



PUSH THE  
BOUNDARIES  
**OF YOUR  
BUSINESS**

MEDIAKIT 2018

Do you want to expand to  
a new market and tell about your  
product to the Russian-speaking  
audience abroad?



# COMPANY

# **KARTINA.TV**

Our company is the largest international operator for TV channels in Russian. We have been constantly providing our services to Russian-speaking audience worldwide for 10 years. We have all the legal rights to broadcast and to offer VOD support.

There is no need to install a satellite dish or a cable to watch Kartina.TV in HD. The only thing our customers need is an Internet access.



Advertise on KARTINA.TV  
and millions of people across Europe,  
the USA, Israel and other countries will  
get to know your company!

**YOUR  
BRAND**

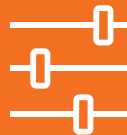


# OUR ADVANTAGES



Wide audience  
coverage

- Kartina.TV viewers
- Kartina.TV VOD users
- Radio Kartina listeners
- Social networks users



Personal  
approach

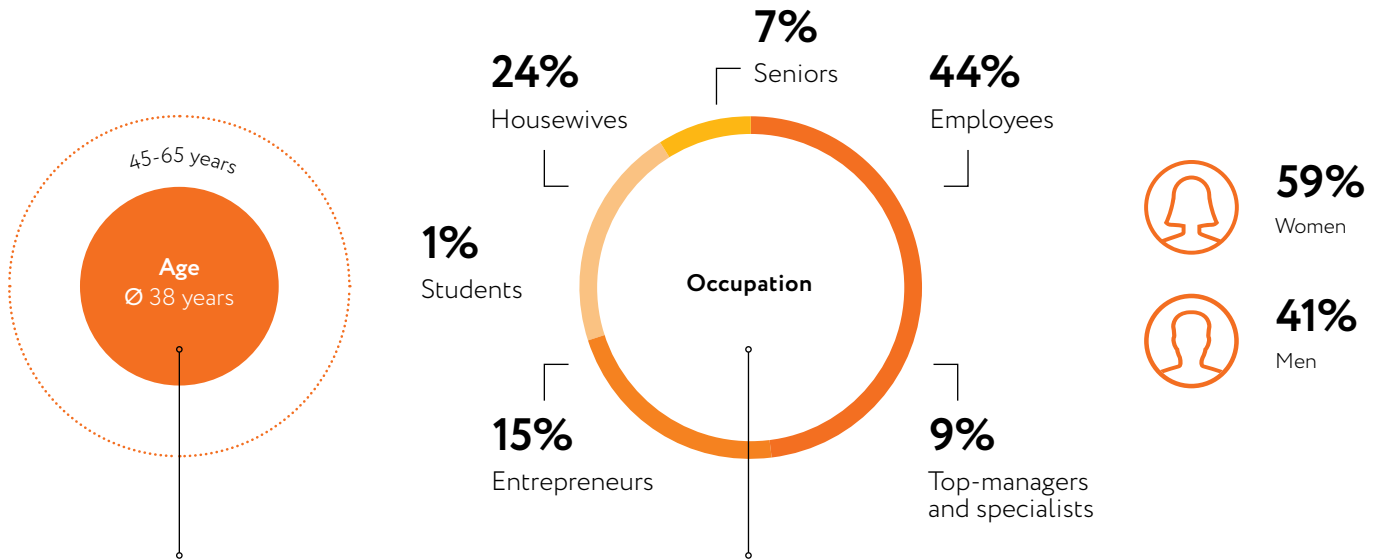
Creation of an individual  
media plan considering  
your business objectives as  
well as personal needs.



Affordable  
prices

Video ads at the price  
of a newspaper ad

# THE TARGET AUDIENCE CHARACTERISTICS



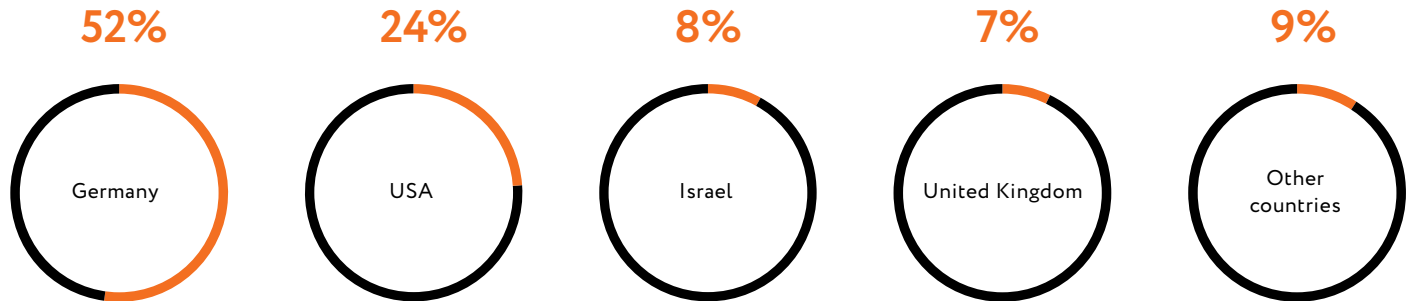
The majority of our target audience are young to middle aged customers

68% upper middle class

# THE TARGET AUDIENCE

## GEOGRAPHY

The «KARTINA.TV» brand has become a synonym to television in Russian for many residents abroad, that is why advertising on KARTINA.TV is the most effective way to promote your brand across Europe, the USA, Israel and other countries.



● Market share (customers)

# THE TARGET AUDIENCE **COVERAGE**

The audience of Kartina.TV is about

5 000 000

people worldwide



# ADVERTISING CAPABILITIES





YOUR VIDEO

**IN THE AD UNITS OF  
KARTINA.TV**

**Attract your target audience and promote your brand by posting your video advertisement on the State TV Channels (such as Rossia, NTV, Ren TV, TVC, TNT and others)\*. This type of advertising is available for all Kartina.TV channels packages\*.**



Increasing brand awareness by attracting wide audience



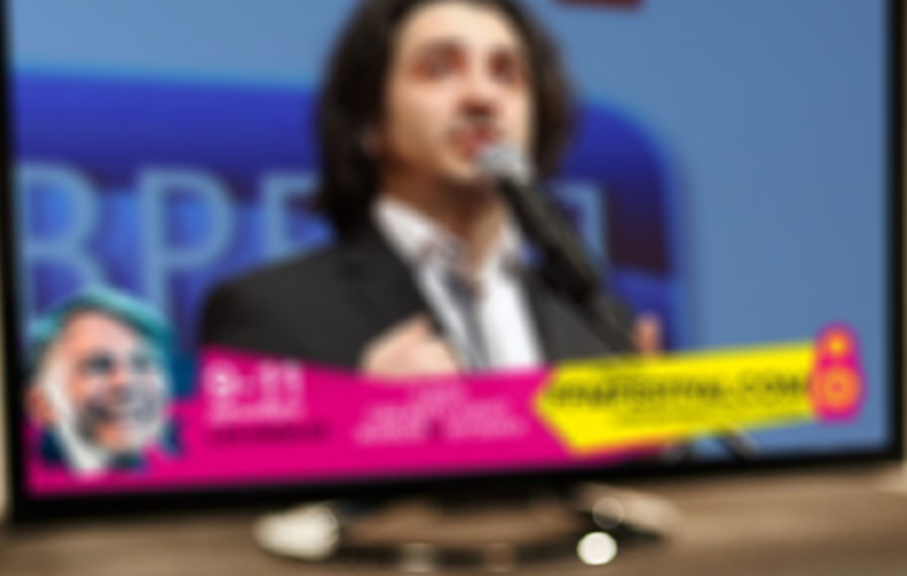
SAVE MORE! It costs less than traditional TV advertising and even less than many publications charge



Quick adjustments to the advertisement campaign at any time



\* There are two Kartina.TV packages with a different set of channels available: Kartina.TV Premium & Kartina.TV Basic.



# TV BANNER

ON KARTINA.TV

**TV banner is one of the most effective types of advertising we offer. It appears on the TV screen at regular intervals throughout the show period. The well-presented flow of information and the frequency of appearance increase the memorability of its content. There are two types of the TV banners: the static TV banner and the animated one.**



Banner is displayed on the TV screen for 10 seconds which allows the viewer to pick all the important information regarding your offer

## COMPARISON OF THE BANNER FORMATS

	«Static TV banner»	«Animated TV banner»
Picture type	Static	Animated
Frequency of impressions	1 x hour	According to the plan
Connection to the TV program	No <sup>1</sup>	Yes
Switching schedule	10 sec. after the TV channel is first switched on. Repetition - every hour.	After the first advertising block in the current hour
Duration of an impression	10 seconds	10 seconds
Geotargeting	Yes – by country. Determination of the position according to the IP address of the TV box	No – the same broadcasting worldwide
Compatibility	With compatible Kartina.TV boxes <sup>2</sup>	With any device
File format	PNG, a file with transparency	AVI with transparency (25 fps)
Image size <sup>3</sup>	1920×1080 px	1920×1080 px

<sup>1</sup> Connection to the first switching of the TV channel.

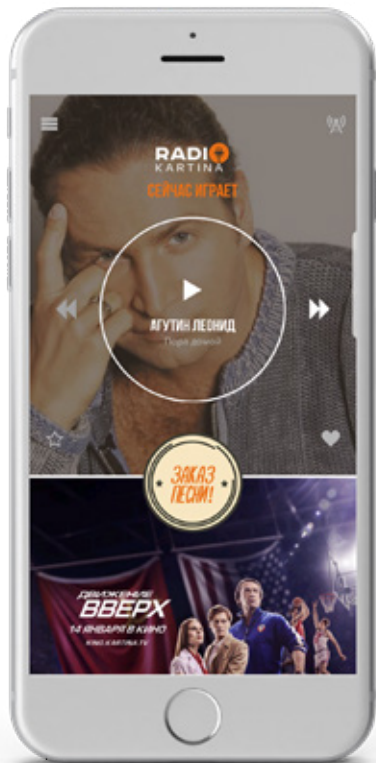
<sup>2</sup> Detailed information on request

<sup>3</sup> Acceptable image sizes are listed in the technical requirements.



YOUR ADVERTISEMENT  
**ON THE RADIO**  
**KARTINA**

“Radio Kartina” is an online radio available for Russian-speaking audience all over the world. Advertising on radio will let almost everyone know about your product.



70%

music

30%

information



24/7

365

days per year

The audience of Radio Kartina consists of educated and proactive people, who are open to new ideas and innovative products.



## Radio Kartina access points:

- ◉ Website [radio.kartina.tv](http://radio.kartina.tv)
- ◉ Kartina.TV box
- ◉ Mobile application for iPhone
- ◉ Mobile application for Android
- ◉ Widget for Google Chrome
- ◉ Windows Media Player
- ◉ Radiocent — an online radio player

# 150 000

## radio listeners

Germany - 80% Other countries - 20%





YOUR ADVERTISEMENT

**IN THE KARTINA.TV KIT**

Delivery of your ads directly to our clients.



Every day hundreds of people subscribe to KARTINA.TV. We are ready to supplement the TV kit with your product and make the unpacking moment even more enjoyable!



Your video ads in  
KARTINA.TV ad units



Your video on the  
KARTINA.TV VOD  
platform



Static TV  
banner



Advertising on  
Radio Kartina



CHOOSE YOUR  
ADVERTISING SOLUTION  
**AND EXPAND YOUR BUSINESS  
WITH KARTINA.TV!**

Animated TV  
banner



Distribution of advertising  
in parcels with the  
KARTINA.TV kit



# COST OF ADVERTISEMENT



Video spot in the ad units within one of the State channels offered by Kartina.TV	10, 15, 20, 30 sek.	The number of appearances depends on the budget	From \$ 30 to \$ 90 per ad
Static TV-Banner	10 sek.	Once per hour	\$ 1000 / week
Videobanner	10 sek.	Once per hour	\$ 80 / switch
Video spot in „Videoteka“	max. 30 sek.	20 000 appearances	\$ 1000 / month
Audio spot in Radio Kartina ad units	max. 30 sek.	5 times per day	\$ 500 / month



ADVERTISE

# YOUR BUSINESS WITH US

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