

KURSIV | MEDIA

[MEDIA KIT | 2024]

LEADING **BUSINESS** MEDIA OUTLET

The ecosystem of Kursiv Media includes the weekly newspaper Kursiv, the website Kursiv.media with more than three million visitors per month, research and sociological services, a production studio and a glossy specialist supplement Kursiv Business Guide.

More than 7,000 people follow Kursiv Media's channel on YouTube with exclusive content; 14,000 follow our page on Facebook and 13,000 on Telegram, a channel that is media inside media.



OUR GOAL IS **TO TALK ABOUT IMPORTANT THINGS IN THE MOST INTERESTING WAY**

We cover news from Kazakhstan, Central Asia and the entire world by focusing on the most important events. We are tracking the sequence of events and explaining to readers how they can use the information and how it can influence their lives.

WEBSITE

NEWSPAPER

GLOSSY

SOCIAL NETWORKS

VIDEO



COVERAGE

- More than three million readers
- Print circulation of 8,000 per week
- More than 50,000 subscribers on popular social networks



EXPERTISE

- Big team of media experts
- Experienced media managers
- Compulsory fact-checking
- Rigorous research of each topic



SYSTEMATIC APPROACH

- We follow the sequence of events
- Generate the added value of newsworthy occurrences
- Turn news into investigations

WEBSITE OF KURSIV.MEDIA

**3,000,000**

unique users per month

**5,400,000**

sessions per month

**16,200,000**

views per month

**3**

per session

**2,5 minutes***per user*

average time spent on the website

Kazakhstan

70%

Russia

16%

Uzbekistan

4%

Kyrgyzstan

3.5%

Tajikistan

2.9%

The most popular news
was viewed

953 000***times last year***

POLICY

SOCIETY

ECONOMICS

FINANCES

INVESTMENTS

REAL ESTATE

TECHNOLOGIES

CONTENT

WHAT DO WE WRITE ABOUT?

NEWS

The most important news from Kazakhstan and the world

[READ THE TEXT](#)

BANKS AND FINANCES

Analysis and insights of the banking industry in Kazakhstan

[READ THE TEXT](#)

INVESTMENTS

Exchanges, stock prices and instruments of the stock market

[READ THE TEXT](#)

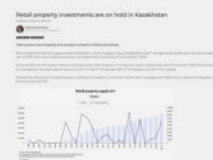
GOVERNMENT, QUASI-PUBLIC SECTOR AND INDUSTRY

News about economic regulation and leading industrial actors

[READ THE TEXT](#)

REAL ESTATE

Pain points of the real estate market in Kazakhstan; analysis of prices, market changes, trends and news in the sector

[READ THE TEXT](#)

TECHNOLOGIES

Key technological trends, instructions and reviews

[READ THE TEXT](#)

INDUSTRY RESEARCH

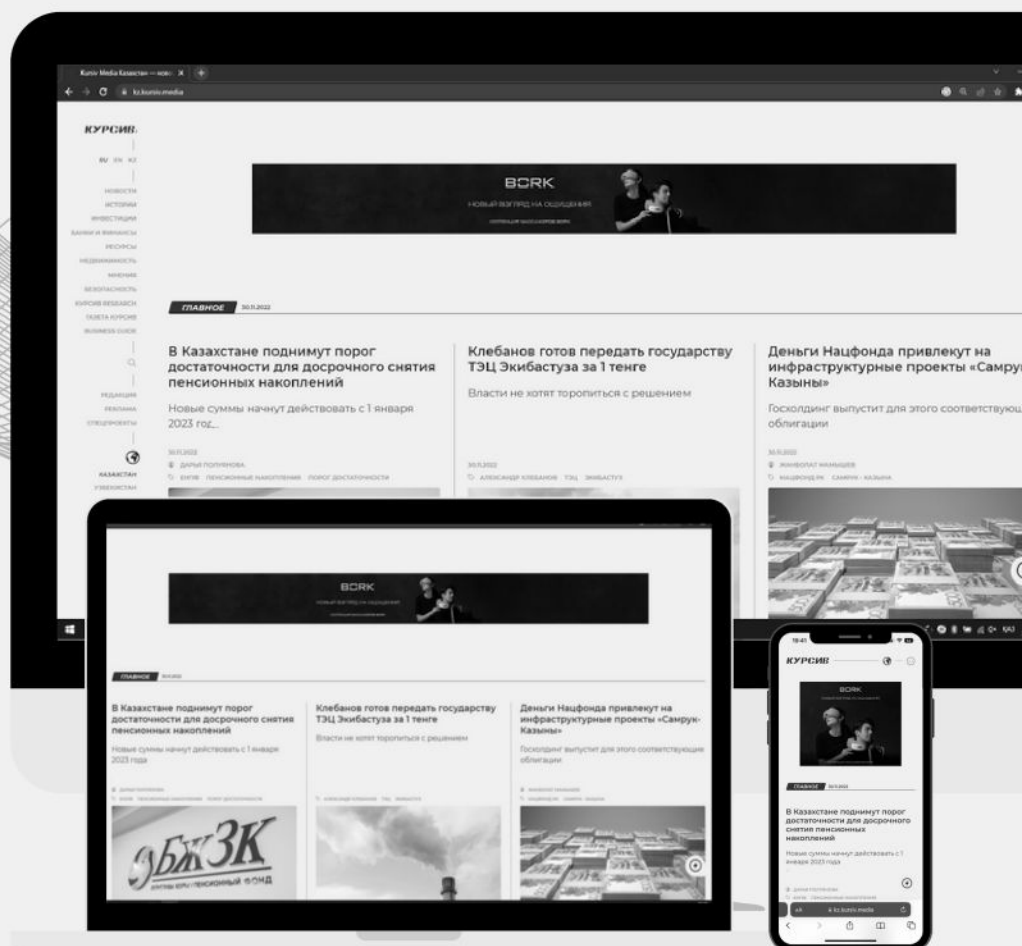
Analysis of sentiments in society and business; review of business regulation in Kazakhstan and the world

[READ THE TEXT](#)

ADVERTISING

We are offering not only reach and a multichannel approach, but also thorough analysis in different formats such as articles, research, sociological omnibuses, surveys, video clips, motion videos and posts on social media.

All advertisements must meet our editorial policy and quality requirements.



NATIVE ADVERTISING

WHAT IS A NATIVE AD AND ITS PRICE?

Native advertising or native ad is content that the audience considers as useful (educational), although it was created with the support of a specific business. This is advertising but unusual: it is informative and interesting.

IFC's director: "We see that Kazakhstan has tremendous long-term potential"

Published October 9, 2023 10:56
Pavel Nosachev
Special correspondent for international markets



[READ THE TEXT](#)

Assem Kenzhebek: "We knew that they were using us to fine-tune their product"

Published December 1, 2023 17:07
Maksim Kozlov
Special correspondent for international markets



[READ THE TEXT](#)

We publish native ads with no marks as it is absolutely similar to editorial content in terms of quality. To ensure we understand the goal and objectives of a project, our partner should file a brief. Then we suggest our ideas, genre and formats. A partner can suggest adjusting the material only when it comes to facts and figures.

Why AIIB is investing in Central Asia

Published October 9, 2023 10:56



Pavel Nosachev
Special correspondent for international markets

ANALYSIS

And how the "infrastructure for tomorrow" can affect the development of the region in the future.



Photo: AIIB

[READ THE TEXT](#)

INTERVIEWS

Interviews are one of many forms of native ads, but they are more expensive than other formats due to their complexity.

The cost of an interview (without a mark) is

1,200,000 tenge

The cost of a native ad (interview excluded) is

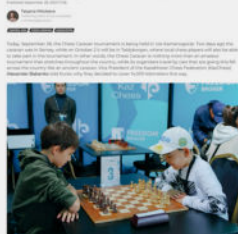
1,000,000 tenge

PR-TYPE MATERIALS

WHAT ARE PR-TYPE MATERIALS AND THEIR COST?

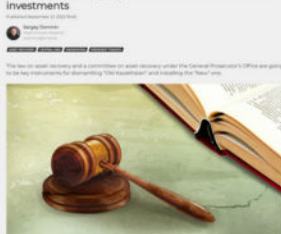
PR materials are necessary to disseminate important company news and demonstrate expertise in a specific field to create and maintain a positive brand image. We use a PR mark for such materials as they reflect the commercial and reputational interests of a certain company. We can prepare such a text on our own or publish a text written by a client

Chess Caravan by KazChess travels across Kazakhstan



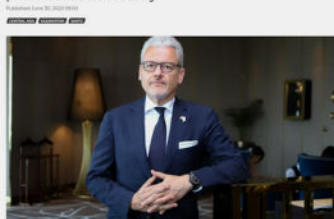
[READ THE TEXT](#)

How asset recovery legislation stimulates increase in investments



[READ THE TEXT](#)

SANTO after pandemic: outlook for domestic pharmaceutical industry



[READ THE TEXT](#)

Disclaimer: Some readers might not be interested in company news about something unimportant to them. Moreover, this news might be too specific and not cover the entire industry with little or no practical value for a reader. The simple truth is that a company is the one that wants to talk to the reader.

THERE ARE SEVERAL GENRES OF PR MATERIALS:

PRESS RELEASE

Information statement containing company news or reflecting its stance toward an issue.

BACKGROUND

(INFORMATION LETTER)

Informational material about an entity, its history and its contribution to the development of a specific industry.

FACT LIST

Document designed in a special way to convey complex technical, statistical or financial information.

BIOGRAPHICAL BACKGROUND

The information about a certain person. Most often, companies use this format to present their top managers.

Q&A

OR FAQ

his is a list of most frequently asked questions with short responses to them.

REPORTS

OR PRESS TOURS

This is a live journalistic story about an event, a tour or a performance of a company.

The cost of PR material is

500,000 tenge

PARTNER MATERIALS

DESCRIPTION AND COST

Partner material is a mix of native ads and PR material. The content of this material should reflect not only the interests of a client but also be useful and interesting for the overall audience. At the same time, a client has the right to edit facts and figures and also decide what tone, style and emphasis should be used.

These texts are published with the mark “Partner material.”

Adam Aleksiejuk, SANTO: “The more viable we are on the global market, the more benefits we can give Kazakhstan”

Published December 26, 2023 09:00



Kanat Baptyev

PR | ANALYSTS | EDITORS | PHOTOGRAPHERS | THE PARTNER MATERIAL



[READ THE TEXT](#)

What SANTO is doing to increase reliability of its procurement system

Published June 15, 2023 09:00

PR | ANALYSTS | EDITORS | PHOTOGRAPHERS | SANTO



[READ THE TEXT](#)

The cost of material with the mark “Partner material” is

700,000 tenge

KURSIV RESEARCH

DESCRIPTION AND COST

Kursiv Research is an analytical division within the editorial office of Kursiv.media. A team of analysts prepares ratings, surveys and indexes on different industries, politics and society every week. We also conduct sociological and marketing research: online and live polling, focus groups, expert interviews and customer journeys.

Materials prepared by Kursiv Research are published in the newspaper, on the website and on Kursiv.media's social media channels. We can carry out research from scratch to meet the goals and objectives of a client or integrate his request into our planned research.

Why it would be a good idea to accelerate the tempo of the base rate lowering process
Investment Service 12. 2023 (KZ)


[READ THE TEXT](#)

Consumer confidence in Central Asian countries: results of the second half of 2023
Investment Service 12. 2023 (KZ)


[READ THE TEXT](#)

Schedule of KR Group studies for 2024

Month	Research
January, April, July and October	Key rates in global economies and business activity
February, May, August and November	Quarterly research Exporting Map of Kazakhstan
March, June, September and December	Financing of Kazakhstani small and medium-sized businesses
February	One-time research "Influence of the base rate increase cycle on the national economy of Kazakhstan"
April	Yearly research "Investment into the fixed capital in Kazakhstan"
May	Yearly research of corporate ESG practices in Kazakhstan (and Central Asia)
November	Yearly research of the 100 biggest public companies of Kazakhstan and review of the national economy Kazakhstan-100
December	Public incentives and their influence on Kazakhstan's economy

The cost of a desk study is

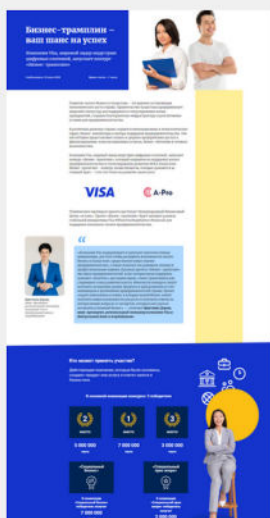
3,000,000 tenge

SPECIAL PROJECTS

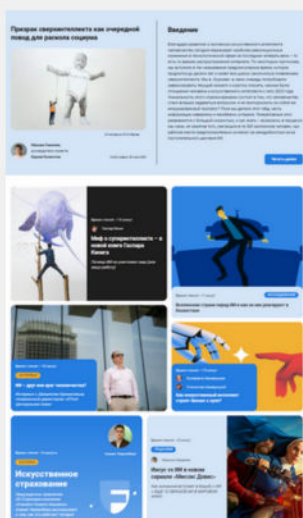
DESCRIPTION AND COST

A special media project is an effective tool for boosting reach. Usually, this material talks about a brand, agency, person or business problem in a fascinating manner. With the help of a special project, which includes five or more publications placed on a specific landing page, a business can show what differentiates it from its competitors, boost sales and create a vital element of the company's marketing campaign.

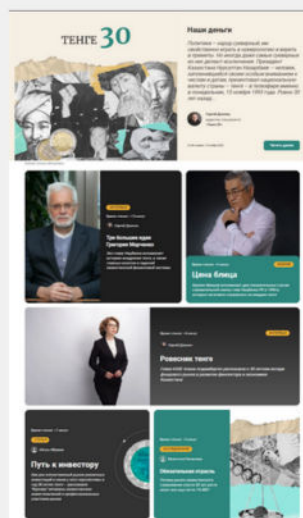
Business springboard - your chance for success


[VIEW PROJECT](#)

Artificial intelligence


[VIEW PROJECT](#)

Tenge 30


[VIEW PROJECT](#)

Lenovo - Overview of the IT industry in Kazakhstan


[VIEW PROJECT](#)

The cost of a special project is starting at

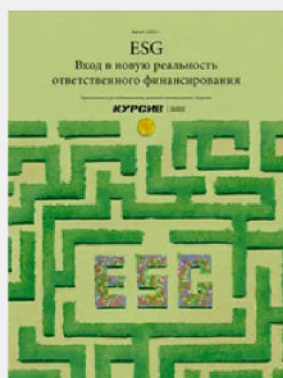
3,000,000 tenge

BUSINESS GUIDE

CONTENT AND PRICE

Kursiv | Business Guide is a special project, a set of publications reflecting a certain topic from different angles, although all of them are framed in glossy style. We pay a lot of attention to the visual perception of this specialist supplement.

ESG: Entrance into the new reality of responsible finance

[VIEW PROJECT](#)

IT in Central Asia

[VIEW PROJECT](#)

Changing lives

[VIEW PROJECT](#)

Base rate: How to reduce the pressure on the economy

[VIEW PROJECT](#)

The cost of Business Guide is

5,500,000 tenge

BANNER ADS

B1 1200x120

B5 300x600

B2 1200x120

Format	1 CPM / 1000 views
B1 1200x120	1,850 tenge
B2 1200x120	1,460 tenge
B3 780x120	1,580 tenge
B4 240x400	1,040 tenge
B5 300x600	1,040 tenge
B6 240x80	840 tenge
B7 300x250 (mobile)	840 tenge

Kursiv Media price list for 2024

Format	Position	Price with VAT (tenge)
PR material	Thematic category + Special Projects category + front page on the day of publication	400,000
Partner material	Thematic category + Special Projects category + front page on the day of publication	550,000
Native material	Thematic category + front page on the day of publication	700,000
Interview	Thematic category + front page on the day of publication	900,000
Kursiv Research <i>(desk research, Kazakhstan)</i>	Newspaper + Kursiv Research category + front page on the day of publication	1,700,000
Special project	A special landing page	<i>The price starts at</i> 3,000,000
Business Guide	Glossy specialist supplement + thematic categories + Business Guide category + a banner on the front page	5,500,000
PR-материал <i>in Kazakh language</i>	Publication on the Kazakh version of the website	400,000
Work of a journalist	1 text	60,000
Telegram	1 post	50,000
Sociological research	Depending on the technical specification of an enquiry	
YouTube	Channel on YouTube (report, interview, podcast and review)	<i>The price starts at</i> 900,000

CONTACT US:



ALMATY

115 Zheltoksan St.
Almaty, Republic of Kazakhstan



Irina Kurbanova

Director of partnership projects
i.kurbanova@kursiv.media
+7 777 257 49 88



Sabir Agabek-Zade

Head of PR and Advertising
a.sabir@kursiv.media



Inkara Alpiyeva

Commercial Department Coordinator
i.alpiyeva@kursiv.media
+7 777 015 5525

ASTANA

12/1, Kunaeva str., floor 2, 010000,
Kunaeva str.

Leila Zhukobaeva

Commercial manager in Astana
l.zhukobayeva@kursiv.media

Rustem Aliyev

Commercial manager in Astana
r.aliyev@kursiv.media

EDITORIAL OFFICE:



+7 (727) 339 84 41

+7 (7172) 28 00 42