

**VESTNIK KIPRA NEWSLETTERS 2020**

**Content:** Cyprus-related news and articles.

**Distribution:** once a week on Fridays.

**Subscribers:** over 3,000 Russian-speaking readers.

This is the only newsletter in Cyprus that reaches so many Russian speakers simultaneously. E-mail marketing is very targeted and until now remains the most efficient way to deliver information to readers fast. Our clients may use this service in combination with traditional printed and online media or in addition to their social media campaign.

**Advertising and promotion:**

We offer several options including banner placements, press releases, articles, interviews.

The cost is €100 per newsletter for any option. The price does not include 19% VAT.

• All banners and texts should be fully prepaid.
• Advertisement templates should be provided in RUSSIAN and approved 1 working day prior to publication in the newsletter.
• We can translate your text into Russian (€21 per page or per 250 words).
• Banner format: JPG. Resolution: 72 dpi. Size: 975x100 px.
• A simple banner design: from €20 per unit.
• Press-release/article/interview format: text up to 200 words + 1-3 pictures (file format JPG, size 750x465 px).

Otherwise call us to get more information – tel. 25 590530.