

GOLDMUSTANG.RU

MEDIA KIT 2022



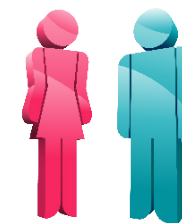
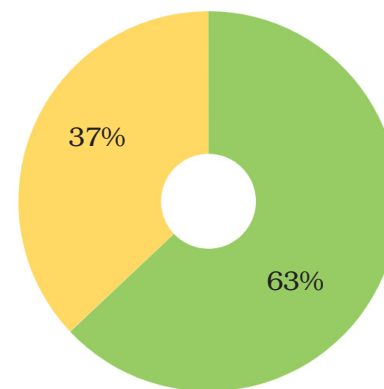
SITE CONCEPT

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 20 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 – 63%**.

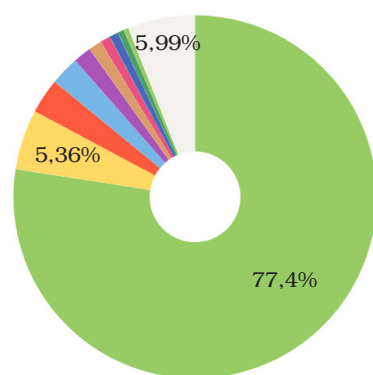
Middle age – **25-34 years old**.

The most active audience among **men** are young people **25-34 years old**.

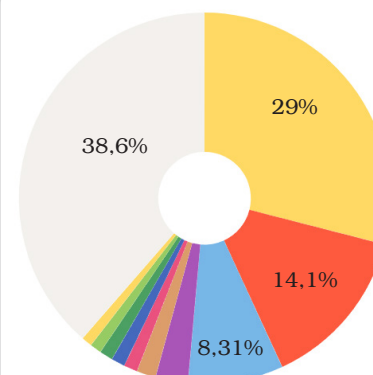
The second place in attendance is the age group between **35-44 years old**.

Dimensions		Metrics		Choose goal
Gender, Age		Sessions	Users	
		%	%	
Total and average		194 046	133 843	
female		67.6%	63.7%	
	Age 25-34	17.1%	16.1%	
	Age 35-44	14.9%	14.9%	
	Age 18-24	11.1%	10.7%	
	Age 45-54	9.71%	9.43%	
	Age 55+	5.76%	6.52%	
	Younger than 18	5.97%	6.49%	
male		32.4%	37.4%	
	Age 25-34	8.83%	10.5%	
	Age 35-44	7.23%	8.49%	
	Age 45-54	5.26%	6.21%	
	Age 18-24	3.91%	4.64%	
	Age 55+	3.76%	4.47%	
	Younger than 18	1.32%	1.71%	

GEOGRAPHY OF OUR AUDIENCE



- ✓ Russia - 77.4%
- ✓ Kazakhstan - 5.36%
- ✓ Belarus - 3.14%
- ✓ Ukraine - 2.57%
- ✓ USA - 1.63%
- ✓ Kyrgyzstan - 1.16%
- ✓ Germany - 0.9%
- ✓ Uzbekistan - 0.8%
- ✓ Latvia - 0.57%
- ✓ Ireland - 0.44%
- Other countries - 5.99%

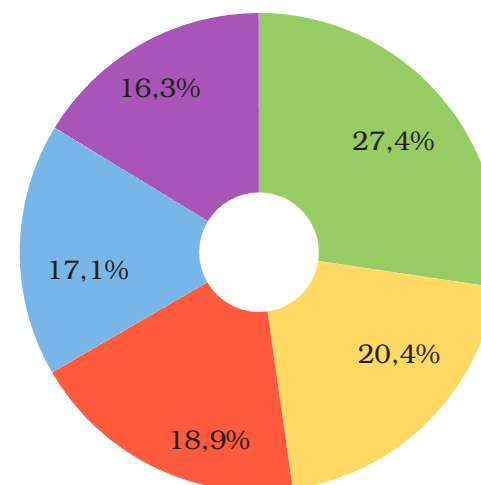


- ✓ Moscow and Moscow region - 29%
- ✓ Not determined - 14.1%
- ✓ St. Petersburg and the Leningrad region - 8.31%
- ✓ Krasnodar Territory - 2.84%
- ✓ Sverdlovsk region - 1.67%
- ✓ Stavropol Territory - 1.19%
- ✓ Novosibirsk region - 1.19%
- ✓ Republic of Tatarstan - 1.17%
- ✓ Republic of Bashkortostan - 1%
- ✓ Nizhny Novgorod region - 0.93%
- Other regions and countries

INTERESTS OF OUR AUDIENCE

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

- **entertainment and leisure (cinema, books, music)**
- **finance (internet banking, modern payment technologies, loans)**
- **building renovation (furniture, repairs, household goods)**
- **sports (equestrian, cycling, football, fitness)**
- **clothes, shoes and accessories**
- **vacation and travel (air tickets, hotels, holidays in Russia and CIS)**
- **as well as business, transport, education, food and drink, family and Children.**



- ✓ entertainment and leisure
- ✓ finance
- ✓ building renovation
- ✓ sports
- ✓ clothes, shoes and accessories

SITE HIGHLIGHTS:

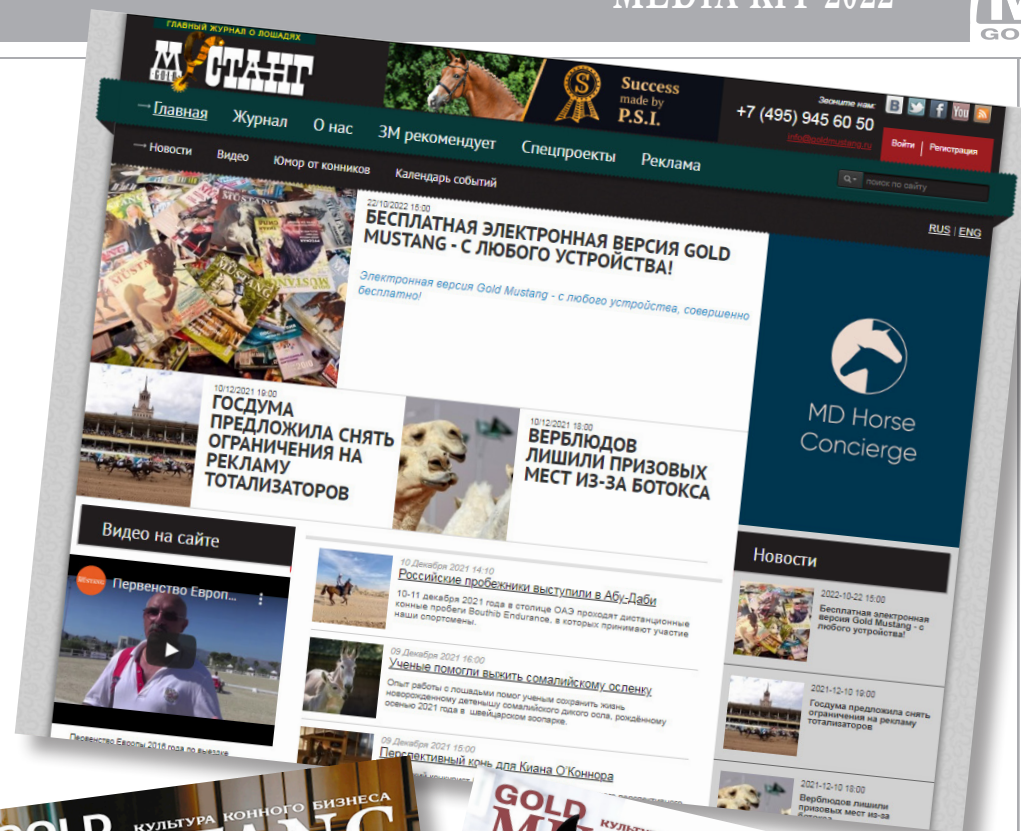
- **News**
- **Magazine categories** (Equestrian sports, Horse breeding, Racetrack, Teach yourself, Countries, Exclusive, «GM» heroes, Veterinary, History)
- **GM “Recommends”**

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.

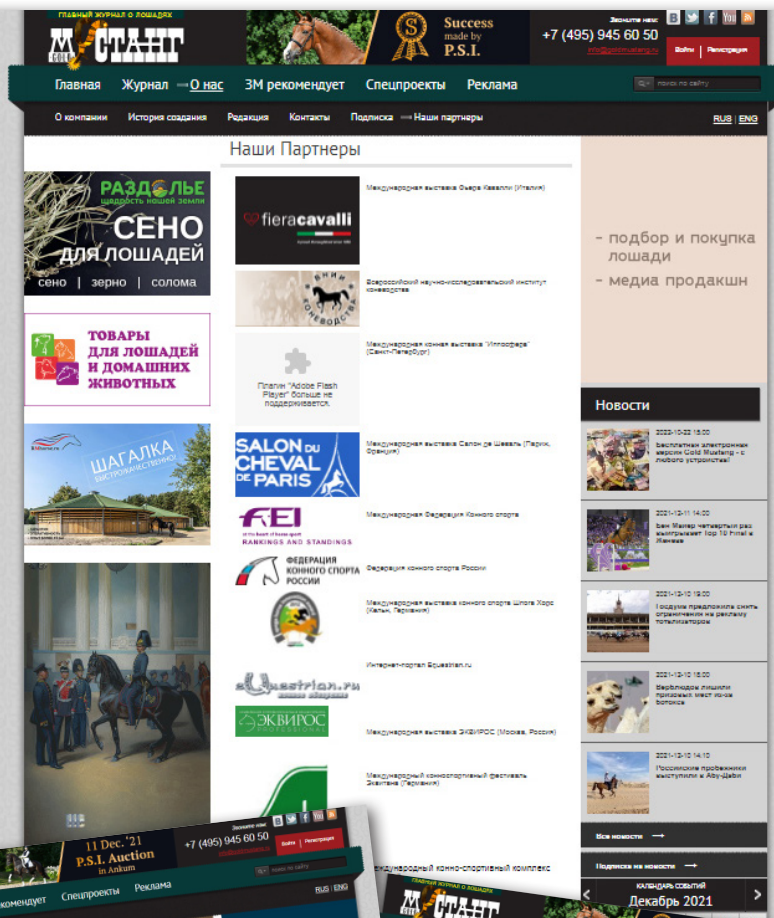
• UNIQUE AUDIENCE SEGMENT

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.

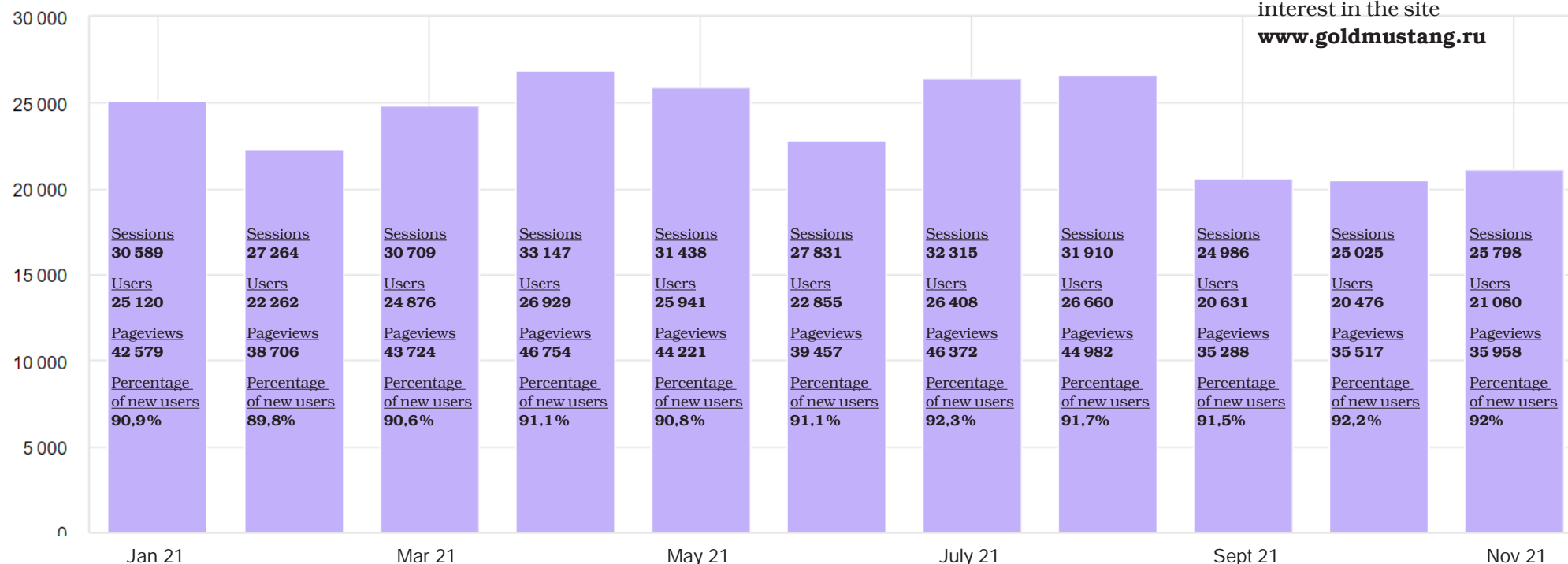
SPECIAL FEATURES

- 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



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 - 7700 subscribers



– https://vk.com/gold_mustang
GOLD MUSTANG magazine page - 9100 subscribers



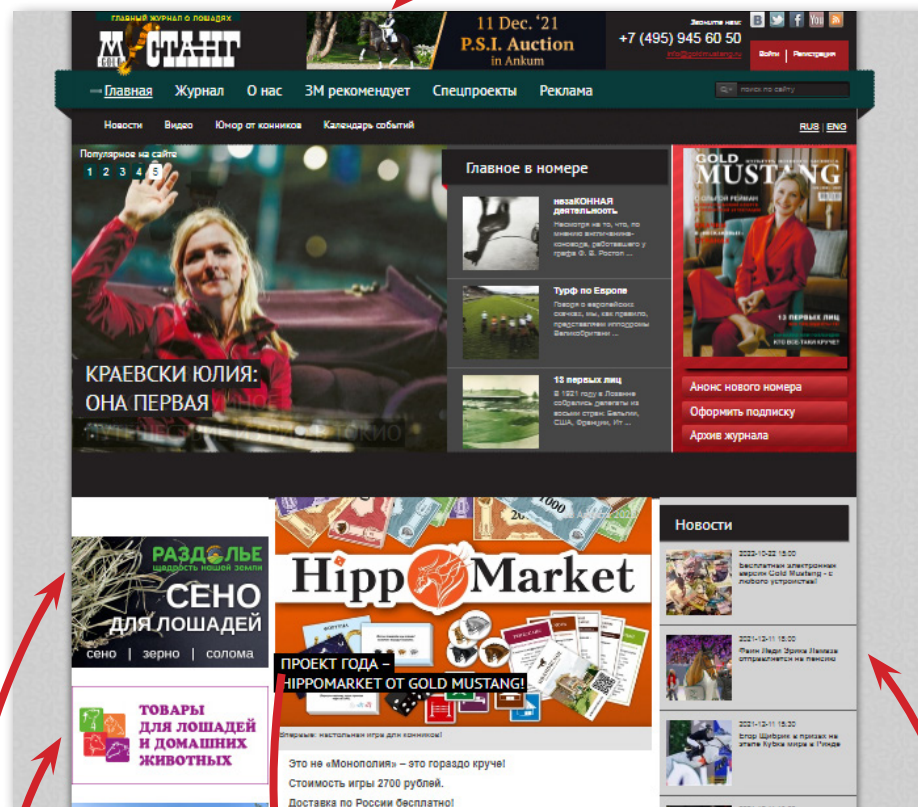
– https://www.instagram.com/goldmustang_magazine/
lmagine account @goldmustang_magazine more 10900 subscribers.



Top banner 456x88 dpi

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



Article on the home page

Banner 300x150 dpi

“News” section

Banner 300x300 dpi

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	450
Side banner (left or right)	300x200	1 month	250
Article in the “News” section In addition publication in Instagram, facebook and VK on the pages of our groups	(no more than 300 words, 5-7 photos)	1 week (then the article goes to the archive)	300
Article on the home page. In addition publication in Instagram, facebook and VK 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)	650

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 - Instagram, facebook and VK 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	2 100

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 – Instagram, facebook and VK on the pages of our groups	(no more than 300 words, 5-7 photos)	1 months (then the article goes to the selected column of the "Journal" section)	2 100

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 - Instagram, facebook and VK 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	2 600

4 OPTION:

Position	Size, dpi	Placement period	Total cost, EURO
Side banner (left or right)		1 months	
Article in the "News" section In addition publication in the social networks - Instagram, facebook and VK on the pages of our groups	(no more than 300 words, 5-7 photos)	1 week (then the article goes to the archive)	440

5 OPTION. 3 MONTH OFFER:

Name	Number of publications	Description
Placing a native post on the website in the "News" section	6 posts (frequency - 2 times per month)	The text and photos are provided by the Client. It is possible to use up to 2 hyperlinks in the text with transitions to other resources.
Placing a native post - post in the Instagram feed	6 posts (frequency - 2 times per month)	The text and photos will be taken from the publication published on the website with # and @ tags and going to the partner's website.
Placing a native post - Instagram Stories	6 posts (frequency - 2 times per month)	1 publication includes a gallery of up to 5 photos with # and @ tags, going to the partner's website. Photo for publication is provided by the Client.
Placing a native post - Facebook post	6 posts (frequency - 2 times per month)	The text and photos will be taken from the publication published on the website with # and @ tags and going to the partner's website.
Placing a native post - post in the VK feed	6 posts (frequency - 2 times per month)	The text and photos will be taken from the publication published on the website with # and @ tags and going to the partner's website.

Total cost - 1 750 euros

6 OPTION. 6 MONTH OFFER:

Name	Number of publications	Description
Placing a native post on the website in the “News” section	12 posts (frequency - 2 times per month)	The text and photos are provided by the Client. It is possible to use up to 2 hyperlinks in the text with transitions to other resources.
Placing a native post - post in the Instagram feed	12 posts (frequency - 2 times per month)	The text and photos will be taken from the publication published on the website with # and @ tags and going to the partner’s website.
Placing a native post - Instagram Stories	12 posts (frequency - 2 times per month)	1 publication includes a gallery of up to 5 photos with # and @ tags, going to the partner’s website. Photo for publication is provided by the Client.
Placing a native post - Facebook post	12 posts (frequency - 2 times per month)	The text and photos will be taken from the publication published on the website with # and @ tags and going to the partner’s website.
Placing a native post - post in the VK feed	12 posts (frequency - 2 times per month)	The text and photos will be taken from the publication published on the website with # and @ tags and going to the partner’s website.

Total cost - 3 200 euros

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

CONTACTS

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