

telex



2026 H1

TELEX MEDIA OFFER

Telex is a crowd-funded, values-based professional media outlet offering free, critical, and unique content and services to everyone who wishes to understand the developments taking place in Hungary and around the world.

Its mission is to contribute to the healthy functioning of Hungarian public life by providing reliable information, entertaining its audience, and helping people better understand the events that affect their lives so they can make informed decisions.



FREE

COMMUNITY-BASED

PROFESSIONAL

AUTHENTIC

**TELEX IS
6 YEARS
OLD**

- | | |
|-----------------|---|
| COMMUNITY-BASED | Telex is a values-based, professional online news portal founded with crowdfunding support . Since its launch, it has become the market leader among readers under 50 . |
| FREE | Telex is 100% employee-owned and its operations are governed by the editorial team's independence. |
| PROFESSIONAL | Telex's editorial team is the biggest among Hungarian online news outlets , which includes our own network of regional correspondents from across the country. We work with renowned strategic partners and have our own sales and development team. |
| AUTHENTIC | Telex is one of Hungary's most reliable news sources . Our independent and transparent operation ensures that our readers receive an accurate account of both domestic and international developments. |

- | | |
|-------------|---|
| 2022 | The launch of Transtelex , an independent, Hungarian-language newspaper based in Transylvania. |
| 2023 | The launch of Telex's entertainment column, ' After ' for young people. |
| 2024 | The expansion of Telex to include an independent business portal named G7 . |
| 2025 | The launch of Karakter , a unique platform on the Hungarian market, focusing on contemporary literature and culture. |
| 2026 | The launch of RGB Stream , Telex's new content production hub. |

transtelex

Transtelex was launched in 2022 in Transylvania as an independent media outlet supported by its readers. Since then, it has become one of the most important and reliable news sources for the region's Hungarian community.

After

In 2023, we launched “After,” Telex’s pop culture section, where we cover music, TV shows, movies, video games, and topics that primarily resonate with young people.

In addition to our written content, we air a weekly interview or analysis-based program recorded in our studio and regularly produce short videos and on-site reports.

Our main goal is to always provide authentic, comprehensive, and critical coverage of developments in the entertainment industry.

After

2026. H1	Weekly average RU	Weekly average PI
After	310 224	500 744

After	Number of followers (08.14.)
Instagram	26 400
Facebook	7 700
Youtube	58 100



In 2024, Telex acquired G7, Hungary's leading portal focusing on matters of the economy. On G7, we report on business stories which can be both significant and inspiring for our readers.

Our longer articles, published in the morning, are designed to encourage deeper reflection, while our one-minute pieces provide a quick overview of a story.



2026. H1	Weekly average RU	Weekly average PI
G7	241 639	533 192

Karakter

Karakter, Telex's publication on contemporary literature and culture, was launched in 2025. Karakter's goal is to serve as a curator for our readers and viewers, drawing attention to current trends in Hungarian and international literature.

In addition to literature, we also cover classical music, art films, and theater.

The literary program "Buksó," hosted by Krisztián Nyáry runs on our YouTube channel under the auspices of Karakter.

Karakter

2026. H1	Weekly average RU	Weekly average PI
Karakter	181 459	305 831



Our Red, Green, and Blue channels are produced in our new studio, and their programs are aimed at women, men, and anyone interested in cultural topics. Our weekly and biweekly programs explore a wide range of topics, from technology and fatherhood to corporate success, education, women's beauty trends, and current events in literature.

Our shows:

RED: Tabu, Alapozó

GREEN: Friss Tinta, A Falakon túl, G7 Dirik

BLUE: Technográf, Profiton túl, Faterok

Our other shows:

Buksó – Telex YouTube

Szinten túl with Emília Krug

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NEW LOCATIONS





telex



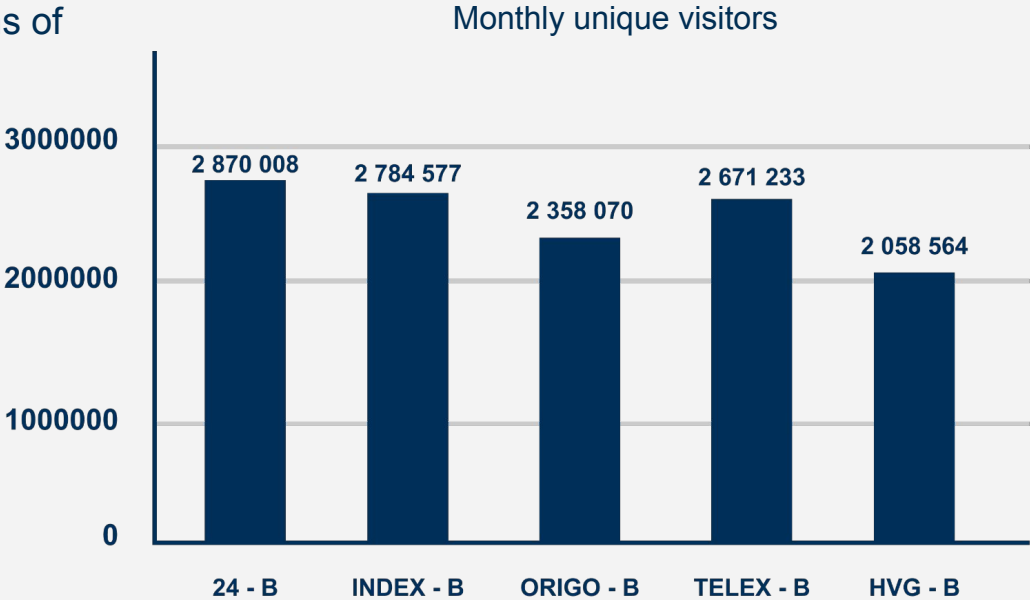
RESULTS

TRAFFIC DATA

Daily average RU	Daily average Page Views	Monthly RU	Daily average ATS
704 586	3 697 293	2 671 233	7p 12mp

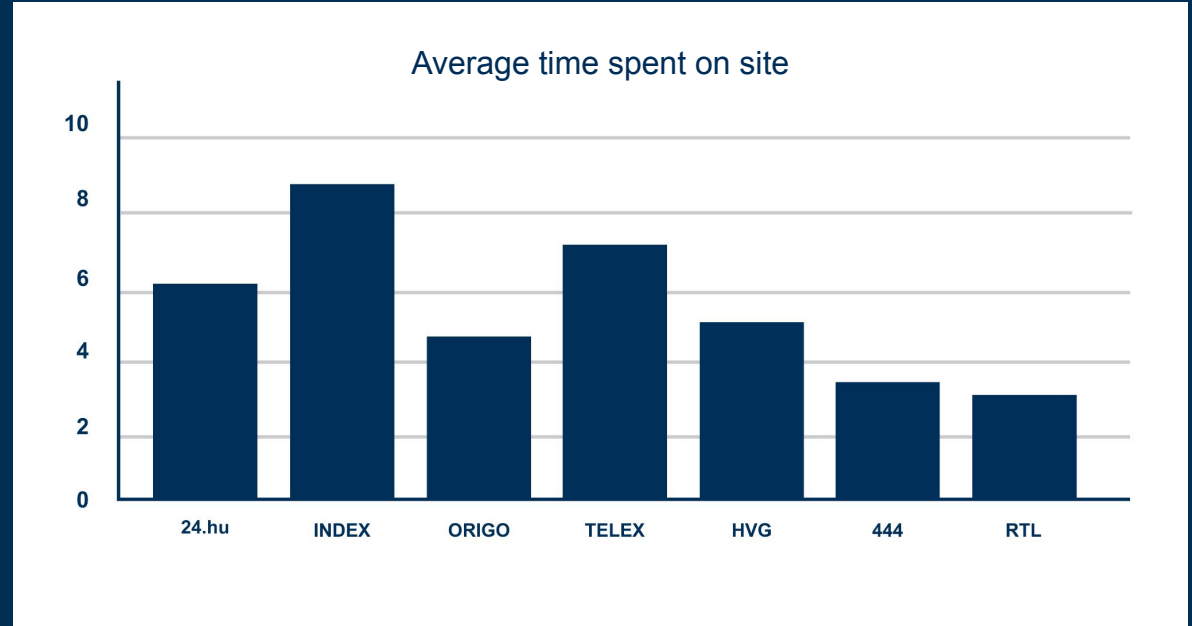
We rank third among news sites in terms of monthly unique visitors.

Number of unique visitors (RU, persons), Monthly RU



Second highest time spent on the site per day.

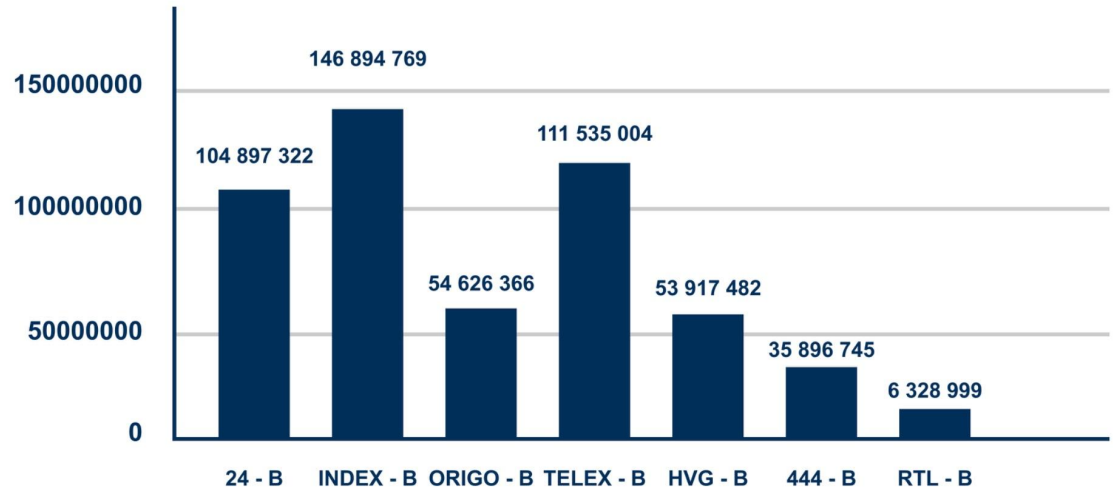
Time spent on the site per day (ATS, minutes)



TELEX IN SECOND PLACE

The second most-visited news site in Hungary.

Chart: Average number of page views per month in H1 2026 (PI, units)



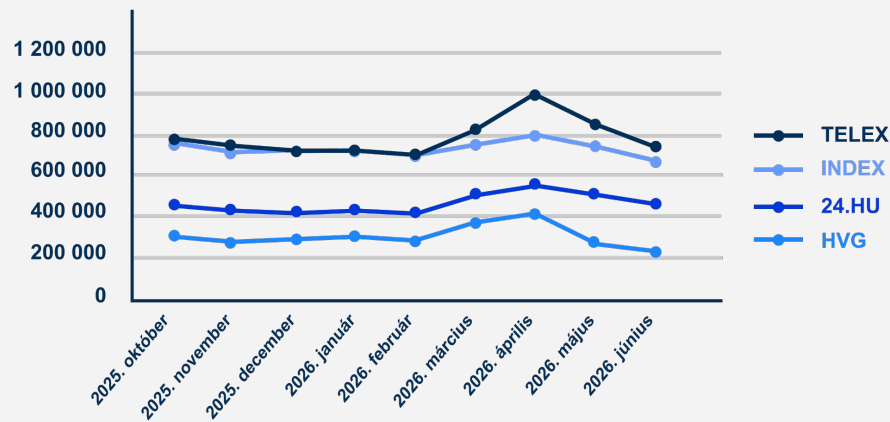
FRONT PAGE TRAFFIC

We have ranked first in terms of front-page traffic in Hungary since October 2025.

(Number of unique visitors, RU/person)

RU

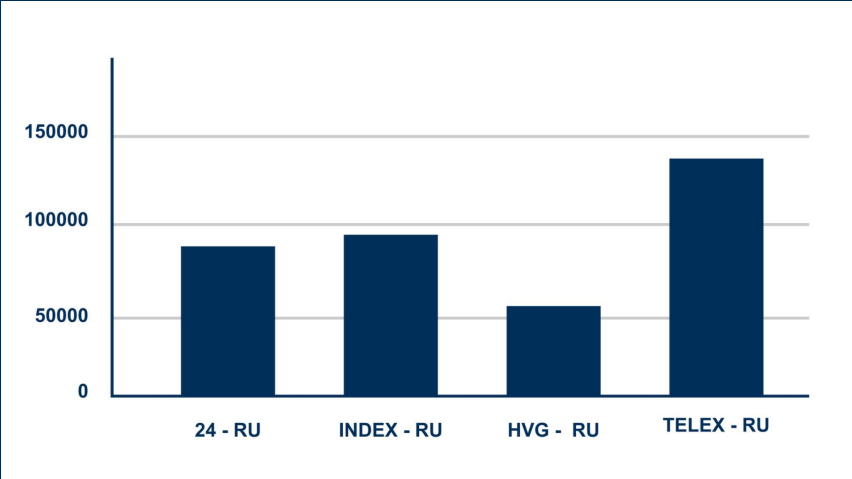
Media



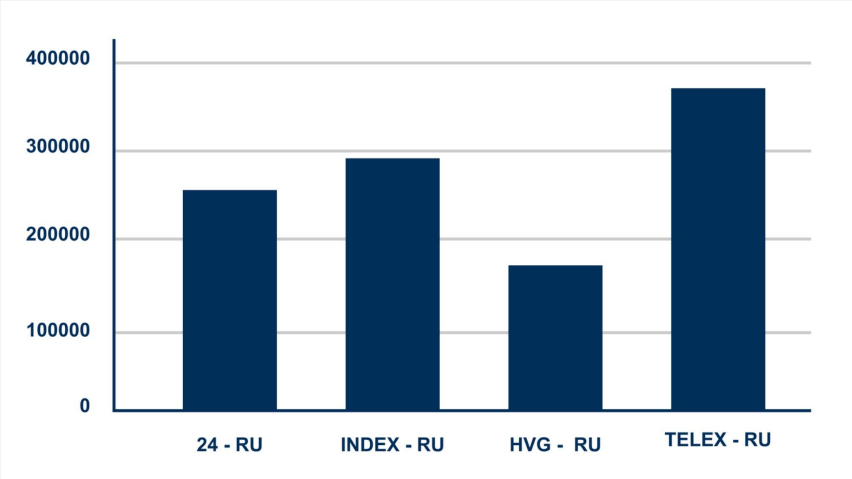
Source: eGemius

WE ARE MARKET LEADERS AMONG THOSE UNDER 50

Among the 18–35 age group:



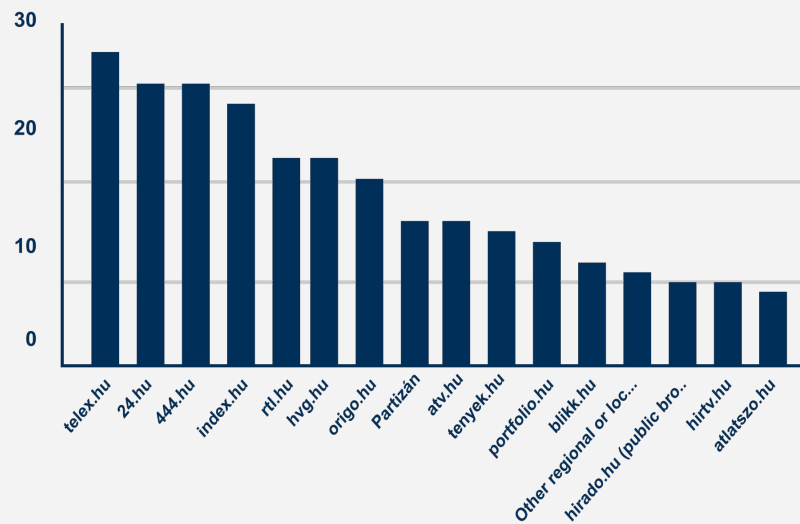
Among the 18–50 age group:



THE TELEX BRAND ON YOUTUBE

- 97 million views in the first half of the year
- 15.9 million hours of viewing time in the first half of the year
- 52% of our viewers are regular viewers
- There were 300 new videos uploaded to the Telex.hu YouTube channel in H1

Views per video (pieces) – Telex is the market leader in Hungary when it comes to news channels' YouTube accounts!



Our followers' activity and engagement are outstanding; we are market leaders in terms of the number of followers on Instagram and TikTok.

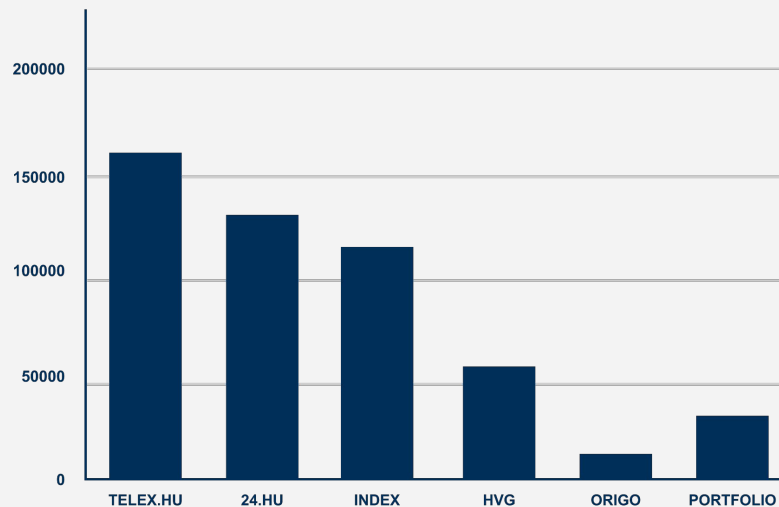
Telex has been a pioneer on TikTok;
We were the first in Hungary to start producing short news videos for young people.

Platform	Number of followers
Facebook	749 000
Instagram	221 000
YouTube	458 000
TikTok	89 700

TELEX'S APP IS THE MOST POPULAR

According to data from Gemius, more than 130,000 active users choose the Telex app each month, putting us in **first place in the rankings of Hungarian news site apps.**

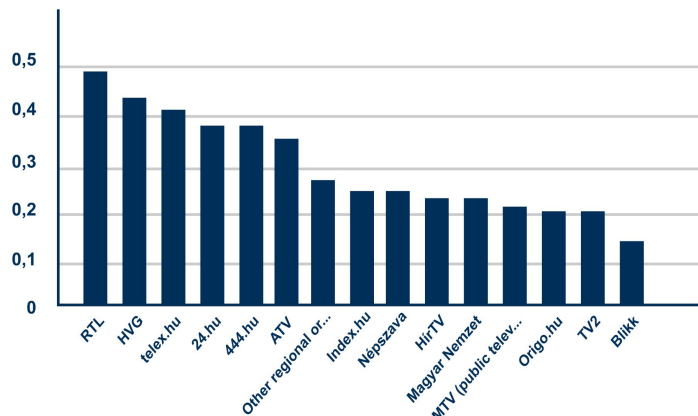
Telex Application – Average of H1 RU



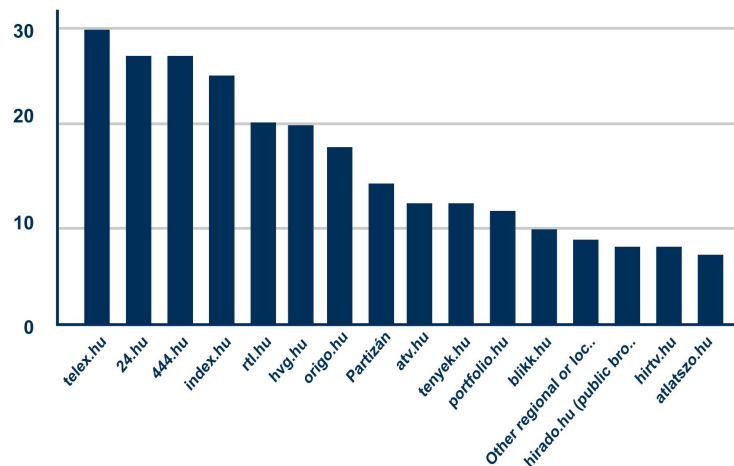
Source: eGemius

TELEX IS ONE OF THE MOST RELIABLE NEWS SOURCES

According to a survey by Reuters Institute, when it comes to being a reliable news source, Telex has ranked third on the list for the fifth consecutive year.



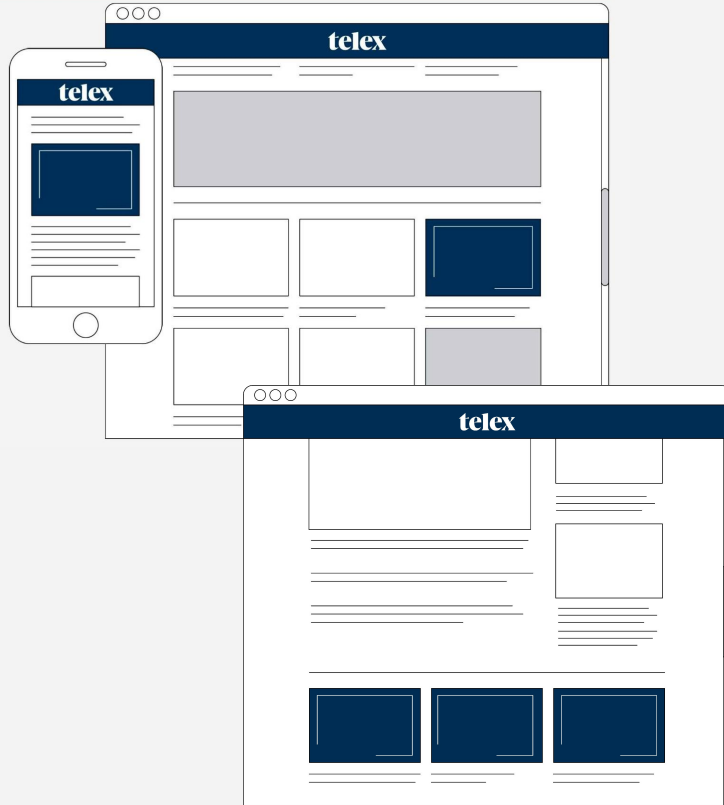
According to a June 2026 report by the Reuters Institute, Telex is the most popular online news source in Hungary.



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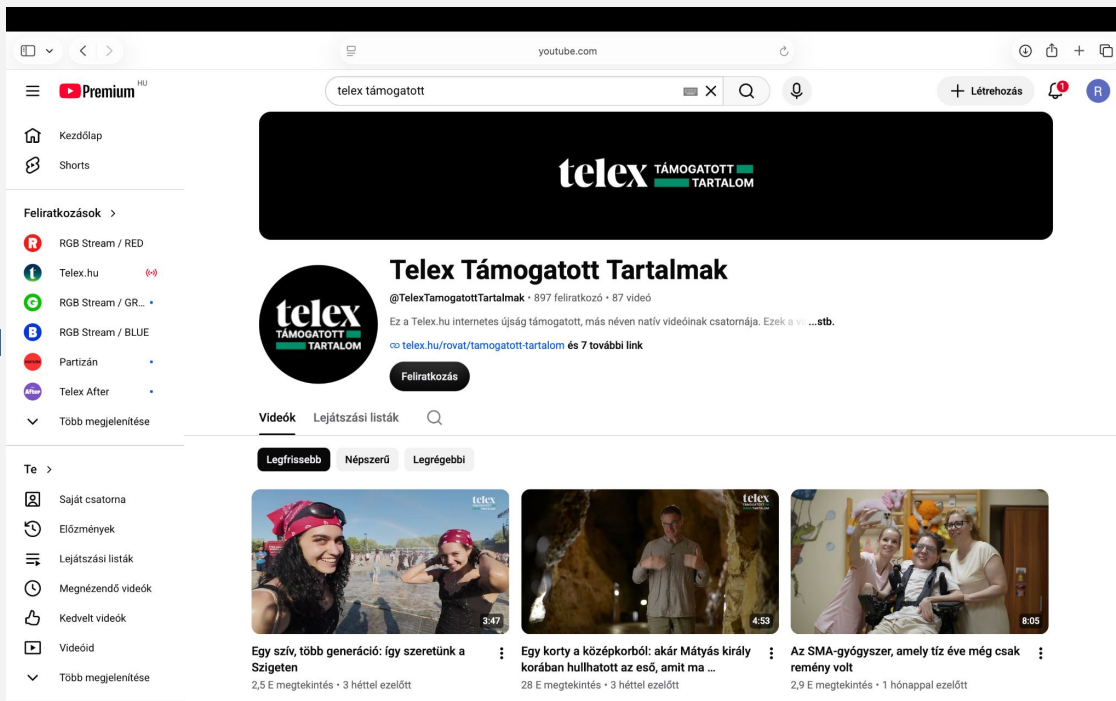


ADVERTISING SOLUTIONS



Native, PR, and PR2 content appears in a prominent section of the front page, in the six-image block in desktop view, as well as among our latest articles and in our recommendation box alongside articles.

As of November 2024, the videos are also posted on Telex Sponsored Content's public YouTube channel



BANNERS ON THE HOMEPAGE

Banners appear on our home page: in two sizes for desktop view and two sizes for view on mobile.



BANNERS ON OUR ARTICLE PAGES

Banners may appear on our article pages in four different sizes, with **sponsorship** opportunities also available.



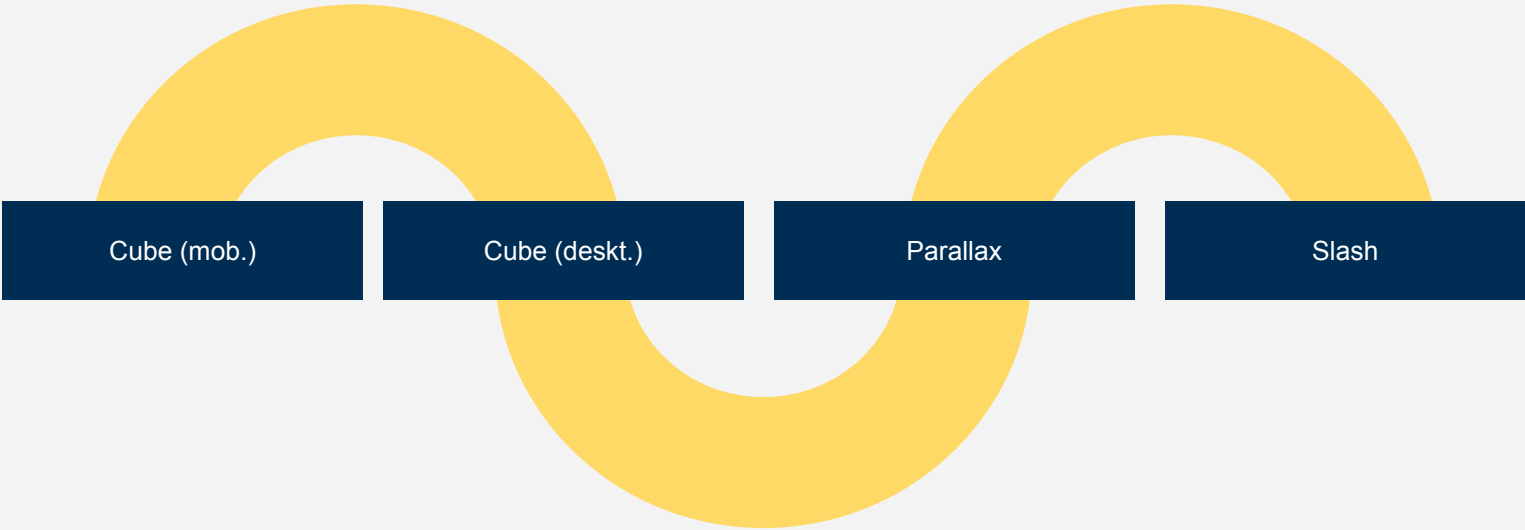
Banners appear on the Telex app's home screen and in articles.

Downloads:

iOS: 241 000

Android: 276 000

During major news events, the number of active users in our app can climb to as high as *172,000*.



Cube (mob.)

Cube (deskt.)

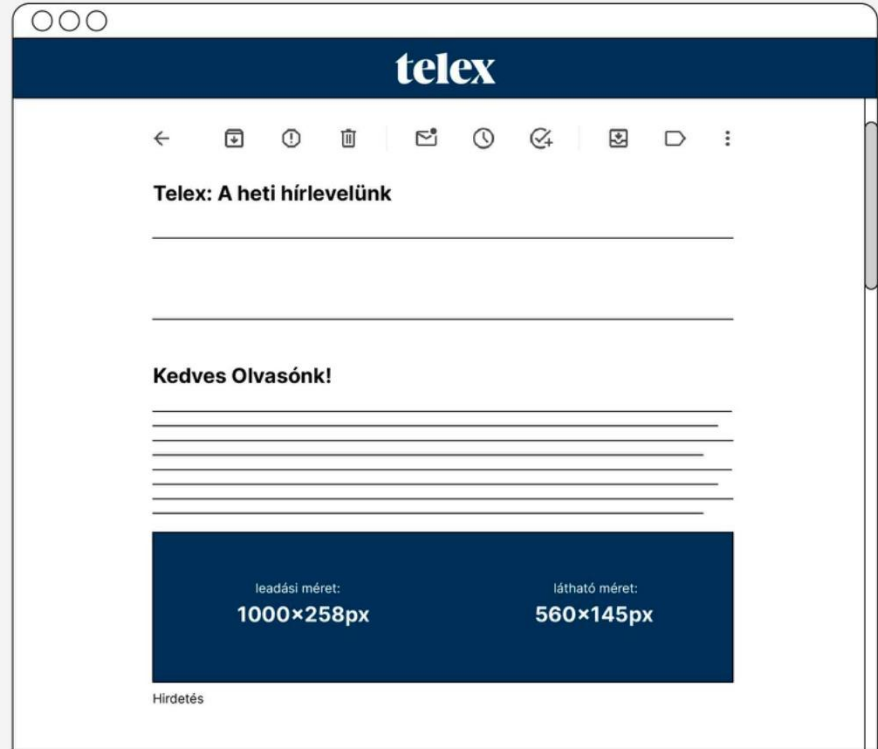
Parallax

Slash

- Sponsored Spot at the beginning of the video
- Virtual Advertisement
- A combination of the above
- Placement of a traditional commercial
- and other custom solutions

In our thematic newsletters, the ad appears after 2 shorter paragraphs or 1 longer paragraph, as a banner in both desktop and mobile views.

Our advertiser is also listed as a sponsor within the text at the end of the newsletter.



After

- Weekly PR and native article placements,
- sponsorship and banner display options,
- video advertising opportunities in After and After+ shows,
- custom content partnerships
- social media sponsorship packages



- PR and native advertising opportunities,
- traditional display packages,
- advertising in the G7 newsletter (text banner),
- sponsorship of the entire publication, G7 native podcast or opportunities to be featured as a sponsor



- Weekly placement of PR and native articles,
- sponsorship and banner display opportunities,
- promoted listings in weekly book and event guides,
- video appearances in Karakter shows, custom content and social media collaboration opportunities.

ADDITIONAL CUSTOM BRANDING OPPORTUNITIES

- on our social media platforms,
- at our events,
- in our published books

For more information about these custom branding opportunities, please contact us at sales@telex.hu or visit the sales.telex.hu website.

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2026 H1

**THANK YOU FOR
YOUR ATTENTION!**