

# OC MEDIA

# MEDIA KIT 2025

Make your voice heard across the Caucasus



# About Us

We are the leading and most trusted English-language news source on the Caucasus. We've got the reach, influence, and storytelling to support your business goals.

We take pride in our diverse and multinational team, consisting of distinguished media professionals from the Caucasus, Europe, and the United States.

Our reporters tell authentic stories from Georgia, Armenia, and Azerbaijan that reach heads of state and CEOs alike.



# **Our Partners & Awards**

Over twenty institutional donors, including the Thomson Reuters Foundation and the UK Foreign and Commonwealth Office, have trusted us enough to support our thoroughly researched, fact-checked, and unbiased journalism.

In 2023, the Norwegian Fritt Ord Foundation recognised our fearless reporting and dedication to truth and peace in the Caucasus region with its prestigious Free Media Award.





Foreign & Commonwealth Office









Ministry of Foreign Affairs of the Czech Republic



# **Our Audience**

Our reporting reaches a community of highly educated and globally engaged readers with a strong interest in the Caucasus region. We are followed by:





Ambassadors, diplomats, government officials, and UN staff. Based both inside and outside of Caucasus.

Business executives, entrepreneurs, and IT specialists assessing risks and investment opportunities in the region's growing economy.

Expats and travellers across the Caucasus region.

# Our Reach 2024

# **450K**

### unique users

Our website reaches 450K unique users annually.

### page views

1.1M

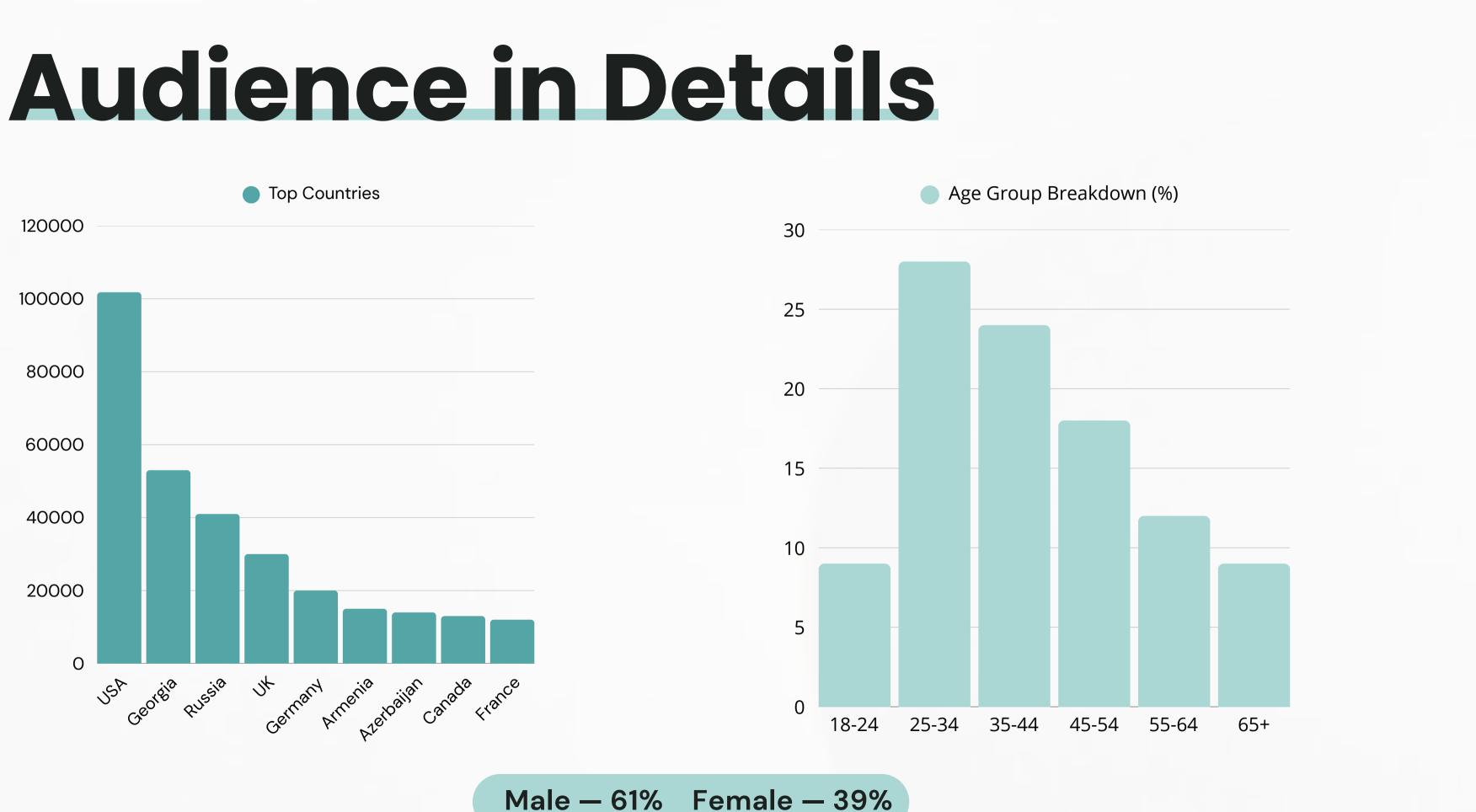
Our website sees 1.1M yearly views with 1m 21s avg. visit time.

**Top User Interests:** News & Politics, Banking & Finance, Travel, Technology, Sports

# 024 3.5M

### FB & IG

We reach 3.2M Instagram users and 300K Facebook users per year.





# Spotlight YOUR BRAND to ourinternational CAUCASUS COMMUNITY



# **Display Banners**

## Website Banners:

Monthly

Leaderboard	728 x 90px	\$800
Middle (Home Page)	728 x 90px	\$500
Sidebar	300 x 600px	\$600
Top of Article	300 x 250px	\$700
End of Article	970 x 250px	\$600

### **Newsletter Banners:**

Per Newsletter

Middle Banner	600 x 200px	\$200
Bottom Banner	300 x 250px	\$150

## **Special Offer**

3-month commitment	 10% discount
6-month commitment	 15% discount
1-year commitment	 20% discount

### Leaderboard Banner - 728x90

OC

News Stories In Focus Opinion and Editorial Podcasts Daily Brief OC Insider Work for Us About us

### oport independent journalise

≡

nation in the Caucasus



### Azerbaijan and Pakistan talk trade, energy, and joint defence production

Azerbaijani President Ilham Aliyev previously promised Azerbaijan would invest \$ billion into Pakistani initiatives.

Andle (Alexandra) Kuenning • 25 February 2025 • 3 min read

RUSSIAN INVASION OF UKRAINE

Georgia reportedly only other co-sponsor of US resolution on Ukraine war that refuses to blame Russia

The draft made no reference to who started the war and made no specific demands of the Kremlin, the Wall Street



Chechen Prime Minister declares intention to seek return of Daghestan's Aukh District

The Aukh District was transferred to Daghestan following the Chechen and Ingush deportations in the 1940s.



Azerbaijani government shuts down regional departments

Russia detains two Armenians over assassination of Armenian-Russian militia leader in Moscow

Kobakhidze praises lack of opposition in Georgian

Azerbaijan names 'Zangezur Corridor' and Armenian

Constitution as barriers to peace treaty

of Voice of America and Sputnik

Parliament

Log In

Q

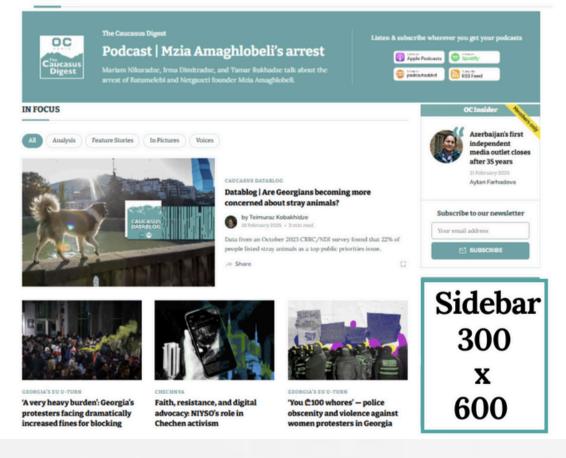
LORGIA

Convict 'pardoned by Georgian president' kills young man and flees country

A convict believed to have been pardoned by Georgia's disputed president has reportedly killed a young man and field the country.

### Middle Banner - 728x90

PODCASTS



# **Press Release Placement**

# Packages

Single placement	\$250
Monthly package of 4 releases	\$800
Yearly package of 36 releases	\$5,400
Yearly package of 60 releases	\$7,800

### **Placement in Featured Sections:**

**Top Featured** 

+20%

# **Press Release Translation with Copy-Editing**

\$25 per page (1800 characters)

# **Special Offer**

3 releases	10% discount
6 releases	15% discount
12 releases	20% discount

### OC PAID CONTENT

### Top Featured



### OC Media became the first fully reader-funded media outlet in the Caucasus

OC Media has reached 4,000 members. Becoming the first fully reader-funded media outlet in the Caucasus is proof that it is too early for others to lay down their arms

### Standard Placement







Published releases will also be promoted through our Facebook page

# **Sponsored Content**

We offer *professional assistance* in designing, producing, and publishing sponsored content that aligns with our editorial standards and *your PR needs*.

# **Preparation and Publishing:**

PR Article (based on a press release and/or event attendance)
Featured Story (in depth coverage of your brand or project)
Interview (Q&A format with a representative of your organisation)
Multimedia Article (integrated text, photo, and video storytelling)

## **Special offer:**

3 articles	
5 articles	
10 articles	S

\$500 \$700 \$700 \$1000

.. 10% off (valid for 3 months)

15% off (valid for 6 months)

.. 20% off (valid for 1 year)



Our **podcasts** provide in-depth analysis and storytelling on the most pressing political, social, economical, and environmental issues in the region.

Sponsorship allows your brand to reach a dedicated audience that values in-depth analysis and expert perspectives.



- Ad Placement: Sponsor acknowledgment at the beginning of each episode + banner (970x250) on each podcast page.
- Frequency: 4 episodes per month.
- Pricing: \$500/month.

### **Special Offer**

- 3 month commitment
- 1 year commitment

• 6 month commitment

10% discount 15% discount 20% discount

# Corporate Membership

Gain exclusive insights and premium content with OC Media's Corporate Membership.

Join our Corporate Membership programme to support independent journalism while accessing exclusive benefits such as the **Caucasus Intelligence Brief.** 









Members will have access to **audio versions** of articles and will receive **early access** to select deep-dive articles before they unlock for the general public.



**Caucasus Intelligence Brief**, our exclusive annual political forecast for the region — to help you and your company stay up to speed about all things Caucasus.

Members will be able to choose a free Caucasus-themed gift!

# **PARTNER WITH US**

Get in touch with our business team



### Givi Avaliani

**Business Manager** 

givi.avaliani@oc-media.org +995 555 928 928



Corporate Membership Manager salome.khvedelidze@oc-media.org +995 558 194 110

### Salome Khvedelidze