



nashvancouver.com

British Columbia's largest Russian-language city website

Media Kit





Our mission

To be the most trusted and comprehensive online resource for Russian-speaking residents of British Columbia, providing high-quality and up-to-date information about life, work and business in Vancouver and Canada

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About Us

Nash Vancouver is a large Russian-language media project based in Vancouver, British Columbia. We bring together people who live, work or study in British Columbia and those who are thinking about moving here.

Our website is an excellent platform to effectively promote your products and services



We keep our readers informed about important events in the country, provide inspiration and advice, and introduce them to interesting people who live here



We bring the latest daily news from Vancouver and Canada. Provide access to an extensive business directory, job search, rental classifieds, events, dating, real estate search and much more

Our audience



Young



Professional



Educated

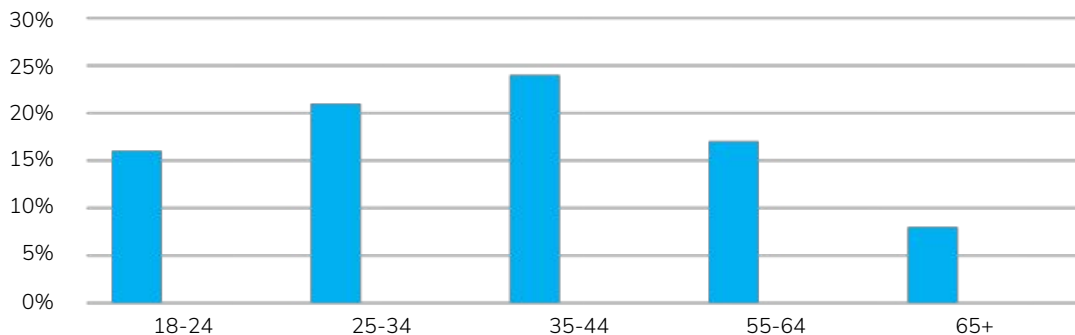


Technically savvy



Prosperous individuals

Age



2.5 Page Depth

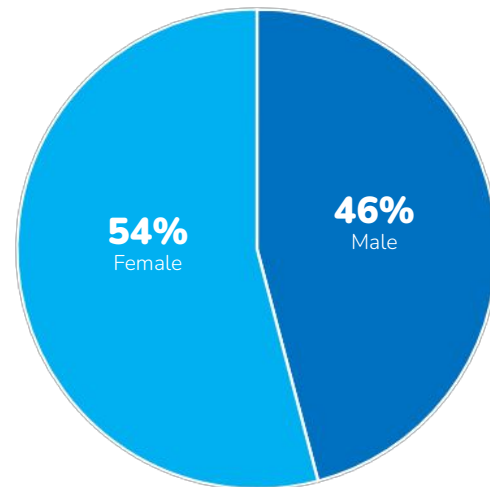
2⁺ min Average time on the site

Devices

67% Mobile

30% PC

3% Tablets



45%

Search traffic share



14K

Facebook Page



5.5K⁺

Facebook Group



880⁺

Youtube



6.8K⁺

Instagram



1K⁺

VK



3K⁺

Telegram

35%

Share of direct visits

400K⁺

Viewed pages per month

175K⁺

Unique visitors per month

Right now

170

active users on site



Top Referrals:

Source	Active Users ↓
1. nashvancouver-com.cdn.ampproject.org	2
2. yandex.by	1
3. yandex.ru	1

Top Social Traffic:

Source	Active Users ↓
1. Facebook	16

Top Keywords:

Keyword	Active Users ↓
1. (not provided)	87

Pageviews

Per minute



Top Active Pages:

Active Page	Active Users ↓
1. /	8 23.53%
2. /v-kanade-vyrastut-ceny-n...cii-dliya-dalnobojshhikov/	4 11.76%
3. /kanada-interesnye-fakty/	2 5.88%
4. /7-yzhasnix-veshhej-kotorye-proisxodili-v-kanade/	1 2.94%
5. /es-isklyuchit-kanadu-iz-spiska-bezopasnyx-stran/	1 2.94%
6. /es-isklyuchit-kanadu-iz...aXIPMXfaj5cu7ZUbjfFA5yT5k	1 2.94%
7. /es-isklyuchit-kanadu-iz...7ppXb4-b0oEQumKKP99b3LvVs	1 2.94%
8. /es-isklyuchit-kanadu-iz...sb959DXMBrrH21UAgawdYXiaM	1 2.94%
9. /kak-izmenyatsya-ceny-v-k...2022-godu/comment-page-1/	1 2.94%
10. /kak-poluchit-predlozheni...kanadskogo-rabotodatelya/	1 2.94%

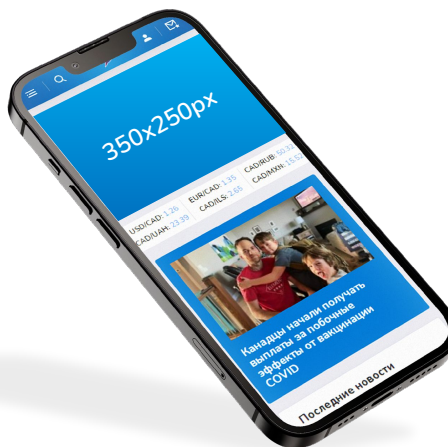
Banner ads

This is one of the most effective and common ways of advertising on the Internet. All of our banners have a very prominent location, which means your ads won't go unnoticed.

They are displayed on both personal computers and mobile devices and are not hidden by ad blockers.

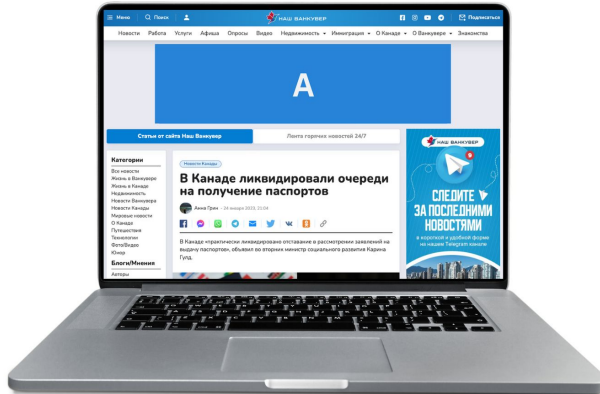
On mobile devices

All banners are displayed in the size of
350x250px



389 C\$
month

Banner A
950x180 px



In front of the news

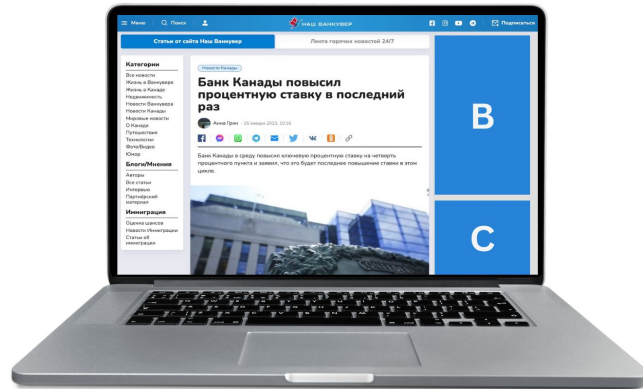
PC

269 C\$
month

Banner B
300x600 px

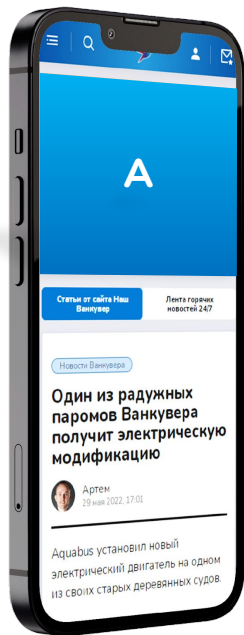
249 C\$
month

Banner C
300x600 px



To the right of the news

Placement on a mobile device



In front of the news



Inside News

Banner formats



jpeg / jpg / png / gif / HTML 5



Maximum 300 kb

A discount applies

When paying upfront

5%

3 months

10%

6 months

15%

12 months

Social media

Our social networks are a powerful and versatile channel to promote your products, promotions, services and events

229 C\$

Cost of placement on all networks at once

Potential benefits

1. Increasing brand awareness
2. Getting an additional sales channel
3. Attracting additional traffic to the site
4. Improving brand loyalty and trust



69 C\$

Group
5 500 sub

49 C\$

Page
14 000 sub



6 800 sub

99 C\$

Post

49 C\$

Story

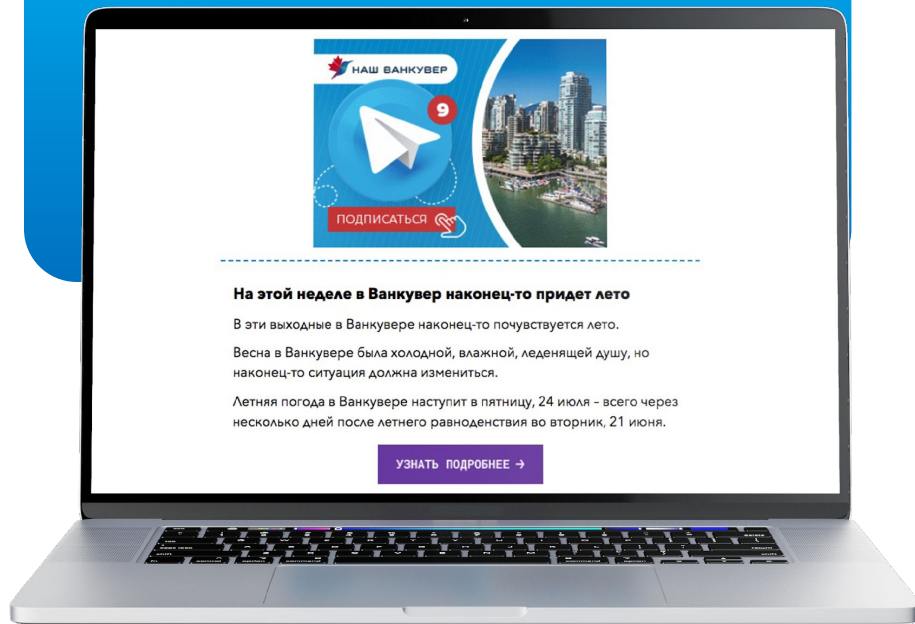


3 000 sub

39 C\$

Post

199 C\$ / month 39 C\$ / one time



Email newsletter

We only use high-quality and verified servers, so our newsletters do not end up in spam, but are delivered directly to the mailboxes of our subscribers.

We send a daily email newsletter with the main news of the day to our favourite subscribers. The subscription base is growing rapidly.

99.9%

Delivery Percentage

50%

Keeping a stable Open Rate
by removing inactive users

Video advertising

Integration with our YouTube newscasts

If necessary, we will help you make/edit your video for an additional fee.

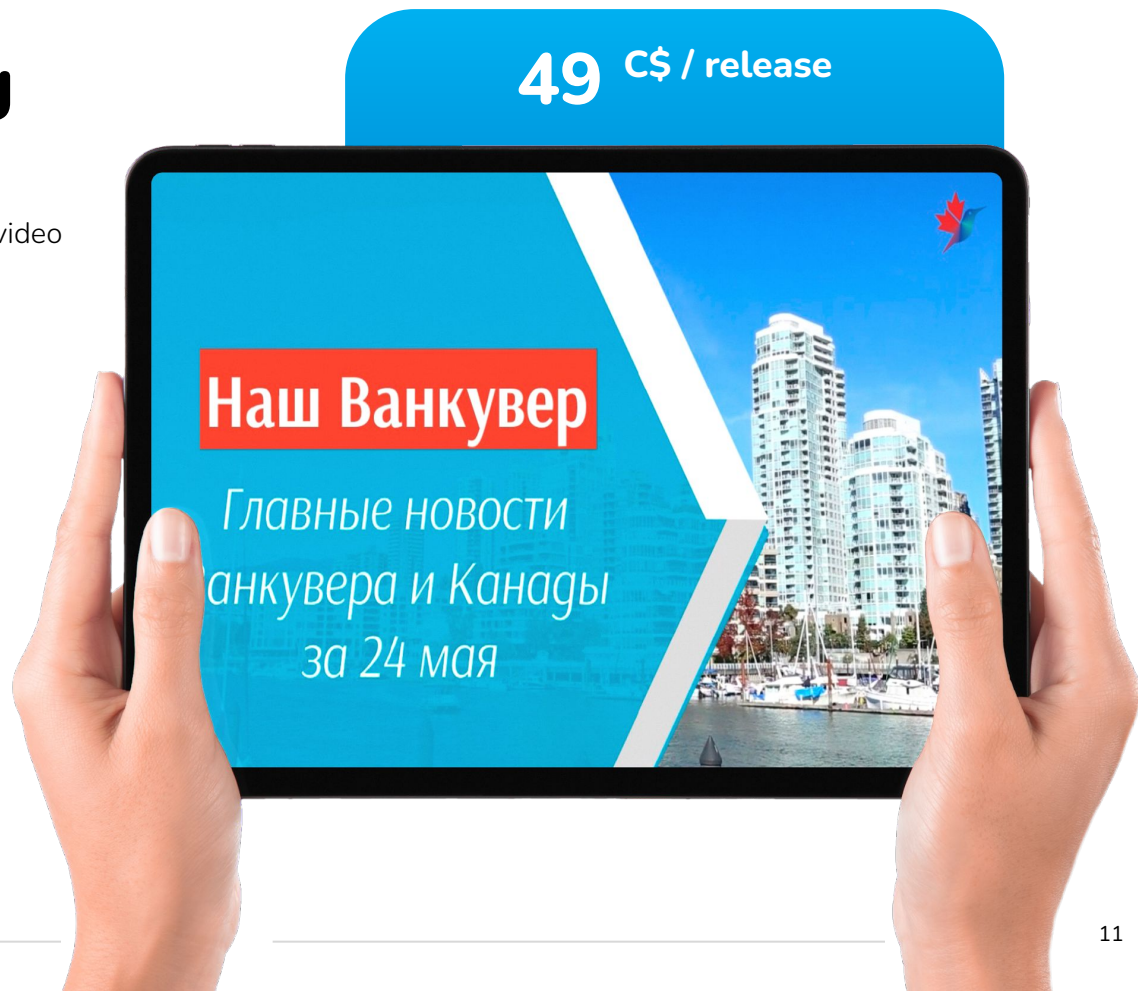


Duration 10-15 seconds

199 C\$ | 5 releases

349 C\$ | 10 releases

49 C\$ / release



Commercial post

The best way to promote your product or service directly.

395

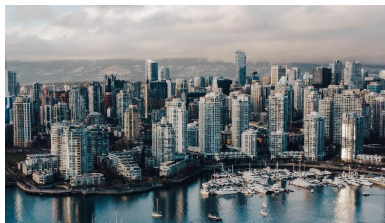
C\$*

* A discount is available
for a series of posts

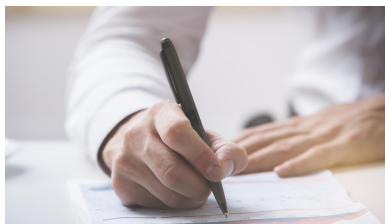
We guarantee:

1. Announcing the material through social networks
(Facebook, Telegram, Instagram Story)
2. Post optimization for search engines Google, Yandex, Bing
3. Permanent backlinks specified in the post. Articles
from the site will not be removed after a period of time

You can order additional promotions on social networks,
in the daily newsletter, as well as on banners



The article can be serious and not so serious, describe a brand, service or a whole phenomenon, and even tell stories through pictures or numbers



Text and pictures are provided by the advertiser and are subject to prior approval from the site editorial team



For photos, it is necessary to have proof of copyright rights to use the image

We can help provide such photos, if necessary

Service directory

Do you have a business or provide service in B.C.?
Let your potential customers know about it!

150K⁺
Visits per month

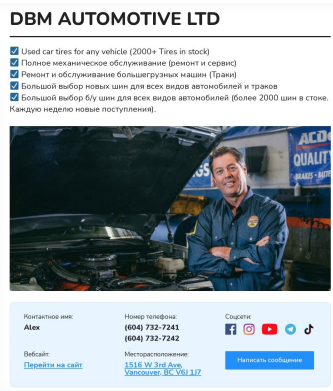
What do you get



The opportunity for
a potential customer
to send you an instant
message from the website



New additional traffic
to your website



A beautifully designed page
with all the social media
networks, photos, videos
and contact information
in one place



A backlink to your site
to increase its reputation
& rating



Automatic notifications
if someone leaves
a review or comment
on your business / service



Post a business /
service

+ Compare rates

View the entire
service directory

Placement options

0 C\$ /
year

Free

47 C\$ /
year

Paid

97 C\$ /
year

Super

127 C\$ /
year

VIP

Jobs

Looking for employees or a job in BC? Post your vacancy with us!

Thousands of daily visits, dozens of interested users.

The ability to filter by employment type will make your listing as effective as possible.

Placement options:

0 C\$ /
year

Free

from **5** C\$ /
week

Paid

from **8** C\$ /
week

Super

Place an ad

+ Compare rates

View all jobs





Rentals

If you are looking to rent or find accommodation in British Columbia, our website provides a great platform to do just that.

You can filter by the number of rooms, type of property and furnished or unfurnished to make the search as easy as possible.

Placement options:

0 C\$ /
year
Free

from **5** C\$ /
week
Paid

from **8** C\$ /
week
Super

Place a rental ad
+ Compare rates

View all rental ads

Events

Do you have an event coming up and you're looking for a way to promote it? Tell our large audience about it to get a lot of attention!

Placement options:

The ability to search events by category makes it incredibly convenient and efficient!

0 C\$ /
year

Free

99 C\$ /
event

Paid

Post an event

+ Compare rates

View all events

Blogging

One type of collaboration that we are happy to offer is the ability to have a personal or corporate blog on our site.

Mandatory requirement: The author resides in British Columbia.



To the authors of the most interesting and popular articles royalties are provided



If you are interested in working together as an author on our site for a mutual benefit, email to **hello@nashvancouver.com**

Articles aimed at promoting your own services fall under the category of advertising (commercial post)

What topics are of interest to us:



Adapting after immigration, finding a job and studying in Canada



Travelling in British Columbia



Your opinion about current news in Canada and the world



To tell about certain events in your life



Analysis of political developments in BC and Canada



Video reviews of life in British Columbia

Why should you **choose** us?



More and more people are using the Internet and online resources to get all the information they need



Your advertisement can be on the website the very next day after your request



Individual approach to each client and assistance in planning the most effective advertising campaign



We make beautiful selling banners for free when you advertise for 3 months or more



Our audience reach is very extensive - hundreds of thousands per month
(website, social networks, newsletter, youtube etc.)



The ability to use a variety of marketing options for the best results



It's easy to track the performance of an advertising campaign by the number of clicks to your site



Unlimited number of substitutions for banner ads if necessary

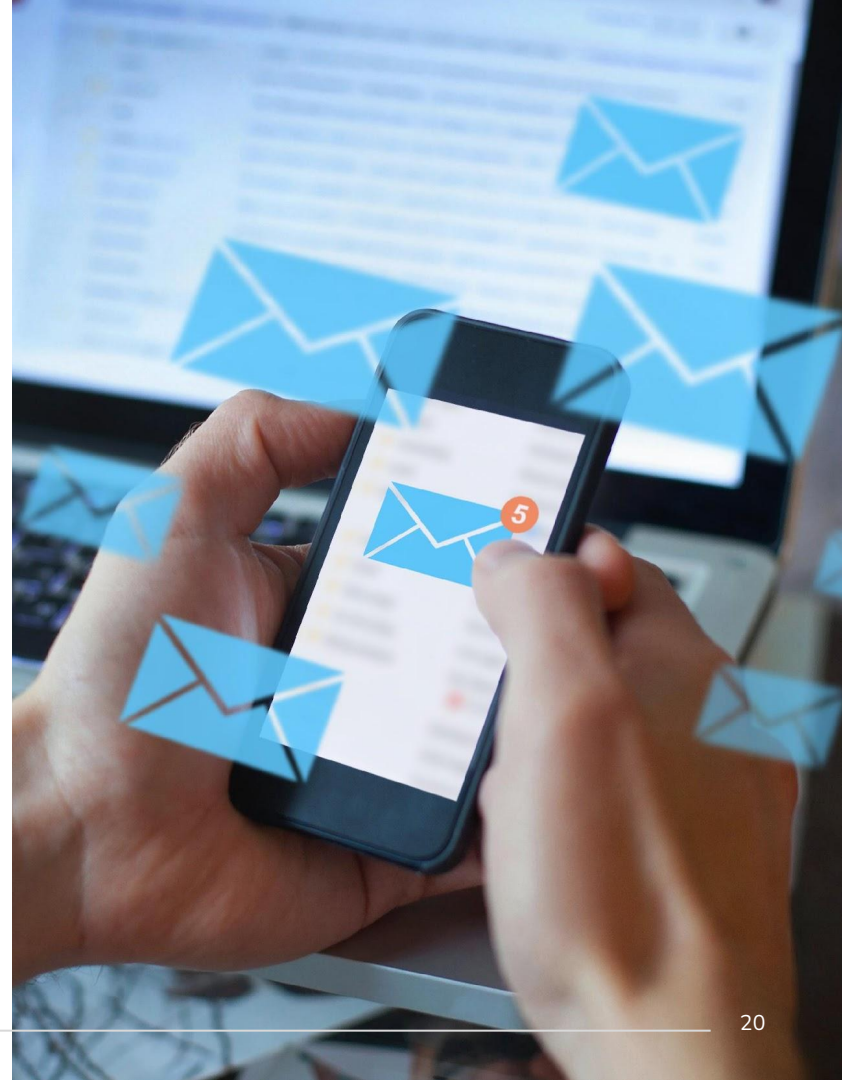
We love our customers and especially the regular ones.
For them, there are additional pleasant discounts!

Not sure which is the best way
to promote for you?

Write to us

We will find the most effective marketing
plan tailored for you.

Fill out the brief





General inquiries



hello@nashvancouver.com

Advertising Department



reklama@nashvancouver.com

