



OC MEDIA

MEDIA KIT 2026

*Make **your voice heard** across the Caucasus and beyond*

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, Azerbaijan, and the North Caucasus 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.



THOMSON REUTERS
FOUNDATION



Foreign &
Commonwealth
Office



Ministry of Foreign Affairs
of the Czech Republic



Our Business Partners



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 2025

790K

unique users

Our website reached 790K unique users last year.

1.4M

page views

Our website reached 1.4M views, with a 55-second average visit time

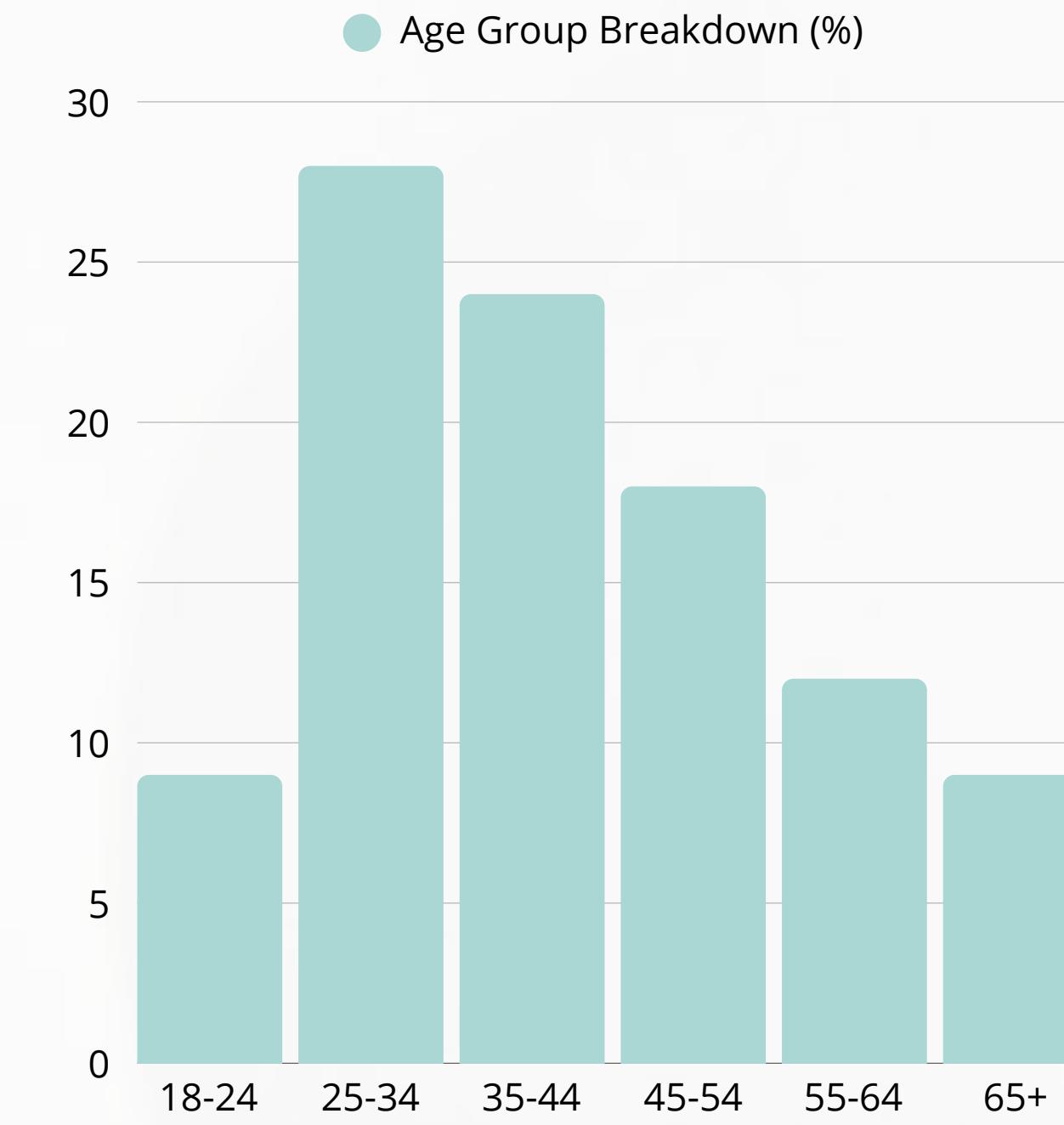
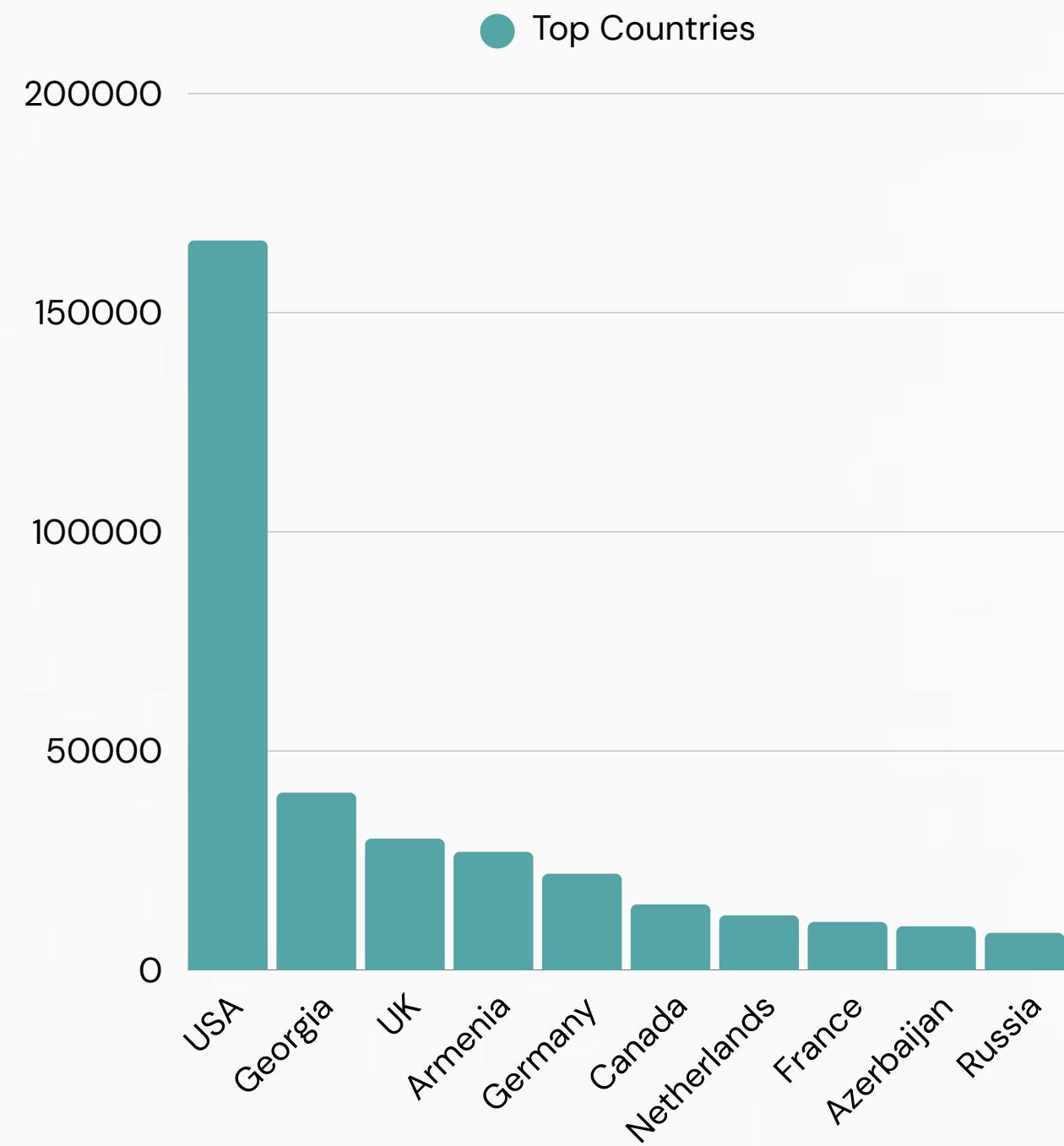
77M

FB & IG

We reached 69M Instagram users and 8M Facebook users last year.

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

Audience in Details



Male – 64% Female – 36%



Spotlight
YOUR BRAND to
**our international
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 | |
| 6-month commitment | |
| 1-year commitment | |

| |
|--------------|
| 10% discount |
| 15% discount |
| 20% discount |

Leaderboard Banner - 728x90



Become an OC Media Member [Join Today](#)

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

AZERBAIJAN Azerbaijan government shuts down regional departments of Voice of America and Sputnik

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

GEORGIA Kobakhidze praises lack of opposition in Georgian Parliament

ARMENIA-AZERBAIJAN RELATIONS Azerbaijan names 'Zangezur Corridor' and Armenian Constitution as barriers to peace treaty

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

Azerbaijani President Ilham Aliyev previously promised Azerbaijan would invest \$2 billion into Pakistani initiatives.

Xandie (Alexandra) Kuennen • 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

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

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

Middle Banner - 728x90

PODCASTS

The Caucasus Digest Podcast | Mzia Amaghlobeli's arrest

Maria Nikuradze, Irma Dimitradze, and Tamar Rukhadze talk about the arrest of Batumelobi and Netgazeti founder Mzia Amaghlobeli.

Listen & subscribe wherever you get your podcasts

IN FOCUS

All Analysis Feature Stories In Pictures Voices

CAUCASUS DATABLOG | Are Georgians becoming more concerned about stray animals?

Data from an October 2023 CRRC/NDI survey found that 22% of people listed stray animals as a top public priorities issue.

GEORGIA'S EU U-TURN 'A very heavy burden': Georgia's protesters facing dramatically increased fines for blocking

CHECHNYA Faith, resistance, and digital advocacy: NIYSO's role in Chechen activism

GEORGIA'S EU U-TURN 'You f*** whores' – police obscenity and violence against women protesters in Georgia

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 Section

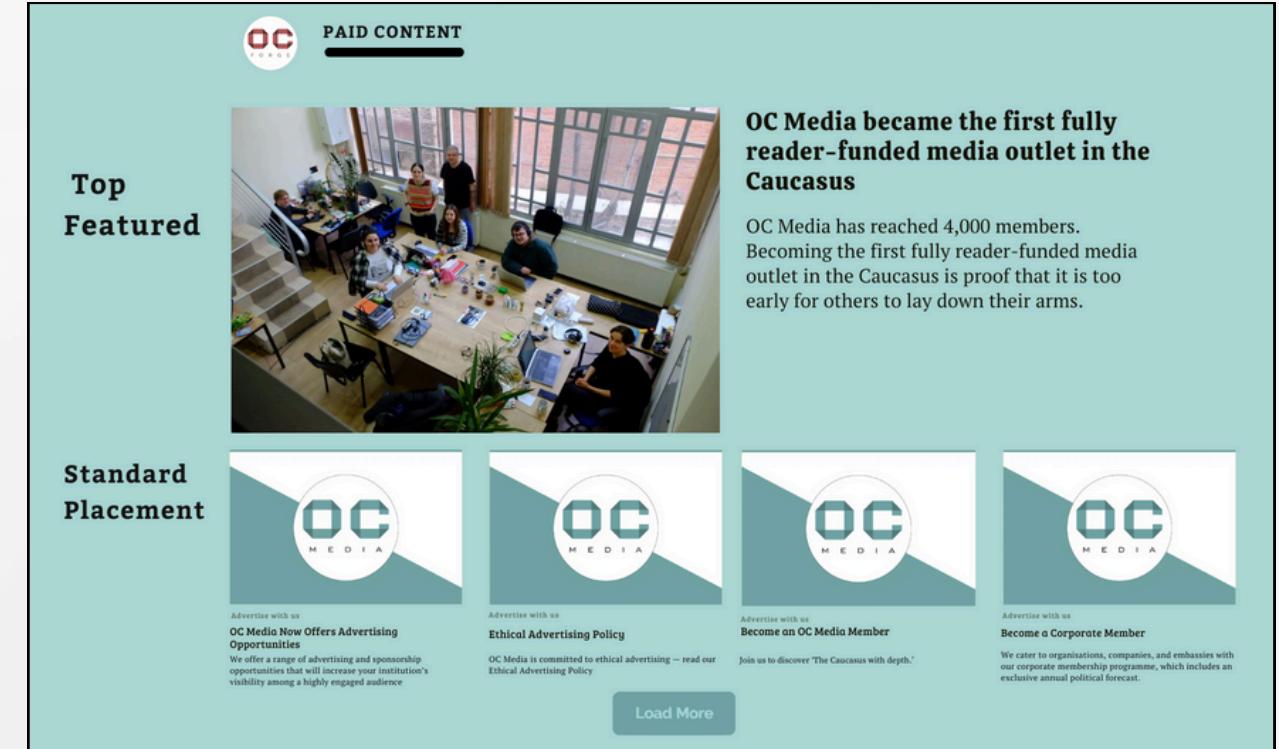
| | |
|--------------|-----|
| Top Featured | €50 |
|--------------|-----|

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 |



PAID CONTENT

Top Featured

Standard Placement

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.

OC Media Now Offers Advertising Opportunities

We offer a range of advertising and sponsorship opportunities that will increase your institution's visibility among a highly engaged audience.

Ethical Advertising Policy

OC Media is committed to ethical advertising — read our Ethical Advertising Policy

Become an OC Media Member

Join us to discover 'The Caucasus with depth.'

Load More

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 |

Organisational Membership

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

Join our Membership programme to access exclusive benefits such as the **Caucasus Intelligence Brief** while supporting independent journalism.

To see the full list of member benefits, visit our page:
<https://oc-media.org/membership-for-organisations/>



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



Get the **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.



Get daily news roundups straight to your inbox.

PARTNER WITH US

Get in touch with our team



Givi Avaliani

Business Development Manager

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



Salome Khvedelidze

Organisational Membership Focal Point

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