



DIGITAL
□ □ □



RUSSIA
BEYOND

MEDIA KIT



2018
AUTUMN

rbth.com

_____ **ABOUT US**



Russia Beyond is an international multimedia project operated by autonomous nonprofit organization “TV-Novosti.”

Since launching in 2007, our mission has always been to help the world better understand Russia.

We are the main gateway for all things Russian, from culture, travel, education, language, ways to do business, and much more. There's so much to explore in Russia that it can be hard knowing where to start. We are here for you as a guide, helper, and advisor for any question related to our country.

Russia Beyond's target audience is a wide range of socially active people who want to find out more about the biggest country in the world.

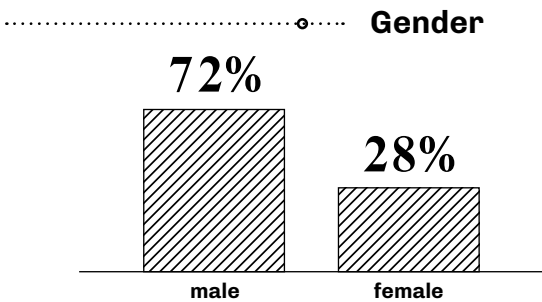
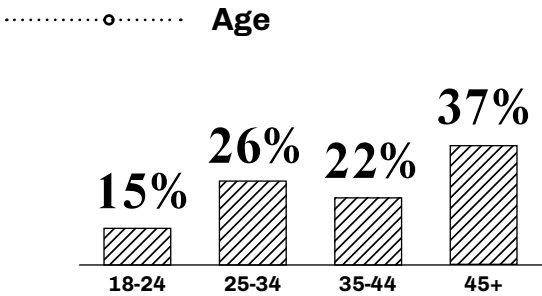
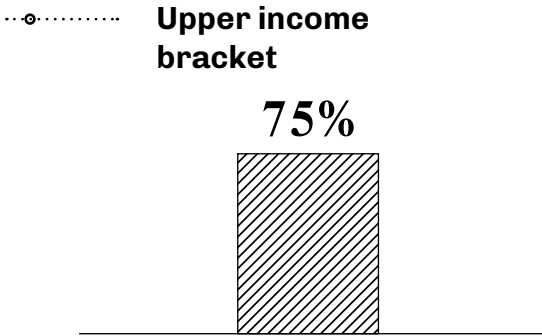
MONTHLY

5 000 000
views

1 500 000
unique users

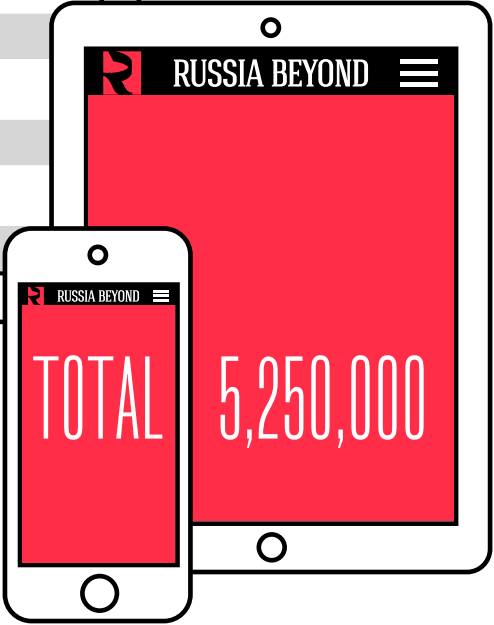
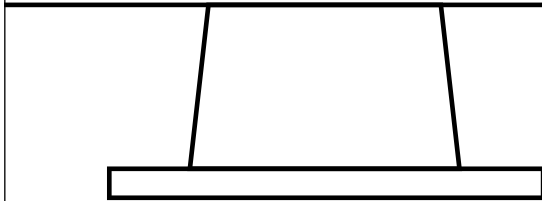
14
languages

AUDIENCE

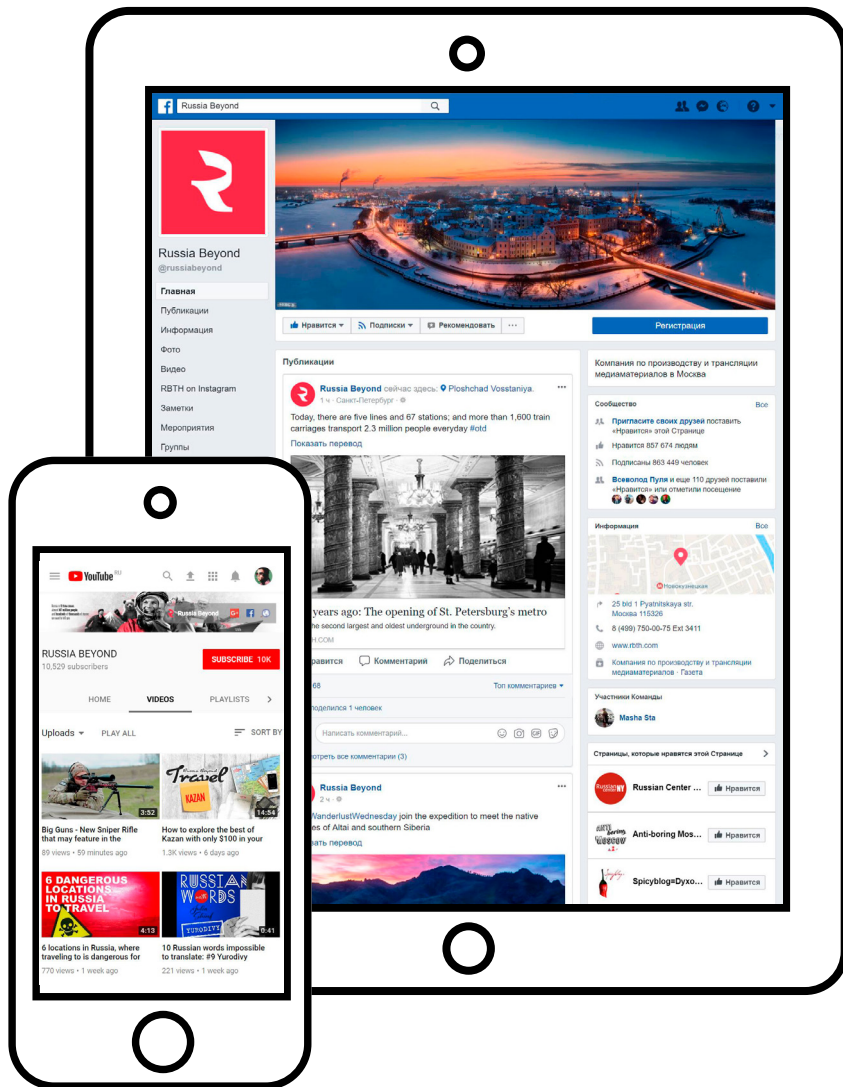


rbth.com	English	1,000,000
de.rbth.com	German	200,000
fr.rbth.com	French	250,000
it.rbth.com	Italian	150,000
es.rbth.com	Spanish	700,000
br.rbth.com	Brazil	300,000
jp.rbth.com	Japanese	400,000
rs.rbth.com	Serbian	900,000
hr.rbth.com	Croatian	250,000
bg.rbth.com	Bulgarian	200,000
mk.rbth.com	Macedonian	150,000
id.rbth.com	Indonesian	650,000
si.rbth.com	Slovenian	100,000

Monthly website traffic
-PAGEVIEWS-



▣ _____ SOCIAL NETWORKS



2 000 000

followers

 **1 800 000**

WITH MONTHLY REACH OF
45 000 000

 **60K**

 **16K**

 **11K**

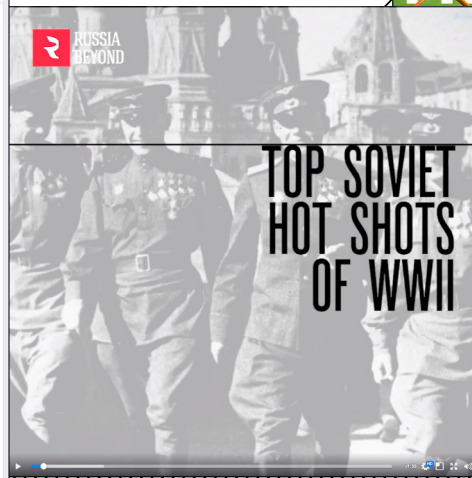
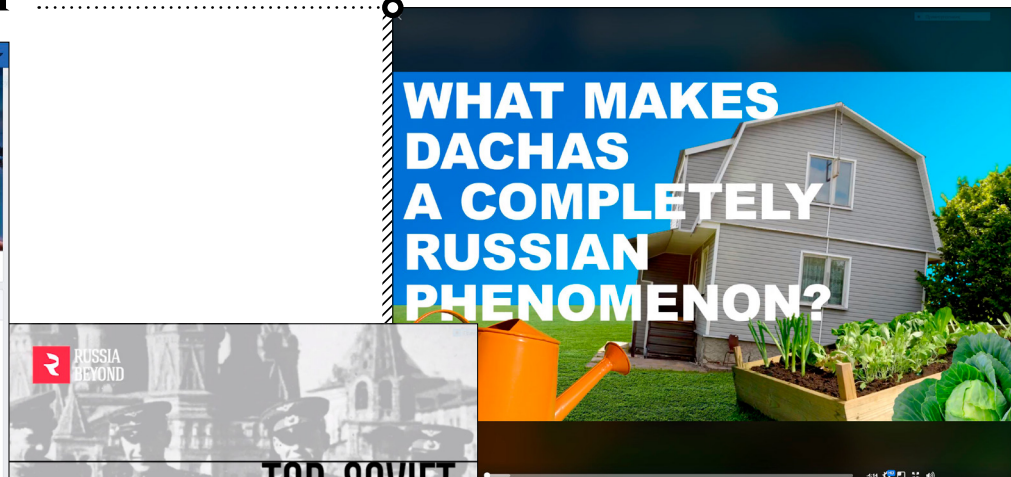
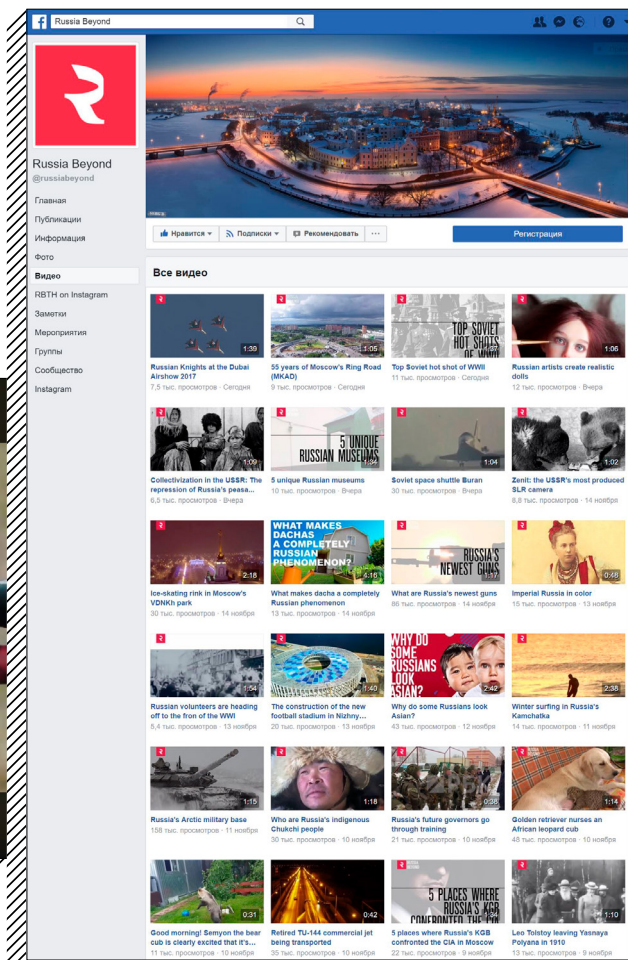
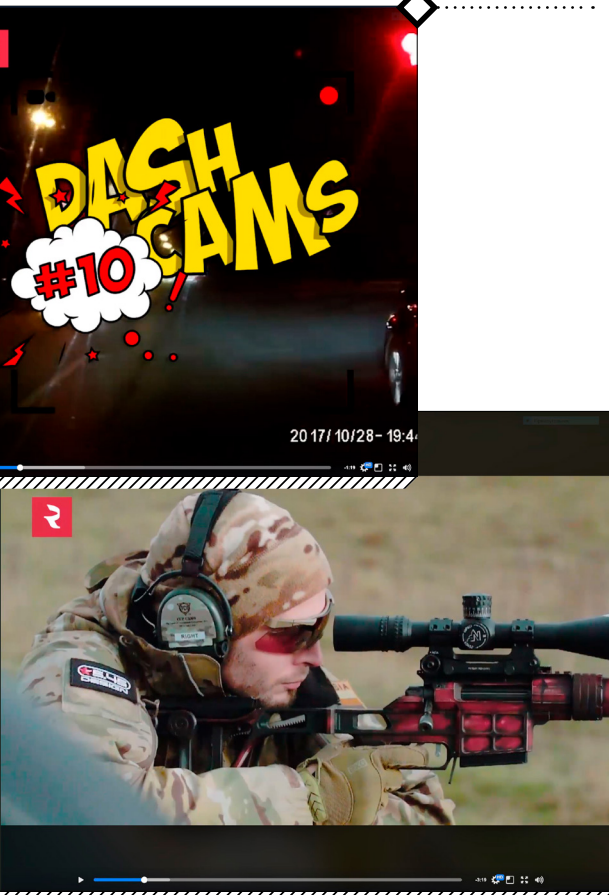


VIDEO ON FACEBOOK

Russia Beyond produces engaging and informative videos, many of which go viral.

16 000 000

video views per month



☐ _____ CATEGORIES



We adapt our stories to meet the expectations of local audiences. We use a broad variety of multimedia formats to tell our stories, including videos, infographics, and livestreams.

Lifestyle. This section is about everyday life in Russia where you'll find human stories, interviews, and activity guides.

www.rbth.com/lifestyle

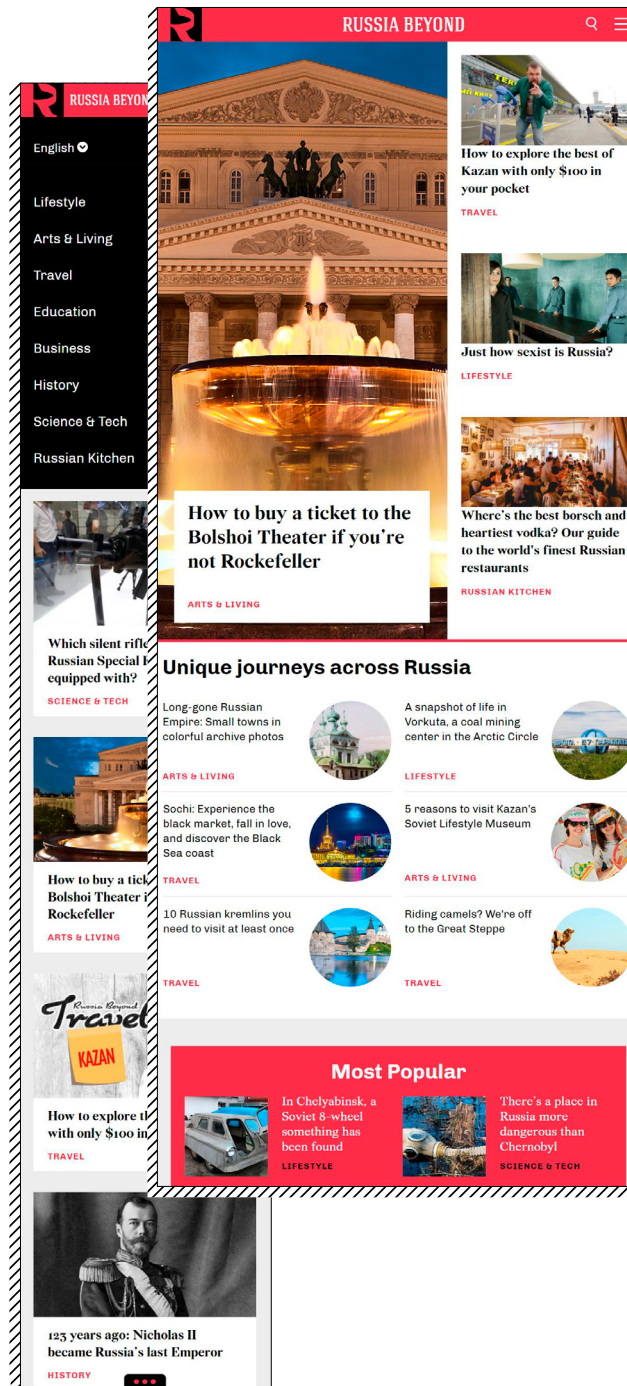
Culture. Your guide to traditional and contemporary Russian arts, literature, music, movies, and theater.

www.rbth.com/Culture

Travel. Planning a trip to Russia? This section will help you decide where to go, from the Golden Ring to the wild Far East. Discover the world's biggest country with Russia Beyond.

www.rbth.com/travel

Source: Google Analytics, 2017



Education. Want to learn Russian or enroll in one of the country's universities? This is the section for you.

www.rbth.com/education

Business. Everything you ever wanted to know about making money in Russia. Check it out.

www.rbth.com/business

History. Epic battles, the Emperor's family, the Soviet Union, and everything you want to know of the Russia's past.

www.rbth.com/history

Science & Tech. The latest breakthroughs and discoveries in science and tech, as well as military advancements.

www.rbth.com/science-and-tech

Russian Kitchen. Our tastiest project. If you don't like kholodets or vareniki, you soon will.

www.rbth.com/russian-kitchen

rbth.com



▣ NATIVE AD



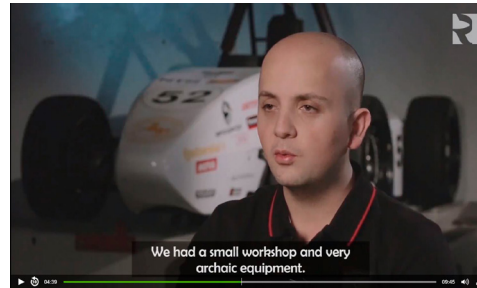
Russia Beyond produces branded content for advertisers containing links to the customer's site.

This is the best way to attract the reader's attention while avoiding standard advertising options.




NATIVE VIDEO ADVERTISING

The most effective way of entering a brand into a new market is by improving the image and customer loyalty. This advertising format provides a broad spread of (viral) and high audience engagement.



We had a small workshop and very archaic equipment.



THE GENERAL POPULATION RETURNED TO SOLOVKI ONLY IN THE 1960S. THE MONASTERY WAS REESTABLISHED IN 1991.

Formats for native advertising include articles, videos, and photo stories. We can also promote a certain piece on Facebook to get even more exposure.



ONLINE AD

ONLINE BANNERS CAN BE PLACED ON THE WEBSITE HOME PAGE AND/OR IN-ARTICLE/IN-SECTION.



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