

# MEDIA KIT

# 2024



**SUCCESSFUL  
BUSINESS**  
CYPRUS BUSINESS ANALYTICS MAGAZINE



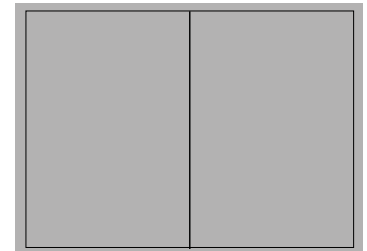
# SUCCESSFUL BUSINESS

CYPRUS BUSINESS ANALYTICS MAGAZINE

## MAGAZINE



Full page advert



Spread

### OVERVIEW

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

### READERSHIP:

In **April and October** the magazine is addressed to Russian-speaking 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. **January issue** of the magazine is published in English and addressed to all business people who live and work in Cyprus or live abroad but cooperate with Cypriot businesses.

### DISTRIBUTION

Free delivery to over 1,000 Russian-speaking business leaders and international businesses. 300 copies are sent to bookshops and news stands. One copy of this magazine is given to every participant of business events organized by VKCyprus Group. Some copies are distributed at other business events where Successful Business Magazine acts as a media partner.

	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	2	€2,000	€1,600	216x303 (A4+3mm bleed on each side)
Last inside cover page	-	€2,000	€1,600	
Last outside cover page	-	€2,600	€2,080	

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

### CIRCULATION:

2,500 copies every issue.

### MONTHS:

January, April, October.

### FORMAT:

A4, glossy

# WEBSITE

www.sb-cyprus.com

## CONTENT

This is the only website in Russian that focuses on CYPRUS BUSINESS news. The website is addressed to Russian-speaking business people and has updates with news, statistics, analytics and articles devoted to European and Mediterranean business activity.

## AVERAGE YEARLY DATA

### PAGE VIEWS

61,000

### USERS A MONTH

18,000

### VISITS A DAY

400-800

### USERS PER COUNTRY

Cyprus - 33%  
Russia - 42%  
Other countries - 25%

## PROMOTION:

- A banner linked to client's website or a published article
- A press-release/article (€200 per placement, it will remain permanently on the website).
- Interview (€300/500, 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
Places 1, 2	260x260	€27	€170	€600
Place 3	260x260	€25	€150	€550
Places 4, 5	260x260	€17	€115	€400
Place 6*	975x130	€35	€230	€700

\* 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.



## SPECIAL OFFERS:

5 articles - €500 / €750

10 articles - €800 / €1000 евро

## 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 100+ executives members in the club from 23 countries.

**The Club comprises of two bodies: the International Business Executives' Board (IBEB) and the Economic Diplomacy Council (EDC).**

The Club provides various activities for members at both levels, including:

- Online events and in-person meetings between members.
- Online and offline networking opportunities with local and international business leaders
- Members are required to pay an annual fee, which differs for IBEB and EDC. As a bonus, both categories receive a 20% discount for all events organized by the Vestnik Kipra Group, as well as for the Group's PR, communication, and advertising service

In addition, EDC members receive the following benefits:

- Offline events (meetings with foreign and local guests, ministers, ambassadors, mayors, presentations, company visits, and discussions on current research and developments).
- Get-together breakfasts, lunches, and dinners in small groups of 6-8 people.
- Informal in-person events for groups of 12-20 people.

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

## BUSINESS NETWORK IN LINKEDIN

Members: business people at all levels of corporate structure, who are international and local connections of Ms. Kardash.

- This is a private group, membership "by invitation only" (complimentary)
- Daily posts introducing members to each other.
- Currently 700+ members from 20 countries.

Find in LinkedIn: **Cyprus Business Network by Natalia Kardash**

## 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 photos).

### SPECIAL OFFERS FOR SOCIAL MEDIA:

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

## WEEKLY NEWSLETTER

ДАЙДЖЕСТ НОВОСТЕЙ 10-16 ОКТЯБРЯ 2024

### Первые электронные ID будут выдавать бесплатно

Правительство выделит субсидию на распространение первых 100 000 электронных удостоверений личности (e-ID), которые будут доступны гражданам Кипра старше 18 лет. [Подробнее](#)



### В Ларнаке построят первую высотку и новый торговый центр

Департамент защиты окружающей среды дал зеленый свет первой высотке на береговой линии Ларнаки – 28-этажному зданию Lagrasa Tower. Башня вырастет на набережной Фимисидес, заказчиком выступает компания Lalomex Development Ltd. [Подробнее](#)



1000 x 620

Advertising and promotion:

We offer several options including banner placements, press releases, articles, interviews.

The cost is €100 per newsletter for any option. The price does not include 19% VAT.

- All texts should be fully prepaid.
- Advertisement templates should be provided in RUSSIAN and approved 1 working day prior to publication in the newsletter.
- We can translate your text into Russian (€21 per page or per 250 words).
- Banner format: JPG. Resolution: 72 dpi. Size: 1000×620 px.

### CONTACT INFORMATION:

Tel. (+357) 25 590 530 | official@vkcypus.com | www.sb-cypus.com