

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.



300,000

PAGE VIEWS PER MONTH

70,000-80,000

UNIQUE USERS PER MONTH

3,000-3,500

VISITS A DAY

SOCIAL MEDIA



@VestnikKipraCyprus

24,000+



@vestnik_kipra

11,100+



@vestnik_kipra

6,600+

Other social media include LinkedIn, VKontakte, YouTube

Digital Advertising Rates

Advertising Units

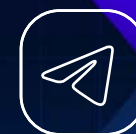
Ad formats	Specs	Cost in €
Article/Press release published on the website+sharing the link on 2 of VK social media accounts	Up to 300 words + 1 picture 1000px(w) x 620 px(h) Translation into Russian included. For larger texts additional translation fee applies.	€350
Interview	Up to 700 words + picture 1000px(w) x 620 px(h)	€550
Newsletter	Published material or a banner	€100 per newsletter
Social media post or story		€90
Social media post (competition, giveaway)		€150

- The above prices do not include 19% VAT.
- All banners/articles should be fully prepaid.
- File formats for banners: JPG, GIF, PNG. Resolution: 72 dpi. File size: up to 1 Mb

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 every 30 seconds.

Desktop version: all pages.

Mobile version: 1-2: all pages, 3-6: home page only

Top: home page and news pages

Homepage Partner: home page and news pages (Only one client at a time)

Thematic Category Sponsor: page of the relevant category

Banner	Size (width x height, px)	Price for 1 week	Price for 1 month
Place 1-2	310x310	€200	€700
Place 3-4	310x310	€150	€500
Place 5-6	310x310	€100	€400
Top banner	Desktop: 975x100 Mobile: 500x245	€300	€950
Thematic Category Sponsor		3 months – €400 6 months – €550	
Homepage Partner	310x100		€1,000/month

The screenshot displays the website interface with the following advertising spots highlighted:

- Top banner:** 975x100
- Homepage Partner:** 310x100
- Place 1-2:** 310x310
- Place 3-4:** 310x310
- Place 5-6:** 310x310
- Place 1:** 310x310
- Place 2:** 310x310
- Place 3:** 310x310
- Place 4:** 265x265
- Place 5:** 310x310
- Place 6:** 310x310