



# VESTNIK KIPRA

MEDIA KIT 2022-23



**DISTRIBUTION:**

- 60% are distributed free of charge
- 40% – all over Cyprus on the press stands

**READERSHIP:**

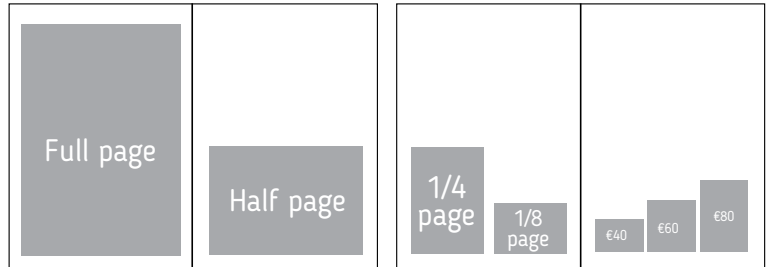
- About 80,000 Russian-speaking people who live in Cyprus permanently.
- Russian-speaking visitors.

**CIRCULATION:**

3,000 copies  
Published quarterly: March, June, September, December.

**FORMAT:** A3, newsprint and glossy pages

## NEWSPAPER



**INSIDE PAGES AND CLASSIFIED SECTION**

Size	Size, mm (width x height)	Inside pages		Glossy pages
		Black & white	Colour	
Full page	247x351	€650	€800	€950
1/2 page	247x173	€350	€450	€550
1/4 page	121x173	€200	€280	€350
Classified section (size in mm, width x height)				
1/8 page	121x84	€110	€150	
	79x99	€80	n/a	n/a
	121x48	€60	n/a	n/a
	79x48	€40	n/a	n/a

**COVER PAGES**

Size	Price and dimensions in mm (width x height)	
	First cover	Last cover
Full page	n/a	€1100 (247x320)
1/2 page	€900 (236x186)	€800 (247x165)
1/4 page	€750 (116x186)	€600 (121x165)
1/8 page	€450 (116x92)	n/a

- Prices above are in euro per one issue (1 advert), 19% VAT is not included.
- Discounts: 20% (lump-sum payment for 4 publications), Deadline: 10 days prior each issue.
- 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 €500) should be fully prepaid, others may be paid in 2-3 equal installments.



[www.vkcyprus.com](http://www.vkcyprus.com)

**CONTENT**

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 PER MONTH**

**270,000**

**UNIQUE USERS PER MONTH**

**65,000**

**VISITS A DAY**

**3,000-4,500**

**USERS PER COUNTRY**

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

**PRICE LIST**

<p><b>Dynamic Banners</b> (each banner place can accommodate up to three clients at once, change appearance with every screen launch)</p> <p><b>Desktop version:</b> all pages. <b>Mobile version:</b> home page only.</p>					
Banner	Size (width x height, px)	Price for 1 day	Price for 1 week	Price for 1 month	per 1000 impressions
<b>Place 1-2</b>	265x300	€30	€200	€700	€4
<b>Place 3-4</b>	265x265	€25	€150	€500	€4
<b>Place 5-6</b>	265x265	€20	€100	€400	€2.4
<b>Press-release or article</b>	Placement of one text up to 200 words + 1 picture			€150* €200**	-
<b>Interview</b>	Up to 500 words			€300	-

\*if the text is in Russian

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

- The above prices do not include 19% VAT.
- Discounts for campaigns: 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, Telegram, LinkedIn, VKontakte. The fee is €90 per post (up to 100 words and 1 photo), €150 per photoreportage (up to 8 photo), competition, giveaways, promotion.

### READERSHIP

Facebook @VestnikKipraCyprus – 20,052  
Instagram @vestnik\_kipra – 7,435  
Telegram @vestnik\_kipra – 2,678  
Other social media include LinkedIn, VKontakte, YouTube

### 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 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

ДАЙДЖЕСТ НОВОСТЕЙ ЗА 9-19 ЯНВАРИ 2019

**Что ждет налогоплательщиков Кипра в новом году?**  
В 2019 году вы сможете изменить сумму и сроки уплаты налогов, а также воспользоваться новыми льготами. Кто из вас является плательщиком? Узнайте подробности. Подробнее...

**975 x 100**

**Как сэкономить во время покупки?**  
Вести на Кипре и в своем регионе. Как сэкономить время, деньги и силы при покупке недвижимости, автомобилей и товаров? Подробнее...

**975 x 100**

**По Кипру на автобусе: туристическая программа Ливадия**  
За неделю автобусом посетите живописные, исторические и современные достопримечательности, сможете увидеть изнутри работу автобуса. Узнайте, как организовать поездку. Подробнее...

**975 x 100**

**Кипр предлагает лучшие развлечения и услуги**  
Насладитесь отдыхом на роскошных курортах и в уютных местах, сможете увидеть изнутри работу курорта. Узнайте, как организовать поездку. Подробнее...

**975 x 100**

**15 стекляшек живого**  
Первый раз в 2019 году вы сможете увидеть на шоу уникальные, яркие, оригинальные трюки, сможете увидеть изнутри работу цирка. Узнайте, как организовать поездку. Подробнее...

**975 x 100**

### CONTACT INFORMATION:

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