



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





# 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.
- 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

**FOR SALE:**

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



**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 4 months) | 11 520 EURO + VAT             |
| FIRST DOUBLE COVER GLOSSY PAGE    | 2 pages side by side  | 8 540 EURO + VAT              |
| OUTSIDE BACK COVER PAGE           | 1 Cover Glossy Pages  | 4 980 EURO + VAT              |
| INSIDE BACK COVER PAGE            | 1 Cover Glossy Pages  | 3 380 EURO + VAT              |
| HARD PAGE                         | 1 page with TWO-SIDES PRINT 250 gr  | 4 960 EURO + VAT              |
| DOUBLE HARD PAGE                  | 2 pages with TWO-SIDES PRINT 250 gr   | 9 570 EURO + VAT              |
| SINGLE PAGE ADVERT                | 1 page before page N57  | 2 320 EURO + VAT              |
| SINGLE PAGE ADVERT                | 1 page after page N57   | 1 960 EURO + VAT              |
| DOUBLE PAGE N1                    | 2 pages side by side  | 3 980 EURO + VAT              |
| DOUBLE PAGE                       | 2 pages side by side  | 3 560 EURO + VAT              |
| HALF PAGE ADVERT                  | 1/2 PAGE ADVERT   | 1360 EURO + VAT               |
| CATALOGS                          | 2 – 5000 copies   | 2 800 EURO – 7 360 EURO + VAT |
| ACTIVE WINDOWS+FACEBOOK+INSTAGRAM | 1 ISSUE (FOR 3 MONTHS)  | 290 EURO + VAT                |
| DESIGN                            | Advertising / editorial design for 1 page   | 190 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.

Address: 18 Pandora Street, 8049 Paphos, Cyprus

Email: [info@stil-gizni.com](mailto:info@stil-gizni.com), [stilgizni@inbox.ru](mailto:stilgizni@inbox.ru)

Website: [www.stil-gizni.com](http://www.stil-gizni.com)

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If you have any questions about advertising, please contact:

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