



# OC MEDIA

MEDIA KIT 2026

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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.

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# 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 Business Partners

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# 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:

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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**

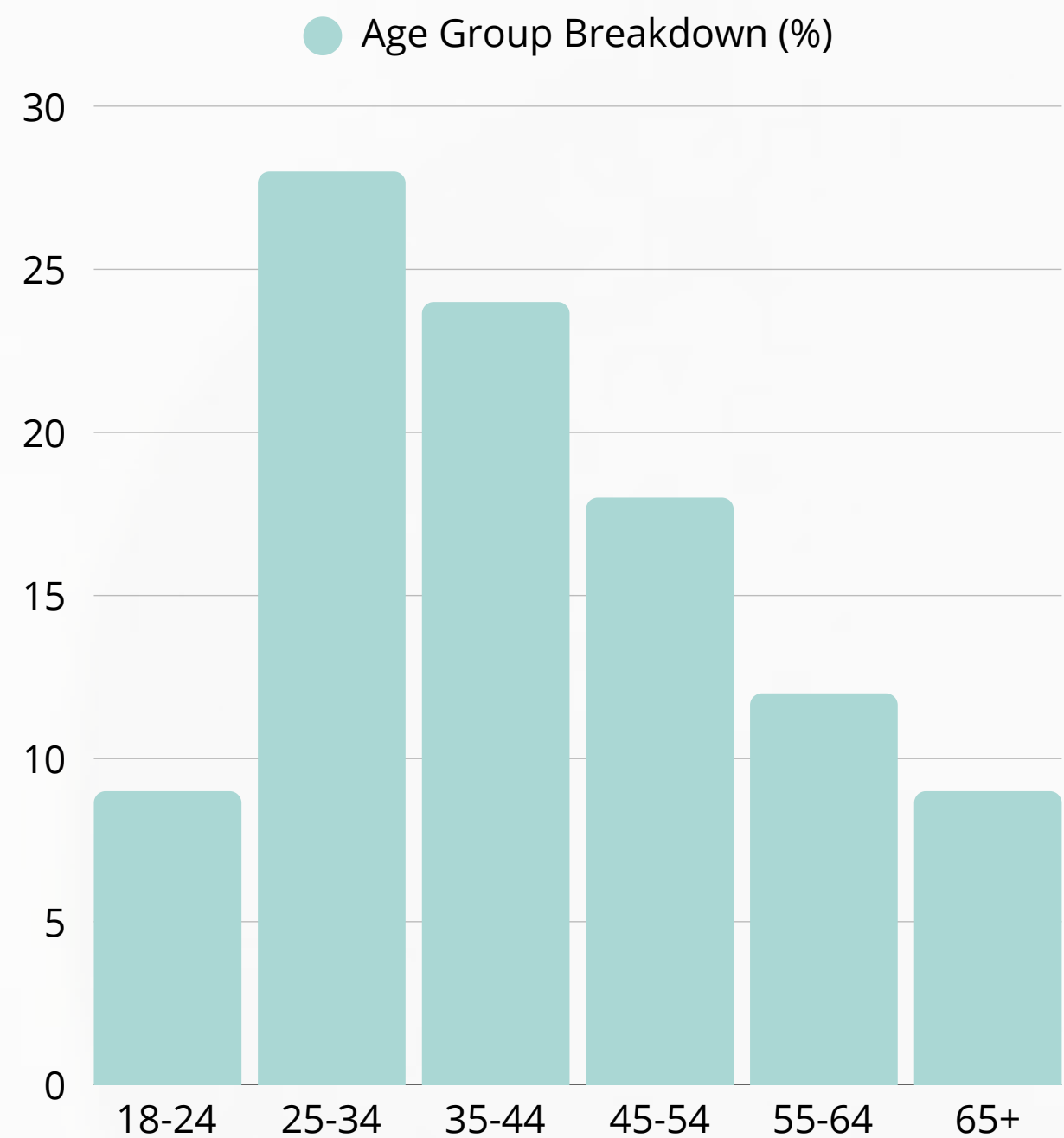
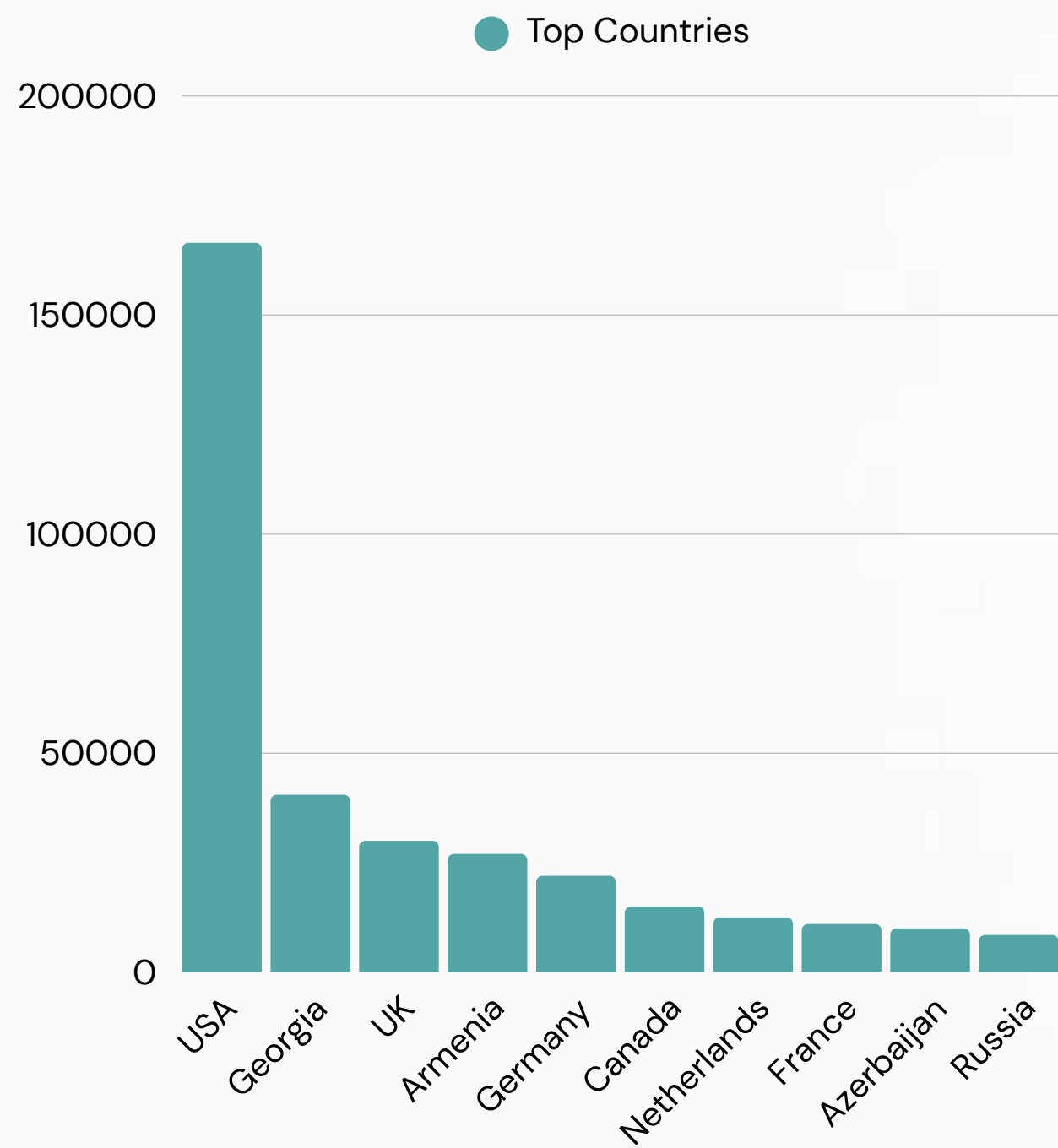
**FB & IG**

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

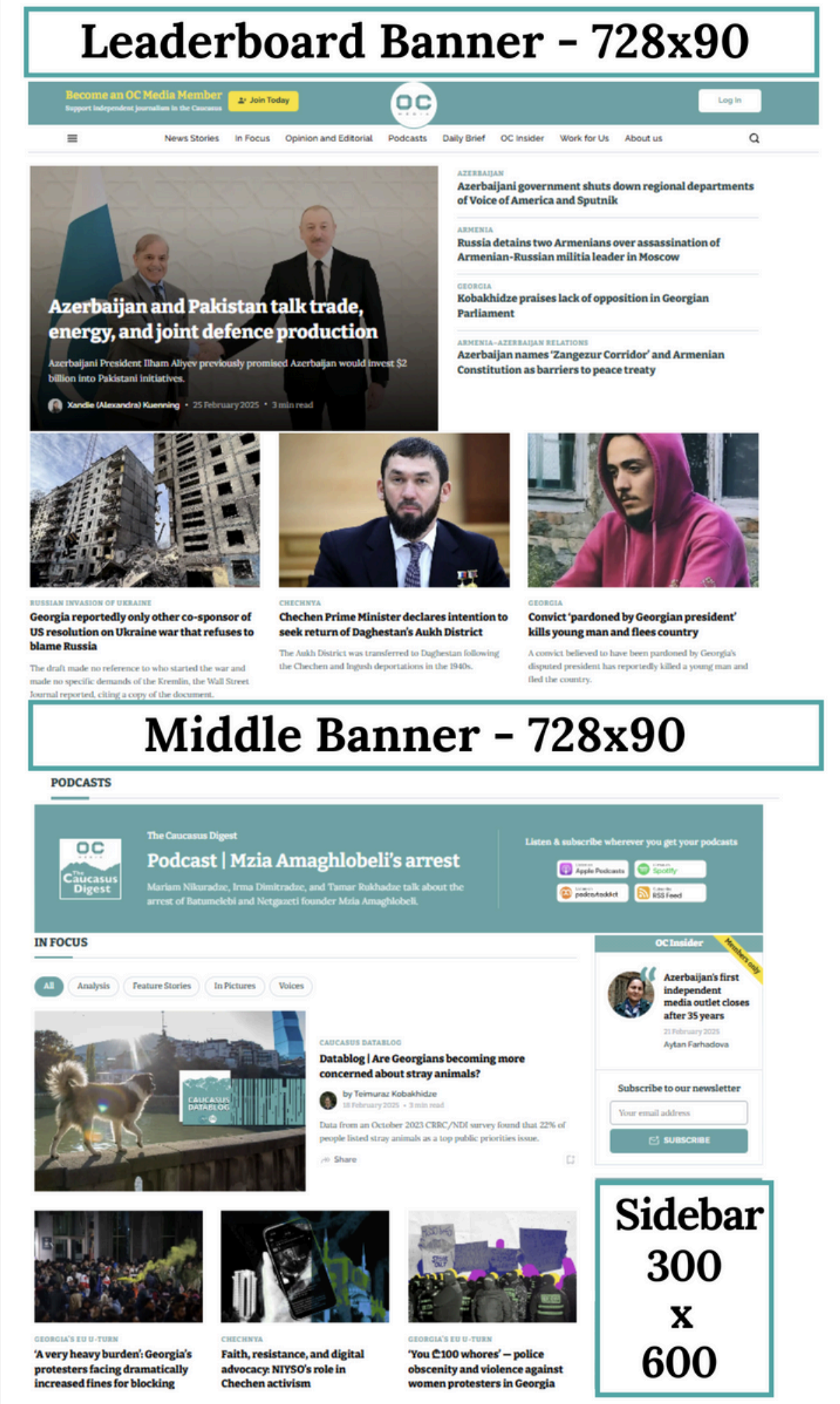
COMMUNITY





# Display Banners

| Website Banners:    |             | 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   |



# 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

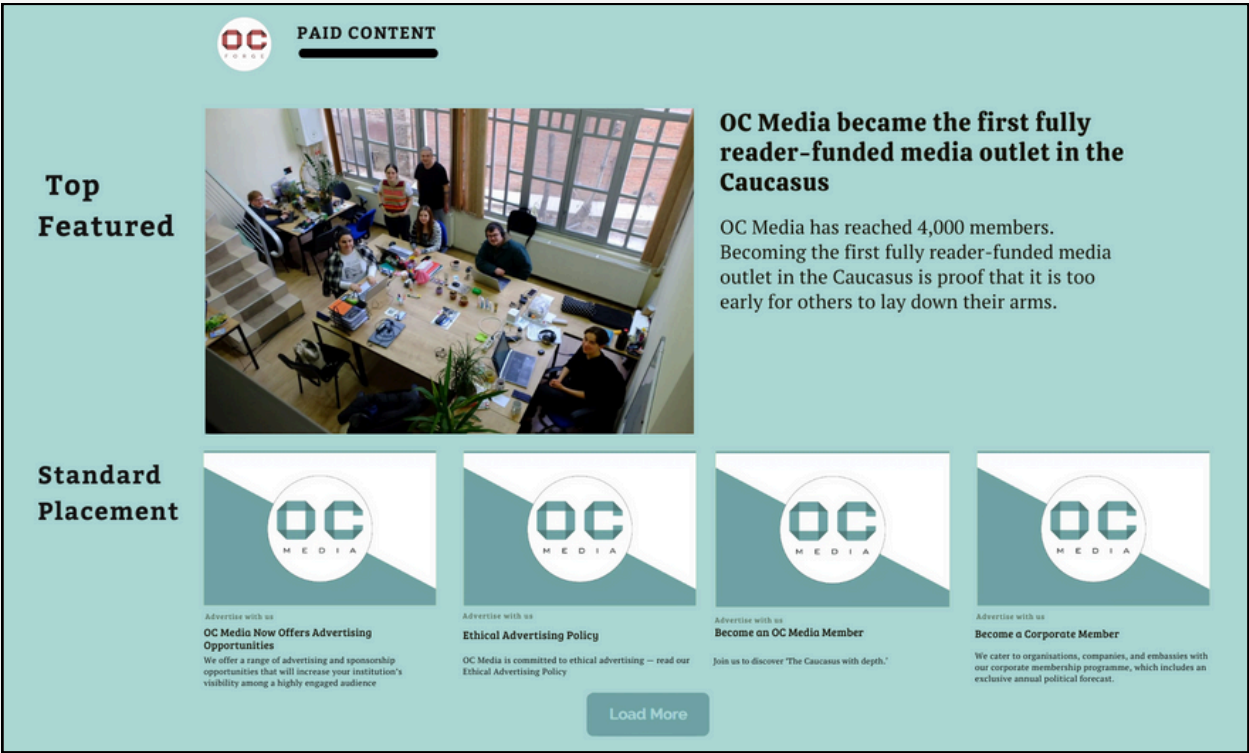
|              |     |
|--------------|-----|
| Top Featured | €50 |
|--------------|-----|

## 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 |



*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*



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