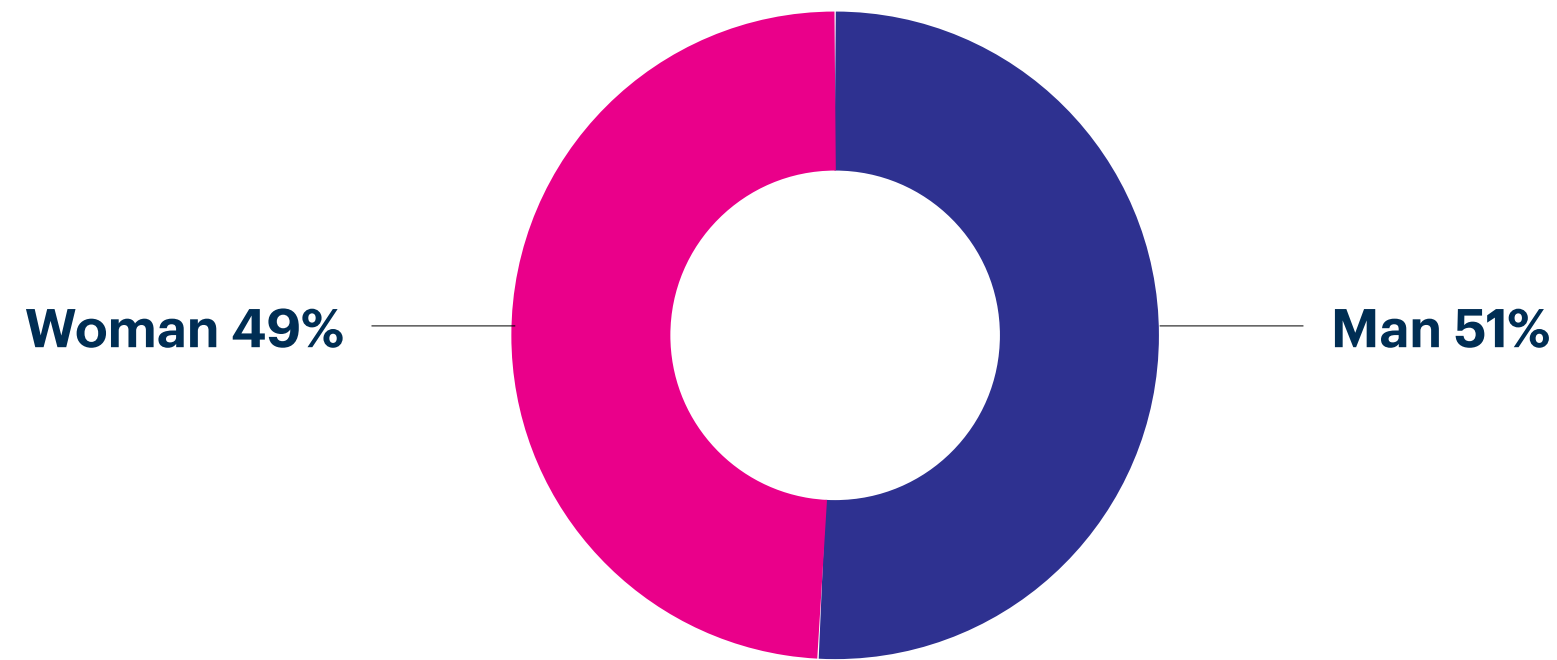
Our Facebook-page has a 30-day **average interaction rate of 0.35**, which puts Telex far ahead in its category. Strong presence on social media:

	Followers
Facebook	469 000
Instagram	77 600
YouTube	153 000
TikTok	38 200
Twitter	16 000

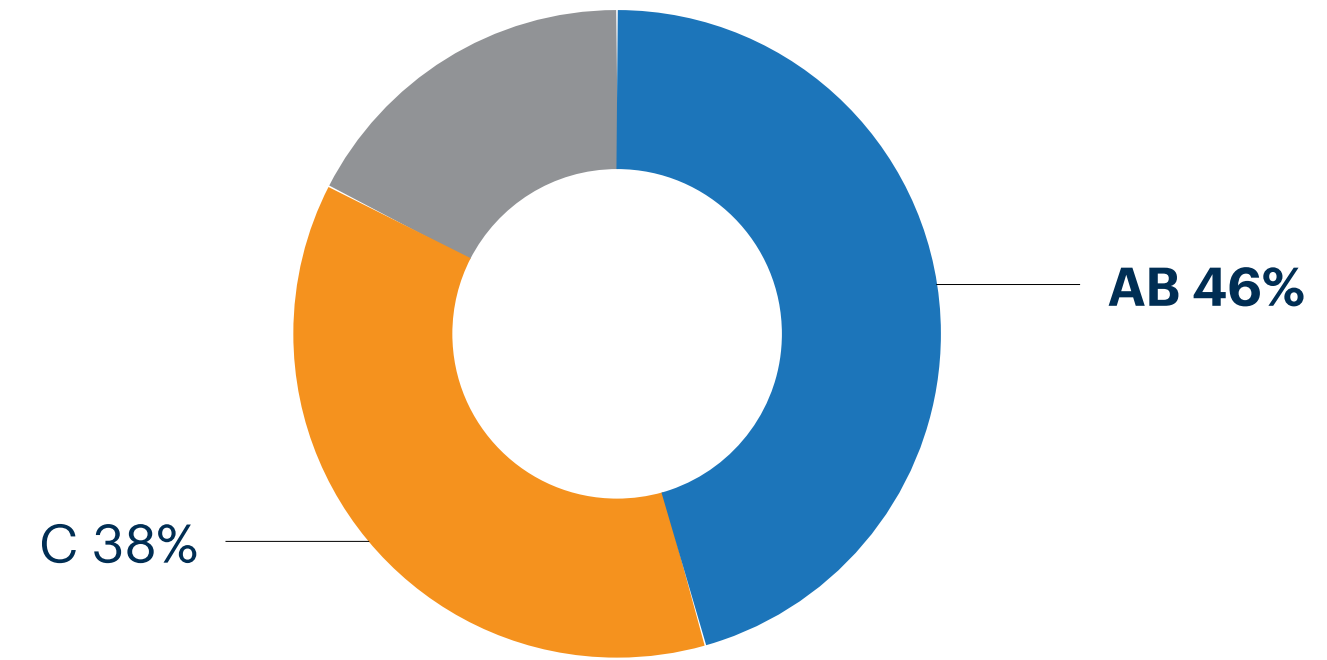
2022. October

# Premium audience: Young, balanced, high school status

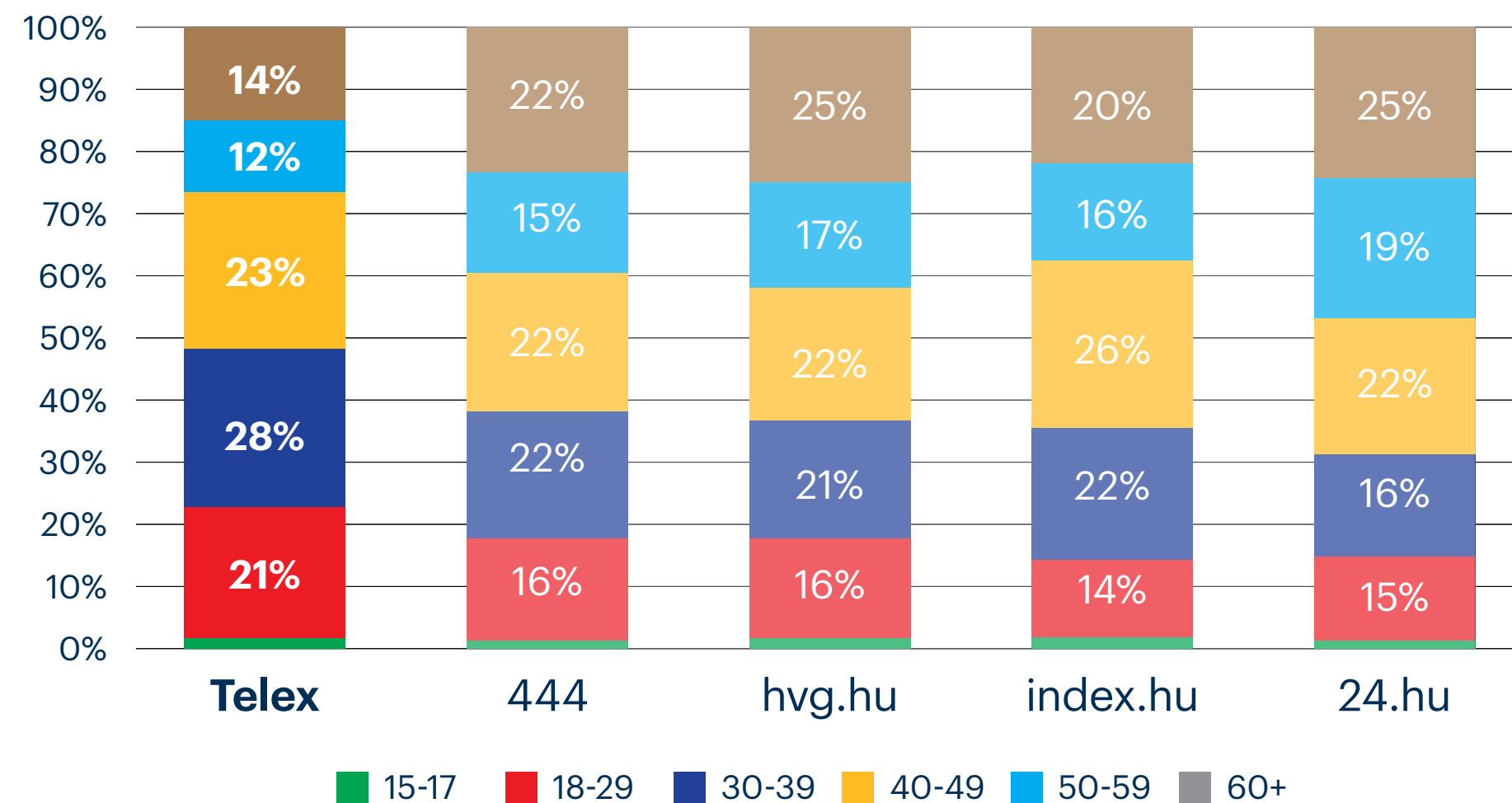
## Balanced gender ratio



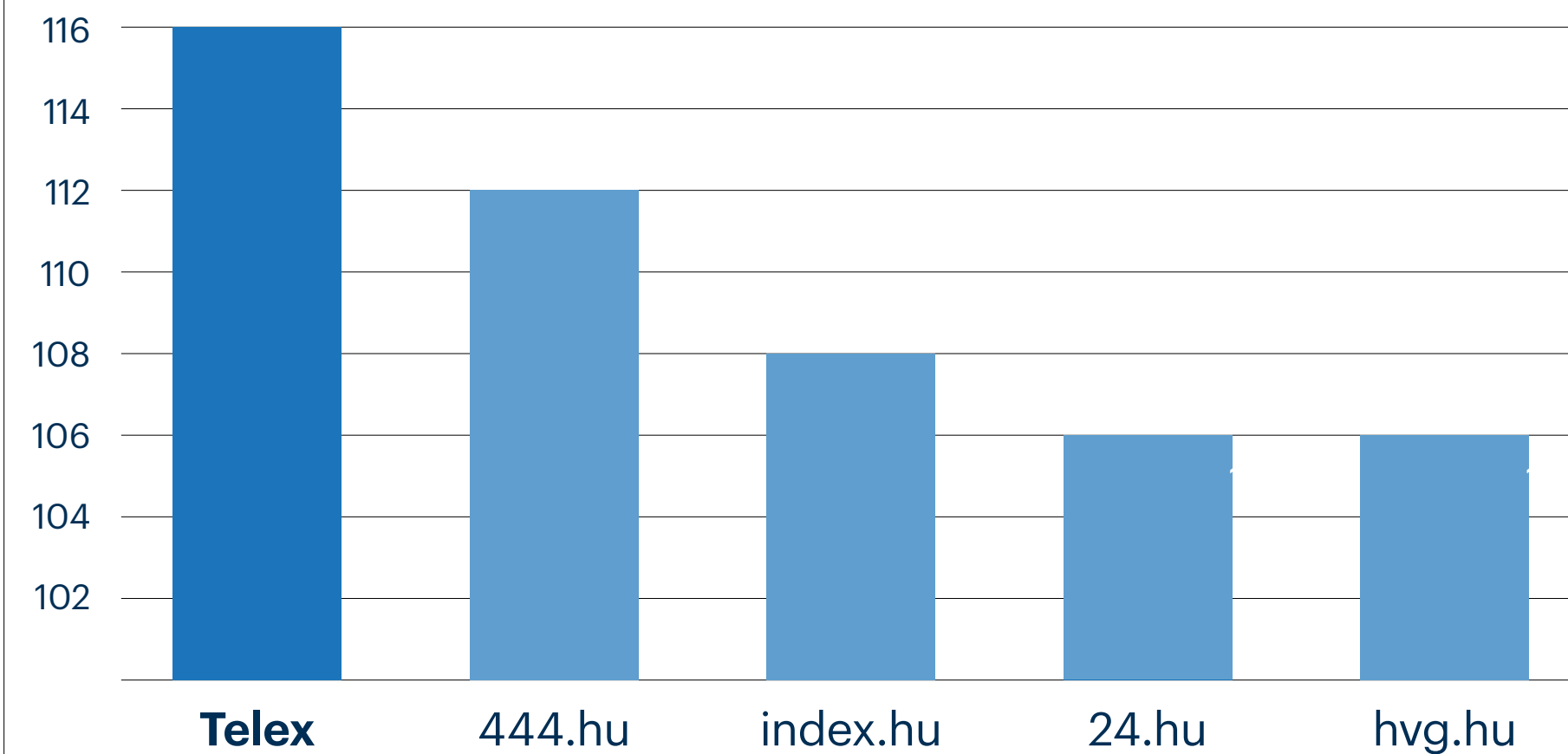
## 47% of Telex's audience has AB status



## A youthful audience: 49% of Telex's visitors are 18-39 year-old



## The affinity index of those between the ages of 18-39, when comparing Telex with its competitors

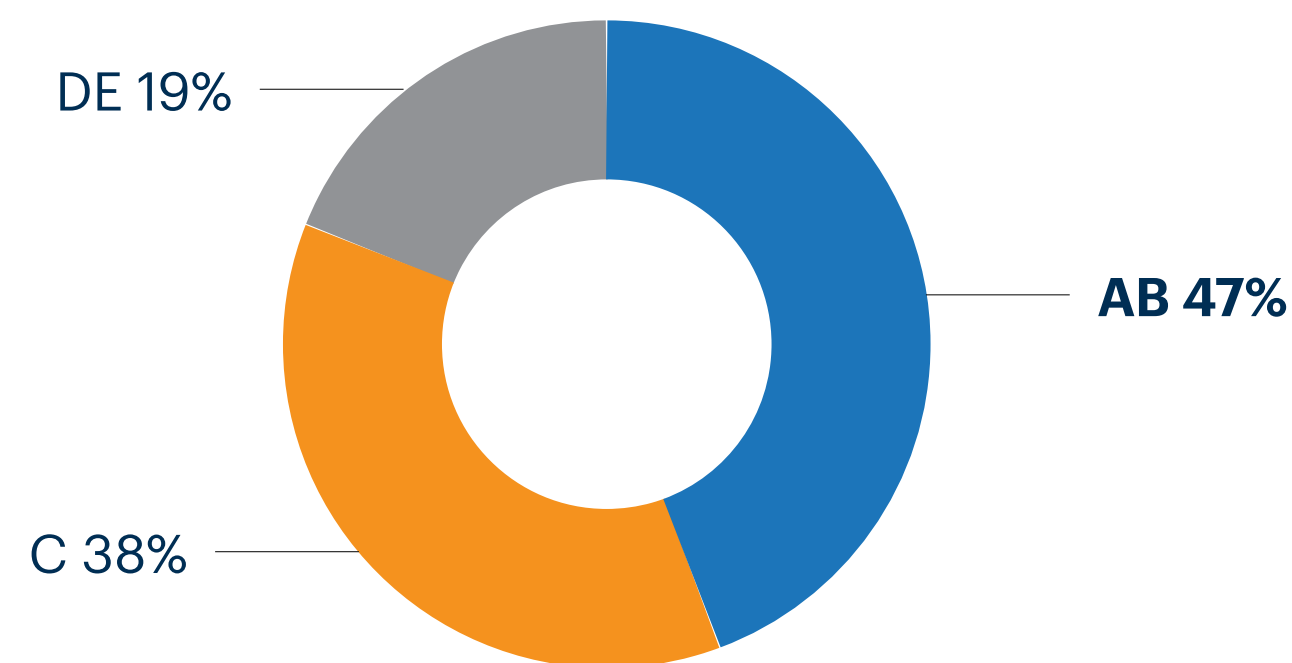


Source:  
eGemius, domestic  
daily average real user,  
all platforms,  
Nov-Dec 2021

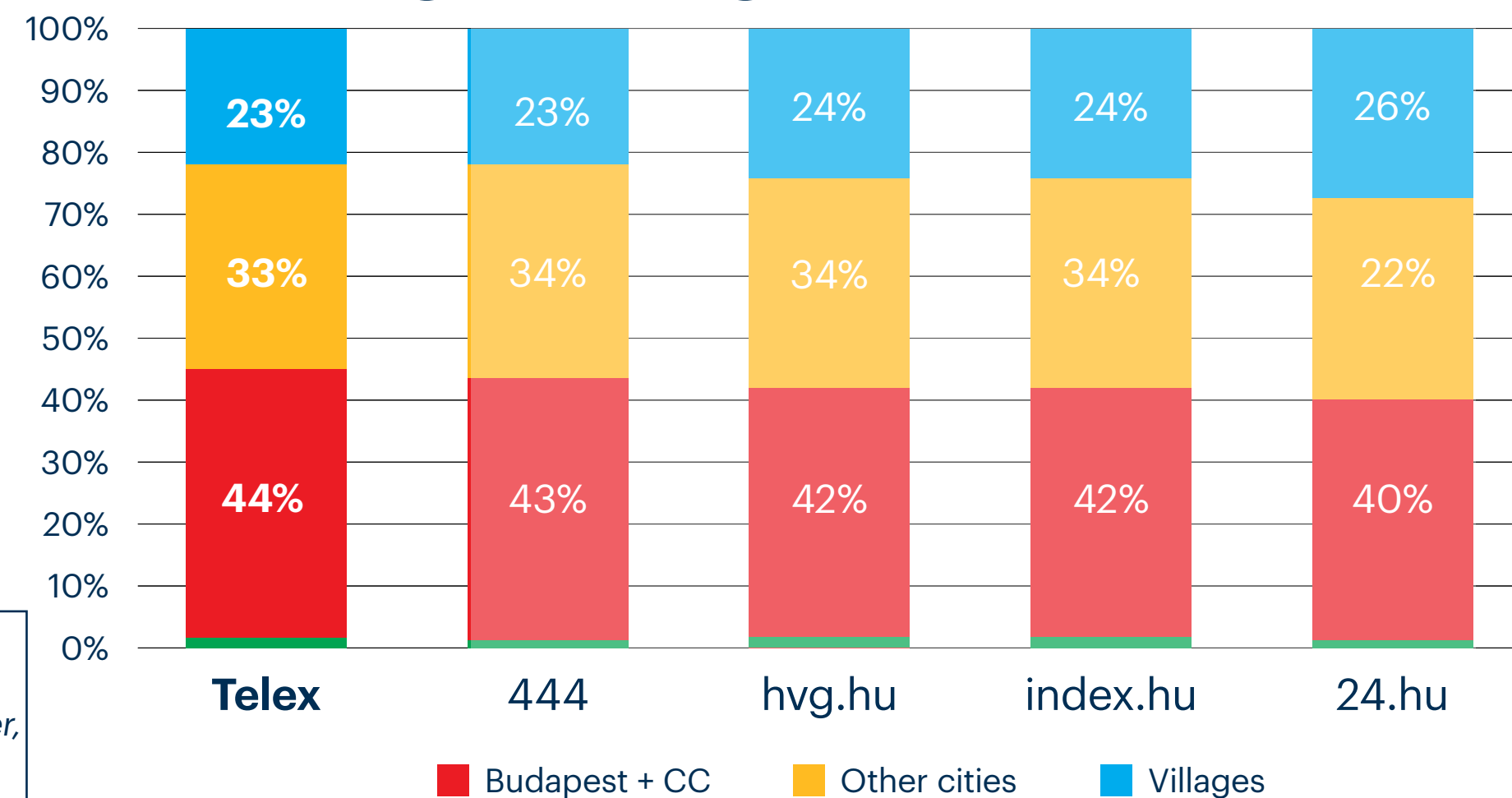
# Premium audience:

## AB status, university graduate, from a metropolitan area (not only BP)

47% of Telex readers are graduated

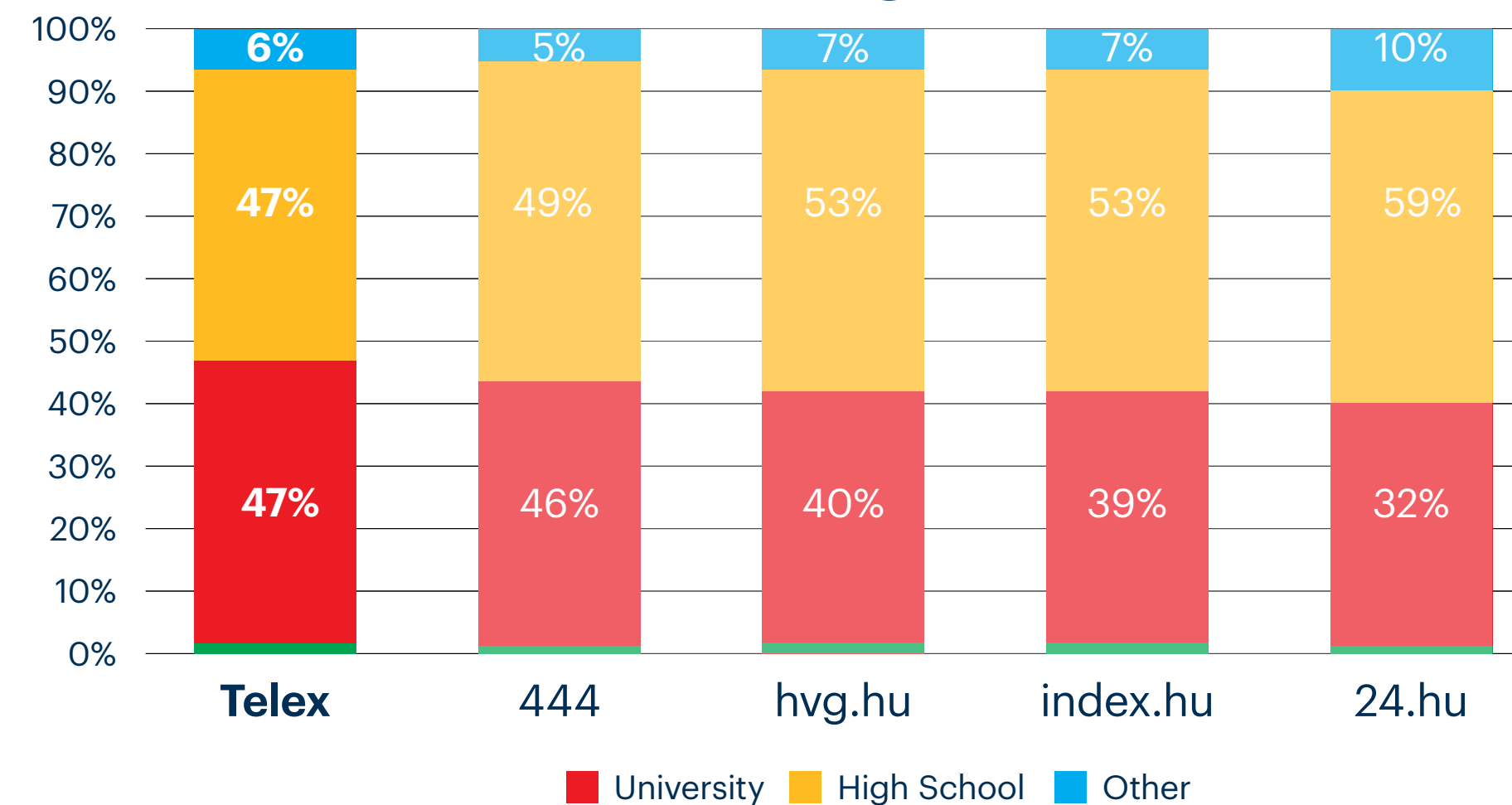


The proportion of urban dwellers is high among Telex readers



Source: eGemius, domestic daily average real user, all platforms, Nov-Dec 202

Educated audience: 47% of Telex readers are university graduates



# The committed Telex reader is

- A well-to do, **male university graduate in his early fourties**, who works in Budapest or a foreign megapolis and shares a home with one more person in Budapest (or a megapolis abroad).
- He is **extremely committed to Telex**, and has been reading it since its launch. He **checks the cover page several times a day**, Telex being his primary source of news.
- He isn't bothered by the advertisements, he considers them an integral part of Telex.

Source: Telex readership survey, October ,2021

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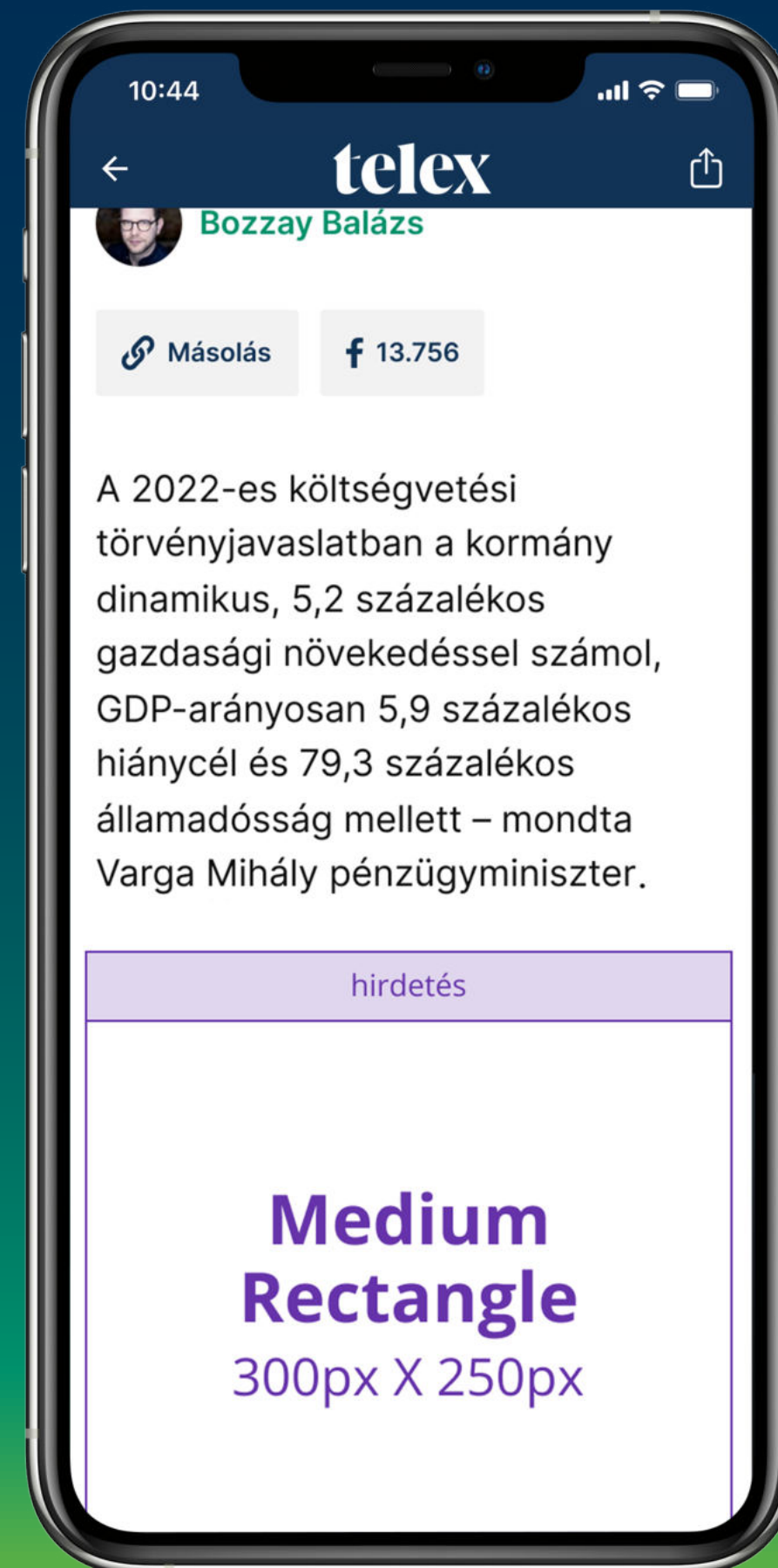


# Telex application

## Visitor data:

Daily average RU: 65 thousand  
Daily average PI: 295 thousand  
Weekly total RU: 140 thousand  
Weekly total PI: 2,1 million

2022. October



**Downloads:**  
iOS: 103 thousand  
Android: 64,2 thousand

2022. October

**Banner size:**  
300x250px

**Ad location:**  
front page and in articles

Advertising space in the app is time-based.

# What is Telex English?

Telex English is the **English language news service** of one of Hungary's biggest news sites.

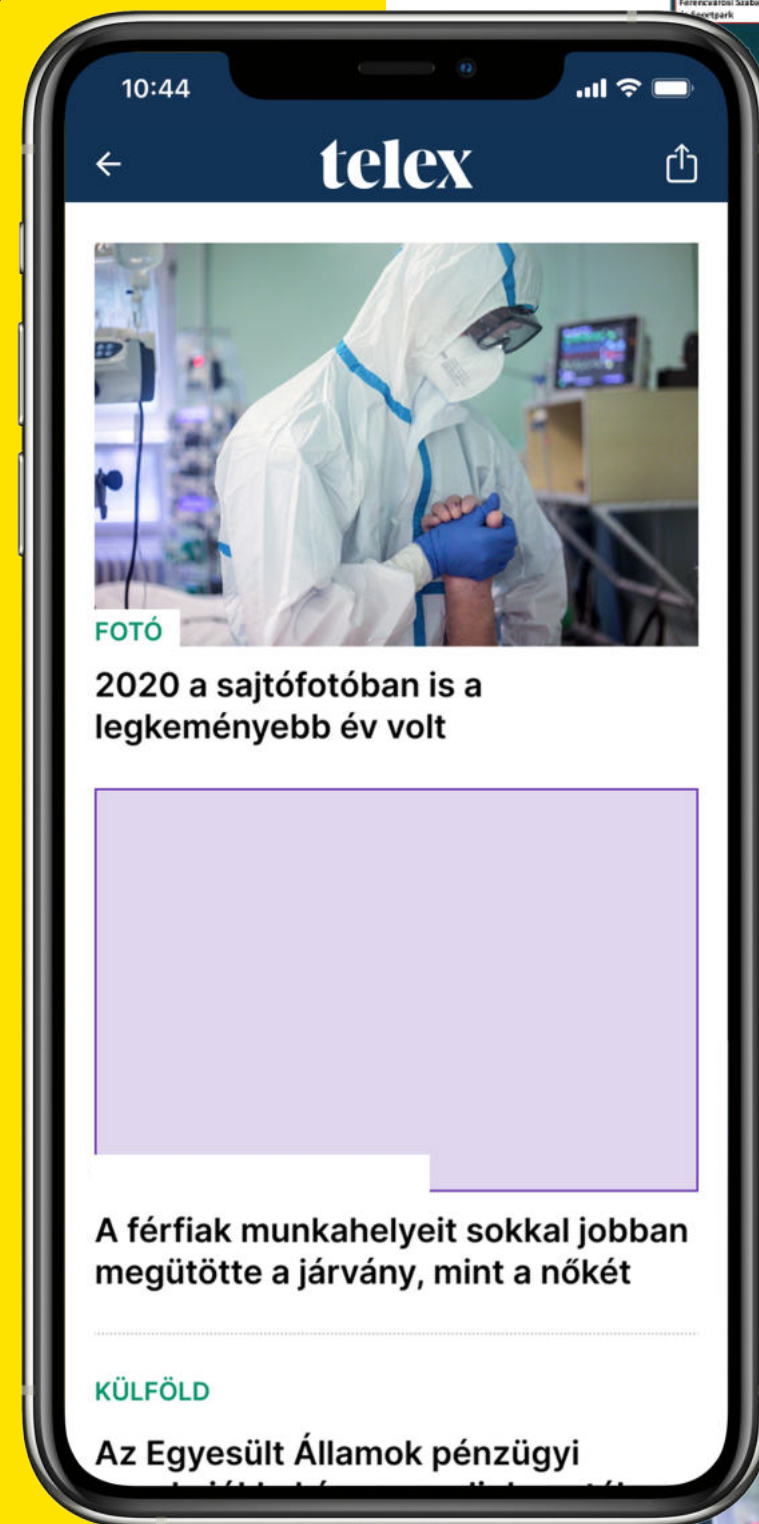
We provide quick, **accurate and impartial coverage** of major events related to Hungary, or happening in Hungary. If you are a foreigner living in Hungary, and want to be up to date on current events in the country, stay "in the loop" about politics, or go in-depth about all of the above - Telex English is perfect for you!

If you are too busy to search for the most relevant news, our **free newsletter** is perfect for you! You can now have a selection of the most important news stories, articles, analyses delivered straight to your inbox!

**Subscribing is free, and it only takes a few seconds!**

On the frontpage,  
the native and PR  
content is displayed  
in a six-figure block.  
In the browsers,  
the app, in the desktop  
and mobile view.

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2021. 04. 15., csütörtök - Anasztázia, Tas    LEGFRISSEBB   BELFÖLD   KÜLFÖLD   KORONAVÍRUS   VIDEÓ   KÖZLEMÉNYEK   ENGLISH   ZACC    EUR 359,07 Ft   USD 300,30 Ft   3°7'

Menü    telex    Támogatás

**KÜLFÖLD**  
Az Egyesült Államok pénzügyi szankciókkal és orosz diplomaták kiutasításával válaszol a kibertámadásokra

**KORONAVÍRUS**  
Az államtitkár elmondta, mit tehet az a szülő, aki a járvány miatt jövő héten még nem akarja iskolába engedni a gyermekét

**KORONAVÍRUS**  
Mégsem történt rablási kísérlet szerdán az Árkádban  
A pénzzállító csak kitalálta a támadást.

**ZACC**  
Leguánnak nézte a péksüteményt egy krakkói nő, még az állatmentőket is kihívta

**VÉRNYOMÁS** 17 000   **AGY** 4 000   **CUKOR** 7 500  
**TÜDŐ** 4 500   **SZÍV** 11 500  
**VESE** 3 000   **EMÉSZTÉS** 2 500  
**DAGANAT** 3 000

**KORONAVÍRUS**  
**Mit árulnak el a 25 ezer koronavírus-áldozat alapbetegségei?**  
Fehér János - Bakró-Nagy Ferenc  
Egyfelől azt, hogy a magyar társadalom általános egészségi állapota pocsek, másrészt azt, hogy látszólag nincs egységes adatközlés. Infografikánkon a 25 ezer elhunyt betegségei.

**FOTÓ**  
2020 a sajtófotóban is a legkeményebb év volt

**KÜLFÖLD**  
A férfiak munkahelyeit sokkal jobban megütötte a járvány, mint a nőket

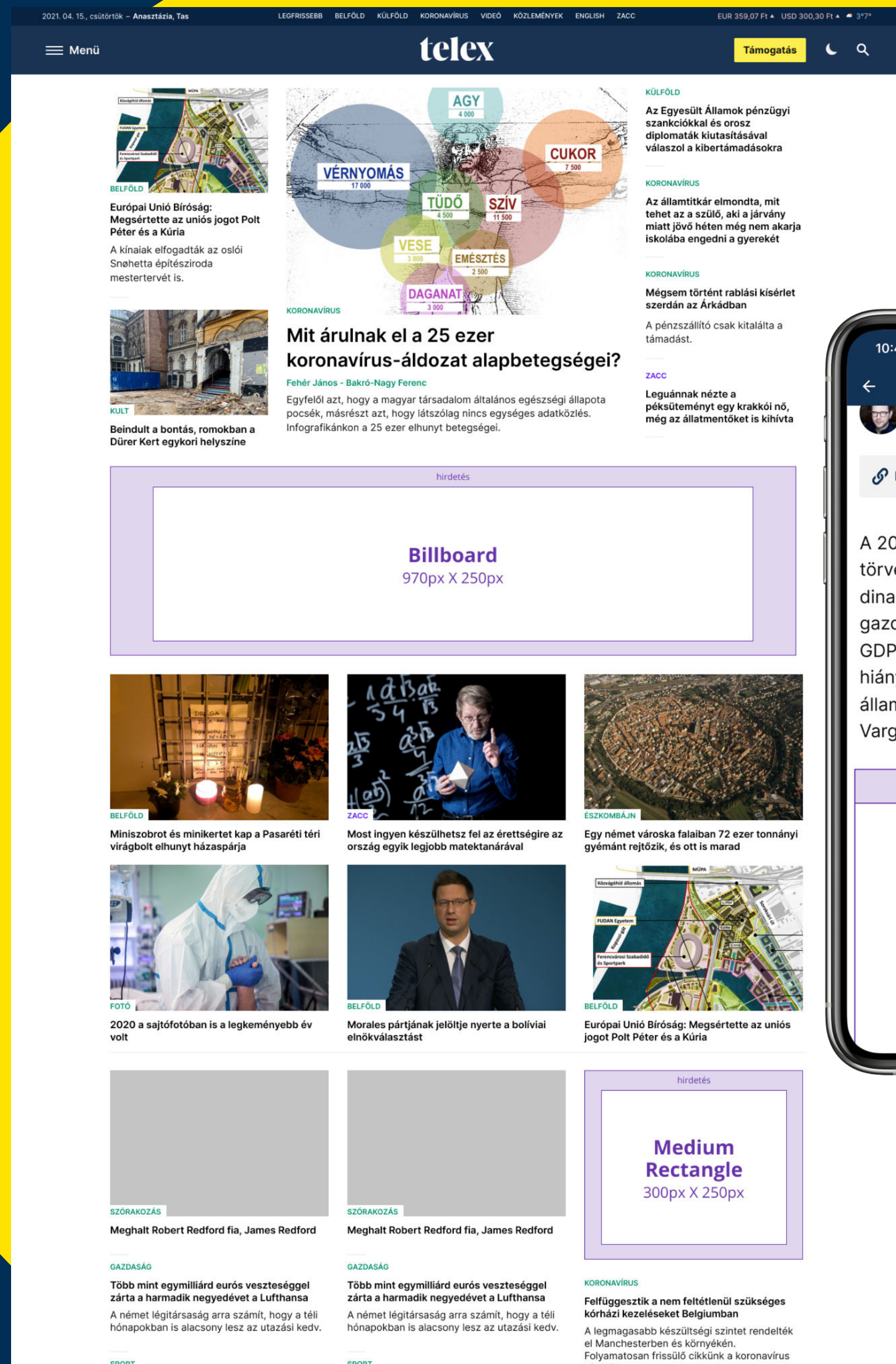
**FOTÓ**  
2020 a sajtófotóban is a legkeményebb év volt

**ZACC**  
Most ingyen készülhetsz fel az érettségire az ország egyik legjobb matektanárával

**ÉSZKOMBÁJN**  
Egy német városka falaiban 72 ezer tonnányi gyémánt rejtőzik, és ott is marad

**BELFÖLD**  
Morales pártjának jelöltje nyerte a bolíviai elnökválasztást

**BELFÖLD**  
A férfiak munkahelyeit sokkal jobban megütötte a járvány, mint a nőket



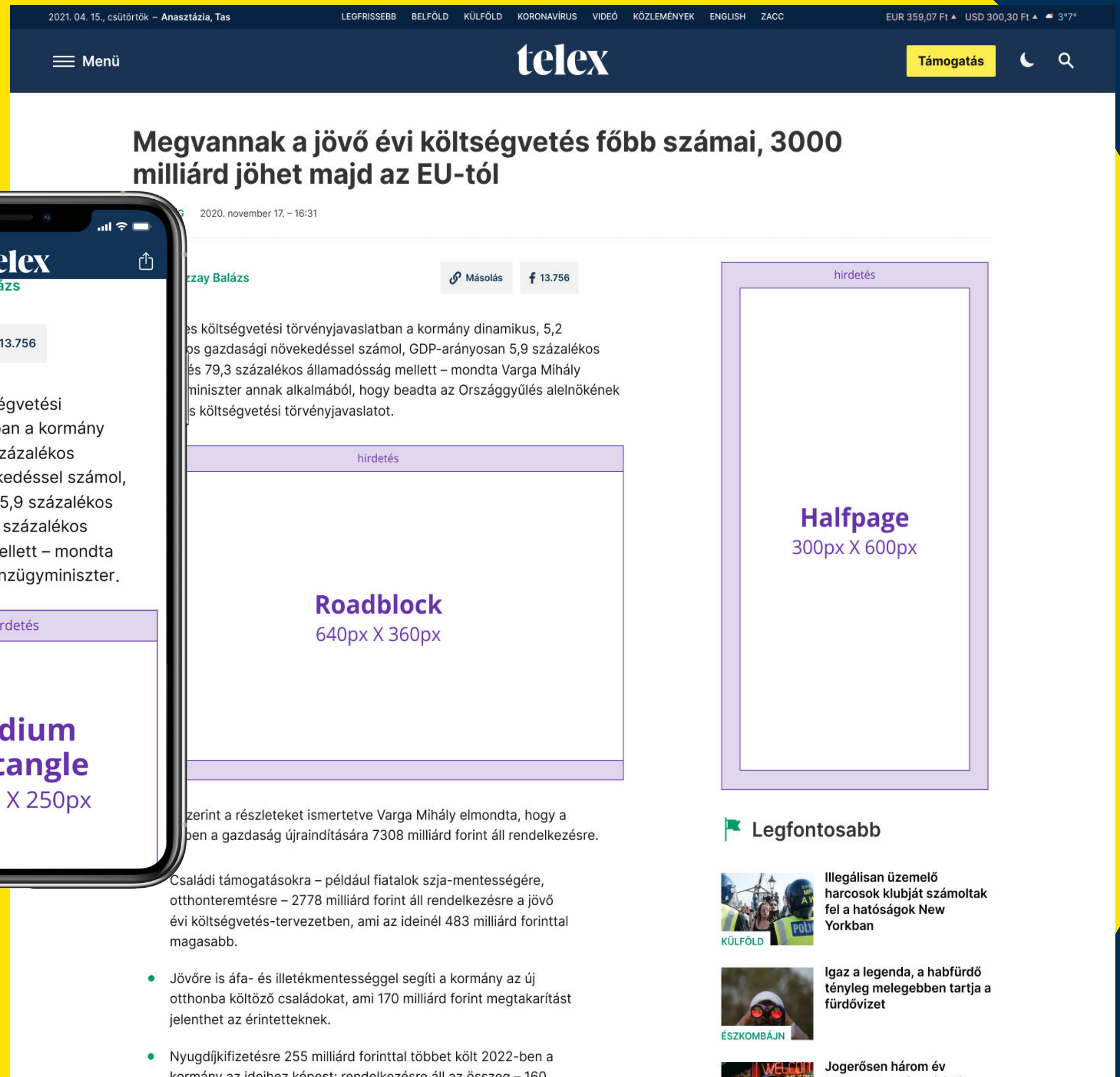
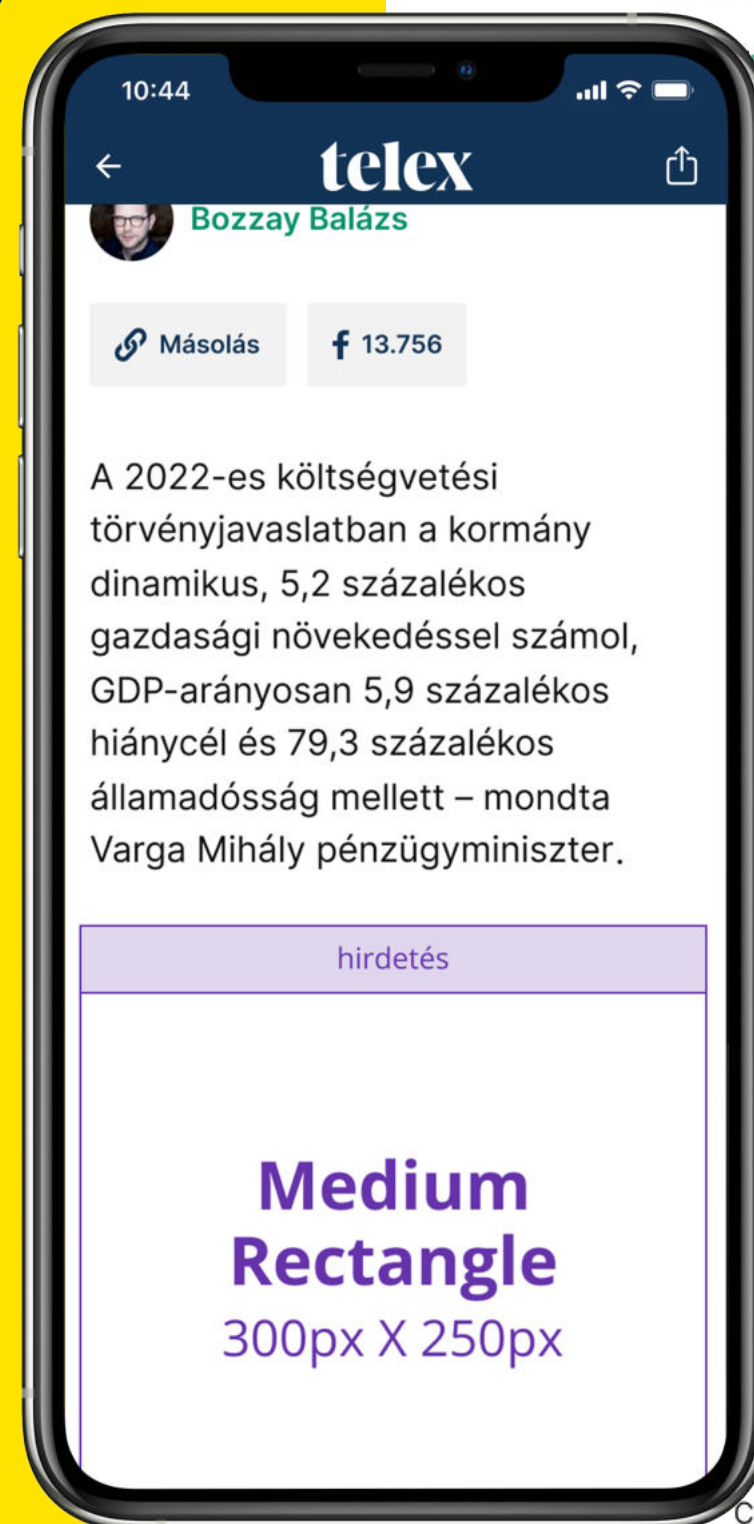
Two banner sizes are displayed on the Telex front page. In browsers, desktop and mobile view.\*

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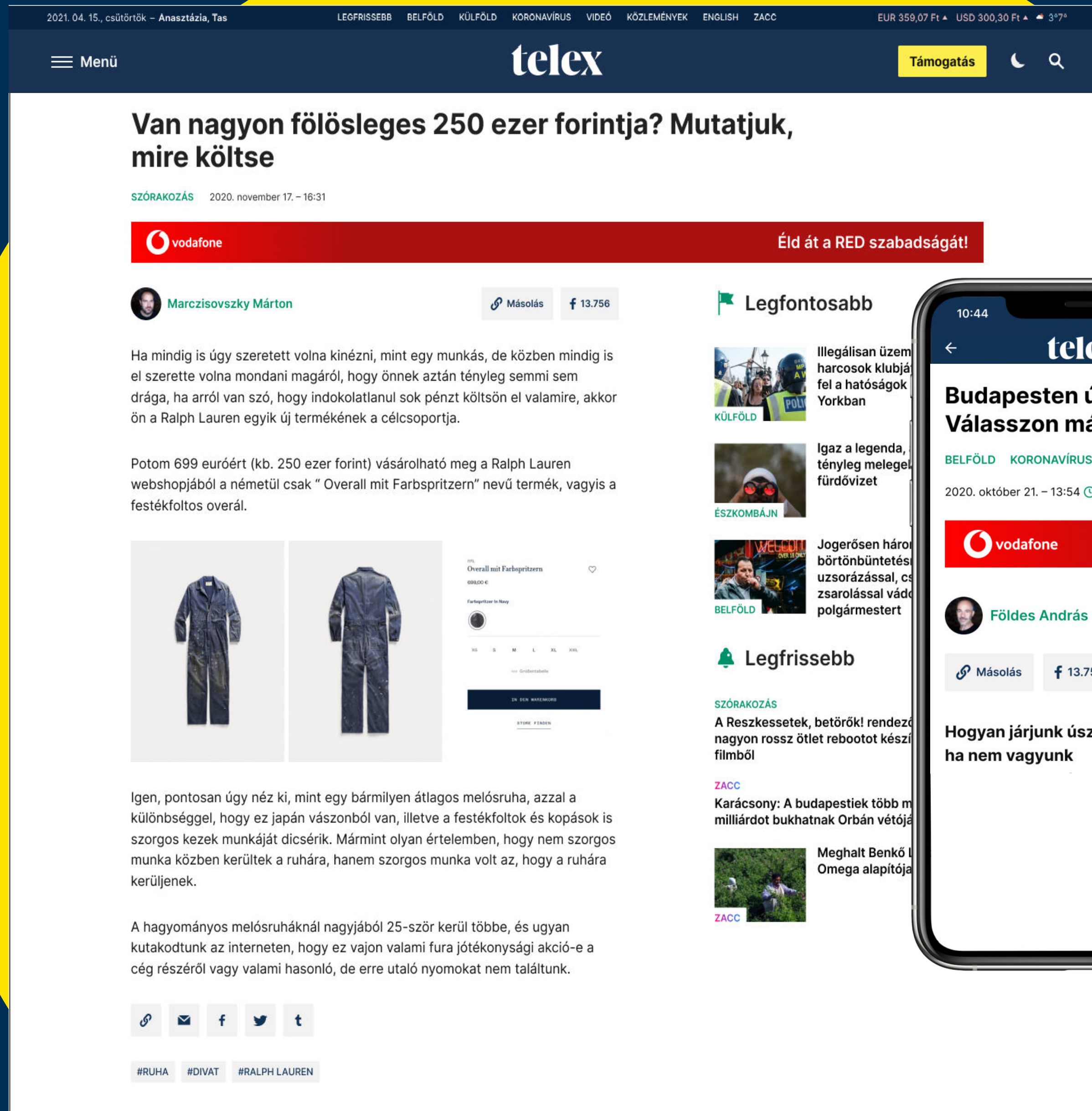
\* only in 300x250px size

Three banner sizes  
are displayed on  
Telex article pages.  
In browsers, desktop  
and mobile view.\*

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\* only in 300x250px size



On a Telex article page,  
column sponsorship is  
displayed.  
In the browser, in the desktop  
and mobile view.\*

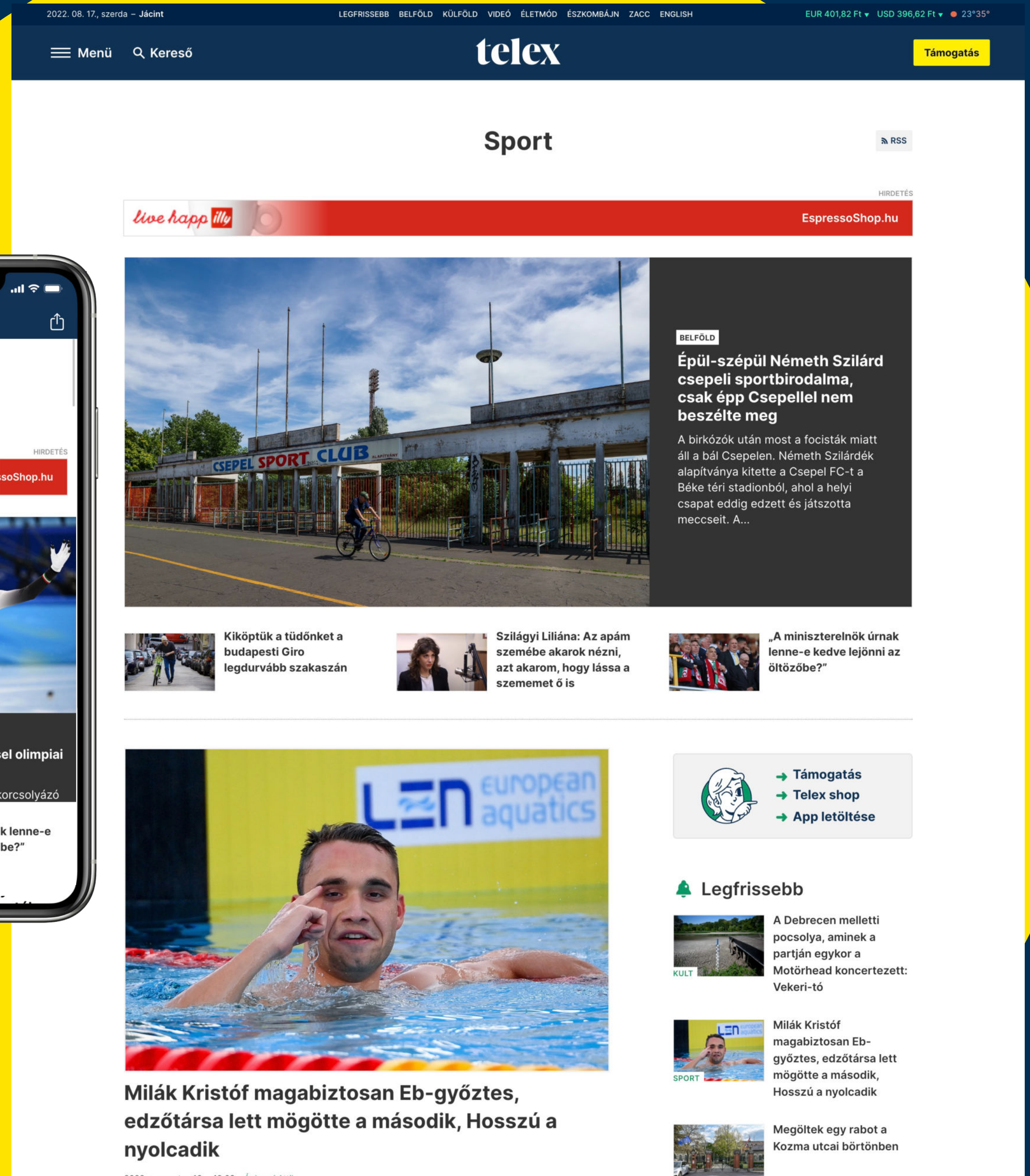
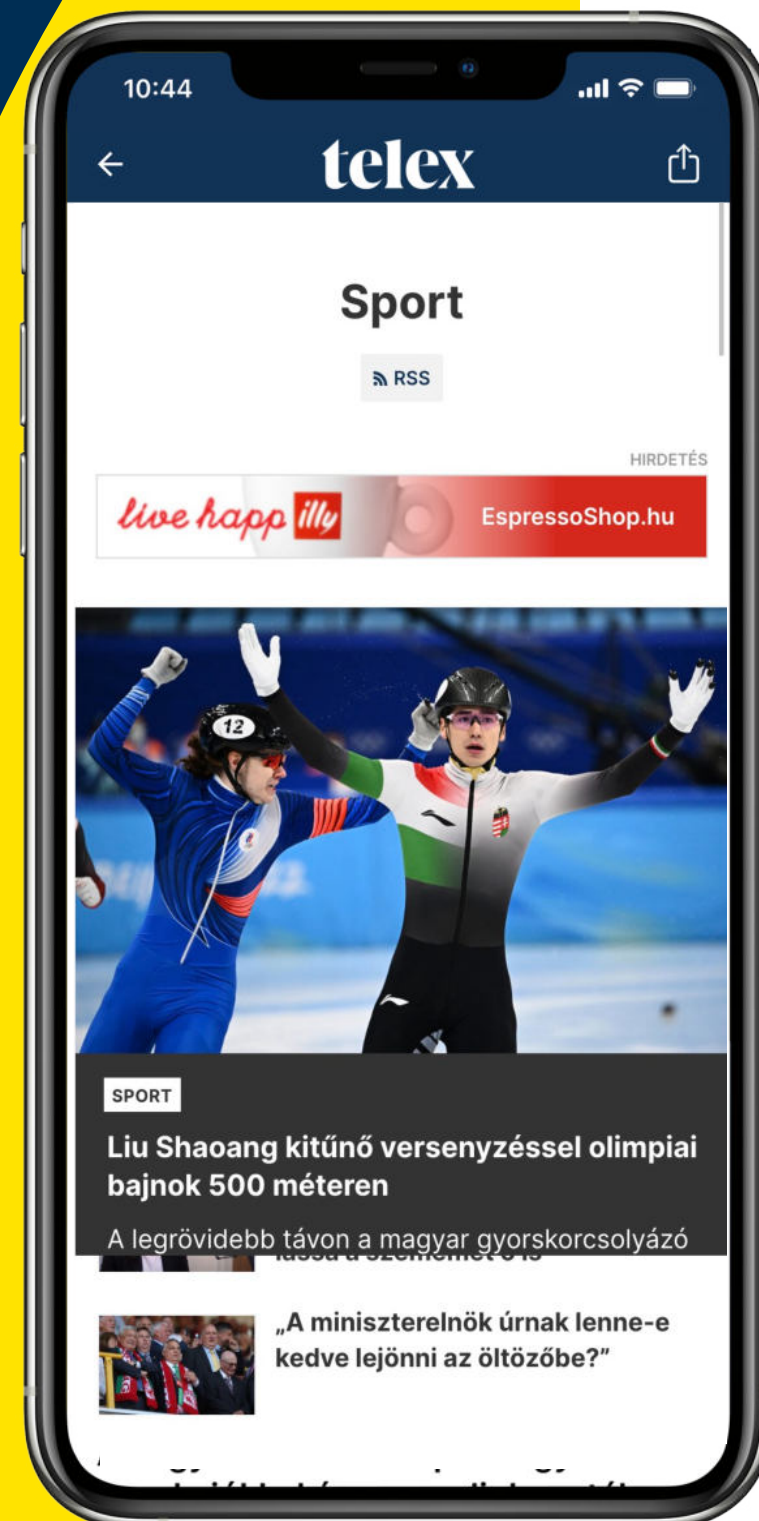
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\*only in specific sizes

The sponsor's name is displayed at the top of the page where Telex articles are listed. In the browser, in the app, in the desktop and mobile view.\*

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\*only in specific sizes





**Write us here for more info:**

[sales@telex.hu](mailto:sales@telex.hu)

[sales.telex.hu](https://sales.telex.hu)