

**MEDIA DATA 2025**

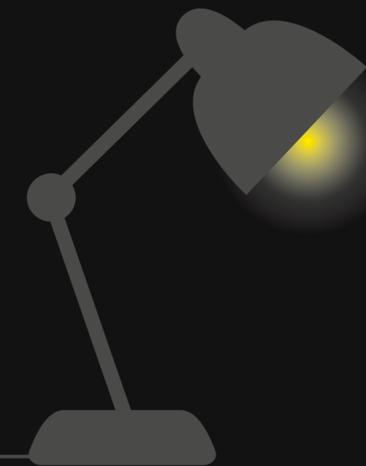
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**VALID FROM 1/1/2025 - 12/31/2025**

# 365 days a year news for tech enthusiasts

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- Since March 2014, the team at tarnkappe.info has published news on a daily basis.
- We are known for not just touching upon topics, but exploring them from multiple angles and obtaining third-party opinions.
- Our product tests are also considered balanced and honest.
- Content focuses on everything related to technology in general and the WWW in particular.
- Topics include data and consumer protection, IT security, crypto, internet policy, copyright, and more.
- tarnkappe.info attracts between 600,000 and 800,000 interested readers every month.
- These visitors generate between 850,000 and 1.5 million page views monthly.
- Maintaining our community on the forum, Telegram and Signal is very important to us.



# Social Media

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- Over 5,000 Telegram subscribers
- More than 3,000 participants in the Telegram group
- Over 2,800 Facebook fans
- Over 600 Instagram subscribers
- Over 3,300 followers on X (formerly Twitter)
- Around 3,100 followers on Mastodon
- Own forum with more than 5,000 users



# Advertorials

*Highlighting quality services,  
content, or products"*

## Why advertise on tarnkappe.info?

- Your advertorial is ideal as an advertising format. The article is surrounded by thoroughly researched interviews, comments, and news targeted at your audience.
- The advertorial appears on the homepage after publication. For a flat rate, it remains part of our available content. It runs across all social networks and is thus visible to a wide audience.
- We can calmly discuss the scope of our support in creating and designing the sponsored posting.
- For long articles exceeding 7,000 characters, up to three do-follow links are possible.
- All advertorials are clearly labeled as such. We reject advertorials whose content violates the German Unfair Competition Act (UWG) or that link to sites without a legal notice (imprint).

The editorial team reserves the right to review and possibly reject content, particularly for unlawful products or if they do not match our website's orientation. Placement on the homepage incurs an additional charge.

PRICE

750 Euro for new customers (plus VAT)

650 Euro for existing customers (plus VAT)

# Podcast

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We highlight your company in our podcast.

Leave everything to us, from concept to publication of the podcast episode.

Price on request

# Newsletter

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- 7,200 subscribers
- Our newsletter integrates your advertising into our content?or deals exclusively with your content.
- We generally reach subscribers no more than once a week to retain their attention and approval.
- The satirical column is a monthly review sent out at the end of the month.
- In our reading tips, we record everything worth watching, listening to, trying out, or playing.

# tarnkappe.info

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