

ONLINE PROPOSITIONS

The  Moscow Times

ADVERTISING RATES*

Sponsored articles

TMT features sponsored articles (branded content by a company of 750 words max. in TMT format with design elements as images, video, supported with a call to action and landing page), pinned for one week in the relevant section (including 1 round of edits)

- 1 sponsored article - **1.000 euro**
- 3 sponsored articles - **2.700 euro**
- 5 sponsored articles - **4.000 euro**

Social Media

A sponsored article, company profile or press release can be upgraded as a third party posting on the Moscow Times Facebook page (with 750K followers) incl. link to external landing page.

- 1 x sponsored listing - **500 euro**
- 3 x sponsored listing - **1.350 euro**
- 5 x sponsored listing - **2.000 euro**

Podcasts

TMT features political, business & leisure podcasts. Every podcast is app. 15 minutes of narration, dialogue or interview. Native advertising (=in podcast mentions or topical discussions) are possible.

- 4 x podcast - **1.500 euro**
- 12 x podcast - **4.000 euro**
- 52 x podcast - **12.000 euro**

Webvertising

TMT features various webvertising propositions on our platform with 1,8M pageview per month. Costs for a desktop banner on the home page (leaderboard, in article or side banner) is 10-15 CPM. Costs for a mobile banner (leaderboard or in article) is 5-10 CPM, depending on target audience and timing. Prices as based on premise that client delivers the content for posting. Minimal campaign is 100,000 impressions.

Self post article

TMT features so called self post articles with sponsored content (e.g. a press release, event or newsworthy topic). The self post article has a predesigned format and is max. 300 words, with 1 pic and 1 backlink. The article is posted in a community section and iteratively featured in a carousel that runs on the homepage. Payment by credit card or Paypal.

Self post articles are offered at **199 euro**.

E-zines and newsletters

TMT can facilitate e-zines and newsletters with topical content and distribute to a selected database of company relations.

Price on request.



Print propositions The Moscow Times

Special

The Moscow Times features thematic specials. Minimal requirements are a print special of 8 pages, with a print volume of 10,000 copies.

[Price on request.](#)

The Moscow Times Glossy magazine

(closed distribution of 20,000 in hotels, spa centers, airports, business lounges etc, 96 pages, hard cover, full color, max 40 advertisement pages, publication dates Spring / April 2020, Summer / July 2020, Fall / October 2020 and Winter / January 2021).

1/1 page - **1.000 euro per issue**

*all prices in euro, ex media discount. Standard TMT conditions apply.