



KURSIV | MEDIA

[PRESS KIT | 2023]



● ABOUT US

Established in
2002

KURSIV

Today, with offices in Kazakhstan and Uzbekistan, we are the most influential news source in Central Asia. We cover macroeconomics, markets and industries in Central Asia. We also cover international developments that affect the region in all kinds of ways.

OUR PRODUCTS



THE KURSIV NEWSPAPER

Kursiv is a weekly business newspaper with a circulation of 8,000. This is the only printed edition in Kazakhstan that delivers advanced analytics on various topics: government and business, banks and finances, industry sectors, consumer market, key trends and experts' opinions. Apart from regular distribution channels, the newspaper is also available in various state agencies, business centers, airports and HORECA.

This product works just fine for GR purposes.



KURSIV RESEARCH

Kursiv Research is the analytical division within the editorial staff of kursiv.media. Our team of experts prepares ratings, surveys and indexes on industries, politics and society on a weekly basis. We also conduct social and marketing research such as online and live polls, focus groups, interviews with experts, customer journey research and so on. Materials prepared by Kursiv Research are available in the newspaper, on the website and on our social media channels.

The product works perfectly for B2B, B2C and GR communications.



KURSIV BUSINESS GUIDE

The Business Guide is a high-quality printed edition that is published five to ten times per year and distributed along with the newspaper. This product is an excellent tool to dive into a specific topic for better analysis from different perspectives. With the help of the Business Guide, we introduce market actors to each other and create a vision for a broader market.

This product is the most suitable for B2B communications and GR.



THE KURSIV.MEDIA WEBSITE

The website with 1.2 million to 1.5 million views per month is devoted to business news and analytics. Our core audience is top managers, businessmen and decision-makers. We provide them with objective information and advanced analyses of markets. Kursiv.media is also an effective tool for making well-considered decisions.

The best platform for B2B and B2C communications.



SOCIAL NETWORKS

We are available on Telegram, Facebook, Instagram, Twitter, YouTube and LinkedIn. Our audience is more than 50,000 total subscribers, mainly managers, businessmen, investors and public servants.

Work perfectly for B2C communication purposes.



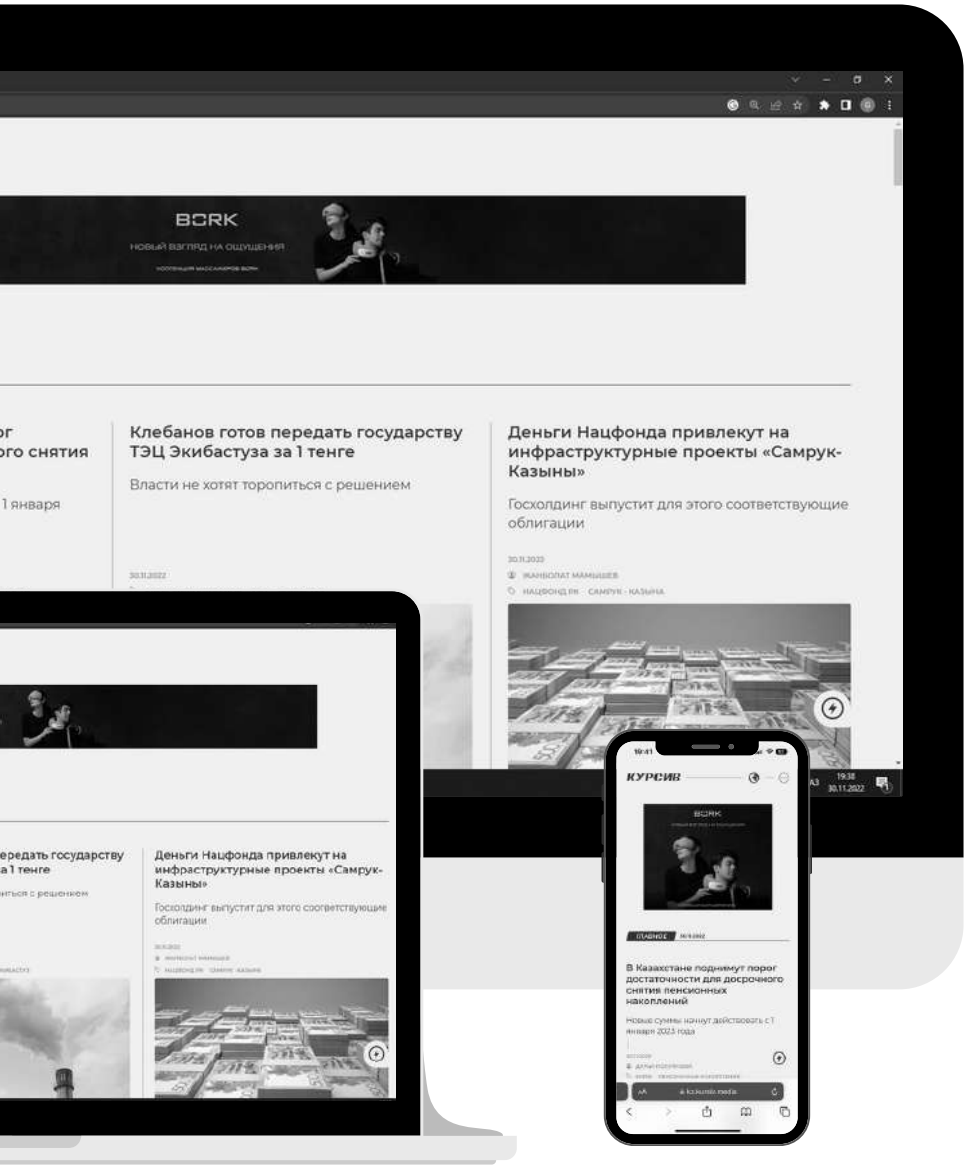
KURSIV NEWSPAPER | SM²

The newspaper's advertising price list for 2023

Position / format	VAT inclusive price
Advertising charge	
Front page	\$5.17 /sm2
Colored page	\$4.98 /sm2
Inside page	\$4.9 /sm2
Fixed rates for inside page advertising blocks	1,600 sm2 (a page) / \$7,658.95 1,000 sm2 / \$4,786.84 800 sm2 (1/2 of a page) / \$3,829.47 500 sm2 / \$2,393.42 400 sm2 / \$1,914.74

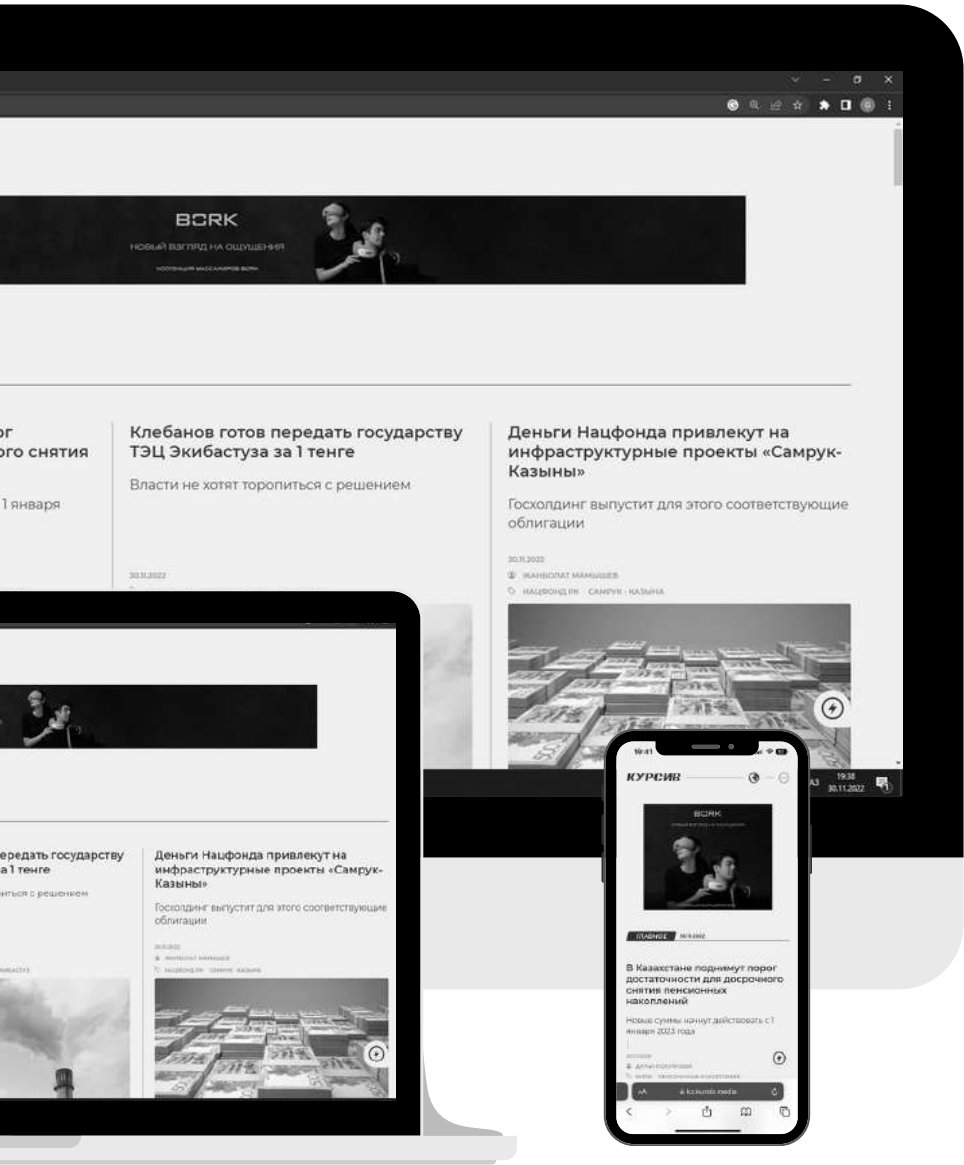
Position / format	VAT inclusive price
Extra services	
Writing a text	\$0.0089 per character
Photography	\$33.47
Mirroring of the material on the kursiv.media website	\$334.74
Creating a layout	\$111.58
Extra charges	Partner material / + 25% to the price Native material / +45% to the price

THE KURSIV.MEDIA WEBSITE



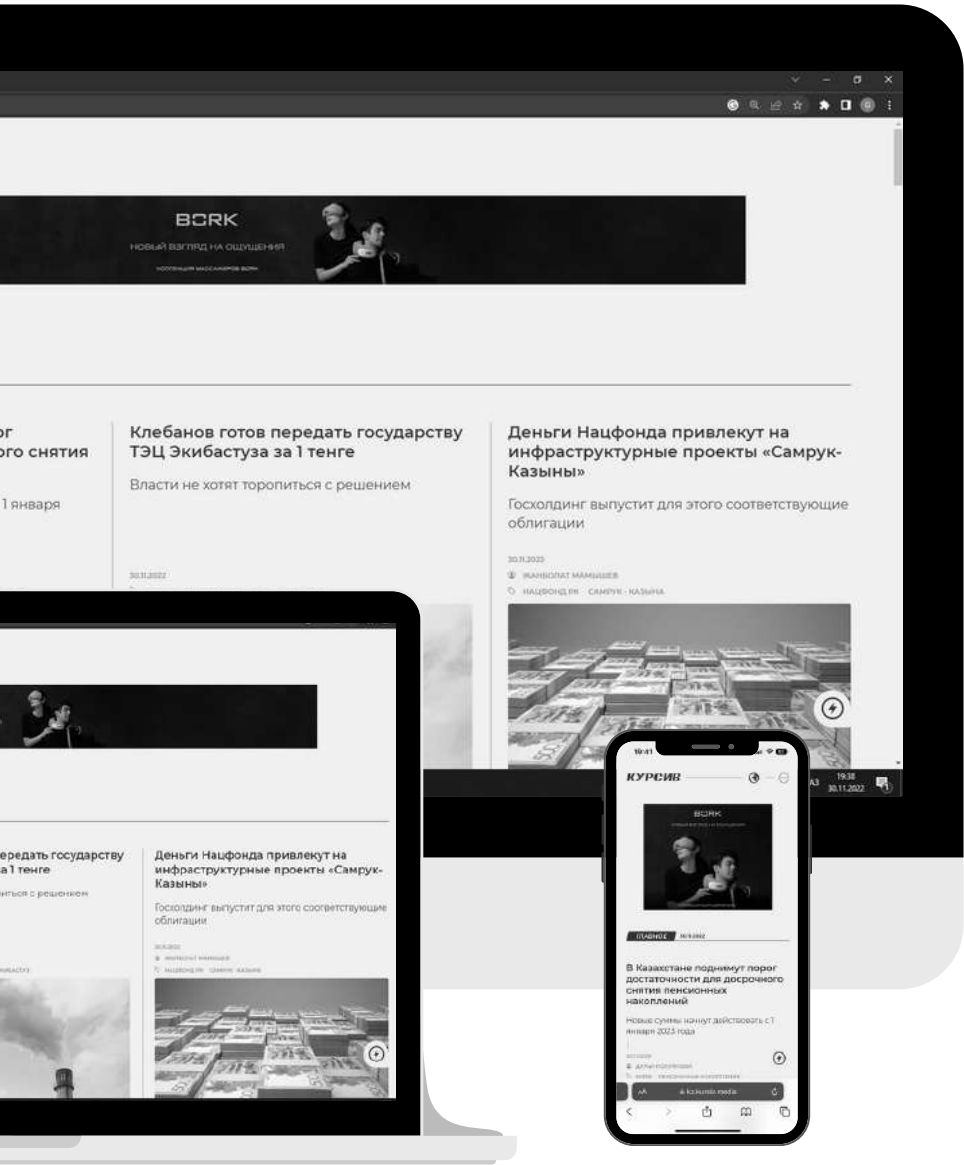
Format	Position	VAT inclusive price
<i>Paid article (up to 7,000 characters and ten pictures), writing cost is included</i>	Main page (pinned for one day)	\$669.49
<i>Partner material (up to 7,000 characters and ten pictures, labeled)</i>	Main page	\$892.65
<i>Native material (up to 7,000 characters and ten pictures, no labels)</i>	Main page	\$1,338.98
<i>Interview (up to 15,000 characters and two pictures)</i>	Main page	\$1,562.14
<i>Expert’s column (up to 5,000 characters, one picture)</i>	Main page or Opinion page	\$1,338.98

THE KURSIV.MEDIA WEBSITE



Format	Position	VAT inclusive price
Instructions	Main page	\$1,338.98
Special project	Main page	\$6,694.88 and more
Live text coverage of an event	Pinned to the news feed for one day + posts on Telegram	\$3,347.44

THE KURSIV.MEDIA WEBSITE



Format

Position

VAT inclusive price

Promotion on social media



Telegram

\$223.16 / \$669.49



Instagram

\$223.16 / \$669.49



Facebook

\$111.58



Twitter

\$111.58



TikTok

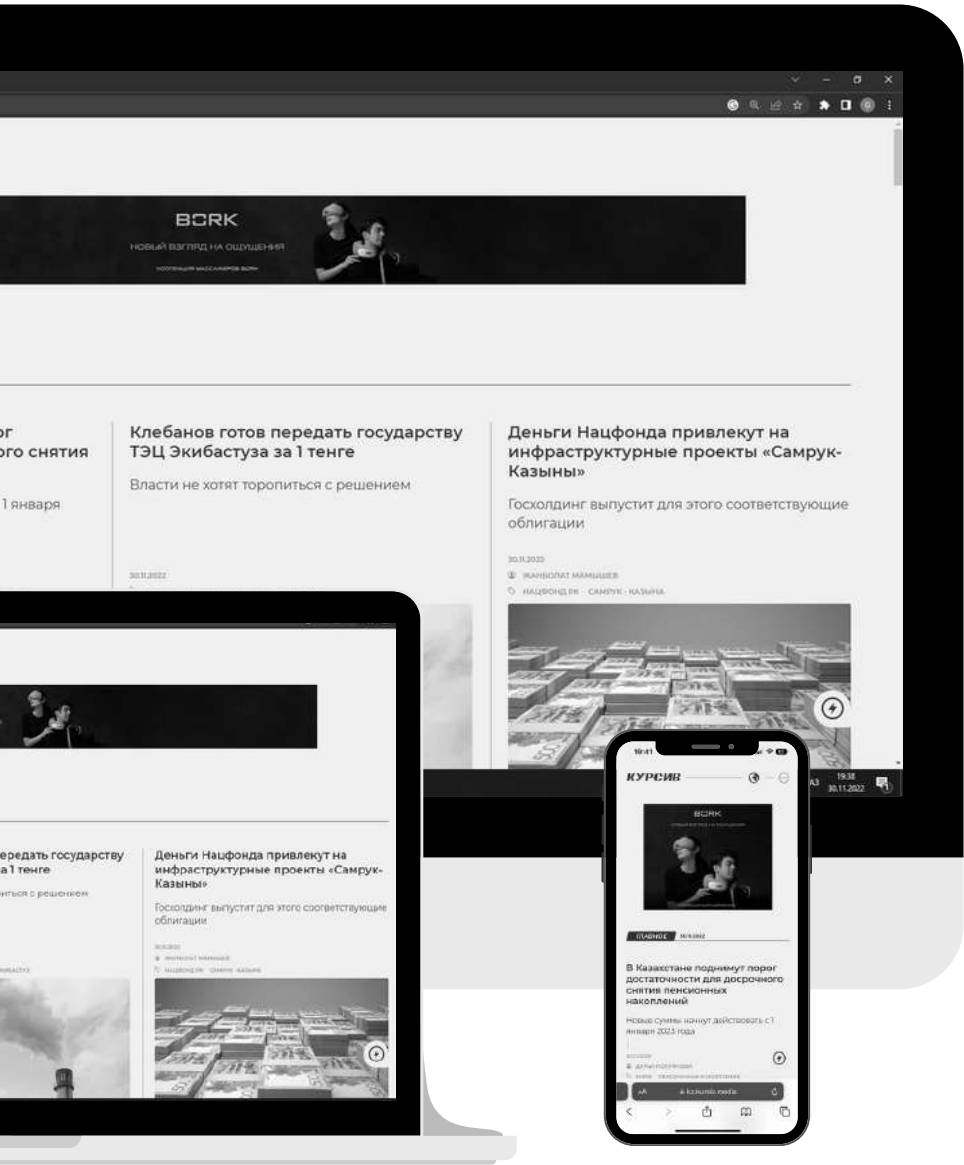
\$111.58



Linked in

\$111.58

THE KURSIV.MEDIA WEBSITE



Format	Position	VAT inclusive price
<i>Work of a journalist / translator</i>	one text up to 7,000 characters	\$89.27
<i>Video news coverage</i>	YouTube and the website	\$2,008.47 and more
<i>Video interview</i>	YouTube and the website	\$2,008.47 and more
<i>Motion video</i>	YouTube and the website	\$100.42 per 10 seconds
<i>Podcast</i>	YouTube and the website	\$1,338.98 and more
<i>3D virtual tour</i>	YouTube and the website	\$669.49 per unit
<i>Animated banner</i>		\$44.63

KURSIV RESEARCH


Position/format	VAT inclusive price
<i>Standard Kursiv Research (desk study within Kazakhstan)</i>	\$3,347.44
<i>Standard Kursiv Research (desk study within the globe)</i>	\$4,463.26
<i>Kursiv Research with elements of field research</i>	\$6,694.88
<i>Social research (on demand)</i>	\$11,158.14





KURSIV BUSINESS GUIDE

Position / format	VAT inclusive price
General partnership (a negotiated topic of the guide, four-page spreads for advertising, cover and video)	\$12,273.95
Page spread	\$2,677.95
One page	\$1,338.98
Second cover	\$1,495.19
Third cover	\$1,451.67
Fourth cover	\$1,562.14

SOCIAL NETWORK

Platform	Position	VAT inclusive price
 Telegram	<i>Paid post</i>	\$669.49
	<i>Native post by Kursiv (up to 1,000 characters)</i>	\$892.65
	<i>Sponsorship of a certain section. For example, “What happened overnight on the stock market” with the label “Sponsored by the XXX company.” Seven posts per week</i>	\$669.49

SOCIAL NETWORK

Platform	Position	VAT inclusive price
 Instagram	<i>Paid post</i>	\$669.49
	<i>Native post by Kursiv (up to 1,000 characters)</i>	\$892.65
	<i>Sponsorship of a certain section. For example, “What happened overnight on the stock market” with the label “Sponsored by the XXX company.” Seven posts per week</i>	\$669.49
 Youtube	<i>Production of a video coverage or interview</i>	\$2,008.47

THE WEBSITE | BANNER

Format

1 CPM per 1,000 views

B1 1200x120

\$3.53

B2 1200x120

\$3.26

B3 780x120

\$3.53

B4 240x400

\$2.32

B5 300x600

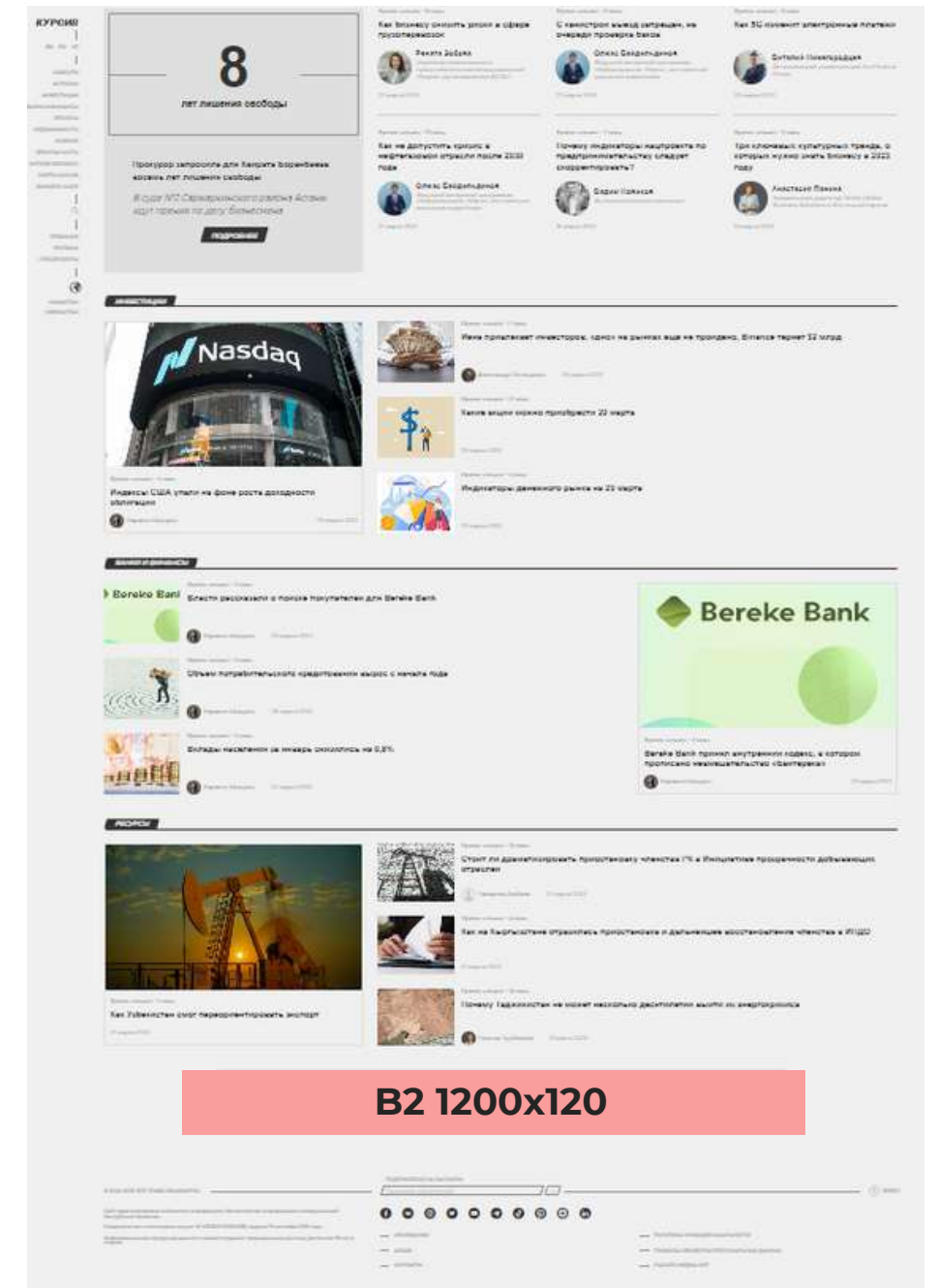
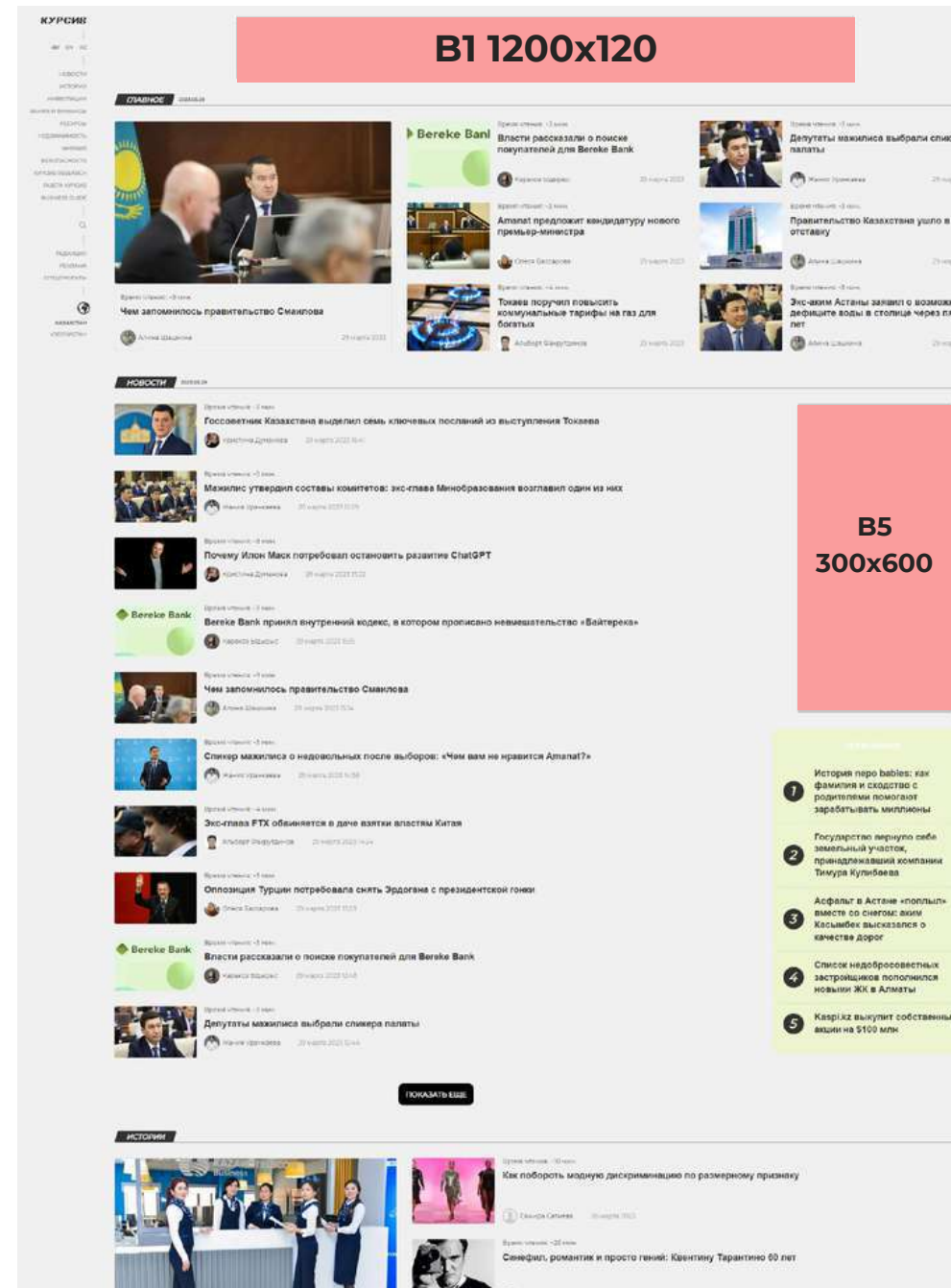
\$2.32

B6 240x80

\$1.87

B7 300x250
(mobile)

\$1.87



KURSIV | MEDIA



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