

The background of the entire image is a repeating geometric pattern of various science-related icons in a light blue-grey color. These icons include rockets, planets with rings, atomic symbols, beakers, and molecular structures. The pattern is dense and covers the entire background.

GeekTimes

MEDIA-KIT

ABOUT

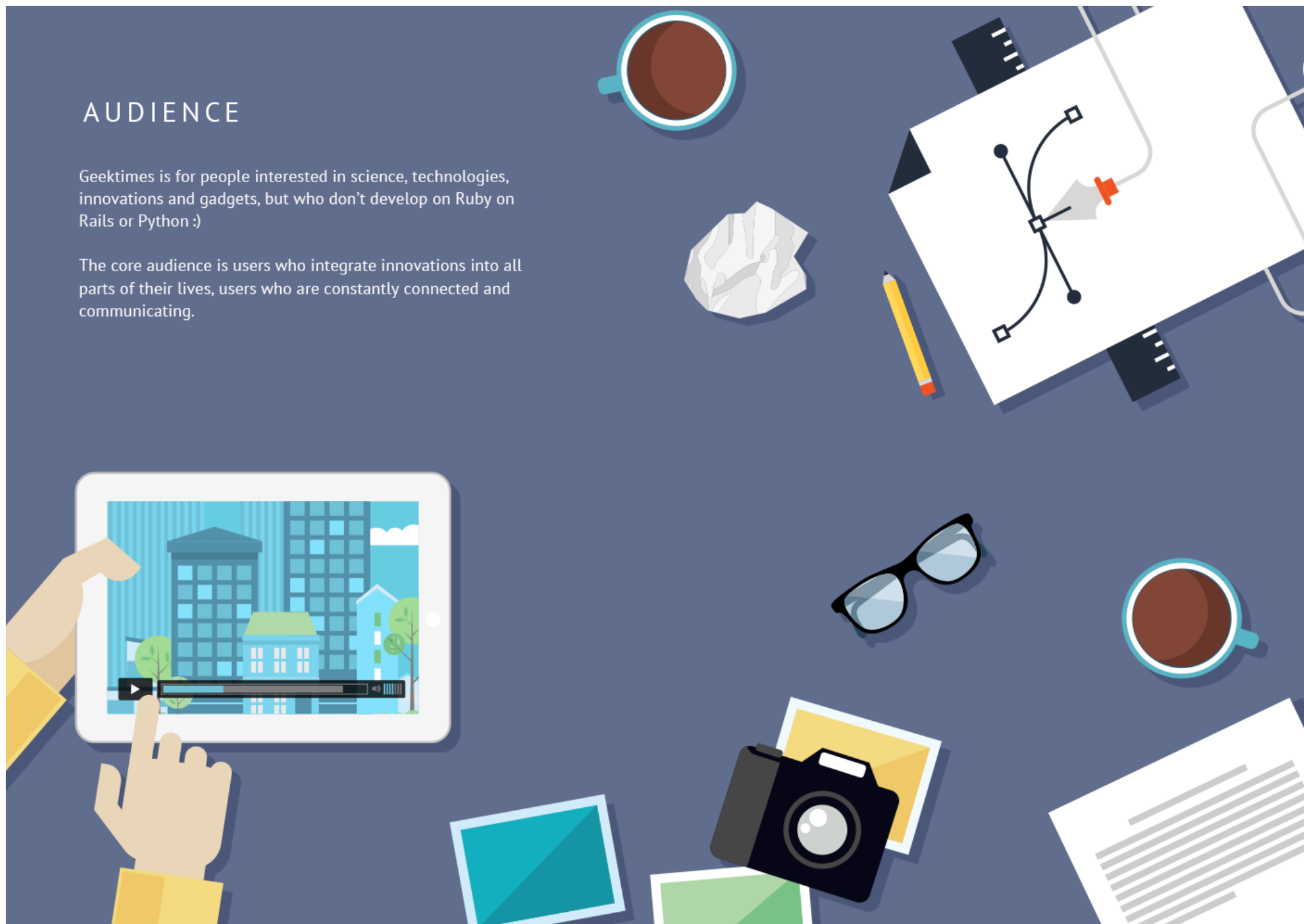
Geektimes is the new project of Thematic Media. It combines all scientific-popular Habrahabr's hubs which are not related to developing, system administration and other professional interests of IT specialists. As well as Habrahabr the new project is also based on UGC model. It aims to spread edge technologies and to involve more people into geek-community.



AUDIENCE

Geektimes is for people interested in science, technologies, innovations and gadgets, but who don't develop on Ruby on Rails or Python :)

The core audience is users who integrate innovations into all parts of their lives, users who are constantly connected and communicating.



STATISTICS

Traffic on geektimes.ru is going to grow from month to month without any investments to advertising and promotion, because the audience of people, interested in gadgets and technologies, is much wider than the audience of professional web developers.

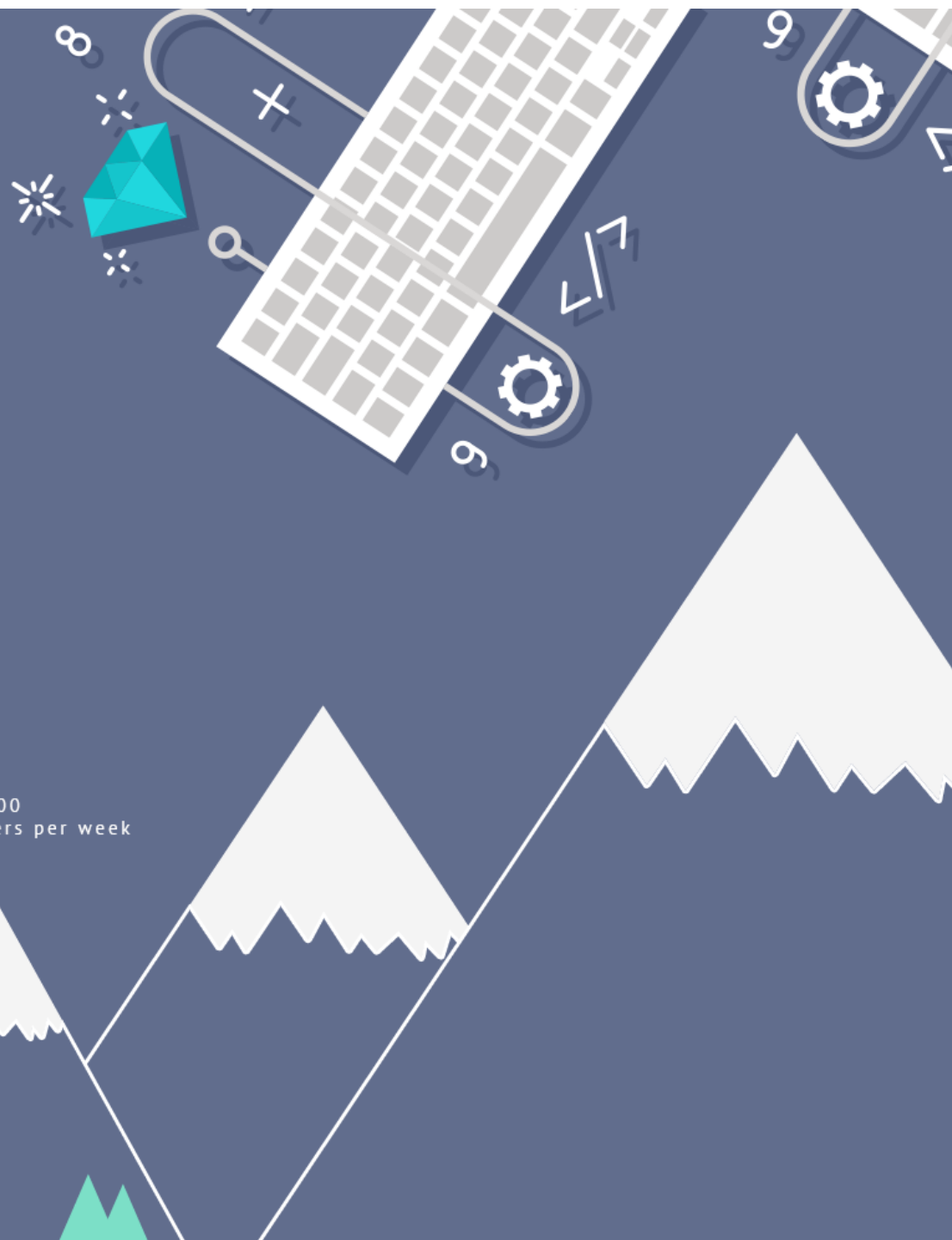
Today the audience is about 800 000 people per week, 200 000 unique users visit Geektimes every day and spend on site more then 3 minutes.

2015

1 000 000
unic users per week

2014

800 000
unic users per week



AGE AND SEX



MEN

73%

31

AVERAGE
AGE OF MEN

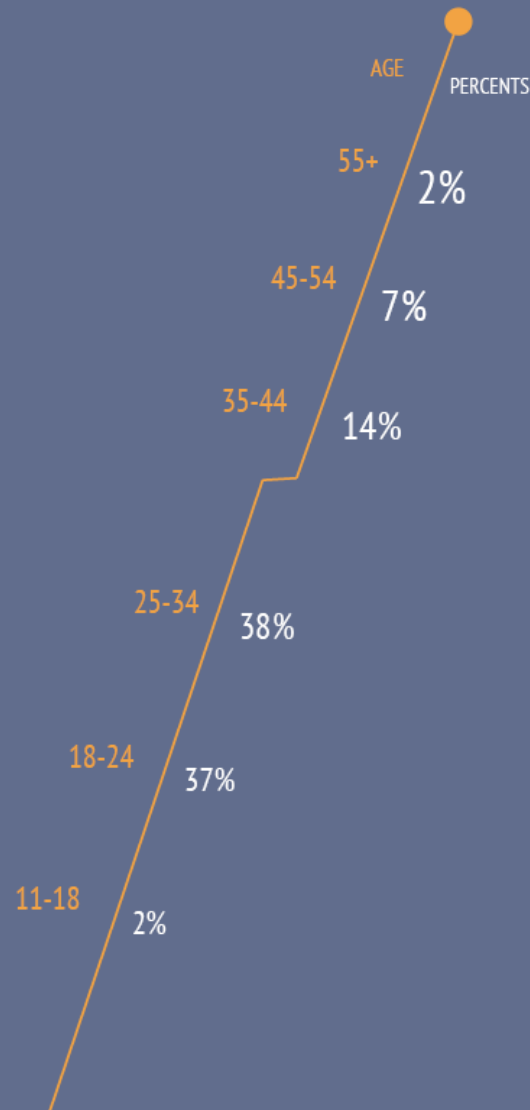


WOMEN

27%

24

AVERAGE
AGE OF WOMEN





GEO



BELARUS



RUSSIA



UKRAINE



KAZAKHSTAN



NETHERLANDS



GERMANY



USA

FORMATS AND TARGETINGS

The audience of Geektimes demonstrates high loyalty to advertising, and this is achieved through polite and relevant adv placements. There are only two advertising formats on the main page – 300x500 banner, 300x500 banner in second screen, and html block on inner pages (below the text of the post and above user's comments).

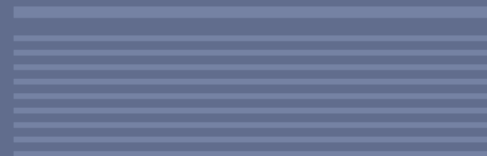
Users highly appreciate such minimalism in term of advertising – it helps us to save their loyalty both to the site and to advertising of our clients.

Moreover sometimes users begin to discuss the advertising on the resource and that strengthens its impact.

Possible targetings

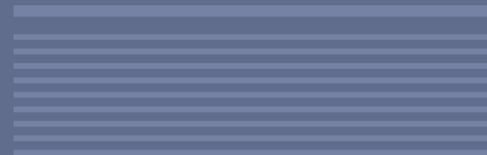
Markups applied

- Geo
- Frequency
- Content
- Mobile traffic
- OS



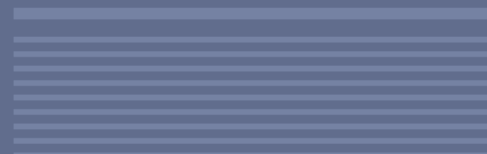
BANNER
300x500

0,25%
CTR



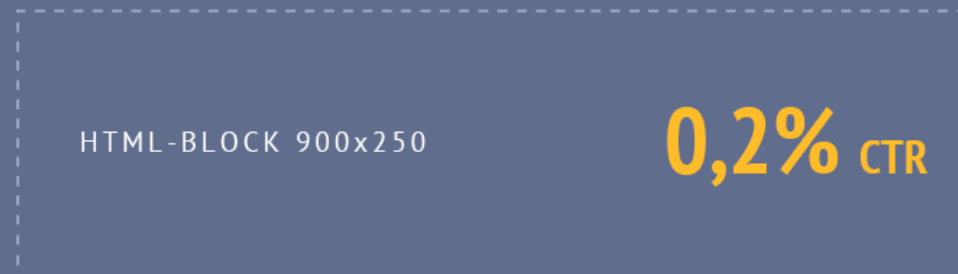
BANNER
240x400

0,25%
CTR

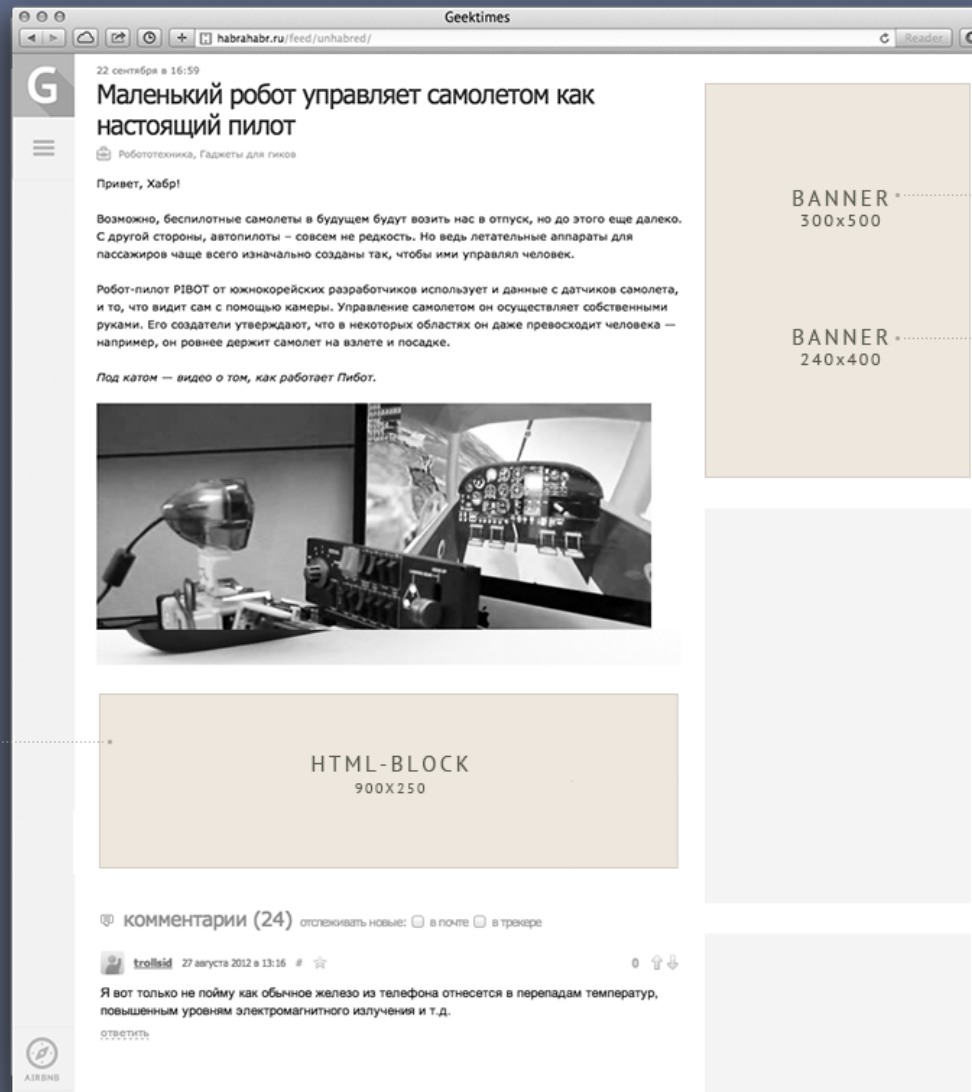


HTML-BLOCK 900x250

0,2% CTR



SCHEME TRAFFIC PER WEEK



WHAT'S ABOUT MOBILE TRAFFIC?

We can set up targetings for mobile devices and OS, propose campaigns focused on iOS, Android or Windows Phone.

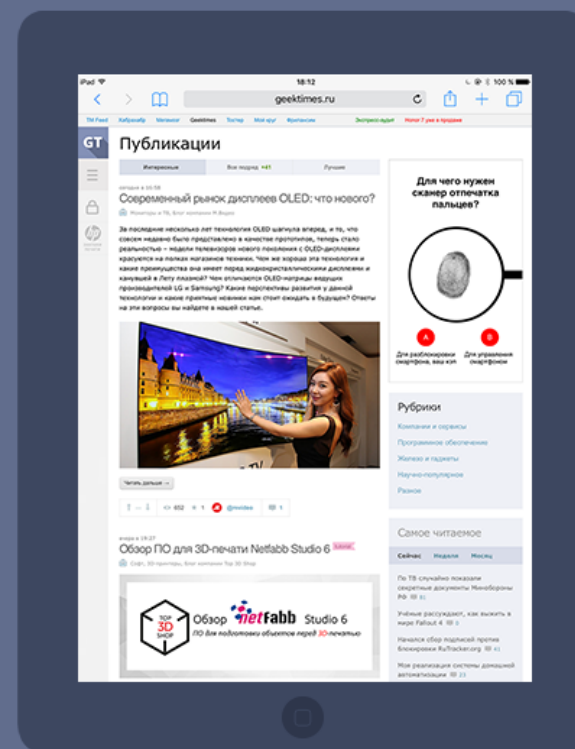
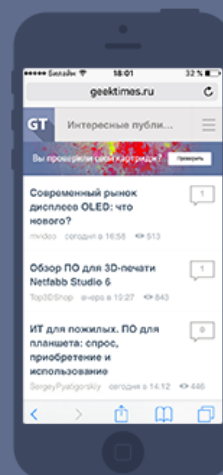


STATISTICS M.GEEKTIMES.RU

per week

Users	250 000
Traffic	1 200 000

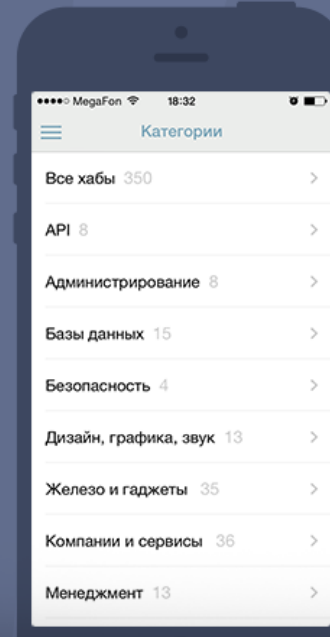
Android - 68%
iOS - 20%



MOBILE APPS

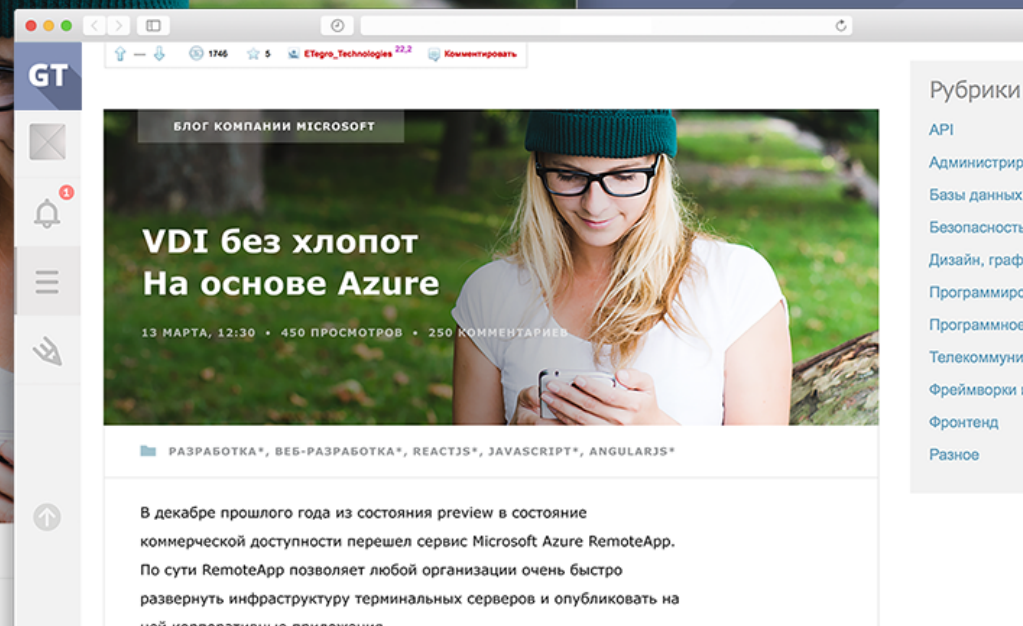
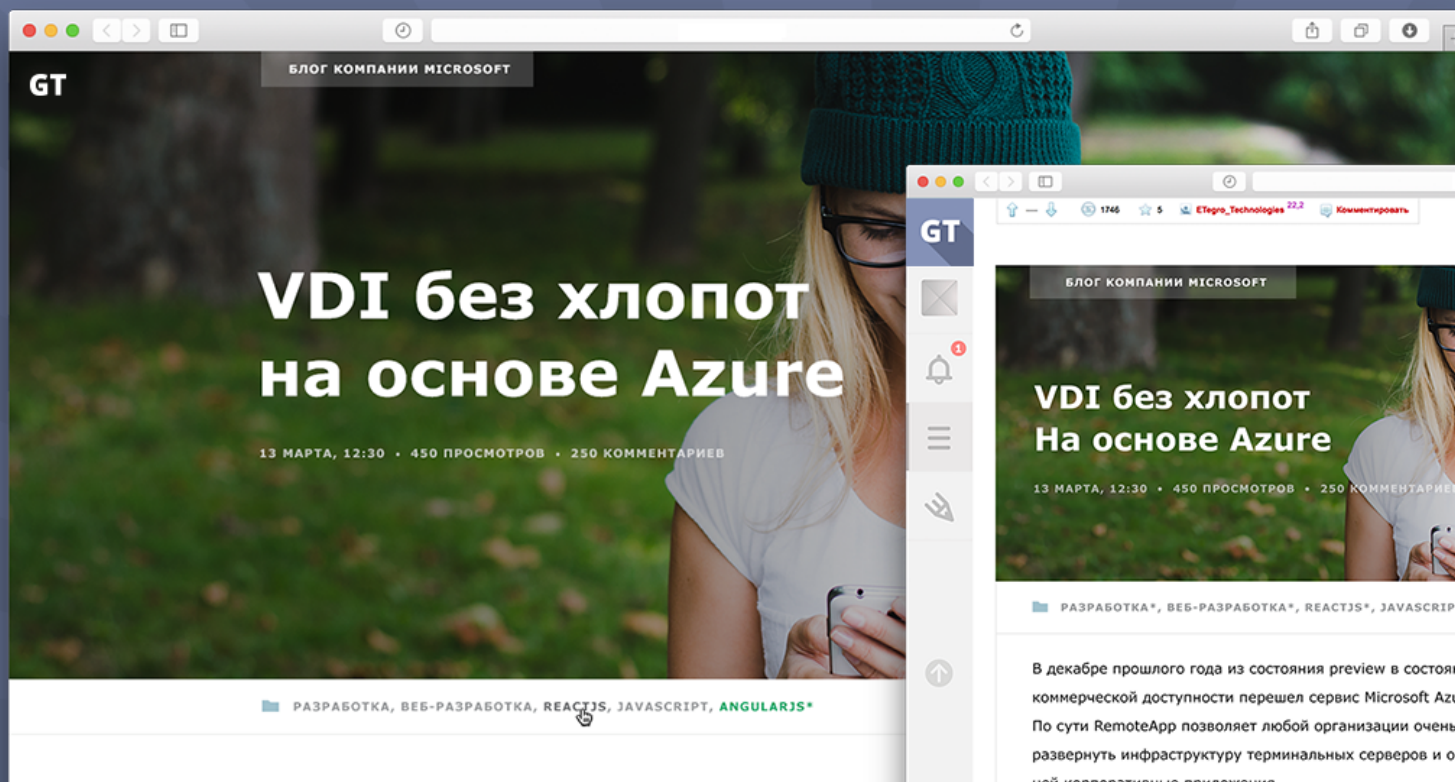
On april, 22, 2014 mobile apps for iOS, Android and Windows Phone were launched. During the first month 85,000 downloads were committed. About 10 000 unique visitors use Habr application every day.

The application is available for sponsorships.



MEGAPOST

New advertising format on TM sites - interactive post, written by one of our authors and designed in a special way, published in general feed on the site.



GeekTimes

CONTACTS

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