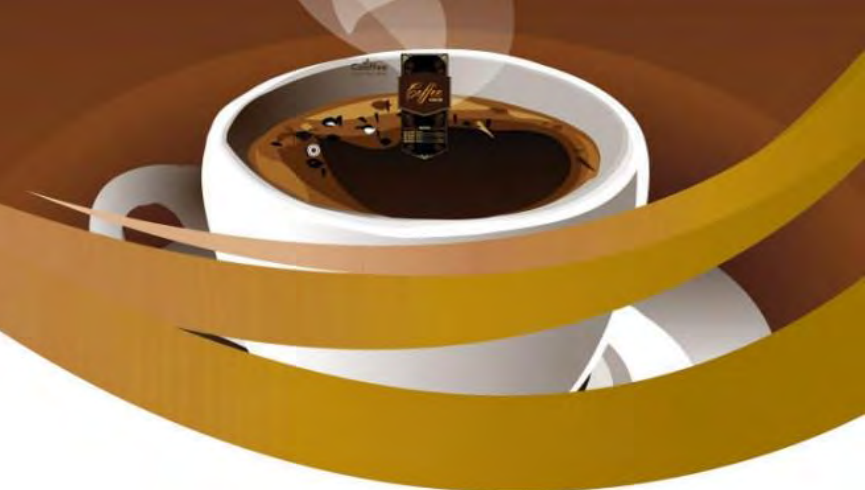


Published since 2011



Успешный БИЗНЕС

Деловой журнал
на русском языке



Successful BUSINESS

Cyprus-Russian
Business Magazine



NEXT ISSUE – April 2017

Deadline – February 28th



- The **only** Russian business magazine in Cyprus.
- Source of **quality** business news and analytics for Russian business community.
- **Daily** business news are published on www.cyprusrussianbusiness.com
- Organiser of many International **business events**
- Member of **VESTNIK KIPRA** Group

The magazine is published quarterly: January, April, July, October each year.
The website is updated daily with Cyprus business news in Russian language.





Readership and Distribution:

We work for Russian professionals who live and work in Cyprus and we deliver each issue of the magazine to over 1 000 Russian business leaders, most of them I know in person. The rest of copies are distributed during the events we organise or when act as media sponsors and through the networks of our advertisers: bankers, auditors, lawyers, hoteliers.

I can confirm that every Russian person in Cyprus knows the name of VESTNIK KIPRA as well as the fact that absolute majority of Russian businessmen working here has looked through Successful Business magazine at least once.

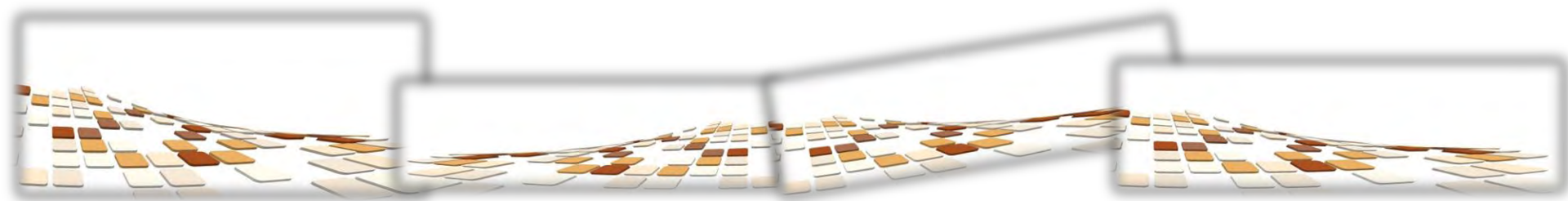


Natalia Kardash, publisher, editor-in-chief





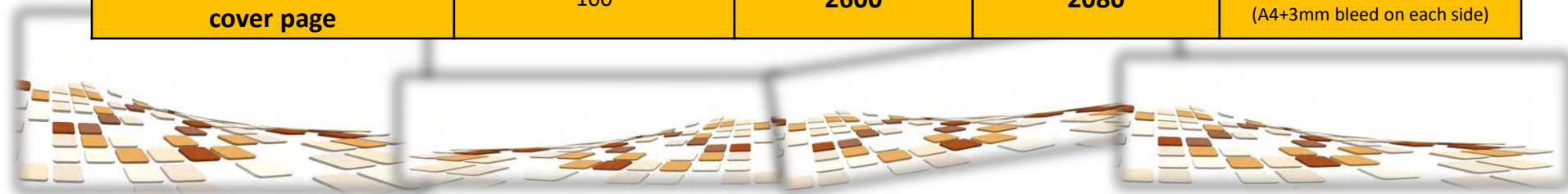
- We offer to clients **different combinations** of adverts, articles, news, press-releases, reportages, TV-interviews for our websites and pages in social media.
- Every new agreement starts with a **personal meeting** and a **customised media plan** for this specific client.
- This media plan may include translation of corporate brochures, documents and websites into Russian and **participation in the events** for the Russian-speaking community (the fastest way to grow personal network of company's leaders).





Advertising in the **SUCCESSFUL BUSINESS** Magazine

| | № of a page | Advert to be placed once | Yearly agreement (4 adverts), price per issue | Size (width x height, mm) |
|------------------------------------|---------------------|--------------------------|---|--|
| Regular page (right) | Any page after №25 | 1375 | 1100 | 216x303 (A4+3mm bleed on each side) |
| Regular page | Any page after № 60 | 1250 | 1000 | 216x303 (A4+3mm bleed on each side) |
| 1/2 of a page (horizontal) | On availability | 810 | 650 | 133x303 |
| 1/3 of a page (vertical) | | 610 | 490 | 216x148 |
| Exclusive Page | 17 | 1435 | 1150 | 75x303 |
| Exclusive Page | 15 | 1500 | 1200 | 216x303 (A4+3mm bleed on each side) |
| Exclusive Page | 13 | 1550 | 1240 | |
| Exclusive Page | 11 | 1600 | 1280 | |
| Exclusive Page | 2 | 2000 | 1600 | |
| Last inside cover page | 99 | 2000 | 1600 | 216x303 (A4+3mm bleed on each side) |
| Last outside cover page | 100 | 2600 | 2080 | 216x303 (A4+3mm bleed on each side) |





PR through the **SUCCESSFUL BUSINESS** Magazine and www.cyprusrussianbusiness.com

| | Magazine | Website |
|--|--|---|
| Press-release | ½ of a page – 500 euro Full page 600 euro + translation fee | Any size: 50 euro + translation fee |
| Article about the company | Full page 1000 euro + translation fee | Any size: 100 euro + translation fee |
| Promotional interview | 600 euro/page | 100 euro (if already published in the magazine) 500 euro (if published only online) |
| Sponsorship of special sections, photo and video reportages | From 500 euro | From 100 euro |

VESTNIK KIPRA Group is an organiser of **30 annual events** for the Russian-speaking or International community. The biggest cultural event is the **Cyprus-Russian Festival**. The biggest business events are **BEST LEGAL** and **BEST INVEST** Conferences. Please do not hesitate to ask us about the opportunities to present your business during these events. We can also organise a customised event for your company.





Advertising on the website www.cyprusrussianbusiness.com

Content: This is the only website in Russian that focuses on **CYPRUS BUSINESS news**. The website is addressed to Russian business people and has daily updates with news, statistics, analytics and articles devoted to European and Mediterranean business activity.

Visitors: The website has from 170 to 550 unique visitors per day, they look through 16-17,000 pages. It means they'll see each banner – including yours - hundreds times.

You may promote your business through:

- A banner, connected to your website;
- A press-release/thematic article (50 euro per placement, It will stay on the site for ever).
- Advertising article (100 euro, no time limit)
- A photo reportage, article, your own blog, an expert opinion to any of our news – price on request.

| Position | Size (width x height) | Price for 1 day | Price for 1 week | Price for 1 month |
|--|--------------------------|--------------------|---------------------|----------------------|
| Place № 1, 2 | 260x130 | 20 | 140 | 400 |
| Place № 3 | 260x260 | 25 | 170 | 550 |
| Place № 4, 5 | 260x260 | 17 | 115 | 350 |
| Place № 6 | 260x300 | 17 | 115 | 350 |
| Place № 7 | 260x300 | 15 | 100 | 300 |
| Place № 8 | 260x260 | 10 | 65 | 200 |
| Place № 9, 10 | 260x300 | 10 | 65 | 200 |
| Place № 11* | 975x130 | 35 | 230 | 700 |
| *this banner is on top of all news pages | | | | |

Free bonus: During the period that a banner is placed on the website, the company-advertiser may publish its press-releases and articles free of charge.





How to place an advert?

Email to Natalia Kardash (nk@vkcyprus.com) or Irina Patsalidou (ip@vkcyprus.com). Or call us 25 590530. We may set up a personal meeting or discuss your promo campaign via emails.

Translation and Russian layout

We make translation of the advert and adjustments in your layout free of charge.

Discounts

You will get 20% discount by signing an agreement for 1 year. More discounts are offered on 6-12 months prepayment.

Deadline:

One month before the date of the issue.

The deadline for signing agreements for April 2017 issue is the 28th of February.





Additional information

Please do not hesitate to contact us to get additional information

Natalia Kardash (nk@vkcyprus.com) – editor-in-chief.

Irina Patsalidou (ip@vkcyprus.com) – head of advertising department.

Our telephone **25 590530** (working days from 9.00 to 17.00)

