



MEDIA KIT 2023



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.

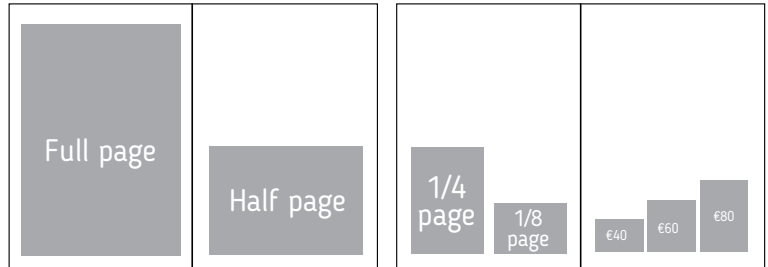
CIRCULATION:

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

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>Dynamic Banners (each banner place can accommodate up to three clients at once, change appearance with every screen launch)</p> <p>Desktop version: all pages. Mobile version: 1-6: home page only, 7: home page and news pages</p>				
Banner	Size (width x height, px)	Price for 1 day	Price for 1 week	Price for 1 month
Place 1-2	265x300	€30	€200	€700
Place 3-4	265x265	€25	€150	€500
Place 5-6	265x265	€20	€100	€400
Place 7	975x100	€50	€300	€950
Press-release or article	Placement of one text up to 200 words + 1 picture			€200
Interview	Up to 500 words			€300

SPECIAL OFFERS FOR WEBSITES:

- 1 article - €200
- 5 articles - €500 / €750
- 10 articles - €800 / €1000 евро



- 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
- File formats for banners: JPG, GIF, PNG. Resolution: 72 dpi.
- File size: up to 1 Mb

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 6-10 ЯНВАРЯ 2020

Что ждет налогоплательщиков Кипра в новом году
В 2020 году вы сможете заплатить налоги в удобной и прозрачной онлайн-форме: Tax Portal. Какие еще изменения претерпит Налоговый департамент Республики Кипр? Подробнее...



975 x 100

Как записаться во время циклона
Лето на Кипре и солнце, море и пляжи. Как записаться на отдых в это время? Подробнее...



975 x 100

По Кипру на автобусе: тростниковая деревня Ливадия
По многим вопросам туристическая индустрия Кипра развивается и совершенствуется, можно выбрать из обычного городского автобуса. Детали, интересные и необычные. Подробнее...



975 x 100

Кипр предлагает изменить развлечения и эко-туры
Инициативная стратегия по развитию туризма города и находится на рассмотрении Комитета министров. Она разработана на основе данных проведенных исследований. Подробнее...



975 x 100

15 спектаклей января
Первый месяц 2020 года покрывает все театральные сезоны — это спектакли, драмы, оперы, балеты, танцы, детские спектакли и даже познавательные театры. «Вестник Кипра» составил полный список главных театральных событий января. Подробнее...



975 x 100

CONTACT INFORMATION:

Tel. (+357) 25 590530

www.vkcyprus.com, official@vkcyprus.com