

KARTINA.TV

**ADVERTISING**

НА ТВ / В СОЦ.СЕТЯХ / НА РАДИО

**РЕКЛАМА**

ON TELEVISION / SOCIAL MEDIA / RADIO

**WERBUNG**

MEDIAKIT 2020

ENG

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.

Since 2008 we have been providing television services to Russian-speaking audience worldwide.

We have all the legal rights to broadcast and to offer VOD support.

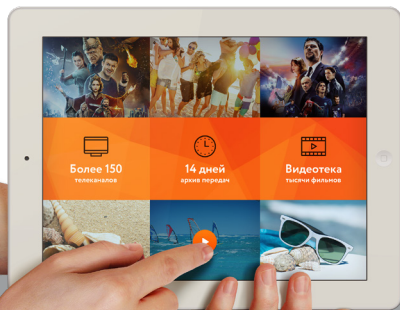


# KARTINA.TV

# WATCHING ON **KARTINA.TV**

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.

Watching television via Kartina.TV is possible using variety of devices, such as digital set up boxes, smart TV, computers, tablets and smart phones.

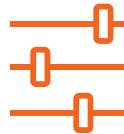


# OUR ADVANTAGES



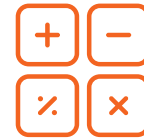
Wide audience coverage

- 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

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

YOUR  
BRAND

**KARTINA.TV**

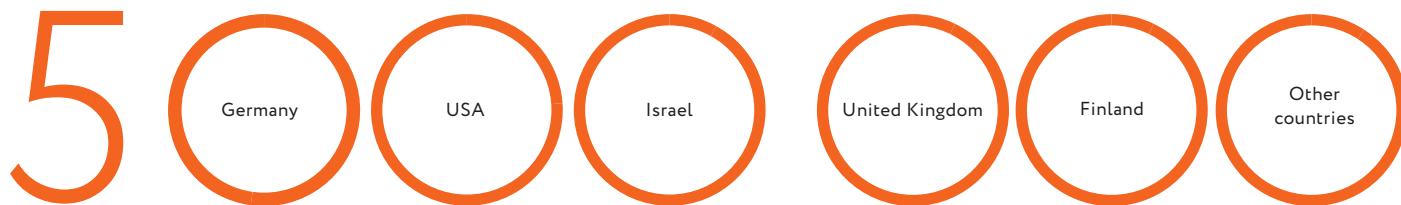


THE TARGET AUDIENCE

# GEOGRAPHY & COVERAGE

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.

The audience of Kartina.TV is about

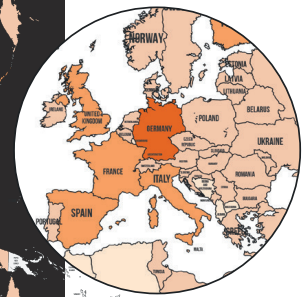
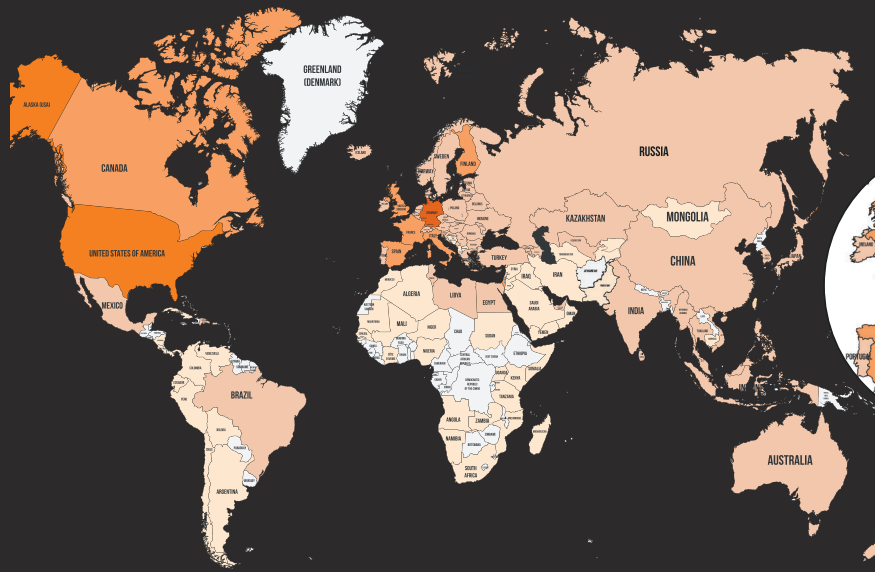


people worldwide

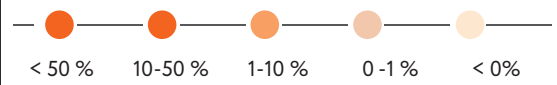
# REACH AND DISTRIBUTION OF AUDIENCE OF KARTINA.TV

All around the world, Kartina.TV  
is being watched by people from

# 140 COUNTRIES

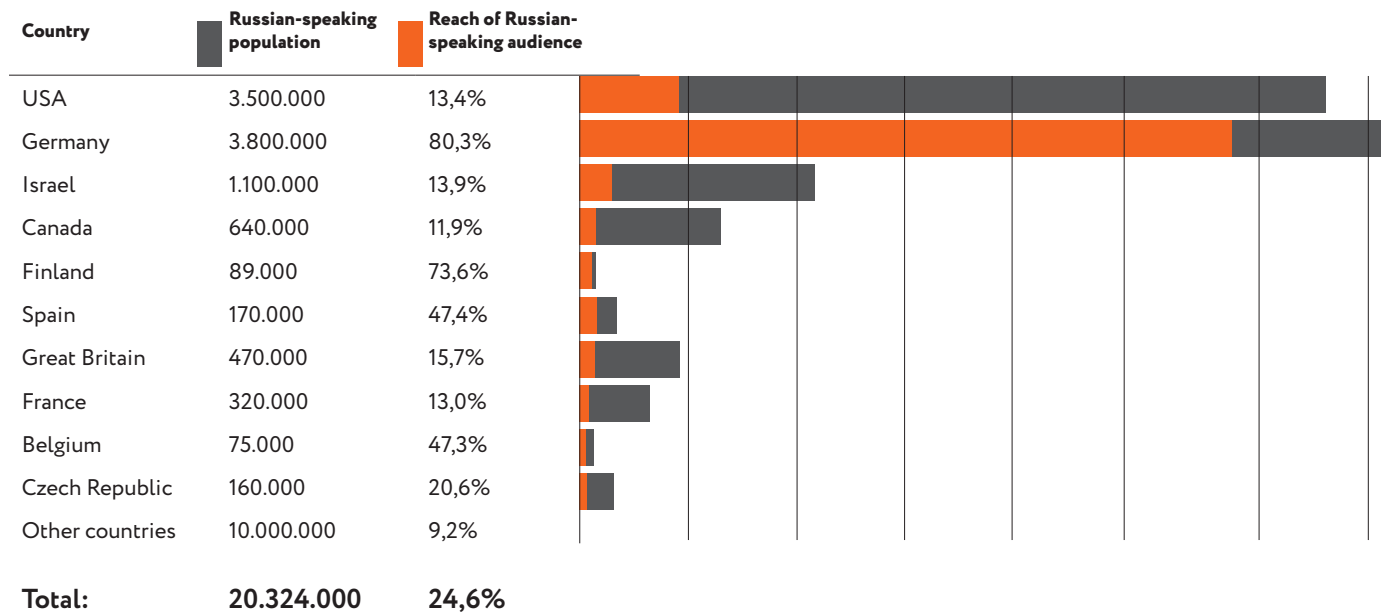


BY COUNTRIES



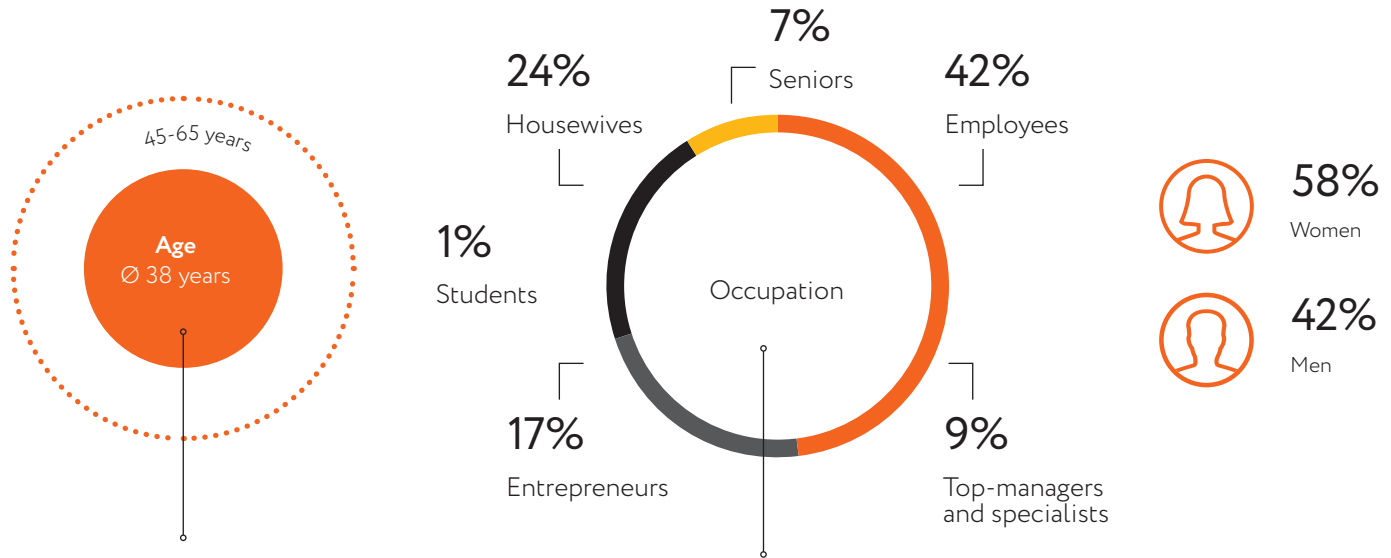


# THE CORRELATION BETWEEN RUSSIAN-SPEAKING POPULATION AND AUDIENCE OF KARTINA.TV



# THE TARGET AUDIENCE

# CHARACTERISTICS



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

**68%** upper middle class

# ADVERTISING CAPABILITIES



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

# KARTINA.TV



# LIVE ADVERTISING



## EU

- The video is released during the advertising break on one of the nine rated federal TV channels:



- Releases are possible during DAYTIME and PRIMETIME

## USA

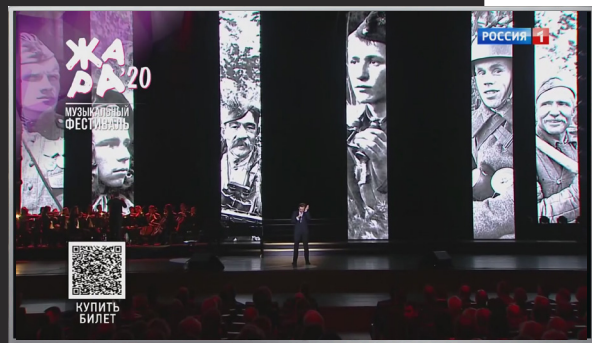
- The video is released during the advertising pause on most rated federal TV channels



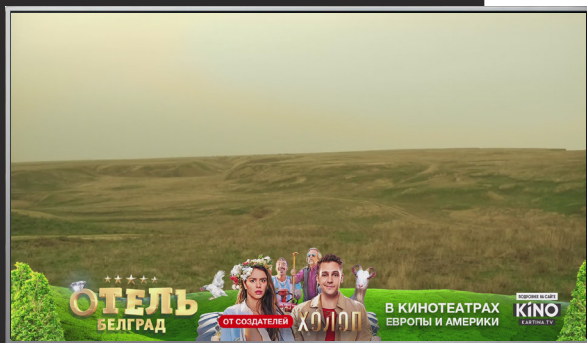
- Releases are possible during DAYTIME and PRIMETIME



«LIVE-ADVERTISING»



«ANIMATED TV BANNER»



«STATIC TV BANNER»

## ANIMATED TV BANNER



- moving picture;
- goes according to the approved schedule;
- Releases are possible during DAYTIME and PRIMETIME;
- displayed for 10 seconds;
- summarizes the product/service.

## STATIC TV BANNER



- static banner;
- appears every hour;
- displayed for 10 seconds;
- summarizes the product/service.

SPONSORED POSTS

# IN KARTINA.TV

SOCIAL NETWORKS



While running a large advertising campaign with KARTINA.TV, you can supplement it with posts in our social networks. You can arrange competitions, prize draws, raise awareness about your brand among our subscribers.

 433 056

 70 389

 23 107

 11 975

 90 920

 96 040  
views per video

Date: 01.02.2020

# ADVERTISING ON **RADIO KARTINA**

## **Advertising in mobile application:**

a banner in the free mobile application Radio Kartina, which leads to the advertiser's website.

## **Other types of advertising:**

- program sponsorship;
- prize drawings;
- business meetings, etc.

## **Advertising on the air:**

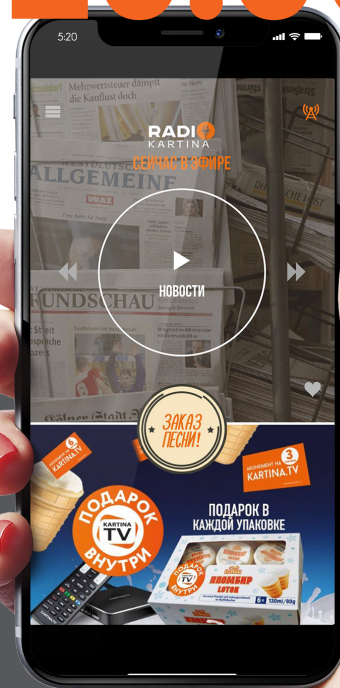
audio clip in advertising blocks.



The audience is  
already more than

# 120.000

people



Your video ads in  
KARTINA.TV  
ad units



Static TV  
banner



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

Animated TV  
banner



Advertising on  
Radio Kartina





# PRICES

Video advert in the ad units within one of the State channels offered by Kartina.TV	10 sec.	The number of appearance depends on the budget	from 40 €
Static TV banner	10 sec.	from 100 000	from 300 €
Animated TV banner	10 sec.	Once per hour	80 € per impression
Your advert in the Radio Kartina ad units	30 sec.	5 times per day	500 € / month
Banner on App Radio Kartina	10 sec.	Rotation	500 € / month

# THEY TRUST US



KARTINA.TV

RADIO  
KARTINA

BILET  
KARTINA.TV

KINO  
KARTINA.TV

EVENTA

2008

Television  
anywhere in the  
world on native  
language

2014

First online radio  
– messenger

2015

Ticket sales service  
for concerts

2017

Movies in  
Russian in  
cinemas  
of Germany  
and Europe

Agency  
organizing  
concerts in  
Germany and  
Europe



# PUSH THE BOUNDARIES **OF YOUR BUSINESS**

KARTINA.TV

Advertising department

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