

GOLDMUSTANG.RU

MEDIA KIT 2020



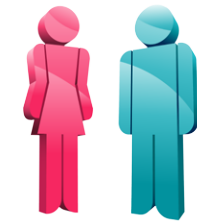
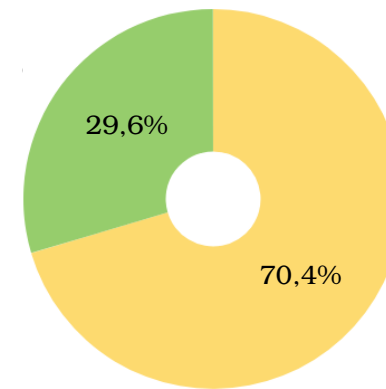
SITE CONCEPT

Goldmustang.ru is a news portal about equestrian business, style and culture for Horse lovers.

Goldmustang.ru means familiar quality and independent approach, combined with a large number of news, analytical and useful information, as well as the maximum technological capabilities of online media.

For 17 years of existence **www.goldmustang.ru** web-site has occupied the leading position in its segment.

Visitors of the site are businessmen, professionals – both economically and socially active people, people who like travelling, health-conscious and involved in their education.



- women
- men

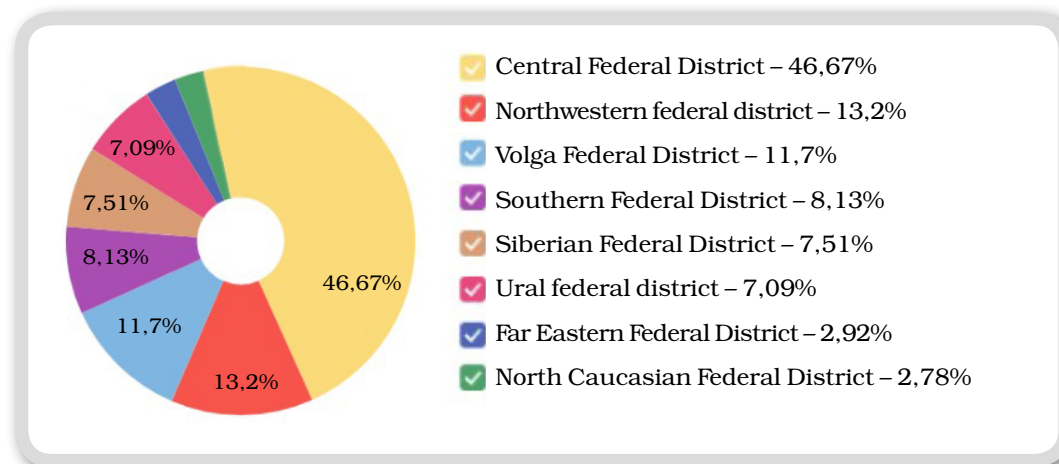
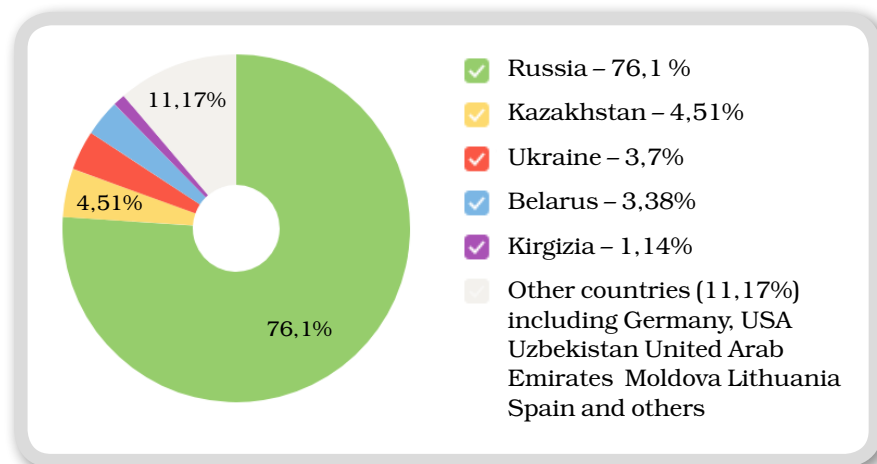
The most active audience are **women – 70,4 %**.
Middle age – **25-34 years old**.

The most active audience among **men** are young people **35-44 years old**.

The second place in attendance is the age group between **35-44 years old**.

Dimensions		Metrics		Choose goal
Gender, Age		Sessions	Users	
		%	abs	%
Total and average		303 592	200 299	
<input checked="" type="checkbox"/> female		70.4%	132 323	
<input type="checkbox"/> Age 25-34		19.6%	39 806	
<input type="checkbox"/> Age 35-44		15.2%	28 271	
<input type="checkbox"/> Age 18-24		11.9%	24 864	
<input type="checkbox"/> Younger than 18		7.63%	16 923	
<input type="checkbox"/> Age 45-54		7.31%	15 227	
<input type="checkbox"/> Age 55+		3.98%	8 637	
<input checked="" type="checkbox"/> male		29.6%	71 392	
<input type="checkbox"/> Age 25-34		8.8%	21 786	
<input type="checkbox"/> Age 35-44		5.86%	14 322	
<input type="checkbox"/> Age 45-54		4.43%	10 620	
<input type="checkbox"/> Age 18-24		3.84%	9 919	
<input type="checkbox"/> Age 55+		2.62%	6 580	
<input type="checkbox"/> Younger than 18		1.86%	5 003	

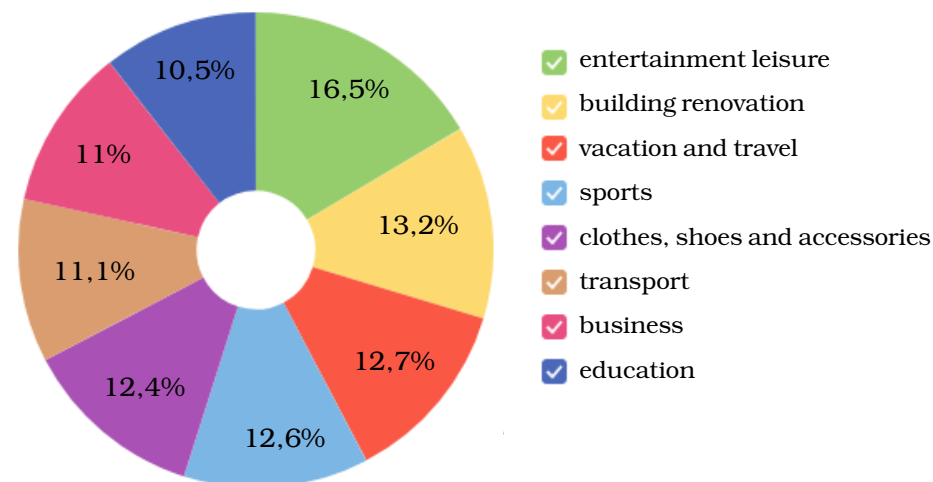
GEOGRAPHY OF OUR AUDIENCE



INTERESTS OF OUR AUDIENCE

The area of interest of the site's audience **goldmustang.ru** includes

- **entertainment leisure** (music concerts, museums)
- **building renovation** (furniture, repair, household goods, cottage and garden, interior design)
- **vacation and travel** (airline, tickets, hotels, vacation in Russia and the SIC, vacation in Europe)
- **sports** (equestrian, football, fitness, martial arts, hockey and etc.)
- **clothes, shoes and accessories** (women's clothes, women's shoes, bags and suitcases, watches)
- **transport** (cars, SUVs)
- also **business and education**



SITE HIGHLIGHTS:

- News
- Magazine categories (Equestrian sports, Horse breeding, Racetrack, Teach yourself, Countries, Exclusive, «GM» heroes, Veterinary, History)
- GM “Recommends”

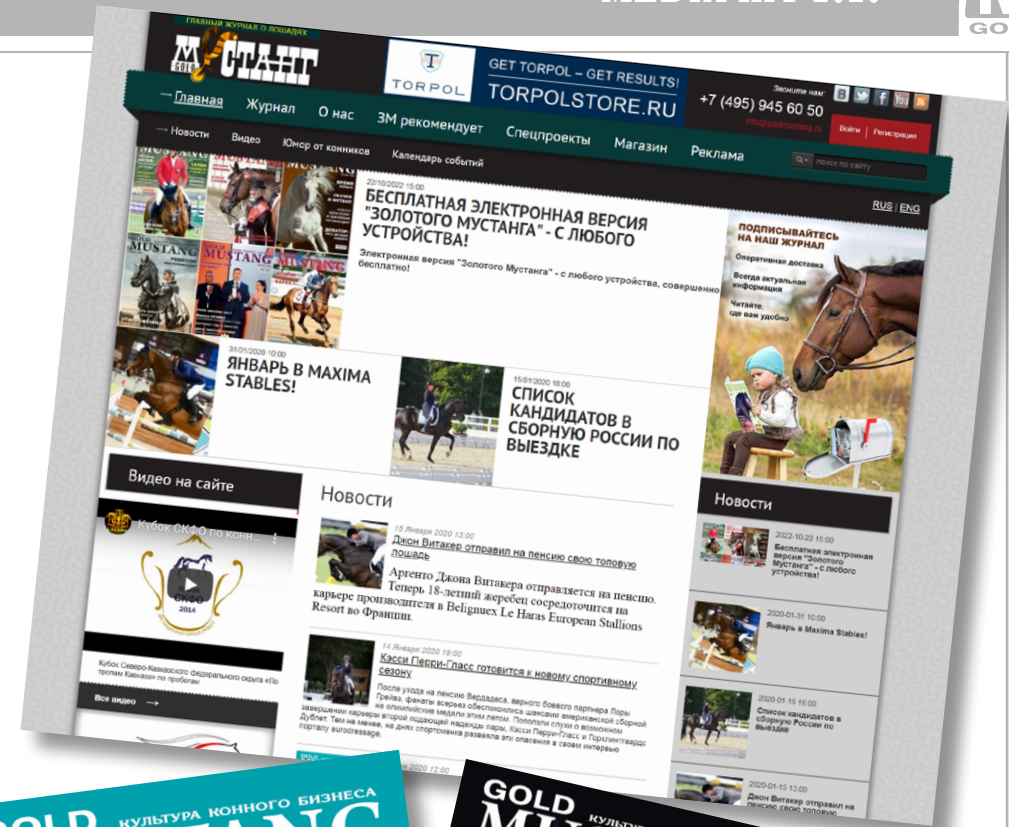
THE SITE DIFFERENCE FROM THE MAGAZINE

Goldmustang.ru is Internet news media.

50% of Goldmustang.ru materials are prepared specially for the site.

With the help of Goldmustang.ru users can as quick as possible get international and national news about equestrian life.

Goldmustang.ru fully represents video, archives, search, integration with social networks and other useful services.



EDITORIAL TEAM

Online editors, **GOLD MUSTANG** Magazine editors and the best freelance writers are creating the portal.

OUR BENEFITS

• COMPLETENESS OF THE INFORMATION

Goldmustang.ru has collected information covering most different spheres of human life and the world of horses: business, education, lifestyle, leisure and travel. There is no need to look for any other websites: Goldmustang.ru recommends the best.

• UNIQUE AUDIENCE SEGMENT

For the first time the news portal has gathered not only equestrian and racetrack professionals, but people who love Horses and who are interested in the world of Horses.

• HIGH STANDARDS OF JOURNALISM AND QUALITY OF GOLDMUSTANG.RU

Analytical information about the development of the domestic and international horse industry, portraits articles on businessmen involved in the «equestrian» life, unique news of the equestrian events taking place in Russia and abroad, tips for beginners, interviews with international experts, editorial opinion.





BENEFITS OF THE WEBSITE AND PLACEMENT

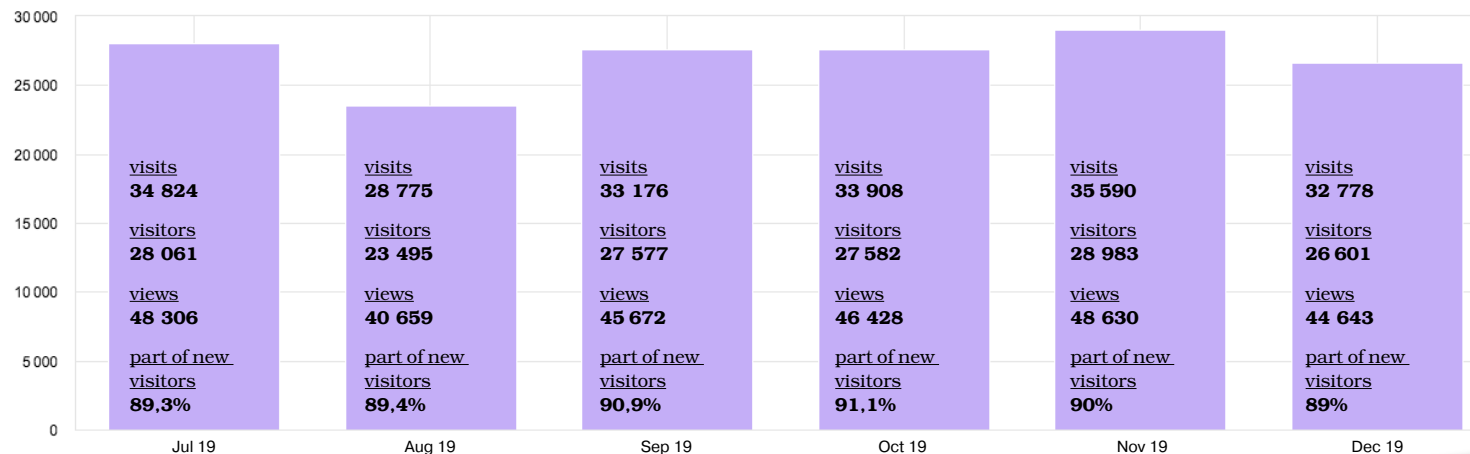
- Audience trust in the Goldmustang brand.
- Advertising will be seen by specialized audience that will be able to purchase a particular product or service.
- Image effect in combination with the real result.

SPECIAL FEATURES

- Custom sizes.
- The maximum targeted outreach.
- Sponsorship opportunities for sections, mailings, etc.
- Special projects creation.

Goldmustang.ru audience is the most highly profitable and economically active among similar resources of the segment.

ATTENDANCE



The indicator of the share of new visitors indicates interest in the site
www.goldmustang.ru

Gold Mustang communities on social networks (Facebook, com and vk.com) occupy a leading position in the number of readers among the Russian media in this segment.



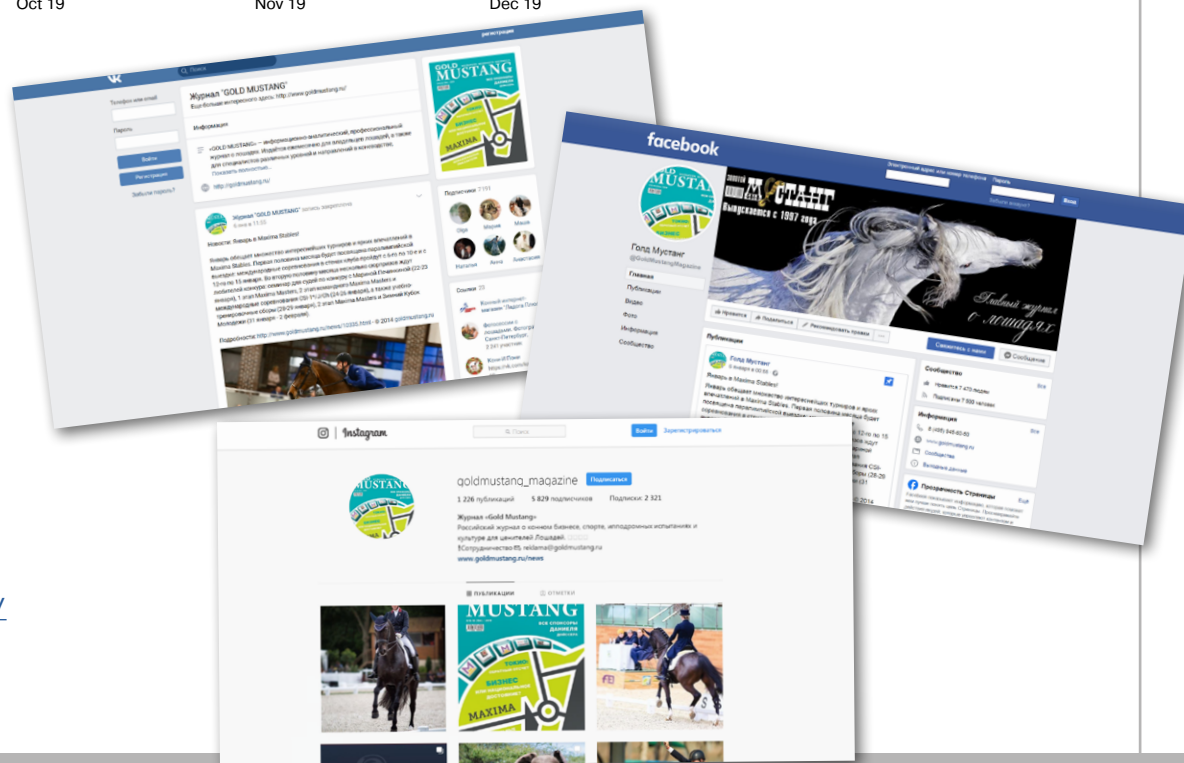
– <https://www.facebook.com/GoldMustangMagazine/>
 Gold Mustang group, more than 7 500 likes



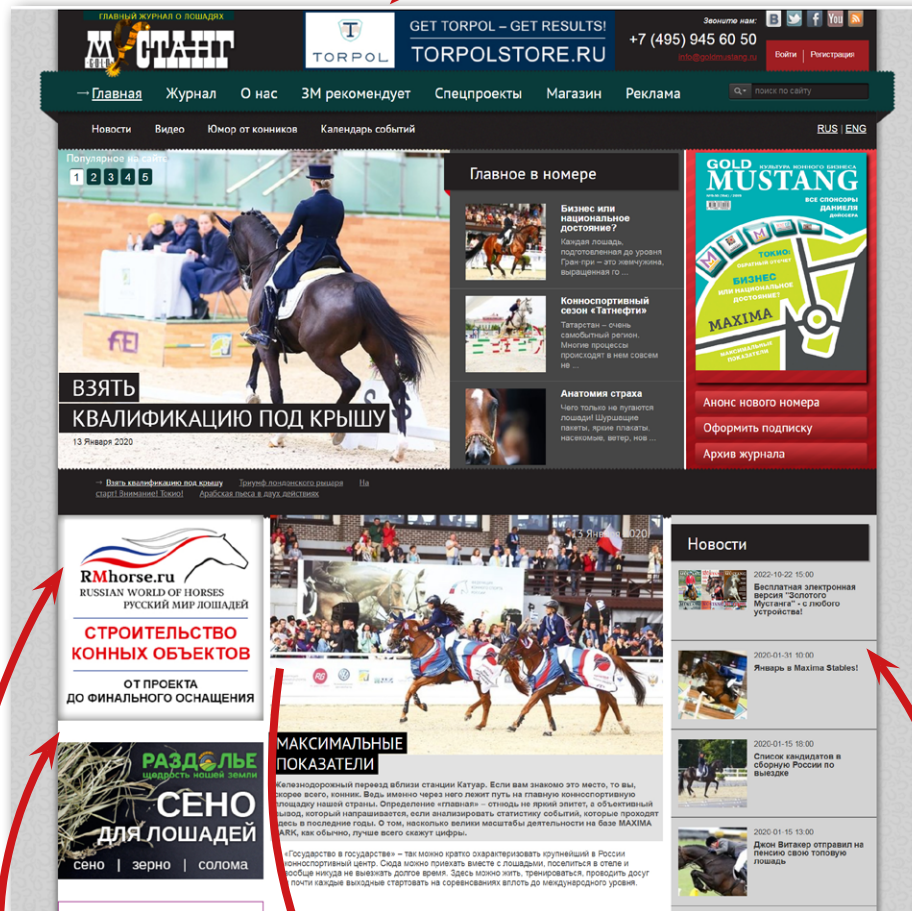
– https://vk.com/gold_mustang
 GOLD MUSTANG magazine page,
 more than 7 100 likes



– https://www.instagram.com/goldmustang_magazine/
 log account @goldmustang_magazine,
 more 5 800 followers.



Top banner 456x88 dpi



The screenshot shows the Gold Mustang website home page. A red arrow points to a top banner area at the top of the page. Another red arrow points to a large article on the left side of the page. A third red arrow points to a smaller article in the 'News' section on the right. A fourth red arrow points to a banner at the bottom left of the page.

Article on the home page

Banner 300x150 dpi

Banner 300x300 dpi

“News” section

STANDARD ADVERTISING FORMATS

- Top banner 456x88 dpi
- Banner size 300x200 dpi
- Banner size 300x150 dpi
- Banner size 300x300 dpi
- Article in the “News” section
- Article on the home page

COST OF ADVERTISING PLACEMENT ON GOLDMUSTANG.RU WEBSITE

Special positions	Advertising volume, dpi	The period of the placement	Price, EURO
Top banner	456x88	1 month	500
Side banner (left or right)	300x200	1 month	250
Article in the “News” section In addition publication in the social networks - Face- book.com and vk.com on the pages of our groups	(no more than 300 words, 5-7 photos)	1 week (then the article goes to the archive)	250
Article on the home page. In addition publication in the social networks - Face- book.com and vk.com on the pages of our groups	(no more than 400 words, 5-7 photos)	1 week (then the article goes to the selected column of the “Journal” section)	700

FOR MORE EFFECTIVE PROMOTION OF THE BRAND OR SERVICE, WE OFFER A COMPREHENSIVE APPROACH TO PLACING ADVERTISING INFORMATION ON WWW.GOLDMUSTANG.RU WEB-SITE:

1 OPTION:

Position	Size, dpi	Placement period	Total cost, EURO
Side banner (left or right)		3 months	
Article in the "News" section In addition publication in the social networks - Facebook.com and vk.com on the pages of our groups	(no more than 400 words, 5-7 photos)	2 in publications per month over 3 months. Total - 6 publications	1 700

2 OPTION:

Position	Size, dpi	Placement period	Total cost, EURO
Side banner (left or right)		3 months	
Article on the home page. In addition publication in the social networks – Facebook.com and vk.com on the pages of our groups	(no more than 400 words, 5-7 photos)	3 months (then the article goes to the selected column of the "Journal" section)	2 000

3 OPTION:

Position	Size, dpi	Placement period	Total cost, EURO
Top banner	456x88	3 months	
Article in the "News" section In addition publication in the social networks - Facebook.com and vk.com on the pages of our groups	(no more than 300 words, 5-7 photos)	2 in publications per month over 3 months. Total - 6 publications	2 500

If you are interested in a comprehensive placement for a longer period, please contact the advertising department of the magazine.

Prices are indicated in euros.

Terms of payment – 100% prepayment.

CONTACTS

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