



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.



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.

1.1M

page views

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

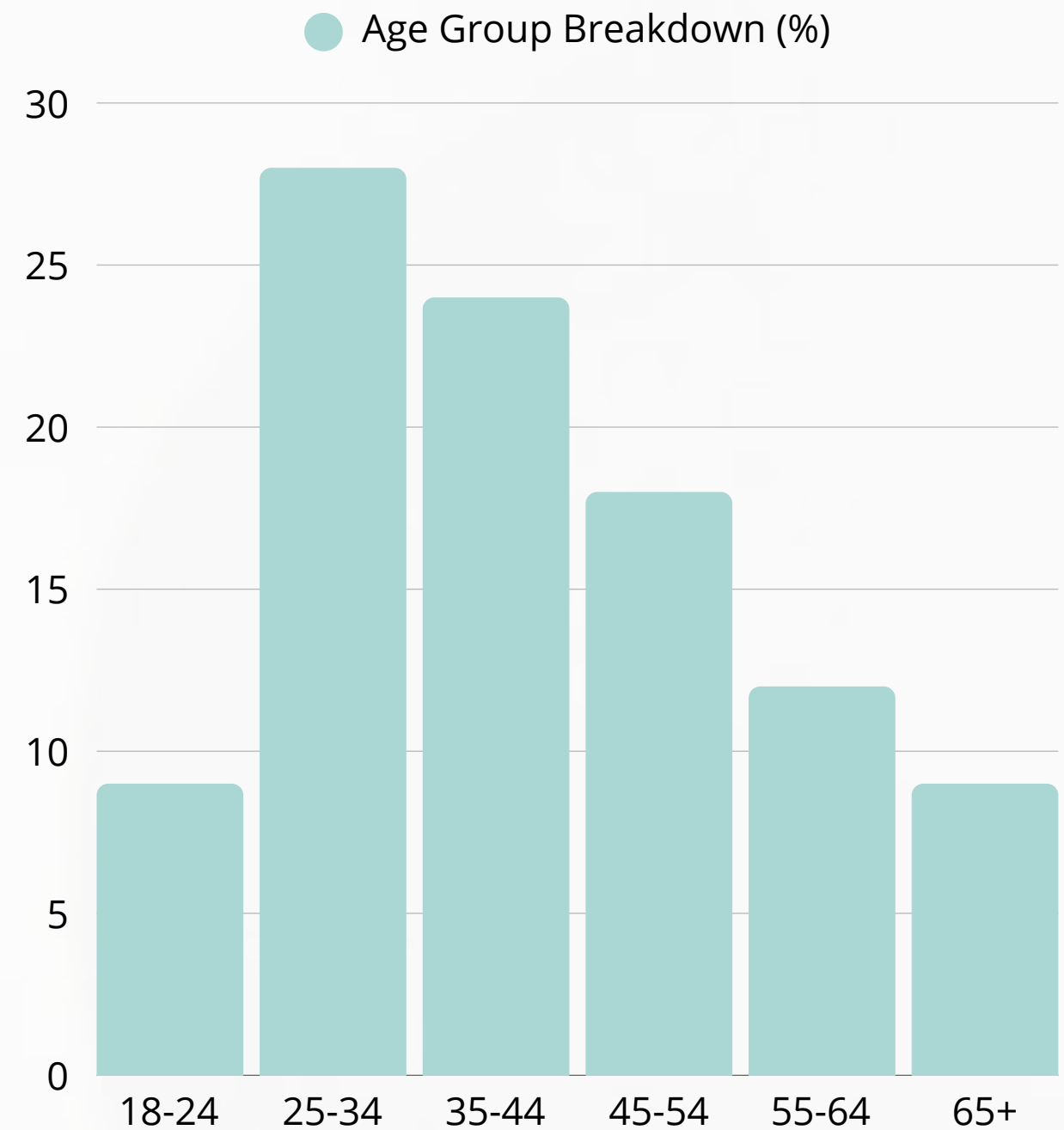
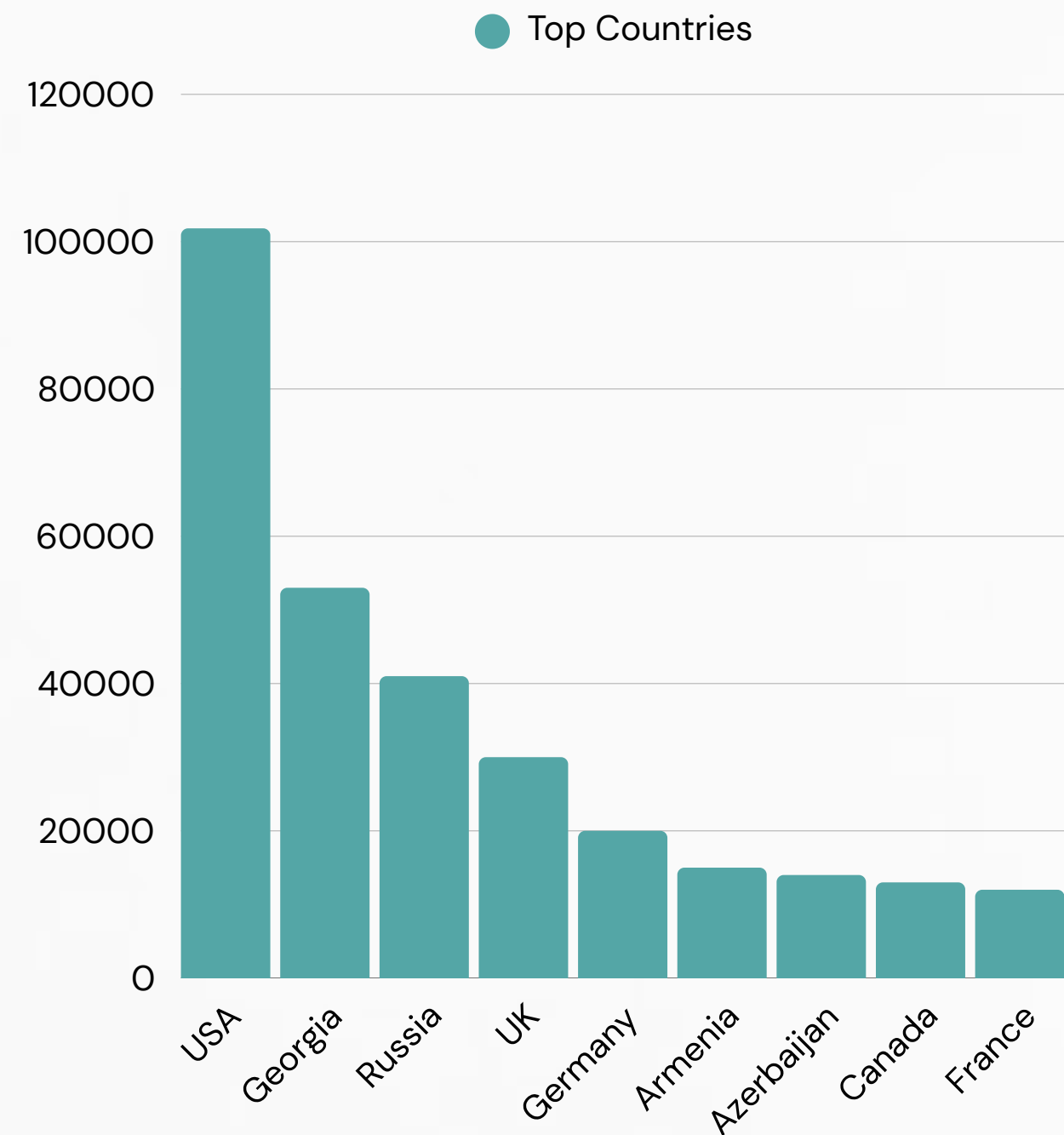
3.5M

FB & IG

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

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

Audience in Details



Male — 61% Female — 39%



Spotlight
YOUR BRAND to
our international
CAUCASUS COMMUNITY



Display Banners

Website Banners:

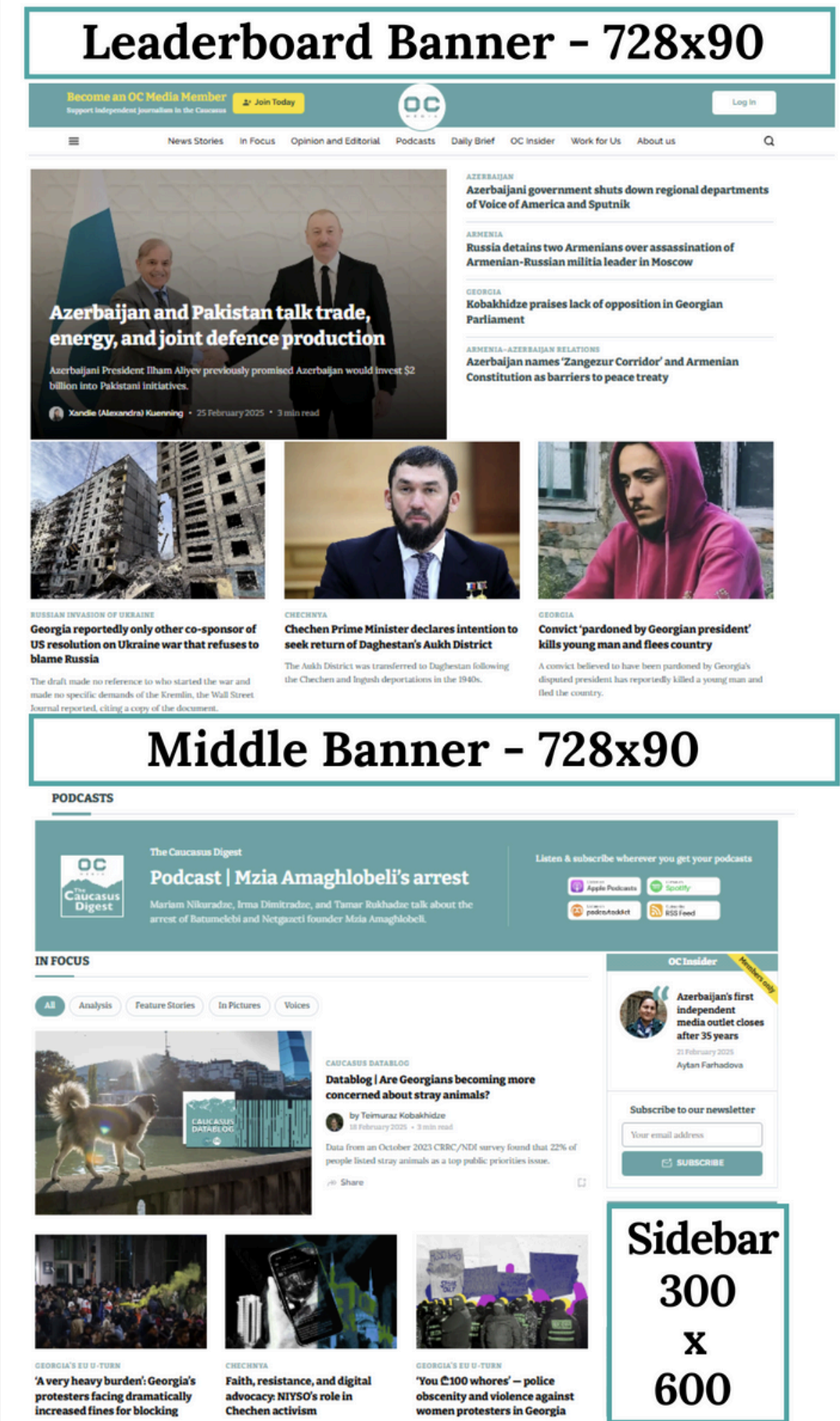
Leaderboard	728 x 90px	Monthly	\$800
Middle (Home Page)	728 x 90px		\$500
Sidebar	300 x 600px		\$600
Top of Article	300 x 250px		\$700
End of Article	970 x 250px		\$600

Newsletter Banners:

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

Special Offer

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



Sidebar
300
x
600

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:

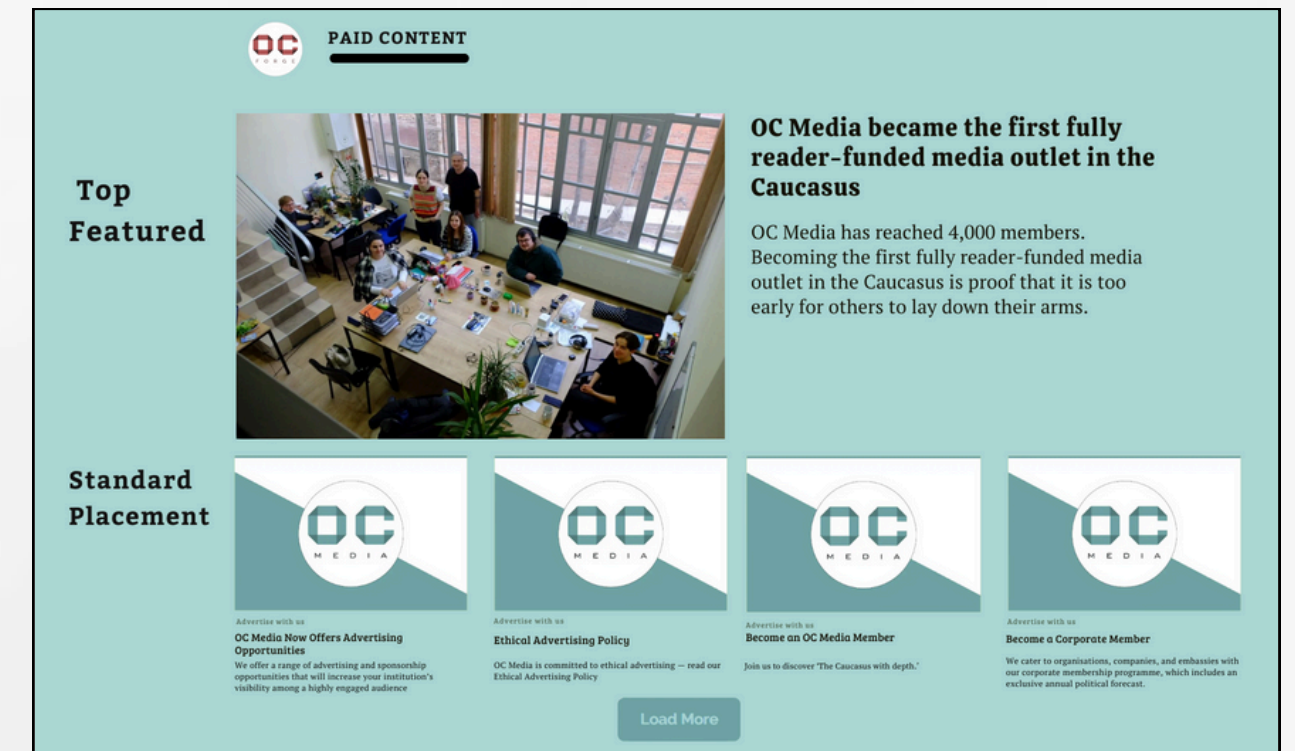
Top Featured	+20%
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■ Press Release Translation with Copy-Editing

\$25 per page (1800 characters)

■ Special Offer

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



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)	\$500
Featured Story (in depth coverage of your brand or project)	\$700
Interview (Q&A format with a representative of your organisation)	\$700
Multimedia Article (integrated text, photo, and video storytelling)	\$1000

■ Special offer:

3 articles	10% off (valid for 3 months)
5 articles	15% off (valid for 6 months)
10 articles	20% off (valid for 1 year)



Podcast Sponsorship

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.

■ Sponsorship Details:

- **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 | 10% discount |
| • 6 month commitment | 15% discount |
| • 1 year commitment | 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



Salome Khvedelidze

Corporate Membership Manager

salome.khvedelidze@oc-media.org

+995 558 194 110