

MEDIA KIT

2026



**SUCCESSFUL
BUSINESS**
CYPRUS BUSINESS ANALYTICS MAGAZINE



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 such as Best Invest Congress and Best Legal Conference.**
- **Member of VESTNIK KIPRA Group.**

READERSHIP:

In **Spring and Autumn** 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. **Winter 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

The magazine is distributed directly to company owners, executives, investors, participants of business events and members of a private business club.

Some copies are distributed at other business events where Successful Business Magazine acts as a media partner.

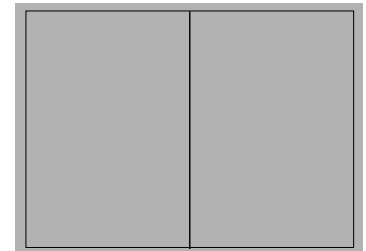


SUCCESSFUL BUSINESS
CYPRUS BUSINESS ANALYTICS MAGAZINE

MAGAZINE



Full page advert



Spread

	Page number	One-time advert	Yearly agreement (3 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	€1000	€720	up to 250 words
Two pages interview	Thematic	€1,600	€1,200	up to 500 words
Four pages (article or interview)	Thematic	€2,700	-	up to 1000 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 3 issues.
- Deadline for booking: one month before publication.
- All adverts should be prepaid.

CIRCULATION:

2,000 copies every issue.

TIMELINE:

Winter, Spring, Autumn

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 - 49%
Russia - 24%
Other countries - 27%

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



BANNER PLACEMENT

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.

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**

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 Lagusa Tower. Башня вырастет на набережной Феникудес, заказчиком выступает компания Lanotex 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.
- 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:

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