



СТИЛЬ ЖИЗНИ

MEDIA KIT

LIFESTYLE MAGAZINE (STIL GIZNI) | **CYPRUS**

Your copyright on the style

ABOUT MAGAZINE

THE LIFESTYLE MAGAZINE IS THE FIRST QUALITY, INTELLIGENT GLOSSY MAGAZINE AIMED AT THE RUSSIAN-SPEAKING AUDIENCE OF LARGE ENTREPRENEURS, FOR BOTH MEN AND WOMEN AND FAMILY READING.

With more than a decade of experience, it is the most influential magazine on the market of Cyprus.

We were honored to get the letters of appreciation from The president of the republic Mr. Nicos Anastasiades and russian ambassador Mr. Stanislav Osadchiy.

We work with more than 350 TOP companies on Cyprus.

Every issue of the magazine contains about 100 pages of intellectual reading material – with the topics ranging from culture, history, politics to health, lifestyle and fashion.

5 000

COPIES
PER ISSUE

350

COMPANIES
ADVERTISE
WITH US

27 100

READERS
PER ISSUE



ABOUT READERS

OUR READERS ARE A LARGE AUDIENCE OF THE ELITE, WELL-EDUCATED, WEALTHY RUSSIAN-SPEAKING RESIDENTS AND VISITORS TO CYPRUS.

LIFESTYLE MAGAZINE is an official partner of the most interesting and high-profile events in Cyprus, where we successfully present ourselves and our advertising partners — 20–25 events in one issue.

READERS

WOMEN: 47 %

MEN: 53 %

AGE: 35 – 65

HIGHLY EDUCATED: 99.9 %

EMPLOYED: 80 %

OT МАЧО ДО ПОНТИФИКА
ДЖУД ЛОУ

“И никогда глумиться над ним, что была выдуманная история для меня мальчишкой.”
Джуд Лоу

Что кроме для женщины, для мужчины может быть крестиком. Джуд Лоу с детства страдает от своей символической физиономии. То есть, как страдал. По большому счету, она его вполне устраивала. Но мир однажды с подорожной меняется, как и радость, так и в красоте. Сначала они его обманывали, представляли при помощи кулаков. Потом рокеры. Но Джуду удалось доказать, что такая внешность — не недостаток бедности. И доказательство оказалось настолько убедительным, что его последние работы стало роль понтифика в сериале «Маленький Гайс».



Джуд Лоу в роли «Маленького Гайса» (2016, BBC)

Никто не говорил, что Джуд Лоу — это не он сам. Сериал «Маленький Гайс» — это не он сам. Сериал «Маленький Гайс» — это не он сам. Сериал «Маленький Гайс» — это не он сам.

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“Он говорил, что он никогда не откажется от своего имени — и я не откажусь от своего имени.”
Джуд Лоу



ADVANTAGES

HOW DOES THE MAGAZINE WORK WITH ITS CLIENTELE OF NUMEROUS MAJOR COMPANIES IN CYPRUS?

Over 350 Top Cyprus companies have been advertising themselves our Magazine for 11 years. We work with Cypriot and Russian-speaking business owners. They find each other on the pages of our magazine and enter into major mutually beneficial contracts! There are real examples in each issue of the magazine.

- 1** **EXCLUSIVITY** All the articles published in our magazine are created especially for us, as we never use texts downloaded from the Internet. Our authors are professional journalists, representatives of Russian cultural and intellectual elite. Most of them are highly respected individuals whose faces and names are well known to our readers. We publish interviews with celebrities from all over the world, along with local artists, politicians, businessmen, etc.
- 2** The second factor that makes our magazine exclusive and prestigious is the quality of graphic design, layout, paper and printing. We use the best of the best on the market, thus maintaining the high image of our brand.
- 3** The third factor that allows us to maintain an exclusive image is the quality of our advertising partners and the quality of Ads. About 80 pages of each issue are intended for our advertising partners. Our team works together with advertisers to ensure maximum effective impact on the target group.
- 4** The fourth factor that makes our magazine special is its mixed distribution structure. Our goal is to reach Russian-speaking readers in search of up-to-date information, interesting reading material and quality advertising.
- 5** We participate as a media partner at 20-25 events in Cyprus within three months.



DISTRIBUTION

WE PLACE THE MAGAZINE ONLY IN THE PREMIUM LUXURY SPOTS OF CYPRUS.

LIMASSOL NICOSIA PAPHOS LARNACA

- Presidential Palace
- Russian Embassy — for Russian diplomats and businessmen and their families also
- Russian Consular centers in Limassol, Paphos, Nicosia.

FOR SALE:

- Airports LARNACA and PAPHOS kiosks + VIP room
- 4-5* hotels in kiosks

FREE DISTRIBUTION:

- St. Rafael
- Hilton Hotel & Hilton Park
- Anassa
- Ayii Anargyri
- CAP ST GEORGES
- RCB bank
- Cyprus Bank
- Hellenic Bank
- Deloitte
- Wargaming
- Limassol Marina area — boutiques and restaurants
- Kurioum Beach (Second Beach)
- Golf clubs
- Tennis clubs
- Building companies
- Financial companies
- Lawyers companies
- Clothes Boutiques
- Jewelry Salons
- Watches Boutiques Vassos Eliades
- Clinics + Barber shops + Beauty saloons + Optical centers
- Wine boutiques
- Some VIP restaurants
- Furniture showrooms
- Car centers



5 000

COPIES
PER ISSUE

1 ISSUE
FOR 3 MONTHS

4 ISSUE
PER YEAR

INTERNET

HOW DO WE INSURE THAT WE REACH THIS AUDIENCE WITH OUR MESSAGE?

Our magazine has a special edition of the ISSUE on the Internet — **Internet version**. On the advertising pages there are special Active windows with links which activate company websites, phones, email.

We can put any video presentations of companies, products, and new offers of the company on your web page. This is a great interactive connection with our numerous audience.

Please check this link and see how it works:

<http://stil-gizni.com>

We will activate your website, email, and phones.



PRICES



TYPE OF ADVERTISEMENT	DESCRIPTION	PRICE PER ISSUE
SPONSORSHIP PACKAGE	LOGO on First Cover page + 2 Hard pages with Both side print + double page + Facebook + Instagram+ Active windows (all for 3 months)	4 760 EURO + VAT
FIRST DOUBLE COVER GLOSSY PAGE	2 pages side by side	3 990 EURO + VAT
OUTSIDE BACK COVER PAGE	1 Cover Glossy Pages	1960 EURO + VAT
INSIDE BACK COVER PAGE	1 Cover Glossy Pages	1 190 EURO + VAT
HARD PAGE	1 page with TWO-SIDES PRINT 250 gr	1 980 EURO + VAT
DOUBLE HARD PAGE	2 pages with TWO-SIDES PRINT 250 gr	3 485 EURO + VAT
SINGLE PAGE ADVERT	1 page before page N57	980 EURO + VAT
SINGLE PAGE ADVERT	1 page after page N57	820 EURO + VAT
DOUBLE PAGE N1	2 pages side by side	1 990 EURO + VAT
DOUBLE PAGE	2 pages side by side	1 580 EURO + VAT
HALF PAGE ADVERT	1/2 PAGE ADVERT	580 EURO + VAT
CATALOGS	2 – 5000 copies	1 400 EURO – 2 980 EURO + VAT
ACTIVE WINDOWS+FACEBOOK+INSTAGRAM	1 ISSUE (FOR 3 MONTHS)	175 EURO + VAT
DESIGN	Advertising / editorial design for 1 page	75 EURO + VAT

CONTACTS

ADVERTISE WITH US AND YOU WILL GET A UNIQUE NUMEROUS ELITE AUDIENCE OF RUSSIAN-SPEAKING GUESTS AND RESIDENTS OF CYPRUS AND THE BEST AUDIENCE OF CYRIOT BUSINESSMEN — OWNERS OF MORE THAN 350 TOP COMPANIES IN CYPRUS.

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Email: info@stil-gizni.com, stilgizni@inbox.ru

Website: www.stil-gizni.com

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