

MEDIA KIT 2022

NEWSPAPER

DISTRIBUTION:

- 2,000 copies per issue. Extra copies during summer and winter holidays.
- 60% are distributed free of charge (Russian Embassy, the Russian Cultural Centre, Russian schools and sports clubs, Russian associations);
- 40% – all over Cyprus on the press stands

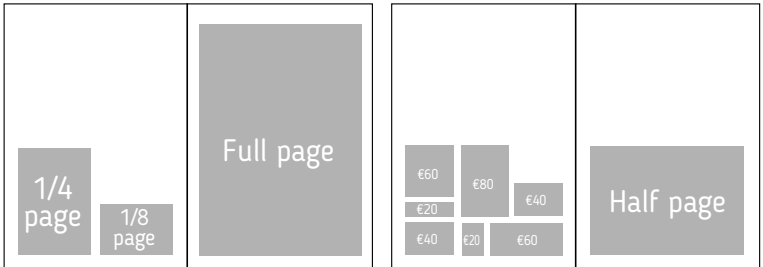
READERSHIP:

- About 50,000 Russians who live in Cyprus permanently.
- Russian-speaking tourists and visitors.

CIRCULATION:

2,000 copies
The 1st day of every month.

FORMAT: A3, glossy cover



INSIDE PAGES AND CLASSIFIED SECTION

Size	Size, mm (width x height)	Inside pages		Classified section (size in mm, width x height)	
		Black & white	Colour		
Full page	247x351	€550	€750	37x23	€15
1/2 page	247x173	€280	€380	37x48	€20
1/4 page	121x173	€155	€240	79x23	€20
1/8 page	121x84	€90	€140	79x48	€40
				121x48	€60
				79x99	€80
				121x100	€90

GLOSSY PAGES

Size	Size, mm (width x height)	Cover pages (colour, glossy)	
		First cover	Last cover
Full page	247x351	n/a	€990 (247x320)
1/2 page	247x173	€900	€550 (247x165)
1/4 page	121x173	€520	€390 (121x165)
1/8 page	121x84	€390	n/a

- Prices above are in euro per one issue (1 advert), 19% VAT is not included.
- Discounts: 10% (lump-sum payment for 4 publications), 15% (prepayment for 10 publications).
- Deadline: 20th day of each month.
- Insertion of a small leaflet (up to 8 pages) or a flyer into the newspaper – €1000 per issue.

BOOKING AND TERMS OF PAYMENT

Small adverts and announcements (up to €200) should be fully prepaid, others may be paid 50% in advance, 50% after the advert is published.



www.vkcyprus.com

CONTENT

Daily Cyprus news in Russian language. This is the official website of the Russian-language newspaper VESTNIK KIPRA. It is updated several times a day with news and articles about Cyprus life.

AVERAGE YEARLY DATA

Upon request, a Google Analytics report is available.

PAGE VIEWS

664,000

USERS A MONTH

60,000

VISITS A DAY

4,000–6,500

USERS PER COUNTRY

Cyprus - 70%
Russia - 16%
Other countries - 14%

PRICE LIST

Dynamic Banners (each banner place can accommodate up to three clients at once, change appearance with every screen launch)					
Desktop version: places 7-8 - home page only. Mobile version: home page only.					
Banner	Size (width x height, px)	Price for 1 day	Price for 1 week	Price for 1 month	per 1000 impressions
Place 1-2	265x300	€30	€200	€700	€4
Place 3-4	265x265	€25	€150	€500	€4
Place 5-6	265x265	€20	€100	€400	€2.4
Place 7-8	975x100	€10	€70	€200	€1.2
Press-release or article	Placement of one text up to 200 words + 1 picture		€150*	€200**	-
Interview	Up to 500 words		€200		

*if the text is in Russian

** if the text needs editorial work, translation, copywriting

- The above prices do not include 19% VAT.
- Discounts: 15% for 3 months prepayment, 20% for 6 months prepayment, 30% for 12 months prepayment.
- All banners/articles should be fully prepaid.
- The banner layout or an article should be provided in RUSSIAN language and approved 2 working days prior publication on the website.
- File formats for banners: JPG, GIF, PNG. Resolution: 72 dpi.
- File size: up to 1 Mb



SPECIAL OFFERS FOR WEBSITES:

- 1 article - €150 if the text is in Russian language, €200 if translation or editorial work is needed.
- 5 articles - €500 / €750
- 10 articles - €800 / €1000 евро

SOCIAL MEDIA

Vestnik Kipra can publish client's posts among daily news in Facebook, Instagram and Telegram.

The fee is €90 per post (up to 100 words and 1 photo), €150 per photoreportages (up to 8 photo), competitions, giveaways, promoactions.

READERSHIP

Facebook @VestnikKipraCyprus – 19,200

Instagram @vestnik_kipra – 6,700

Telegram @vestnik_kipra – 2,100

SPECIAL OFFERS FOR SOCIAL MEDIA:

1 post – €90, 2 posts – €150

5 posts – €250, 10 posts – €400

NEWSLETTER

CONTENT: Cyprus-related news and articles.

DISTRIBUTION: once a week on Friday.

SUBSCRIBERS: over 2,000 Russian-speaking readers.

E-mail marketing is very targeted and until now remains the most efficient way to deliver information to readers fast. VK clients may use this service in combination with traditional printed and online media or in addition to their social media campaign.

ADVERTISING AND PROMOTION:

A link to the client's text, interview or article can be included into the newsletter.

A client's banner can be added between news

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.
- VK can translate the text into Russian (€21 per page or per 250 words).
- Banner format: JPG. Resolution: 72 dpi. Size: 975x100 px.

OTHER SERVICES

Editorial work:

- translation from English or Greek – €21 per page / 250 words
- proofreading of ready Russian texts – €12 per page / 250 words
- copywriting (articles), online communication – €50 per item
- copywriting (interviews), online communication – €100 per item
- interview/article with a physical visit to the client's office – €150 per visit

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