



IT ZINE

MEDIA KIT

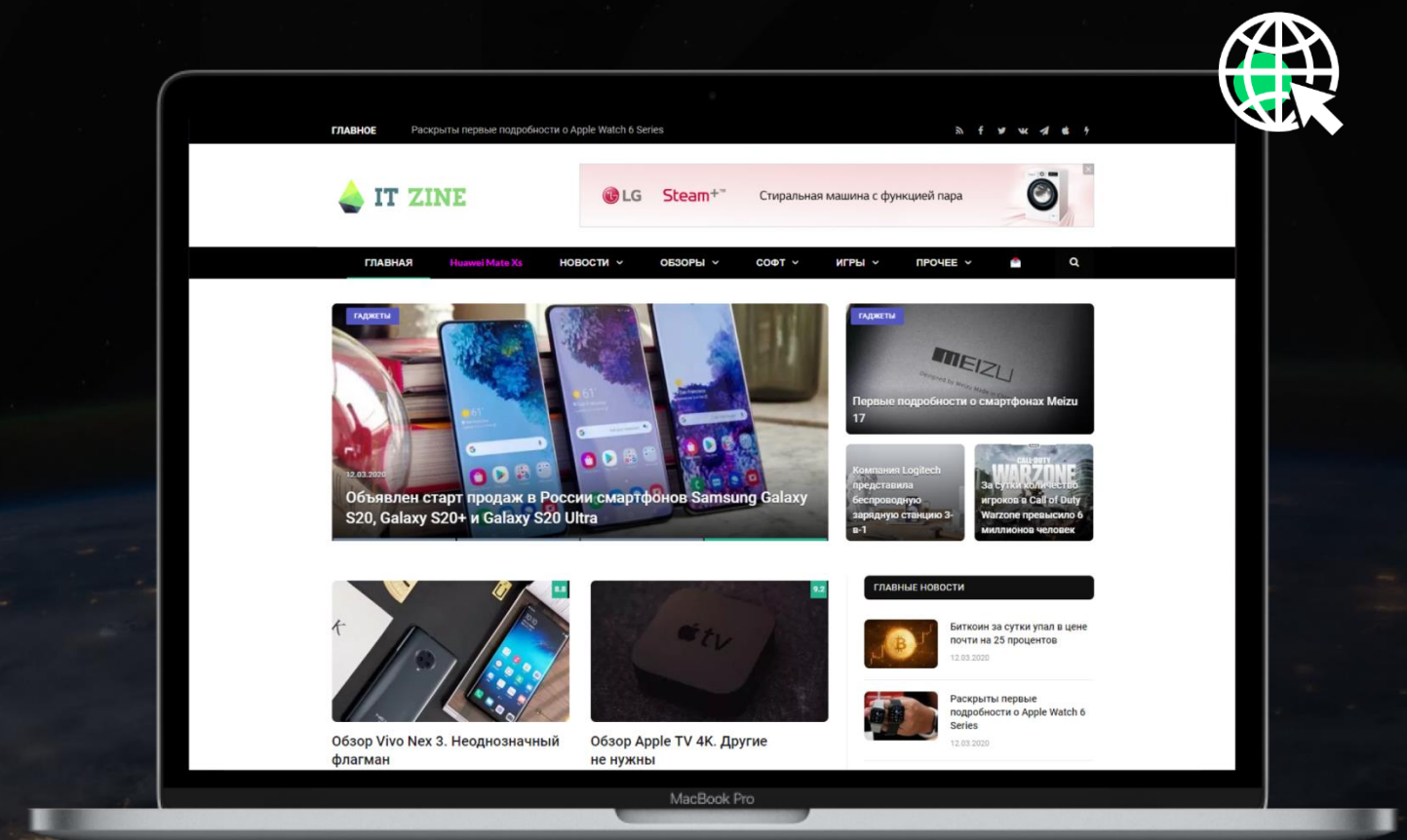
2020



ITZine.ru was founded in 2015 as an independent Russian project about the technology by IT-journalist Sergey Kuznetsov and a group of similar-minded authors who want to do what they like and tell about the technology in the way they think is right.

The site's editorial staff covers all significant news in the IT industry, broadcasts all the presentations, and writes gadget reviews and analytical materials about business and the IT market.

The editor-in-chief is Sergey Kuznetsov. In 2019 itzine.ru was registered as a media in the Russian Federation. Certificate of Media Registration EL No. FS 77-74791 was issued by the Federal Service for Supervision of Communications, Information Technologies and Mass Media Communications, January 21, 2019.



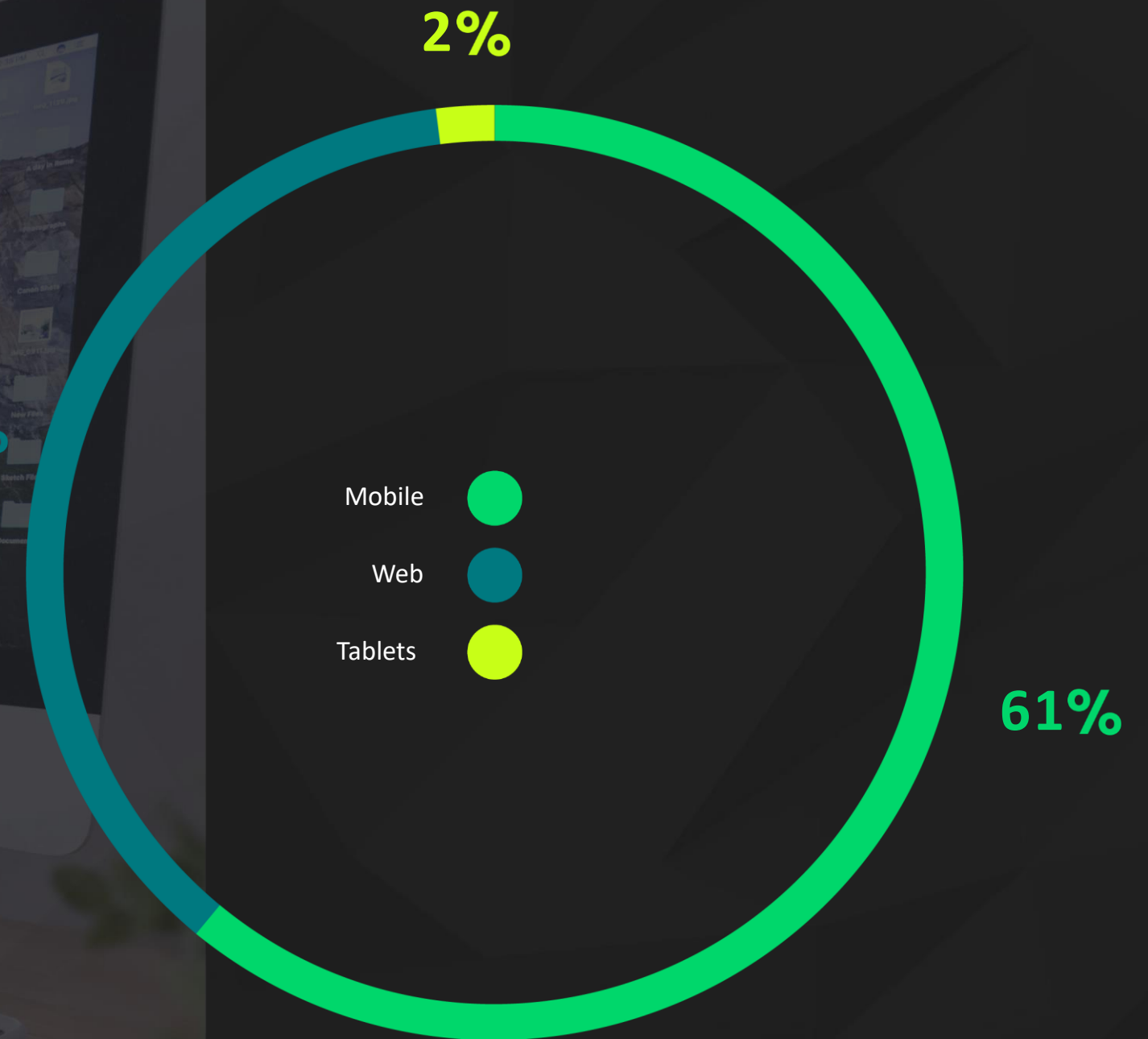
100K
sessions
per month

1:30M
average
time on page

150K
displays
per month

1.5
viewing
depth

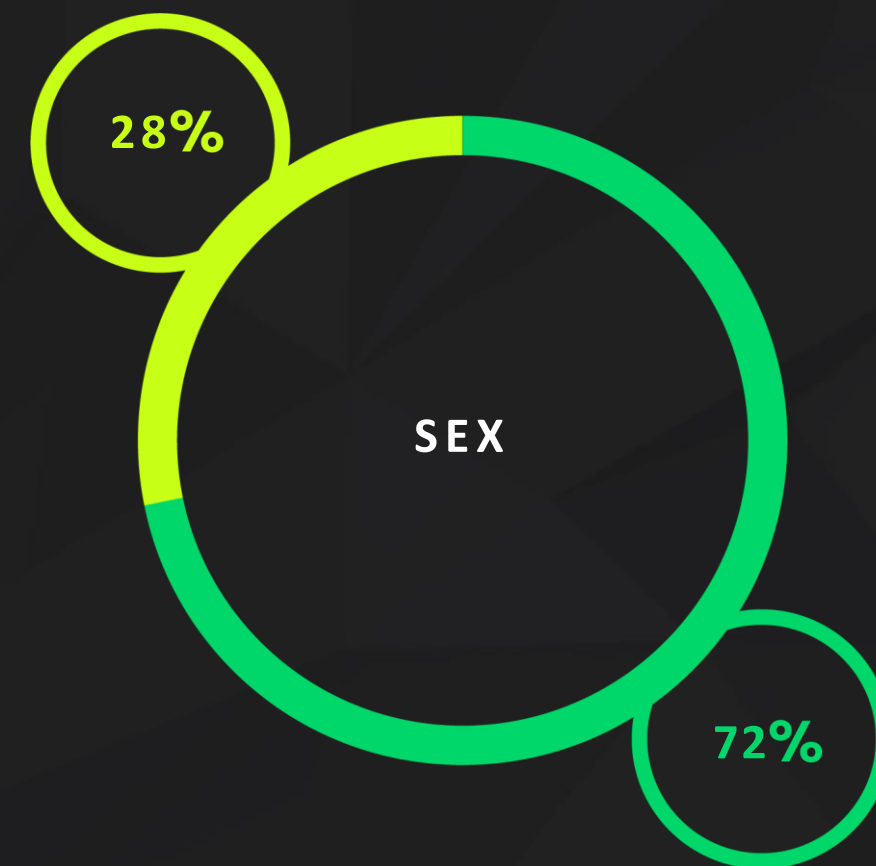
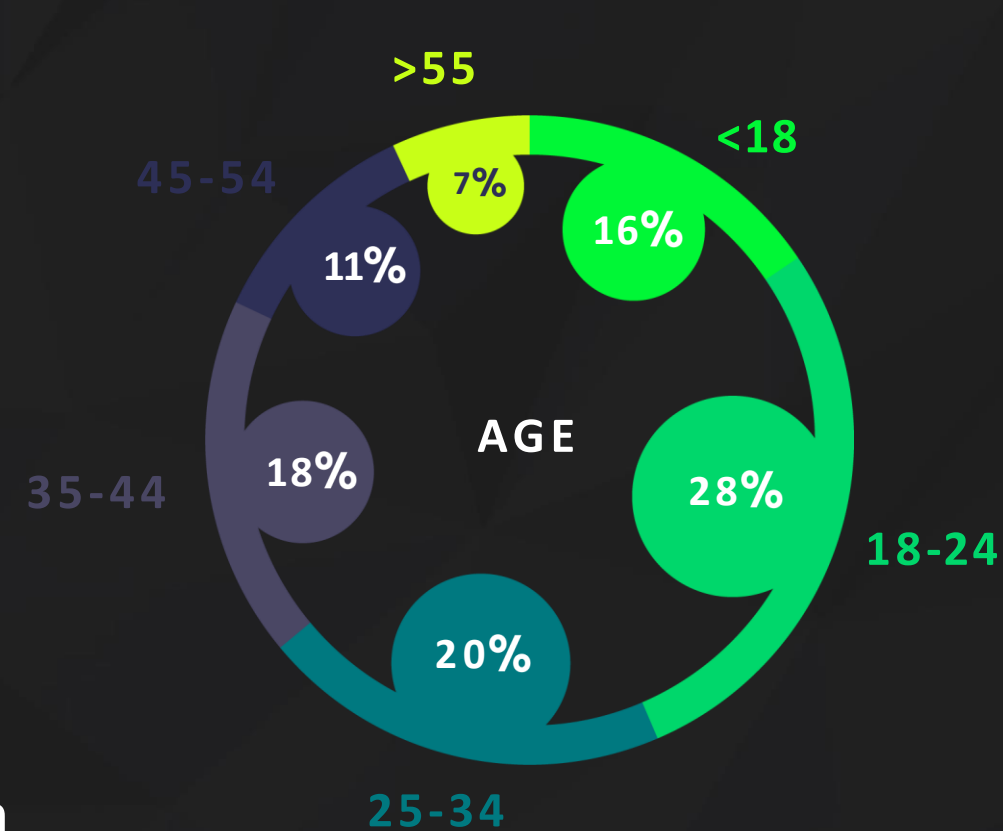
Audience metrics



Device type

Audience

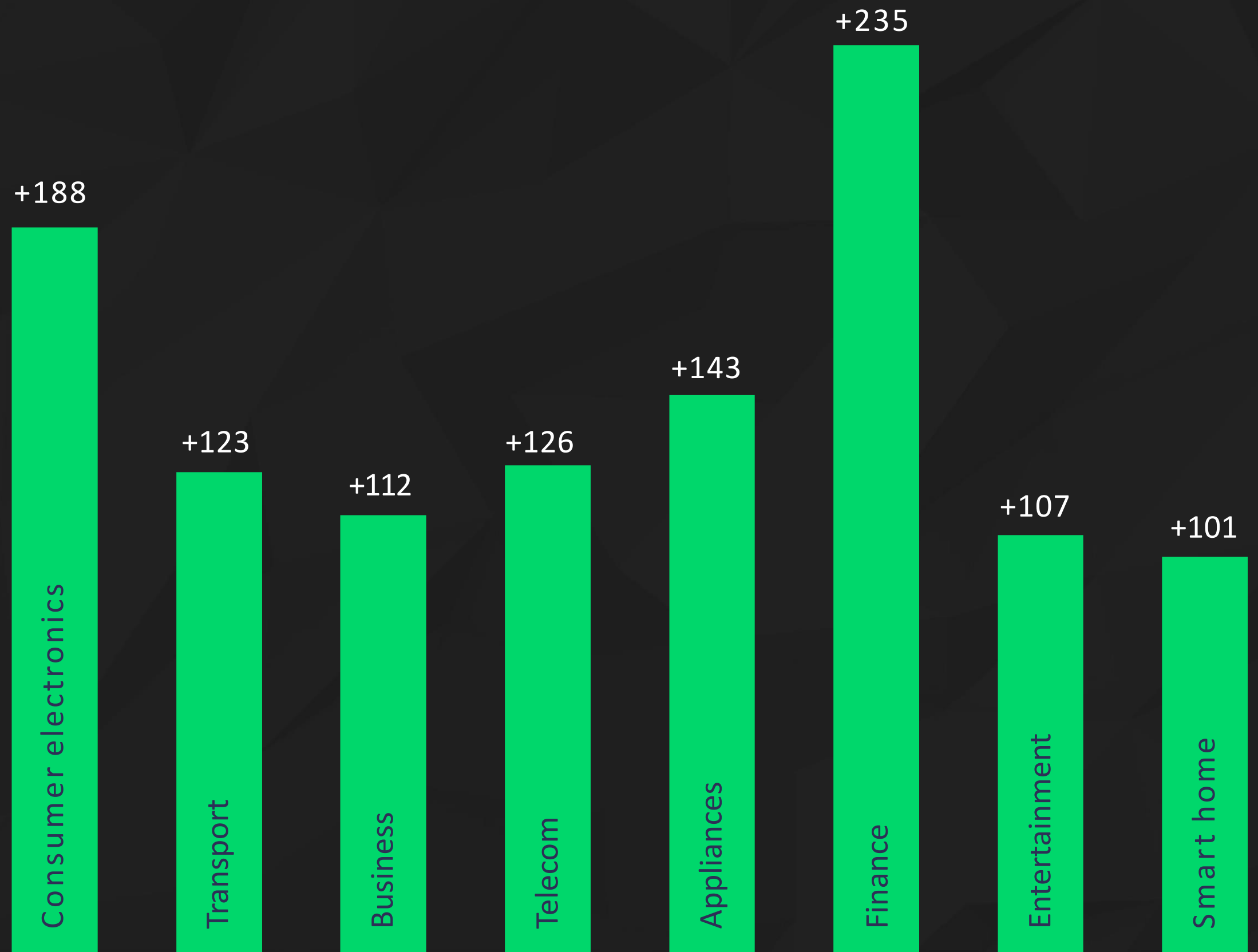
Our users are actively interested in new gadgets, technologies and apps. They live in Moscow, St. Petersburg and other major Russian cities.



Affinity index

Interests

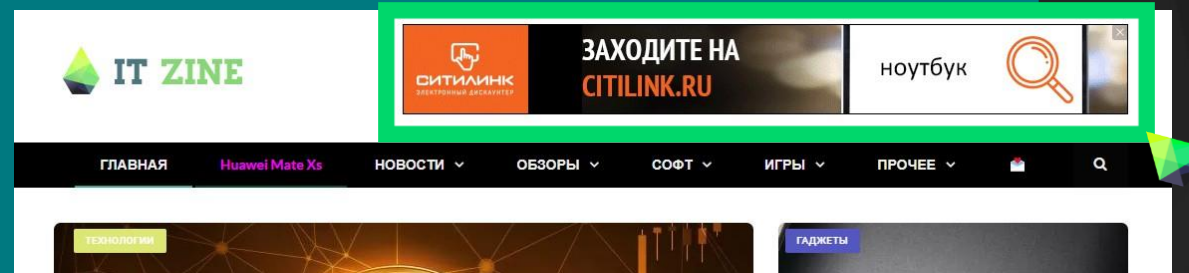
The audience of itzine.ru has average and high income. Our users are actively interested in entertainment, finance, electronics, and smart home. In addition, they explore the themes of telecom, business, home appliances and cars.



Advertising

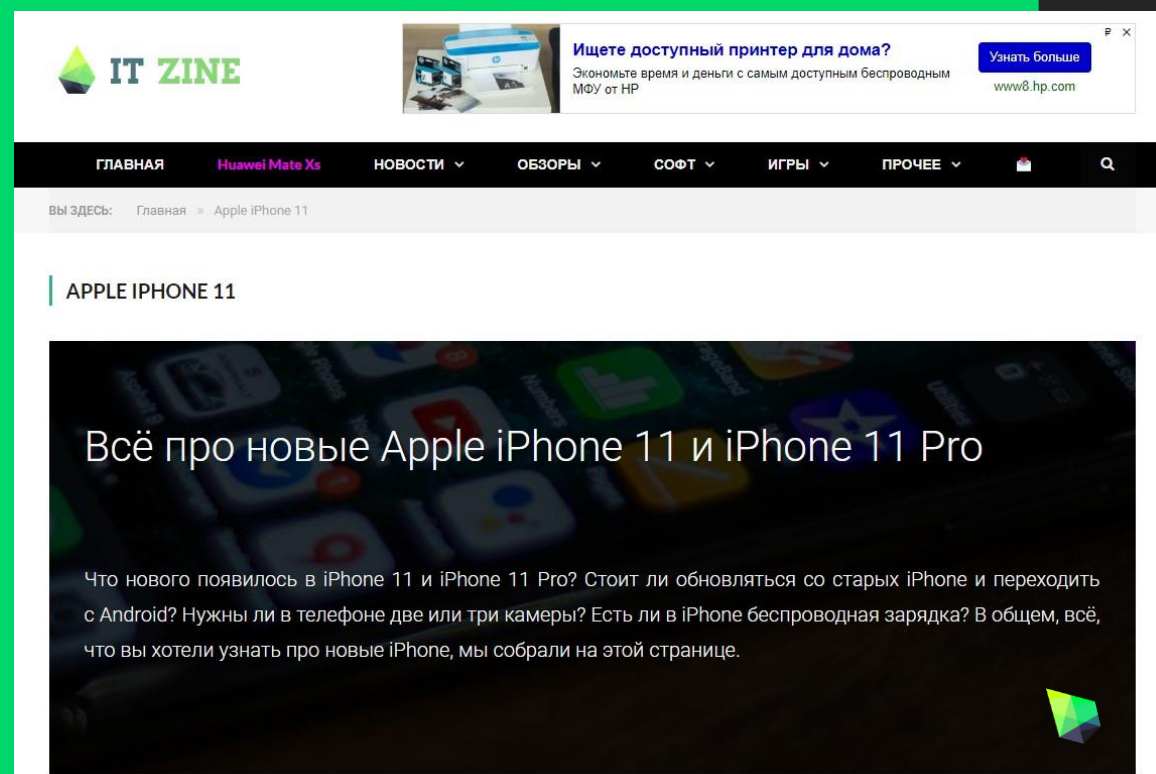
Our advertising policy is very simple. We do not want to disturb the user to interact with the content. However, we need to earn money, so we chose the three most non-obsessive formats.

728x90

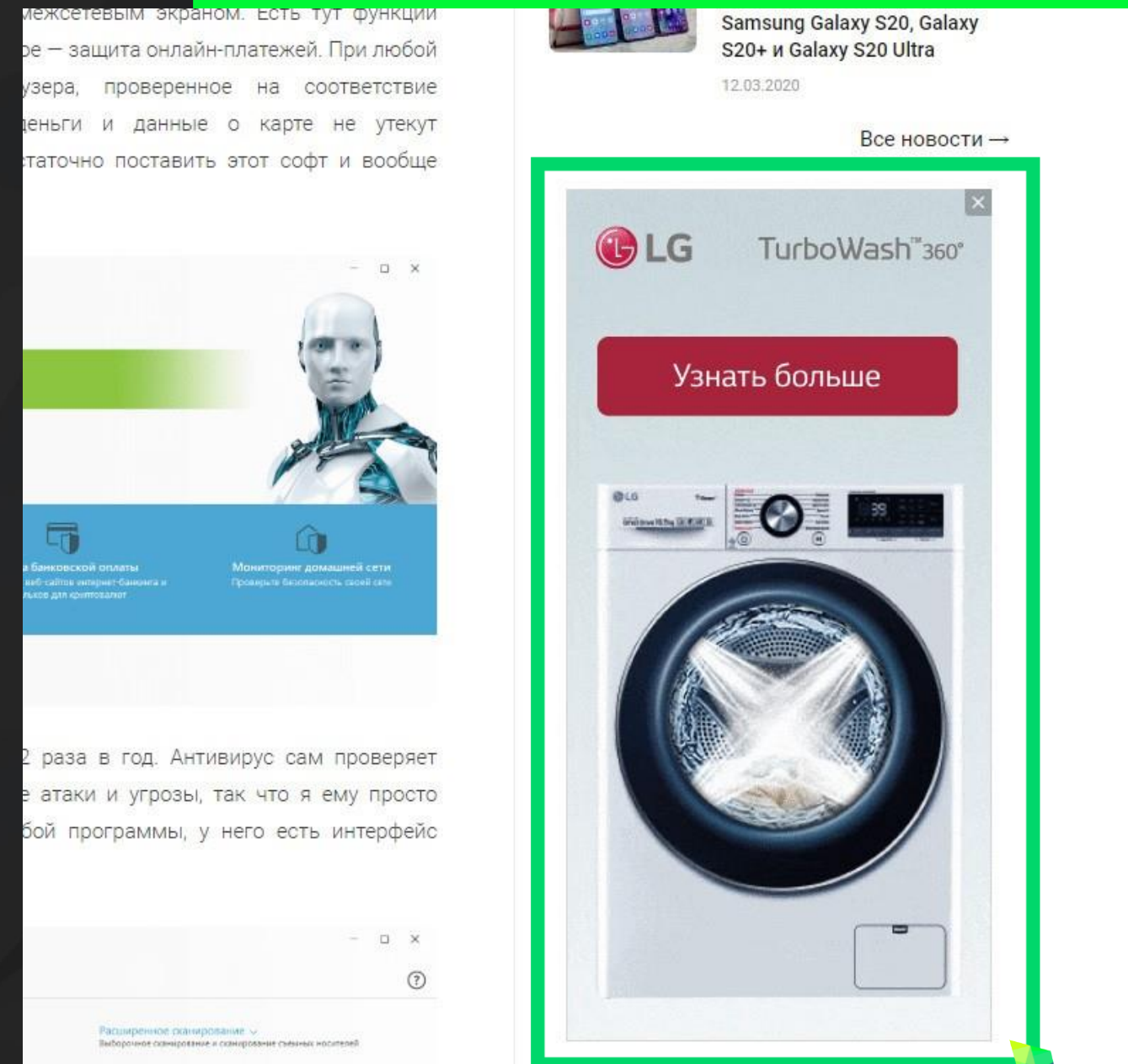


Pass-through banner

website header



Special project
separate page (link)



300x100

Pass-through banner
right sidebar

Contacts

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