

InSTYLE

MEDIA KIT 2023

english version



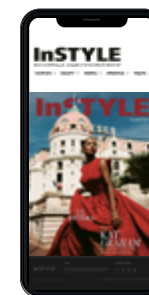
INSTYLE UNIVERSE



Tablet



Magazine



Smartphone



InSTYLE Home



InSTYLE



InStyle Video



InSTYLE

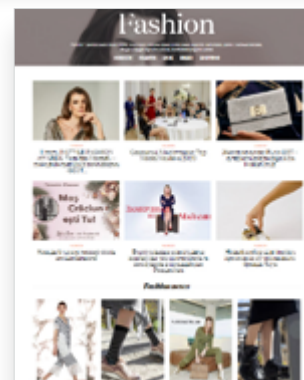
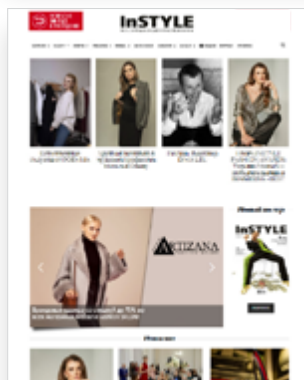


Social Media

INSTYLE EDITORIAL

FASHION

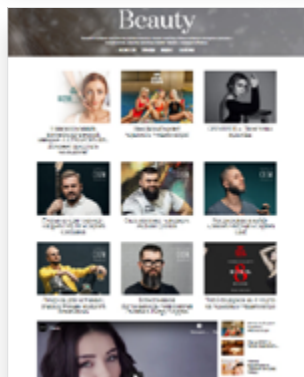
- Trends and collections, photo projects and reports from shows, debutants and key figures in the fashion world.
- InSTYLE — a new generation of fashion magazine for women who want to live in style and look stylish.



INSTYLE EDITORIAL

BEAUTY

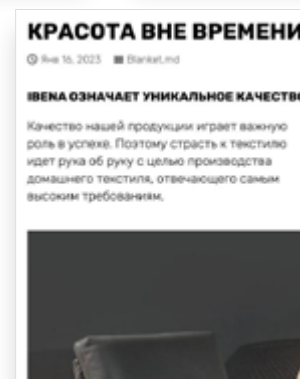
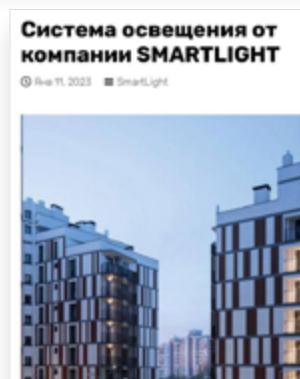
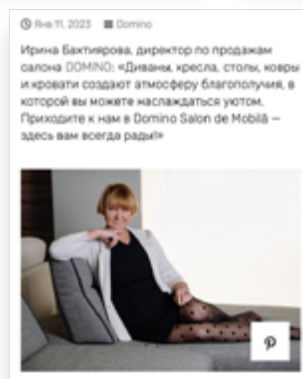
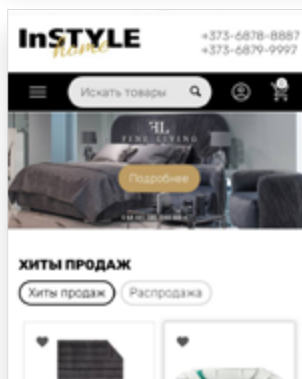
- All novelties of the beauty industry, interviews, reviews, photo shoots, announcements of new products and technologies
- Beauty is always in trend. InSTYLE beauty — a guide in the world of beauty.



INSTYLE EDITORIAL

HOME

- Stylish mix of contemporary design, international influences and cutting-edge creatives, offering a wealth of creative suggestions and insight.
- InSTYLE demonstrates inspirational and luxurious interiors alongside expert advice and in-depth knowledge.





AUDIENCE AND CIRCULATION OF THE MAGAZINE

PRINTING

CIRCULATION: *7000*

AVERAGE READER AGE: *39*

READSHIP: *301 023*

ONLINE

100 000 UNIQUE VISITORS A MONTH

AVERAGE PAGES VIEWED PER SESSION: 10

AVERAGE USER AGE: 35

SOCIAL MEDIA



MAGICAL MOMENTS

Events and special projects are an important part of our work. We like creating magical moments for partners and audiences, organize grand openings, workshops and various activities with influencers and opinion leaders. Special projects include a series of videos, photos, articles, interviews and other creative solutions. We are certain that this type of company promotion is one of the most effective.

Our goal is to create maximum brand awareness using all promotion channels.



Magazine advertisement

COVER 1
8500 €

COVER 4
2400 €

OPENING 1
1400 €

OPENING 2
1250 €

IMAGE ADVERTISING PAGE
950 €

IMAGE ADVERTISING OPENING
1600 €

PR ARTICLE (ONE PAGE)
620 €

PR ARTICLE (OPENING)
980 €

FLYER
545 €

½ PAGE
345 €

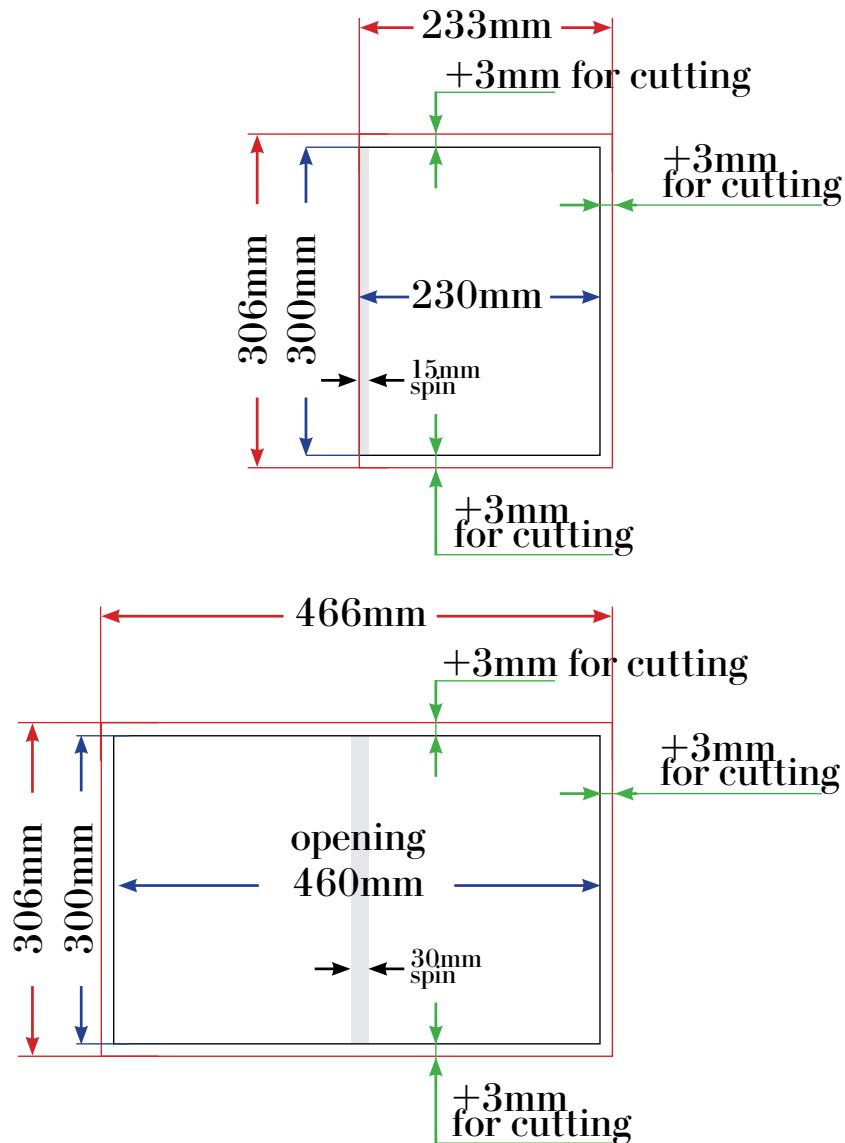
DISCOUNTS

2 NUMBERS 10%
3 NUMBERS 15 %
6 NUMBERS 20 %
ADVERTISING AGENCY
25% ADDITIONAL

*The prices are mentioned in euros
and do not include TVA.*



LAYOT PREPARATION



- THE LAYOUT IS PROVIDED IN FILES FORMATS: TIFF, 300 DPI RESOLUTION, CMYK COLOR MODEL, LZV COMPRESSION, SCALE 1:1
- EPS, WITH INTEGRATED IMAGES, 300 DPI, CMYK COLOR MODEL
- FONT: IN CURVES, SIZE AT LEAST 6 PT
- IMPORTANT: PLEASE CONSIDER IN THE LAYOUT 3 MM CUTTING ALLOWANCES AND DO NOT PUT VALUABLE INFORMATION CLOSER THAN 7 MMOT OF CUTTING AND SPIN.
- FILES IN JPEG, BMP, POWER POINT, PUBLISHER, MSWORD FORMATS ARE NOT ACCEPTED.
- THE LAYOUT IS PREPARED TO SCALE IN CMYK COLOR MODEL. BE CAREFUL WHEN USING BLACK AND GRAY. WHEN PREPARING THE FILES, DO NOT USE BLACK AND GRAY COLORS (WITH A LARGE FILL AREA), CONSISTING OF ONLY BLACK PAINT (CMYK 0, 0, 0, 100). WHEN PRINTED, THIS COLOR IS NOT BLACK, BUT DARK GRAY WITH VISIBLE HORIZONTAL STRIPES.
- FOLLOWING THESE RULES, YOU WILL SIGNIFICANTLY SIMPLIFY THE PROCESS OF SENDING THE FILE TO PRINTING, SAVE YOUR AND OUR TIME. THANK YOU FOR UNDERSTANDING.

PORTAL STATISTICS

FOR A MONTH

Today

Yesterday

Week

Month

Quarter

Year



10 Dec 2022 - 10 Jan 2023

Specification: daily



Accuracy: 100%



7/7



Visitors



New Visitors

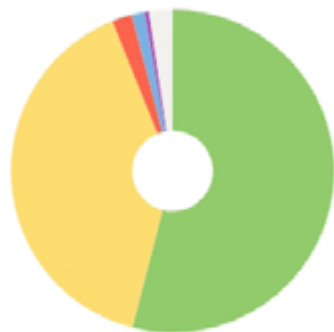


PORTAL STATISTICS

FOR A MONTH

Traffic source (detailed)

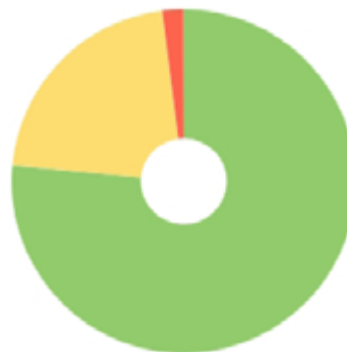
Visits



Google	54%
Facebook	39,9%
Yandex	2,02%
instagram.com	1,27%
imdb.com	0,46%
Others	2,33%

Device type

Visits



Smartphones	76,5%
PC	21,5%
Tablets	1,97%
TV	0,02%

Age

Visits



25-34 y.o.	39,3%
45-54 y.o.	18,9%
35-44 y.o.	17,4%
18-24 y.o.	13,1%
55 y.o. and above	8,83%
Others	2,48%

PORTAL STATISTICS











FOR A MONTH

Web address



Web address

Visits







 instyle.md/	8 731
 instyle.md/fashion-dizajner-dima-leu/	5 647
 instyle.md/novaya-kolleksia-dima-le...	4 980
 instyle.md/bloggers-batle-vyberem-v...	3 571
 instyle.md/furla/	3 021
 instyle.md/noos/	2 689
 instyle.md/10-let-porsche-v-moldove/	2 157
 instyle.md/moda/	1 304
 instyle.md/hrupkaya-zhenschina-v-m...	756
 instyle.md/concursul-moldovenesc-to...	412

Last searched phrase



Last searched phrase

Visits

 алиса крылова	44
 макс мара лейсуре что за линейка	35
 max mara leisure что за бренд	28
 alexandr karavanskiy	19
 алиса крылова до пластики	15
 алиса крылова инстаграм	12
 макс мара лейже узнаваемый бренд?	10
 эллен alexandr	5
 amma shoes	5
 angelica andreeva	3

Advertising on the website

DIGITAL COVER
2500 €

Banner advertising

BACKGROUND: 1920*1080
900 €

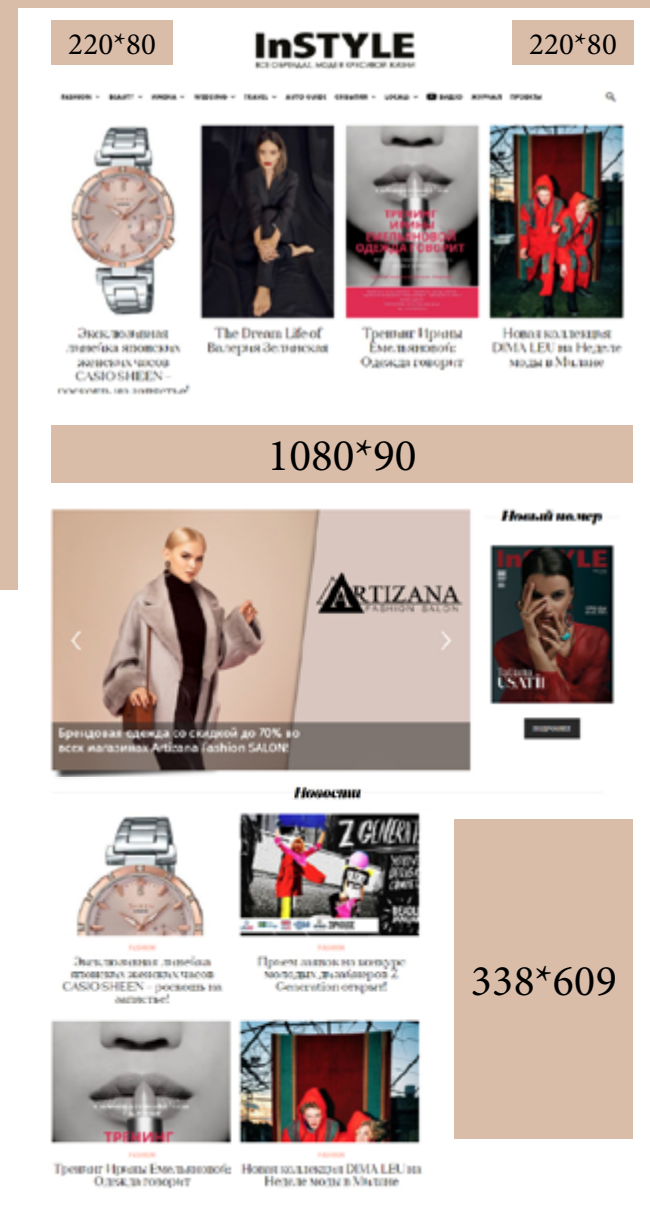
THE UPPER BANNER: 1080*90
600 €

ON THE LEFT OF THE LOGO: 220*80
250 €

ON THE RIGHT OF THE LOGO: 220*80
250 €

SIDE BANNER: 338*609
350 €

1920*1080



ONLINE PACK

Placement period (the duration of the package) - 1 year

ANNOTATION	FORMAT	THE PACKAGE COST (€)
Making a client business card on the site www.instyle.md	The logo, site, contacts and the address of the company	1200
Placement on the portal of two commercial company news per month	This package includes the placement of 24 news items per year. After signing the contract, the client sends an abstract text, photos with a description of the task about what kind of news he would like to post at the editor's e-mail news@instyle.md . Technical requirements for the text: from 500 or more characters with keywords for further SEO optimization. Technical requirements for the photos: jpg, png, pdf format, size 1200x800px, no more than 500 kb, the photo must be clear and of a good quality. The received material is processed by a journalist and sent to the client for approval. Client approves the final material, after which within 24 hours it will be published on the news portal www.instyle.md . The client receives a notification of posted news by e-mail.	

*Prices do not include TVA.

**The photographic material can be used exclusively as a resource by Sanatate.

If necessary, you can purchase images in good quality for personal use. The cost is 50 euros.

NEWS pack

When using the resources instyle.md and the glossy magazine Instyle, a DISCOUNT of 20% for a split is provided.

ANNOTATION	THE NUMBER OF ARTICLES	THE PACKAGE COST(€)
A commercial article, produced by the client	1 article	80
	10 articles	350
A commercial article, produced by an instyle.md journalist	1 article	120
	10 articles	900

*Prices do not include TVA.

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RELEASE DATE

[Link to Release Date](#)



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InSTYLE

THANK YOU



InSTYLE

MEDIA KIT 2023

*The best solution
to advertise your business*