

MEDIAKIT

KYIV POST
UKRAINE'S GLOBAL VOICE



Kyiv Post is the top source of English-language news about Ukraine since 1995

WHO ARE WE?



Ukraine's global voice
for 27 years and going strong



CONSISTENT

trusted source of information
about Ukraine globally



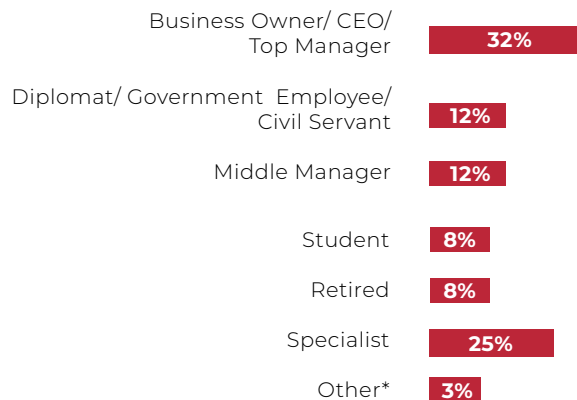
ENGAGING

Global Readership in English,
Ukrainian, and Arabic

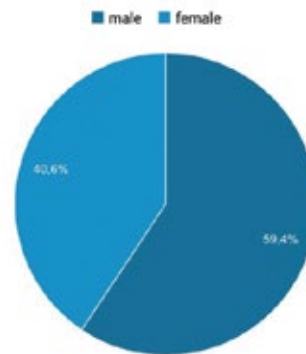
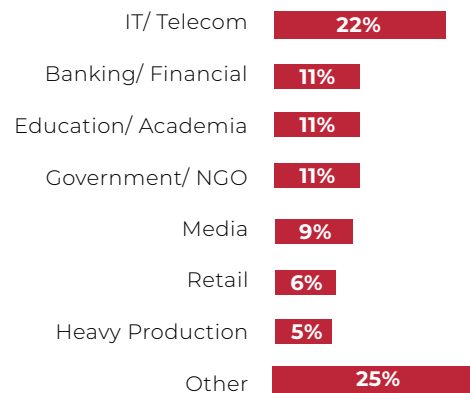
KYIV POST
UKRAINE'S GLOBAL VOICE

CORE AUDIENCES

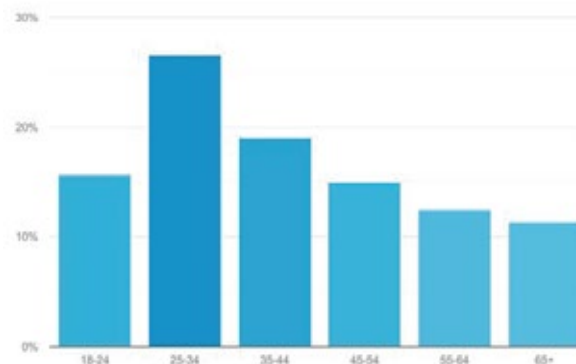
TA: Leaders, Imagemakers



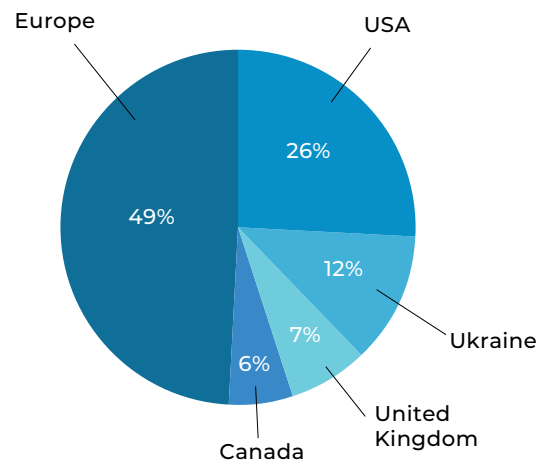
Influential sectors



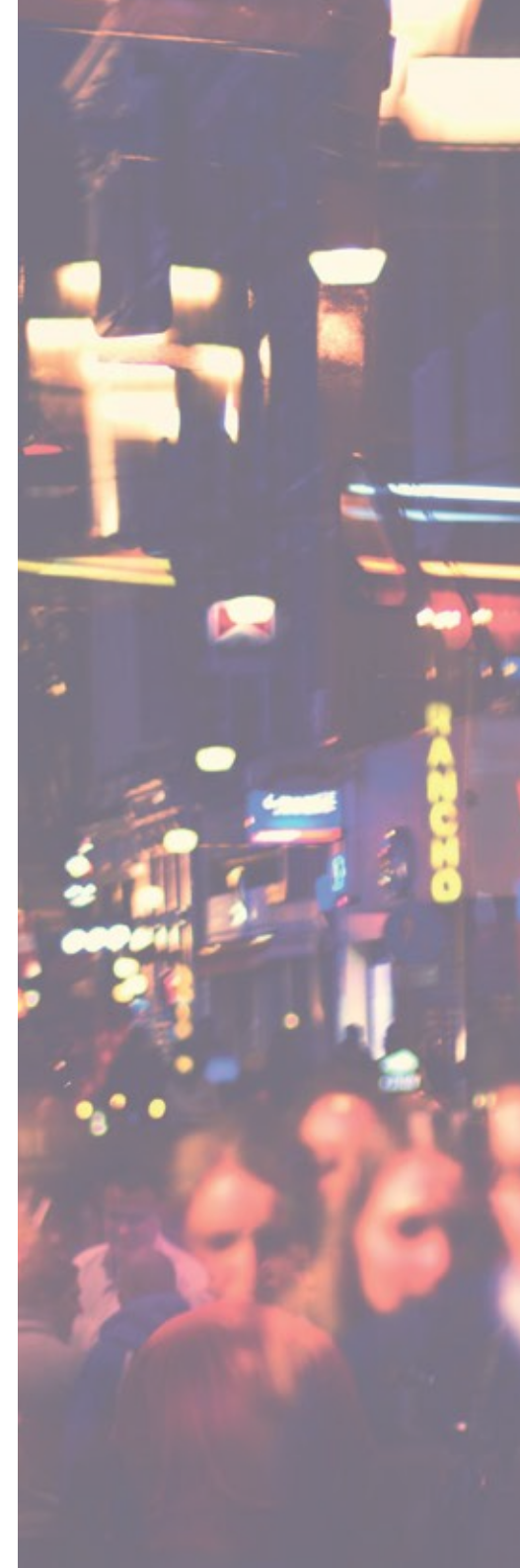
59,4% male vs. 40,6% female



Gen Z / Gen X



Global audience more than 80%



WEBSITE+SOCIAL MEDIA

Engaging Traffic

13 million

page views since the beginning of the 2022

550,000+

Total social media followers



Quality audience

- Business owners and executives; diplomats; government officials; experts and middle management; academia/researchers; students/young professionals
- Among our readers are such organizations and companies as NATO, IMF, World Bank, EBRD, OSCE, US State Department, European Commission, Harvard University, Chicago University, Ciklum, SoftServe, Porsche Leasing, Winner, Australian department of foreign affairs and many others

Website

USA **26%**

New York, Washington D.C., Chicago, L.A.

Ukraine **12%**

Kyiv, Lviv, Odesa, Dnipro

U.K. **7%**

London, Birmingham, Leeds, Edinburgh

Canada **6%**

Toronto, Ottawa, Edmonton, Calgary

Germany **4%**

Berlin, Munich, Frankfurt, Hamburg

Other Markets **45%**

Social Media:



USA **20%**

New York, Washington D.C

Ukraine **20%**

Kyiv, Lviv, Odesa, Dnipro

U.K. **5%**

London, Leeds

Canada **5%**

Toronto, Edmonton

India **4%**

Other Markets **46%**

ONLINE KEY FIGURES

UNIQUE USERS ON WEB SITE

4,300,000

SINCE THE BEGINNING OF THE 2022

 > 370 000+

 > 46 000+

 > 6 200+

 > 6 300+

 > 129 000+

KYIV POST MEDIA INCLUDES:



CUSTOMIZED EVENTS

TELL US YOUR BUSINESS GOALS.
WE WILL ORGANIZE AN EVENT TO MEET THEM

Straight Talk

Ukrainian Banking
Sector in Turmoil



KYIV POST
UKRAINE'S GLOBAL VOICE

CEO Breakfast

The Kyiv Post CEO Breakfasts and round tables gather top level CEO's and Government officials to discuss important subjects that affect doing business in Ukraine and around the world. Events are planned for Kyiv, New York, Washington D.C., London (includes virtual events and TV/video format).

KYIV POST
UKRAINE'S GLOBAL VOICE

CEO Round table



ONLINE ADVERTISING SOLUTIONS

KYIV POST
UKRAINE'S GLOBAL VOICE

Tuesday, February 15, 2022
New York -8 °C
Kyiv 3 °C

Ukraine World Business Tech Sports Lifestyle Opinion More Classifieds Business Wire KP BrandStudio

Type your search...

	CASES	DEATHS	RECOVERED
Ukraine	4,572,417	103,255	3,811,630
Worldwide	414,605,069	5,847,763	336,679,487

CURRENCIES	US DOLLAR	EURO	BRITISH POUND
Buying	28.05 UAH	31.70 UAH	38.62 UAH
Selling	28.55 UAH	32.40 UAH	38.62 UAH

News

LEADS Most Read

- 4:10 pm **UK Intel on Russia-Ukraine Border Crisis 'Not Encouraging'**
- 1:54 pm Heavenly Hundred: Kyiv to Commemorate Revolution of Dignity
- 1:08 pm Ukraine: Legacy of Trauma, Generations of War, Future of Hope
- 1:02 pm Ukraine Fears Weigh on Markets But 'Chance' of Deal Provides Hope
- 12:57 pm Ukrainian Parliament Debates Online Voting System
- 12:46 pm Democracy Without Borders
- 12:45 pm ICJ Bond Market Insight: Foreigners' Exit From UAH Bills Slows
- 12:05 pm Zelensky Approves 30% Wage Hike For Ukrainian Military
- 11:47 pm **Exclusive** Interview with Paul Niland - Founder and Director of Lifeline
- 11:37 am German Chancellor To Meet Putin, Ukraine's Fate In Balance
- 11:30 am U.S. Considering Offering

UK Intel on Russia-Ukraine Border Crisis 'Not Encouraging'

Feb. 15, 4:10 pm by AFP

Heavenly Hundred: Kyiv to Commemorate Revolution of Dignity

Feb. 15, 1:54 pm

LIVE A FULL LIFE
The new 2014 CT Hybrid

LEXUS

Learn More

Featured article

100.000

PRICE LIST 2022 KYIV POST ONLINE

Banners	Size	Q-ty options	Price CPM, UAH with VAT
Main page:			
Leaderboard (all pages)	1200x150	1	960
Scrolling Ad (optional)	dynamic	1	1320
MPU (right side)	300x250	1	324
DMPU (right side)	300x600	1	432
Exclusive section	1200x90	1\2	384
	970x90	1\2	360
	728x90	1\2	336
Opinion section	1200x90	1	384
	970x90	1	360
Multimedia section	728x90	1	336
	1200x90	1	384
	970x90	1	360
Multimedia section	728x90	1	336
	1200x90	1	384
	970x90	1	360
Multimedia section	728x90	1	336
	1200x90	1	384
	970x90	1	360
Inner Pages:			
Scrolling Ad (optional)	dynamic	1	1080
MPU (right side)	300x250	1	288
DMPU (right side)	300x600	1	396
In-content	1200x90	1	360
	970x90	1	336
	728x90	1	312
Article Pages:			
Scrolling Ad (optional)	dynamic	1	1200
MPU (right side)	300x250	1	300
DMPU (right side)	300x600	1	408
In-article	800x250	1	468

Content Creation

Digital Promotion

Analytics

PR	Price, UAH w/t VAT	Total, with VAT
Articles:		
Article or column Up to 4,000 characters + 2-3 photos, 1 link	16 000	19 200
Longread Up to 10,000 characters + 2-6 photos, 2-3 links.	29 200	35 040
Employment:		
Vacancy (per week) - Web-site, Facebook & LinkedIn	14 000	16 800
Resume (per month)	2 200	2 640

EXCLUSIVE BRANDING

Banners	Size	Price per week, UAH with VAT
Leaderboard (all pages)	1200x150	54 000
Scrolling Ad (optional)	dynamic	66 000
DMPU (right side)	300x600	30 000

PRICE LIST 2022

KYIV POST **Social Media**

Posts	Q-ty options	Price CPM, UAH with VAT
Facebook:		
Repost:		
Article repost + stories	1	5760
Publication:		
Post + stories	1	7680
Instagram:		
Repost:		
Article repost + stories	1	5760
Publication:		
Post + stories	1	7680
Twitter:		
Article repost	1	9600





KYIV POST

UKRAINE'S GLOBAL VOICE

For more details contact us:
advertising@kyivpost.com
tel.: +380 44 591 77 88