

The background is a collage of various newspaper clippings and photographs, including cityscapes and text in Cyrillic. The text is centered and reads:

RUTÁGE

RUSSIAN LONDON LIFESTYLE MAGAZINE

Media Kit

Season 2021



WHAT IS **RUTÁGE?**

PRINT MAGAZINE

30 000 copies a year*

**based on the 2015 – 2019 numbers*

ONLINE **NEWSLETTER**
Rutage.com **Direct Emails**

SOCIAL MEDIA ACCOUNTS

**Facebook/Instagram/
Pinterest/Yandex.Zen**

CLUB
Events



ABOUT **RUTÁGE**

RUTÁGE connects Russian-speaking, successful, and educated audiences who live or travel to London.

Rutage Magazine is a source of thoughtful and considered content, enlightening all sides of London Lifestyle.

Rutage Magazine has print and online versions, social media accounts, newsletter, events.

It is considered as an effective platform to promote your brand and increase brand awareness from a business perspective.



RUTÁGE **GEMOGRAPHICS**

More than **£500,000**
average investable assets (excl home)

60/40
women men ratio

80%
live in London

77%
hold professional
qualifications

62%
are graduates or
post- graduates

52%
work in the
private sector

41%
owner/board
level/manager



RUTÁGE **MAGAZINE**

- Russian London Lifestyle Magazine [RUTAGE](#) has been published with a success in London from 2015.
- RUTÁGE is a source of ideas, success stories, opinions of famous people about lifestyle, culture, style, investment, business and travel – all presented in smart and elegant way.
- You can see all digital issues of the magazine [HERE](#).
- Magazine size: 164 pages
- Circulation: 30 000 copies a year
- Distribution: free of charge in 200+ premium points of distribution



RUTÁGE .COM

- Rutage.com magazine website is a popular source of lifestyle themed information among Russian-speaking Londoners and London visitors.
- Rutage.com has on average 60 – 65 000 visits a month
- Desktop and Mobile Web ration around 45/54 %
- Visit duration 1,5 minutes

rutage.com
Last fetched: 1 Jul 2020, 15:30:54

from 01 Jan 2020 to 01 Feb 2020 Day Week Month Year

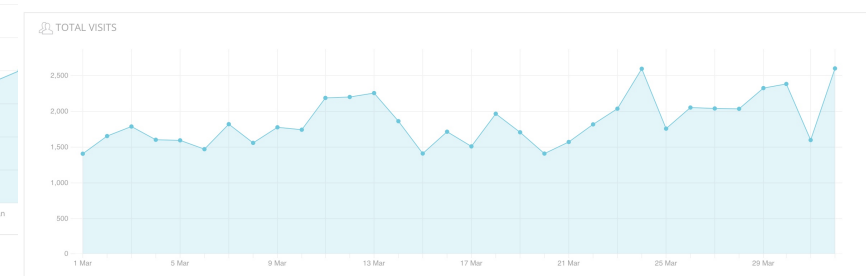
66,867
TOTAL VISITS



rutage.com
Last fetched: 1 Jul 2020, 15:30:24

from 01 Mar 2020 to 01 Apr 2020 Day Week Month Year

59,370
TOTAL VISITS





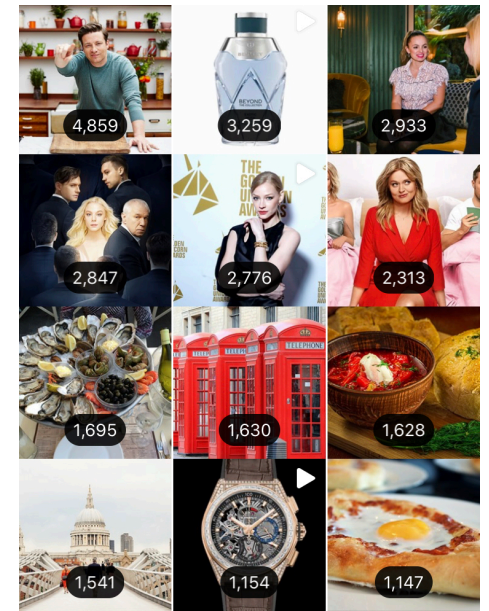
RUTÁGE NEWSLETTER

- RUTÁGE has a regular newsletter with 3000 subscribers
- The average opening rate of each email is 35 per cent
- RUTÁGE newsletter offers a selection of the most interesting articles from the magazine, as well as promotions and campaigns from partners
- From business perspective the newsletter is an effective platform to promote your brand and increase brand awareness.



RUTÁGE SOCIAL MEDIA

- Rutage has covered different target audience groups through: Instagram (4400), Facebook (2035), Vkontakte, Pinterest and Yandex.Zen accounts.
- Instagram account @rutagemagazine has the most active audience from all of them.
- Followers: 4415
- Engagement rate: 1.50
- Average post reach: 1800





RUTAGE CLUB

Started in 2015, Rutage Magazine offers its readers and their guests a Rutage Club – a vibrant and friendly atmosphere in which to meet.

On a regular basis there are different events planned, from social networking events to business breakfasts, master classes, wine tastings, brand presentations and other exclusive events and visits to places not always open to the public.

In Rutage Club we not only invite people to an event, but also into a supportive community of like-minded people.

Regular breakfast and evening meetings run in order to give an opportunity to network, share experience, be inspired by business, gastronomy, art, fashion and other themed talks.



RUTAGE **PRICELIST**

<u>2000 signs + 3 photo online article</u>	<u>£300</u>
<u>Instagram Post or Competition</u>	<u>£200</u>
<u>Address Book</u>	<u>£49</u>
<u>Offer in Newsletter</u>	<u>£200</u>
<u>Single page advertising</u>	<u>£400</u>
<u>Double page advertising</u>	<u>£600</u>
<u>2-page editorial</u>	<u>£500</u>
<u>Inside back cover</u>	<u>£700</u>
<u>Outside back cover</u>	<u>£1500</u>
<u>Front cover story</u>	<u>£3000</u>

*If you have not found a perfect option, we will be happy to create a unique package for your business needs.

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