

MEDIA KIT

2023



**SUCCESSFUL
BUSINESS**
CYPRUS BUSINESS ANALYTICS MAGAZINE



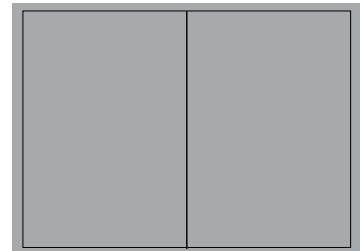
SUCCESSFUL BUSINESS

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, July 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 business leaders 300 copies are sent to bookshops and news stands.

One copy of this magazine is given to every participant of business events organised by VKCyprus Group. Some copies are distributed at other business events where Successful

	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 4 issues.
- Deadline for booking: one month before publication.
- All adverts should be prepaid.

CIRCULATION:
3,000 copies every 3 months.

MONTHS:
January, April, July, October.

FORMAT:
A4, glossy

WEBSITE

www.sb-cyprus.com

CONTENT

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

AVERAGE YEARLY DATA

PAGE VIEWS

61,000

USERS A MONTH

12,000

VISITS A DAY

300-600

USERS PER COUNTRY

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

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:

- 1 article - €200
- 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.

INTERNATIONAL BUSINESS EXECUTIVES BOARD

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.
- 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 by the invitation of its founder.

- Each member is invited to 10+ offline events per year;
- The physical events are organised for groups of 6-8 people (coffees, lunches, dinners) or up to 15-20 people (thematic meetings). 2-3 times a year the Council runs events where all its members gather together.
- Economic Diplomacy Council members have complimentary access to the network of IBEB and its meetings.

INFORMATION REQUESTS:

For more details on 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 on 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

Успешный БИЗНЕС
Деловой журнал
на русском языке



Successful BUSINESS
Cyprus-Russian
Business Magazine

ДАЙДЖЕСТ НОВОСТЕЙ 27 ЯНВАРЯ - 2 ФЕВРАЛЯ 2022

Первая субсидия на EuroAsia от ЕС

Сделан первый шаг на пути к энергетической безопасности Кипра. Не за горами отказ от тяжелого топлива, используемого сейчас для производства энергии. [Подробнее...](#)



Banner 1 | 975 x 100

Социальная коммерция и магазины будущего

Торговля через соцсети набирает обороты. Что означает взрывному росту social e-commerce? [Подробнее...](#)



Banner 2 | 975 x 100

Блокчейн-технологии для кипрской биржи

Двойной дивиденд для кипрских инвесторов. Блокчейн-технологии и торговля криптовалютой. Новый катализатор роста для кипрской экономики. [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		

CONTACT INFORMATION:

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