

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?



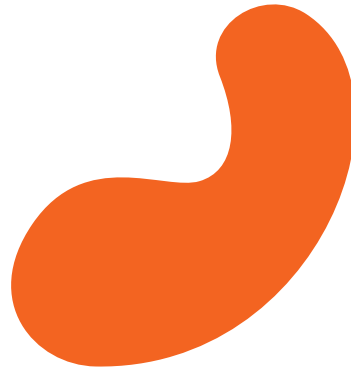
COMPANY

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.



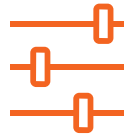
KARTINA.TV

OUR ADVANTAGES



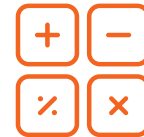
Wide audience coverage

- 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

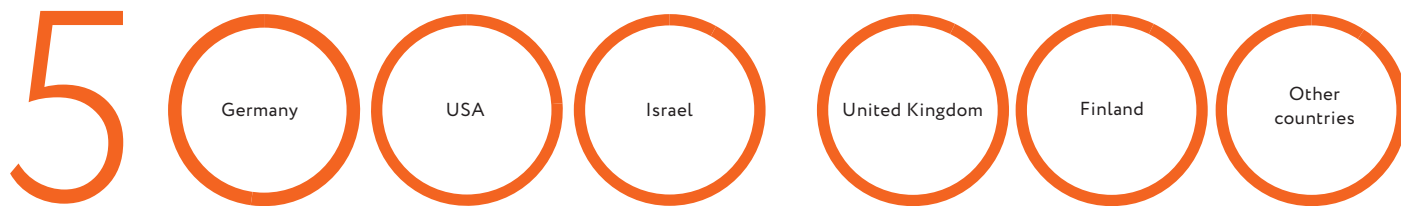


THE TARGET AUDIENCE

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

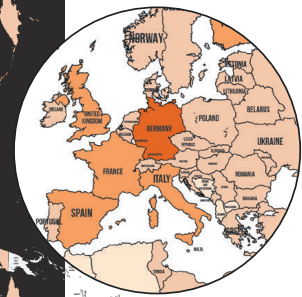
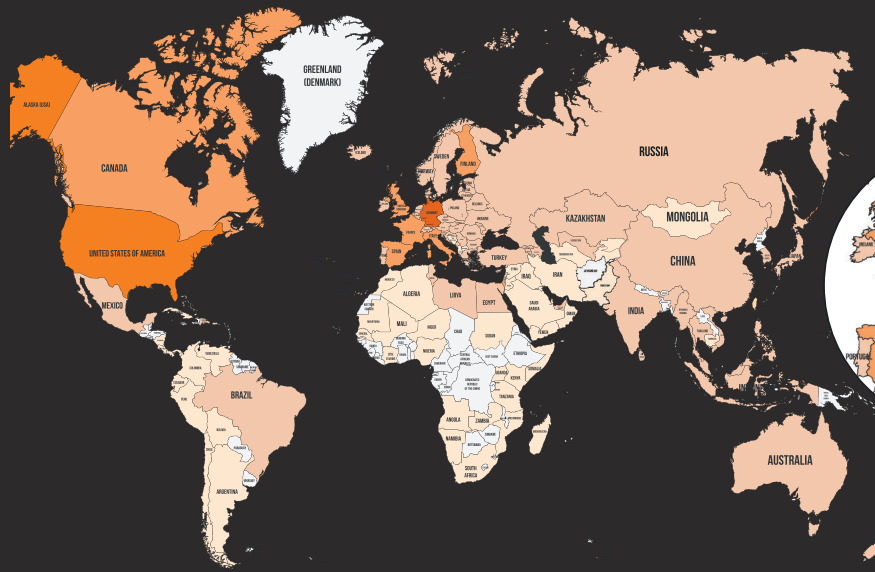


people worldwide

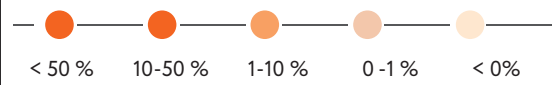
REACH AND DISTRIBUTION OF AUDIENCE OF KARTINA.TV

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

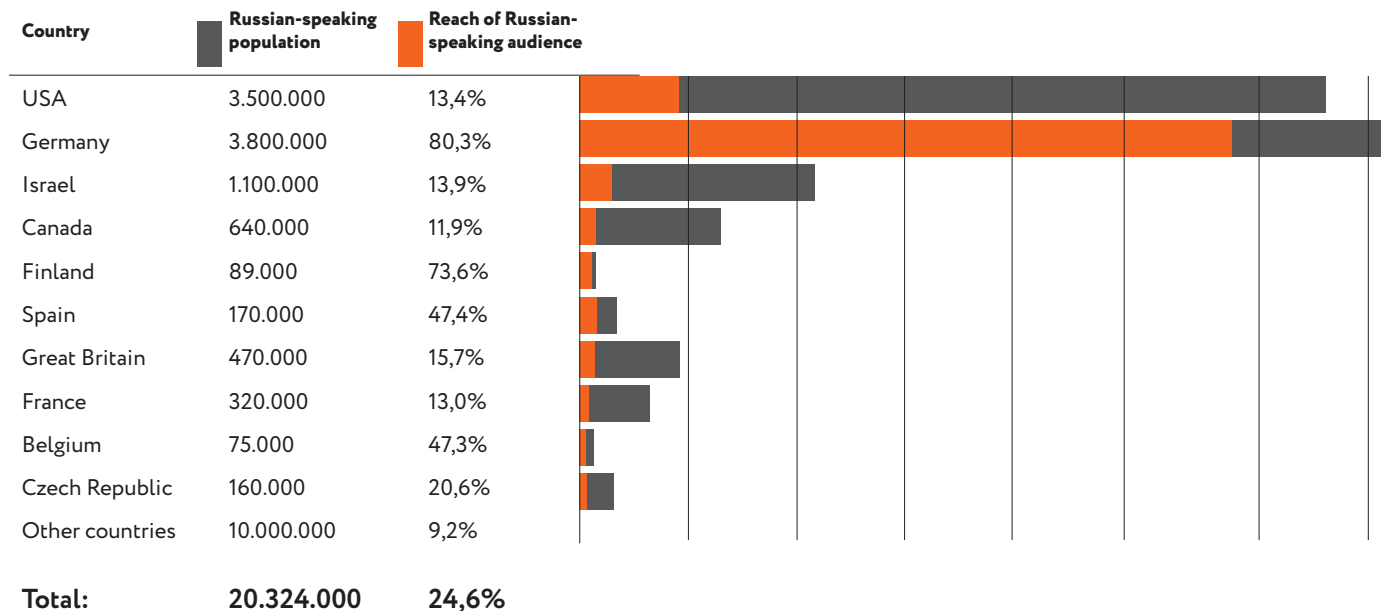
140 COUNTRIES



BY COUNTRIES

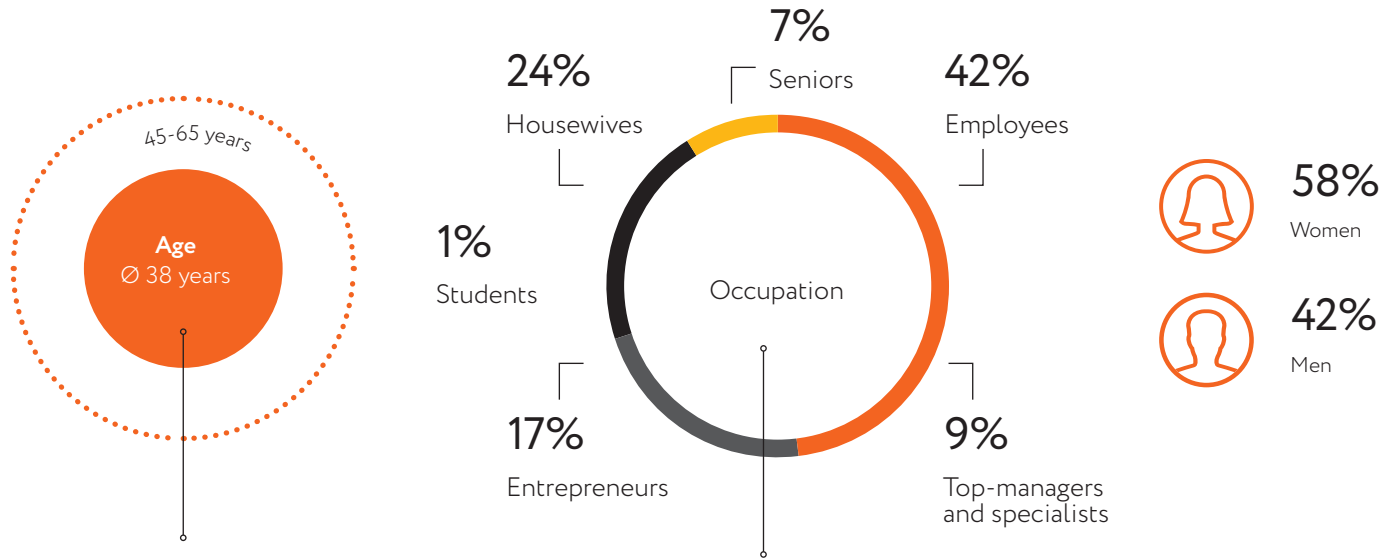


THE CORRELATION BETWEEN RUSSIAN-SPEAKING POPULATION AND AUDIENCE OF KARTINA.TV



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

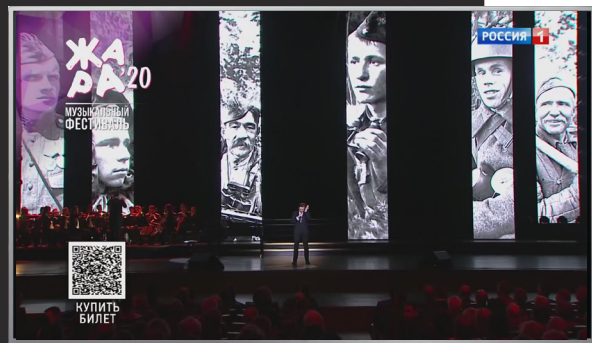
- The video is released during the advertising pause on most rated federal TV channels



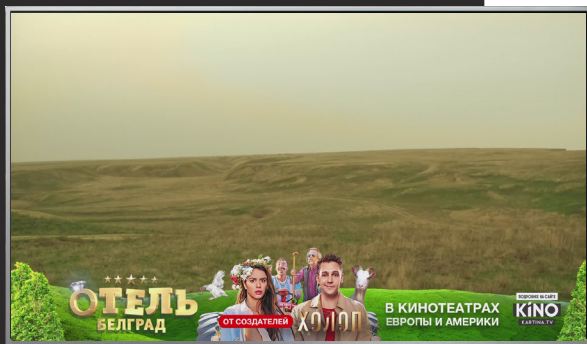
- Releases are possible during DAYTIME and PRIMETIME



«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:

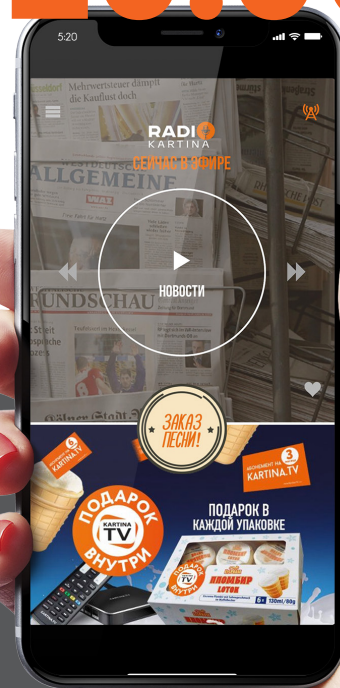
audio clip in advertising blocks.



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

COMEDY

Delovoy
DOVGAN

APC

MIX
Markt

GASPROM

ЛЕГКАЯ ВОДКА
ВОЗДУХ
ПЬЕШЬ КАК ДЫШИШЬ

KVINT
since 1897

ЖА
РА

Original
HLIBNY
DAR

Loetmann
Touche - and Foodservice

NetCost
market

NEW
WAVE

ВОДКА
ПЯТЬ
ОЗЕР
FIVE LAKES

ВОДКА
Беленькая

СТАННИЧНЫЕ

МУЗ

UET
KINO WELT

Эвалар

CHELSEA
FOOTBALL CLUB

F

SpaTravel
Kur- & Wellnessresort

MAREDO

IMPERIAL KARLOVY VARY
TVOJCE MODERNIHO LAZERSTVI

buch-deine-reise.de

SKLANKA

RUSSIA
EXPO 2015

START

МОШАРХ
Изысканная Еда

natura spa
natürlich
gesund

CineStar
ENTERTAINMENT

БАЛТИКА

ost-west
REISEN

LEMBERG

W

AQUATIR
CAVIAR

RUSSIAN AGRICULTURAL EXHIBITION
ЗОЛОТАЯ | GOLDEN
ОСЕНЬ | AUTUMN
РОССИЙСКАЯ АГРОПРОМЫШЛЕННАЯ ВЫСТАВКА

WEINOUT
SPREITZER

ЗОЛОТОЙ БЕРЕГ
LUXURY VILLAS

FANAGORIA
НАТЯЖНОЕ ПОТОЛОК

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

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