

MAINSTYLE

RUSSIA'S TOP TIER DIGITAL MAGAZINE

SINCE 2016



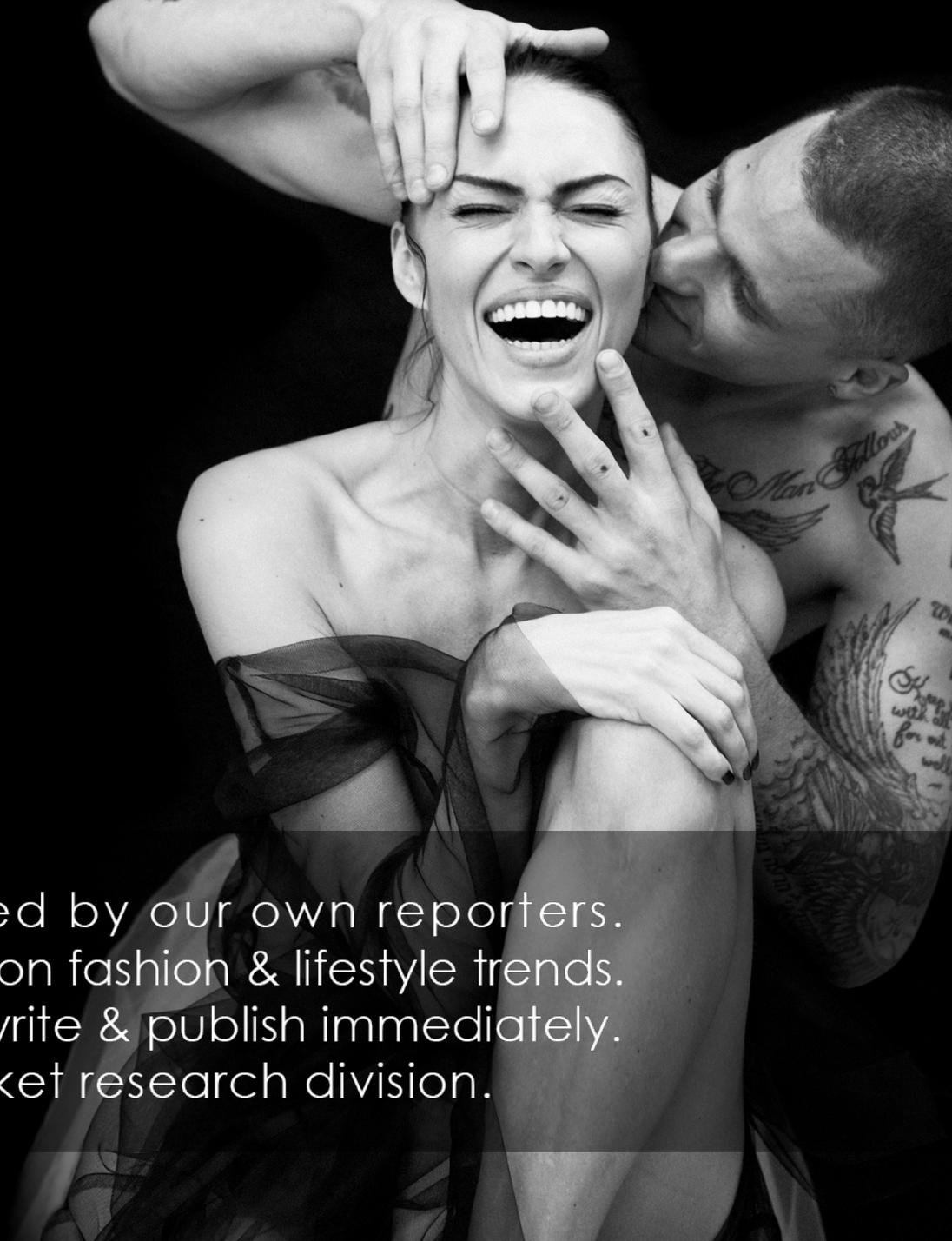


DELIVERING THE LATEST
IN FASHION, BEAUTY, LIFESTYLE, SHOPPING GUIDE,
FEATURES AND CELEBRITY STYLE GLOBAL NEWS.

MAINSTYLE

IT'S EXCITING!

99.5% of our content is curated & created by our own reporters.
WE provide relevant & exclusive reporting on fashion & lifestyle trends.
don't wait with posting the news, we write & publish immediately.
own & operate an independent market research division.



MAINSTYLE

RUSSIA'S TOP TIER DIGITAL MAGAZINE

126.6 THOUSAND
MONTHLY UNIQUE USERS

353.3 THOUSAND
MONTHLY USER VISITS

GOOGLE ANALYTICS

AUDIENCE PROFILE

68% Female

32% Male

57% Millennials (25-34)

PAGE VIEWS PER YEAR

11.2 MILLION

TRAFFIC BY PLATFORM

59.4% Mobile

26.4% Tablet

14.2% Desktop



THE **FASHION** SECTION



120.5 THOUSAND
SECTION VISITS PER MONTH

45.3 THOUSAND
UNIQUE SECTION VISITS

3:40 MIN
AVERAGE RETENTION PER VISIT

THE **BEAUTY** SECTION



105.1 THOUSAND
SECTION VISITS PER MONTH

39.6 THOUSAND
UNIQUE SECTION VISITS

1:30 MIN
AVERAGE RETENTION PER VISIT

THE **LIFESTYLE** SECTION



110.1 THOUSAND
SECTION VISITS PER MONTH

41.6 THOUSAND
UNIQUE SECTION VISITS

4:50 MIN
AVERAGE RETENTION PER VISIT

DIGITAL RATE CARD

Valid from 01.01.2021 to 31.12.2022



RATE LIST

Editorial types & formats

<input type="checkbox"/> News	2,000 characters, 5 photos, 1 direct link	300 €
<input type="checkbox"/> Preview	1,000 characters, 5 photos, 1 direct link	200 €
<input type="checkbox"/> Lookbook	Lookbook Collection 60 photos, 3,000 characters, 1 direct link	300 €
<input type="checkbox"/> Article	Article Announcement option 4,000 characters, 10 photos, 3 direct links	450 €
<input type="checkbox"/> Interview	Article Announcement option 6,000 characters, 10 photos, 3 direct links	850 €
<input type="checkbox"/> Special projects Filming Photoshoot	Article Announcement option 3,000 characters, 10 photos, 10 direct links	1 750 €
<input type="checkbox"/> Special projects Brand page	Article Announcement option 10,000 characters, up to 50 photos, 15 direct links, brand page - landing page	5 400 €

* The editor reserves the right to reject any material in case it doesn't comply with Russia's federal press regulations.

DIGITAL RATE CARD

Valid from 01.01.2021 to 31.12.2022

"FASHION" + "CATWALK" section package

- Home page
- Ad inside "Fashion" & "Catwalk" sections
- Ad inside "Fashion" & "Catwalk" related materials

"FEATURES" + "LIFESTYLE" sections package

- Home page
- Ad inside "Features" & "Lifestyle" sections
- Ad inside "Features" & "Lifestyle" related materials

"BEAUTY" section package

- Home page
- Ad inside "BEAUTY" section
- Ad inside "BEAUTY" related materials

RATE PER WEEK

Exclusive advertisement packages

Banner samples available upon request

Home page (3 banners formats available)
Banner in "Fashion" & "Catwalk" sections
Banner in "Podium" gallery
Banner in "Fashion" & "Catwalk" sections/
articles

3 150 €

Home page (3 banners formats available)
Banner in "Features" & "Lifestyle" sections
Banner in "Features" & "Lifestyle" sections/
articles

2 800 €

Home page (3 banners formats available)
Banner in "BEAUTY" section/articles

2 700 €

DIGITAL RATE CARD

Valid from 01.01.2021 to 31.12.2022

RATE PER WEEK

Banner formats - LOCATION

Banner samples available upon request

Banner 1,000x600 pixel - home page & internal website pages, positioned in each first web page of the section

Visible at home page & all inner website pages' sections, except the slide show

1150 €

Banner 400x1,600 pixel - banner at the top of all website pages

Visible at the top of the page above all other content, might be displayed throughout website pages in all of its sections

900 €

Banner 1,000x600 pixel - banner (client size optional)

Visible at all inner website pages' sections, except the slide show

700 €

Banner 185x1,180 pixel- banner under the "Top News" of the column

Visible at home page & selected categories

600 €

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TERMS & CONDITIONS

- Penalty free cancellations should be made no later than:**
3 weeks before the start of the ad campaign (for standard banner ad placement)
5 weeks before the start of the ad campaign (for exclusive banner placement)
- Minimum ad campaign order** is 1,200 EUR before VAT, after all discounts & fees are applied
- Mainstyle's SEO team provides access to statistics & google analytic tools**
- The cost of services is indicated in EUR**
- Period of lunching & preparing ad campaign**—up to 3 weeks before launch
- Geographic (GML) & targeting margin** — 30%
- Unique user restriction margin** — 30%
- Seasonal margin (March, April, September-December)** —15%
- Geographic Markup (GML) & unique user restriction** — 40%
- Geographic (GML) and seasonal margin** — 40%
- Geographic (GML) & seasonal margin & unique user restriction** — 45%
- Platform restriction margin** — 50%



MAINSTYLE



FASHION CATWALK BEAUTY EVENTS LIFESTYLE FEATURES TOP 10



HOME PAGE > CONTACT

Contact

mainstyle.info@gmail.com

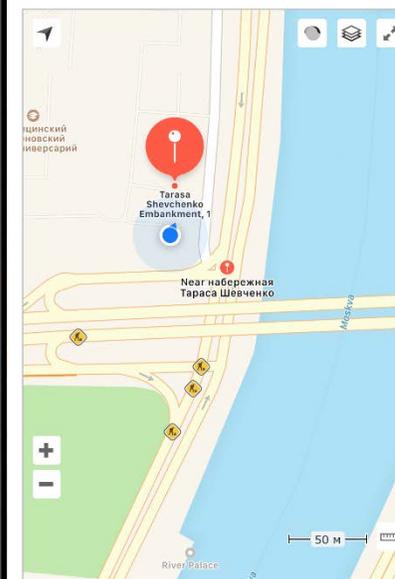
+7 (967) 013-99-99

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EVERY LIFESTYLE FOLLOWS
MAINSTYLE

Photo credits: Marat Mukhonkin & Alexander Ermakov