



2024-2025

Media Kit

Audience

WEBSITE

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.



380,000

PAGE VIEWS PER MONTH

100,000

UNIQUE USERS PER MONTH

3,000–4,500

VISITS A DAY

SOCIAL MEDIA



@VestnikKipraCyprus

22,000+



@vestnik_kipra

10,000+



@vestnik_kipra

5,700+

Other social media include LinkedIn, VKontakte, YouTube

WEEKLY NEWSLETTER

CONTENT: Cyprus-related news and articles.

DISTRIBUTION: once a week on Friday.

SUBSCRIBERS: over 3,000 Russian-speaking readers.

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:

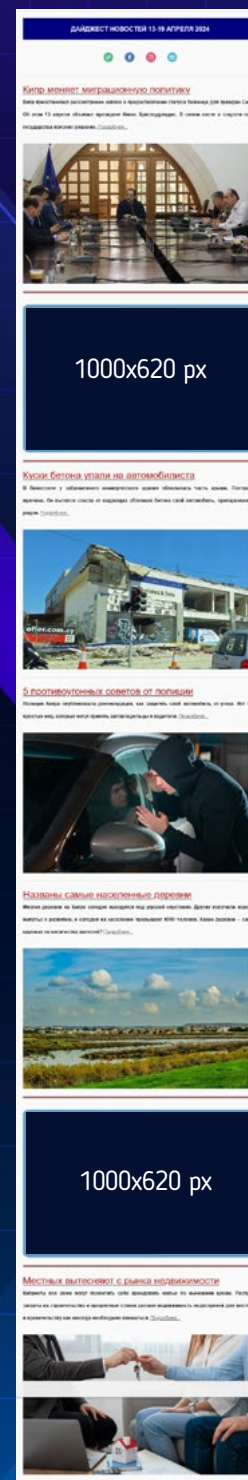
A link to the client's text, interview or article can be included into the newsletter.

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 for banners should be provided 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: 1000x620 px.



Digital Advertising Rates

Advertising Units

Ad formats	Specs	Cost in €
Article / Press release	Up to 250 words + 1 picture 1000px(w) x 620 px(h)	€250
Article written by Vestnik Kipra		€300
Article/Press release published on the website+sharing the link on 2 of VK social media accounts	Translation into Russian included	€350
Interview, concluded online	Up to 700 words + picture 1000px(w) x 620 px(h)	€350
Interview with a visit to client's location		€500
Photoreportage	Up to 30 photos + a short summary of the event	€200
Newsletter	Published material or a banner	€100 per newsletter
Social media post		€90
Social media post (competition, giveaway)		€150
Video Interview package including video, audio and text materials		€850

- 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:

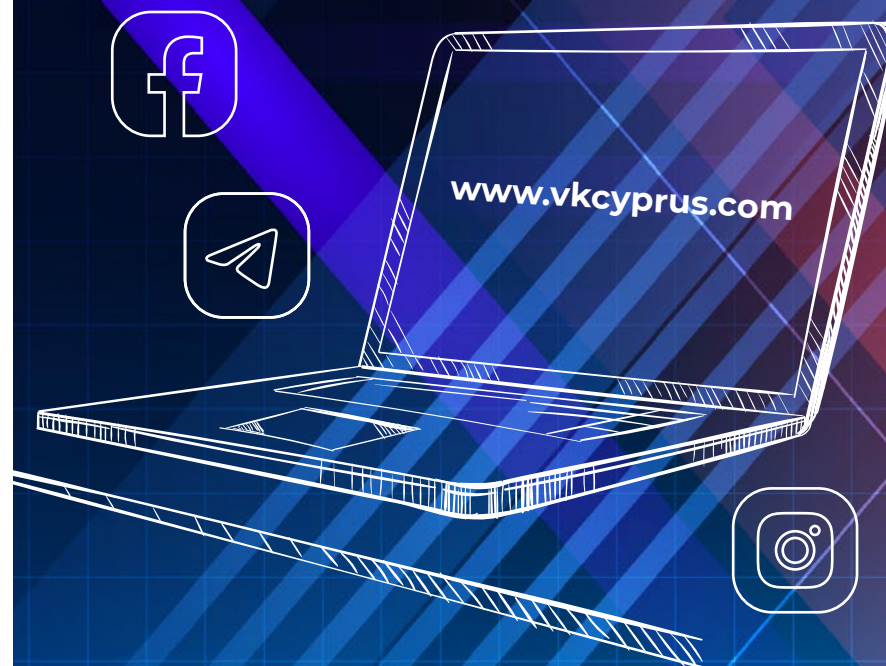
5 articles – 1000 euro/1400 euro (with sharing the article on 2 of VK social media accounts)

10 articles 1750 euro/2450 euro (with sharing the article on 2 of VK social media accounts)

SPECIAL OFFERS FOR SOCIAL MEDIA:

5 posts – €350

10 posts – €500



Digital Advertising Rates

Banner Units

Each banner place can accommodate up to three clients at once, change appearance with every screen launch

Desktop version: all pages.

Mobile version: 1-6: home page only,

Top: home page and news pages

In Article Spotlight: in all articles

Banner	Size (width x height, px)	Price for 1 day	Price for 1 week	Price for 1 month
Place 1-2	265x265	€30	€200	€700
Place 3-4	265x265	€25	€150	€500
Place 5-6	265x265	€20	€100	€400
Top banner	Desktop: 975x100 Mobile: 500x245	€50	€300	€950
In Article Spotlight	Desktop: 975x100 Mobile: 500x245	€40	€240	€750

Other Services

Editorial work:

- translation from English or Greek into Russian – €21 per page / 250 words (total volume shouldn't exceed 5000 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

The screenshot shows the homepage of the 'Vostok Kypr' newspaper website. The top navigation bar includes links for 'Главная', 'Актуально', 'Деловые новости', 'Фото', 'Архив', 'Реклама', and 'Контакты'. Below this is a secondary bar with 'Интервью', 'Пресс-релизы', 'Политика', 'Спорт', 'Культура', 'Общество', 'Аграрии', and 'IT-Online'. The main content area features a large article titled 'Больше врачей смогут приходить к больным на дом' (More doctors will be able to come to patients at home) with a photo of a doctor and a patient. To the right of the main article is a sidebar with six numbered banner positions (1-6) for advertising. Each position is represented by a red square with a white number and the dimensions '265x265'. Below the sidebar, there are more news articles, including 'На острове активизировались автомобильные воры' (Car thieves became active on the island) and 'Кошка из Лефкары стала звездой соцсетей' (A cat from Lefkara became a social media star).

Readers' Club of VESTNIK KIPRA

From January 2025 Vestnik Kipra presents its readers' club with the aim to become even stronger bridge from Cyprus to Russian-speaking community. The club will have 3 levels:

Level 1: All Readers of Vestnik Kipra

A new section has been added to the newspaper's website, available to all readers (around 100,000 visitors monthly). On this page <https://vkcyprus.com/benefits> all our readers can get access to the discounts and special offers provided by Vestnik Kipra partners.

Level 2: VESTNIK PLUS

The benefits of this level are available exclusively to newsletter subscribers. Subscription is free and can be done on the website.

Besides weekly newsletters, once a month, subscribers receive a special email with an event calendar and descriptions of upcoming activities where Vestnik Kipra acts as a media partner. This email will also include gifts from club sponsors and partners (exclusive to subscribers) and an announcement of the month's free online event.

Every month, our editor-in-chief Natalia Kardash will either host a meeting with an external expert or deliver lectures herself for VESTNIK PLUS subscribers.

Benefits of VESTNIK PLUS:

- **Special discounts** from the newspaper's partners/clients (details shared in the weekly newsletter).
- **A 10% discount** on advertising services in print media, social networks, and online resources of the Vestnik Kipra group.
- **A 10% discount** on events organized by the Vestnik Kipra group.

Level 3: VESTNIK PREMIUM

This level is designed for those living permanently in Cyprus.

Annual Fee: €50

VESTNIK PREMIUM includes **all VESTNIK PLUS benefits**, plus free online consultations and exclusive events organized specifically for newspaper readers.

VESTNIK PREMIUM members enjoy:

- 1. Free Online Consultations.** Under selected articles on the Vestnik Kipra website, members will find a booking form for free mini-consultations with the experts and partners (lawyers, tax advisors, real estate specialists, investment consultants, etc.).
- 2. Discounted or Free Event Tickets.** Members will regularly receive substantial discounts or free tickets to events organised by the Vestnik Kipra group or its clients/partners.
- 3. Exclusive Events.** Twice a year, Vestnik Kipra will host informal gatherings for VESTNIK PREMIUM subscribers. These might include themed parties, festive cocktail evenings, or outdoor trips. Participation in these events will be free.

Readers' Club

PARTICIPATE AS A PARTNER

Package 1 – Publication of a coupon on a special page of Vestnik Kipra for 6 months (not including promo campaign of the company).

Package 2 – Publication of a coupon on a special page of Vestnik Kipra for 6 months + publication of an article about the services on which the discount is provided + 3 posts on VK social media (1 – FB, 1- Telegram, 1 – Instagram)

Package 3 – Publication of a coupon on a special page of Vestnik Kipra for 6 months + publication of an article about the services on which the discount is provided + 3 posts on VK social media (1 – FB, 1- Telegram, 1 – Instagram) + reminding on special discounts once a month during 6 months (with social media posts, stories, newsletter banners, etc)

Amount of discount provided	Package 1	Package 2	Package 3
Less than 10%	€100	€350	€600
10%-19%	€50	€300	€500
20%-29%	€50	€250	€450
30% and more	€50	€200	€350

Prices don't include VAT 19%

If you are interested in learning how to become a Partner of Vestnik+ and Vestnik Premium, please get in touch via email: mm@vkcyprus.com or vk@vkcyprus.com.