

# GOLDMUSTANG.RU

MEDIA KIT 2016



## 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 16 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.

The most active audience is **women – 58%**.  
Average age – **25-45 years**.



## 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.

# AUDIENCE. STATISTICS.

More than **1,200 unique visitors** daily.

The average number of unique users per month –  
**more than 36,000.**

The most highly profitable and economically active audience  
among similar resources.

Gold Mustang Communities in social networks (Facebook.com  
and vk.com) occupy leading positions in the number of readers  
among the Russian media of this segment.



– Gold Mustang group – more 5400 subscribers



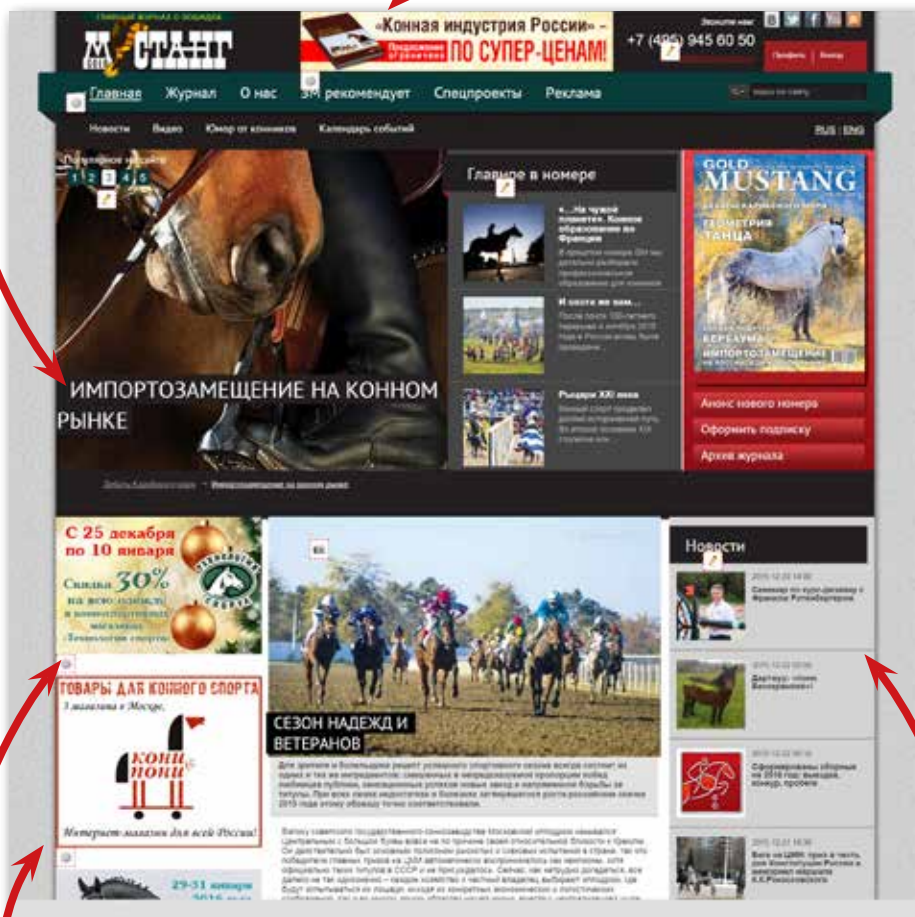
– Gold Mustang” magazine page –  
more 4400 subscribers



**women – 58%**  
**men – 42%**

## “Popular Online” Section

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 in the “Popular Online” section

Banner 300x150 dpi

Banner 300x300 dpi

“News” section



**www.goldnustang.ru site audience is more than 36,000 people monthly**



# **GOLD MUSTANG ONLINE APPLICATIONS**

Gold Mustang application release for iPhone and Android operating systems took place in April 2014





# COST OF ADVERTISING PLACEMENT ON GOLDMUSTANG.RU WEBSITE

Special positions	Advertising volume	Single placement
Top banner 456x88 dpi	1 month	420
300x150 dpi	1 month	200
300x200 dpi	1 month	250
300x300 dp	1 month	290
Article in the "News" section (no more than 400 words, 5-7 photos) Publication in the social networks - Facebook.com and vk.com on the pages of our groups	1 week (then the article goes to the archive)	200
Article in the "Popular Online" section (no more than 400 words, 5-7 photos) Publication in the social networks - Facebook.com and vk.com on the pages of our groups	1 week (then the article goes to the selected column of the "Journal" section)	500

Prices are indicated in euros.

Terms of payment – 100% prepayment.

## CONTACTS

«Gold Mustang» LLC

Address: Begovaya st., 4.

Phone: +7 495 945 60 50, +7 495 945 22 12

adv@goldmustang.ru