

MEDIA KIT

2022



**SUCCESSFUL
BUSINESS**
CYPRUS BUSINESS ANALYTICS MAGAZINE

OVERVIEW

- The oldest Russian-language business magazine in Cyprus.
- Source of quality business news and analytics for Russian business community.
- Organiser of many International business events.
- Member of VESTNIK KIPRA Group.

READERSHIP:

The magazine is addressed to Russian professionals who live and work in Cyprus or those who live abroad but work with Cyprus. They can read the local business news and the magazine online.

DISTRIBUTION

Free delivery to over 1,000 Russian business leaders and international businesses. 300 copies are sent to bookshops and news stands.



MAGAZINE



Full page advert



Spread

	Page number	One-time advert	Yearly agreement (4 adverts), price per issue	Size (width x height, mm)
Regular page A	17-59	€1,375	€1,100	216x303 (A4+3mm bleed on each side)
Regular page B	60-98	€1,250	€1,000	
Two pages spread	Subject to availability	€2,000	€1,600	426x303
Full page article	Thematic	€900	€720	up to 250 words
Two pages interview	Thematic	€1,500	€1,200	up to 500 words
Exclusive Page	13	€1,550	€1,240	216x303 (A4+3mm bleed on each side)
Exclusive Page	11	€1,600	€1,280	
Exclusive Page	7	€1,900	€1,520	
Exclusive Page	2	€2,000	€1,600	
Last inside cover page	-	€2,000	€1,600	
Last outside cover page	-	€2,600	€2,080	

The prices mentioned here do not include VAT 19%

- Prices above are in euro per one issue (1 advert), 19% VAT is not included.
- Discounts: 10% on 2 issues, 20% on 4 issues.
- Deadline for booking: one month before publication.
- All adverts should be prepaid.

CIRCULATION:

2,000 copies every 3 months.

MONTHS:

January, April, July, October.

FORMAT:

A4, glossy,

CONTENT

This is the only website in Russian language that focuses only on CYPRUS BUSINESS news. The website is addressed to Russian businesspeople and it has updates with news, statistics, analytics and articles related to European and Mediterranean business activity.

AVERAGE YEARLY DATA

PAGE VIEWS

110,000

USERS A MONTH

15,000

VISITS A DAY

400-1,000

USERS PER COUNTRY

Cyprus – 38%
Russia – 37%
Other countries – 25%

PROMOTION:

- A banner linked to client's website or a published article
- A press-release/article (€150 per placement, it will remain permanently on the website).
- Interview (€200, no size- or time-limit)
- A photo reportage, article, company's blog, – price on request.

Dynamic Banners (each banner place can accommodate up to three clients at once, change appearance with every screen launch)

Position	Size (width x height, px)	Price for...			
		1 day	1 week	1 month	1000 impressions
Places 1, 2	260x260	€27	€170	€600	€2.1
Place 3	260x260	€25	€170	€550	€2
Places 4, 5	260x260	€17	€115	€350	€1.9
Place 6*	975x130	€35	€230	€700	€4

* This banner appears on ALL pages ON TOP of each news

- The prices mentioned here do not include VAT 19%
- Payment should be done 3 working days prior publishing.

SUCCESSFUL BUSINESS LEADERS' CLUB

The Club is a private initiative of Natalia Kardash, publisher of the Successful Business magazine. The idea is to bring together international contacts of Ms. Kardash, to assist in establishing networking and exchange of information and ideas. Currently there are 650 people in three departments of the club: our private LinkedIn group, online club for international contacts and the Economic Diplomacy Council that meets in person in Cyprus.

CYPRUS BUSINESS NETWORK IN LINKEDIN

Members: business people at all levels of corporate structure

- This is a private group, membership “by invitation only”
- International and local connections of Ms. Kardash.
- Daily posts introducing members to each other.
- Currently 650+ members from 20 countries. The aim is to gather in the group (and introduce to each other) most of the personal contacts of Ms. Kardash (people from at least 30 countries).

ONLINE BUSINESS CLUB

Members: CEOs, founders and shareholders, senior management, of businesses located in Cyprus and abroad, local and international entrepreneurs.

- Members have an opportunity to participate in at least 20 online activities a year: private introductions, thematic discussions, seminars, workshops, lectures, presentations.
- Events are organised online, via Zoom.
- Once a year an offline event is organised in Cyprus.
- Ms. Kardash will ensure that online meetings will allow each member to network with at least 100 club members

ECONOMIC DIPLOMACY COUNCIL

Members: only Owners/Founders/Chairpersons or CEOs of Internationally oriented business are accepted as members of this Council.

- The physical events are organized for groups of 6-8 people (coffees, lunches, dinners) or up to 15 people (thematic meetings). Twice a year the Council runs events where all its members will gather together.
- Over one calendar year every member will meet at least once all the members of the Council.

INFORMATION REQUESTS:

For more details on the business trips, events and the business club activities, please contact Lusine Mirzoyan, the director of the club – mm@vkcyprus.com.

SOCIAL MEDIA

Successful Business 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).

SPECIAL OFFERS FOR SOCIAL MEDIA:

- 1 post – €90,
- 2 posts – €150
- 5 posts – €250,
- 10 posts – €400

CONTACT INFORMATION:

Tel. 25 590530 | mm@vkcyprus.com | www.cyprusrussianbusiness.com

WEEKLY NEWSLETTER

Успешный БИЗНЕС
Деловой журнал на русском языке

Successful BUSINESS
Cyprus-Russian Business Magazine

ДАЙДЖЕСТ НОВОСТЕЙ 27 ЯНВАРЯ - 2 ФЕВРАЛЯ 2022

Первая сессия на EuroAsia of EC
Сегодня первый шаг на пути к экономической близости Кипра. На севере начался от плавного перехода, многонационального опыта для организации встречи. [Подробнее...](#)

Баннер 1 | 975 x 100

Социальные коммуникации в маркетинге будущего
Техника стала важным элементом бизнеса. Вы можете использовать весь social environment? [Подробнее...](#)

Баннер 2 | 975 x 100

Блокчейн-технологии для киберской биржи
Деловые системы для крупных предприятий. Бизнес-технологии в торговле криптовалютой. Новый инструмент рынка для корпоративной компании. [Подробнее...](#)

2,000 RECIPIENTS/READERS

Position	Size (width x height, px)	Price for each
Place 1, 2, 3, 4	975x100	€100
The prices mentioned here do not include 19% VAT		