



# RUSSIAN TRAVELER

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Website [rtraveler.ru](http://rtraveler.ru)

# Russian Traveler community

1,4M

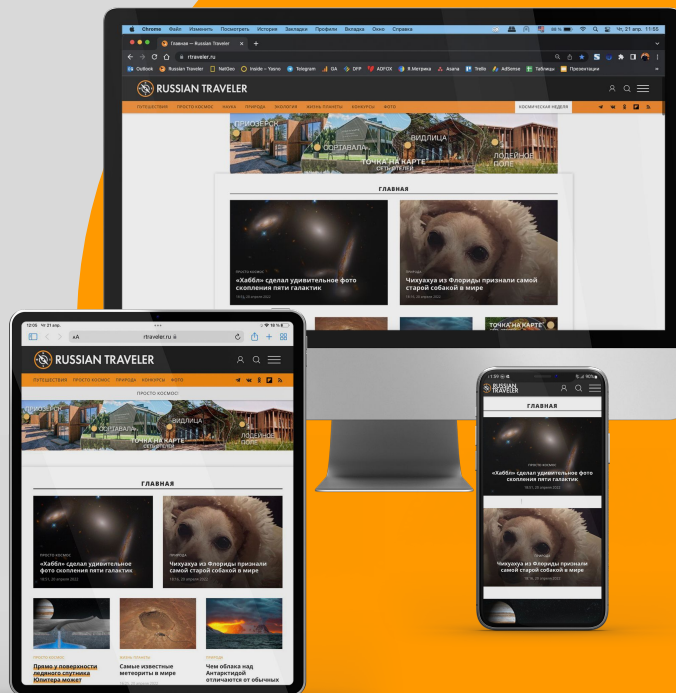
Unique users monthly\*

3,2M

Pageviews monthly\*



Publications by top photographers



1,8M

Followers in social media

from 40K

Cover of 1 social media post

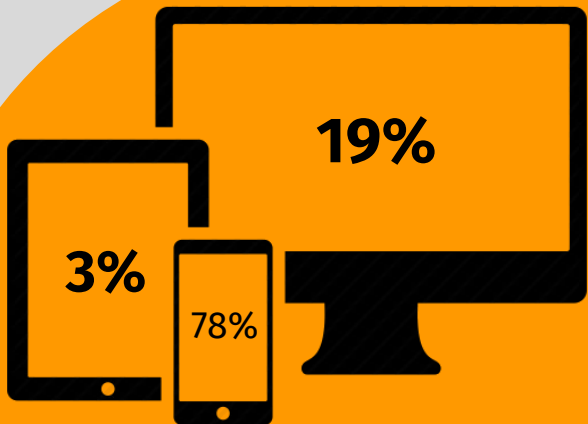
Loyal audience



\*average value according to Yandex Metrica

# Key metrics

[rtraveler.ru](http://rtraveler.ru)



**Russia – 82%**  
CIS – 10%  
Other countries – 8%



Unique content, collected by Russian  
Traveler team  
**10-15 articles daily**

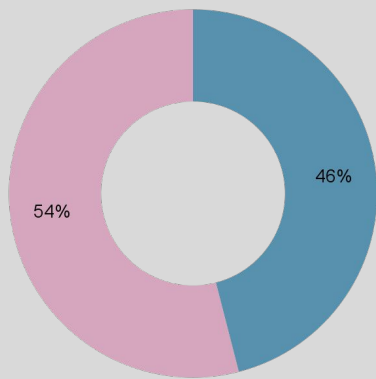


Average time on website:  
**0:01:54**



Average pageviews per session:  
**2,3 pages**

# Audience of rtraveler.ru



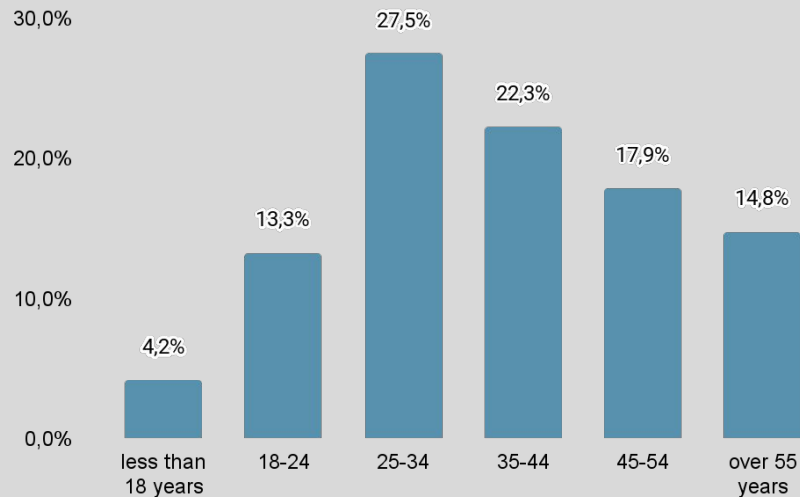
**54%**  
female



**46%**  
male



Average age: **25-44 y.o.**  
(50% of the entire audience)



\*average value according to Yandex Metrica

More that 1,8M of active followers

	VK.com	OK.ru	Telegram	Dzen	Bcero
<b>Russian Traveler</b>	<b>1 438 675</b>	<b>286 314</b>	<b>24 277</b>	<b>103 528</b>	<b>1 852 794</b>
<b>Techinsider</b>	996 045	311 999	19 081	609 912	1 937 037
<b>Vokrug sveta</b>	192 407	564 763	32 207	252 435	1 041 812
<b>Naked Science</b>	567 777	93 211	205 890	132 749	999 627
<b>Moya planeta</b>	411 794	144 843	8 256	175 103	739 996
<b>N+1</b>	230 847	216 510	47 917	170 225	665 899

# Special projects



Professional team with  
extensive experience



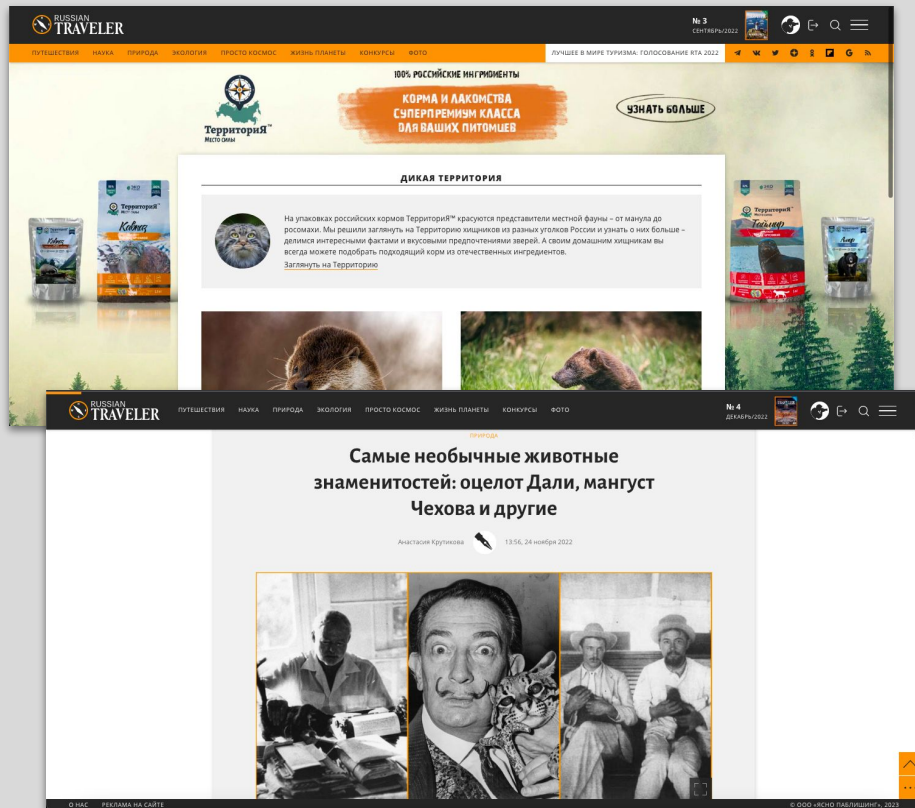
Tests  
Articles  
Rubrics  
Contests  
Landing pages  
Marathons in SM



Various mechanics,  
individual solutions



# Article / Rubric on the website

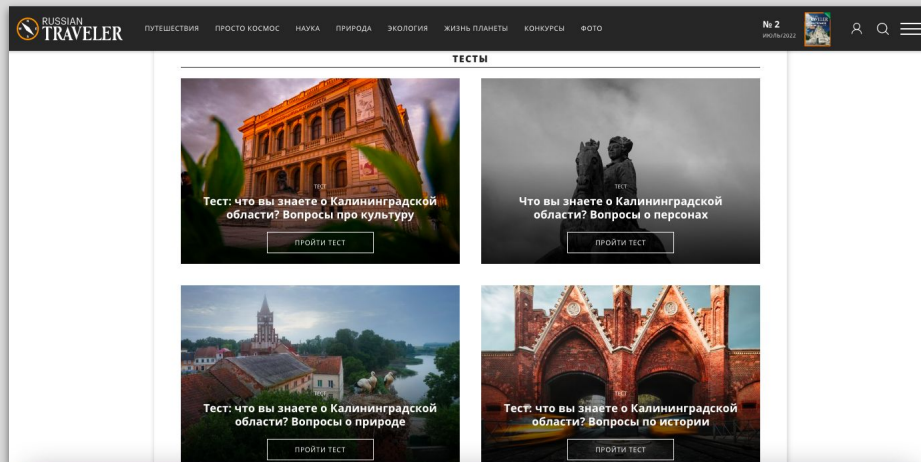


**An article or series of editorials** grouped under a special rubric. All materials are prepared by the experienced editors of Russian Traveler. Articles are posted and announced on the website [rtraveler.ru](http://rtraveler.ru), then remain archived and indexed by search engines.

Possible additional integration options:

- active hyperlinks to the client's website
- photo, audio, video (embed)
- branding of article or rubric
- tie-ins, quotes, infographics

# Test



**An interactive quiz** on an approved topic prepared by the editors of Russian Traveler. Average test scores:

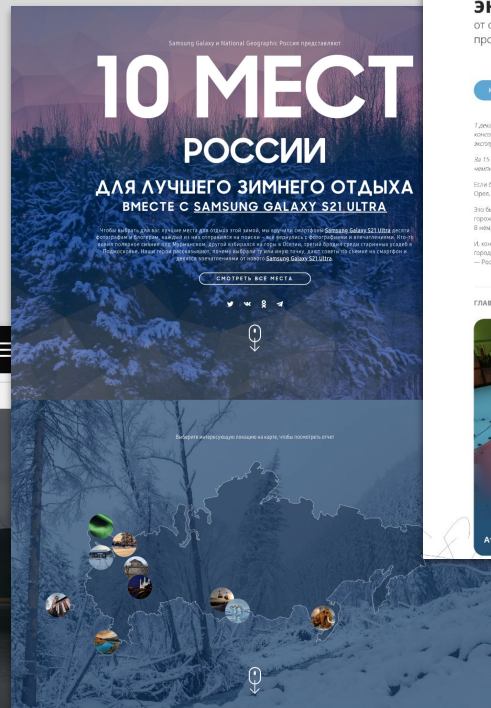
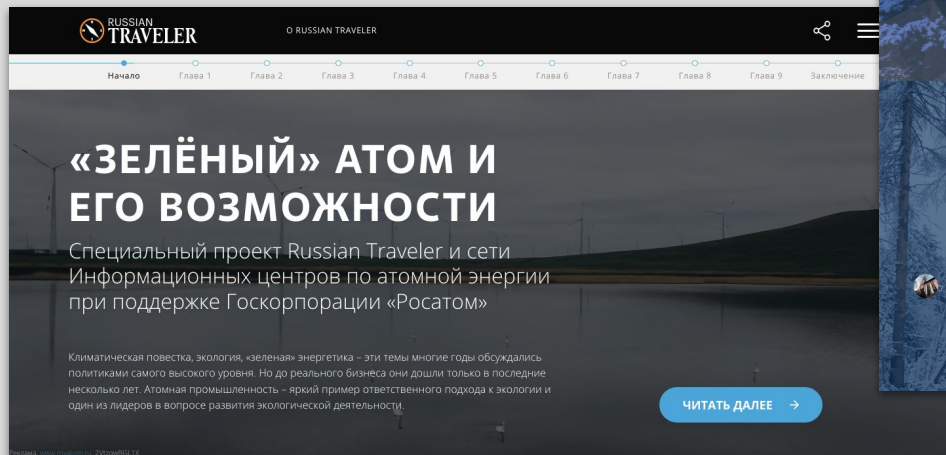
- 10-15 questions
- more than 70% passing to the end
- from 5 000 unique views

Implementation options include publication in a separate section "Tests", or integration into a specially prepared article on the topic, or combining a series of tests into a special rubric on the website.

Integrations of promotional materials into answers, illustrations or test results are allowed. The test itself can be fully branded. It is possible to add links, promotional codes to the test results

# Landing page

**Micro website** on the **rtraveler.ru** subdomain with an individual adaptive design and interactive elements. Suitable for non-standard integrations and mechanics, branding projects, as well as for creating various funnels (newsletter subscriptions, leads, conversions).



# Photo contest

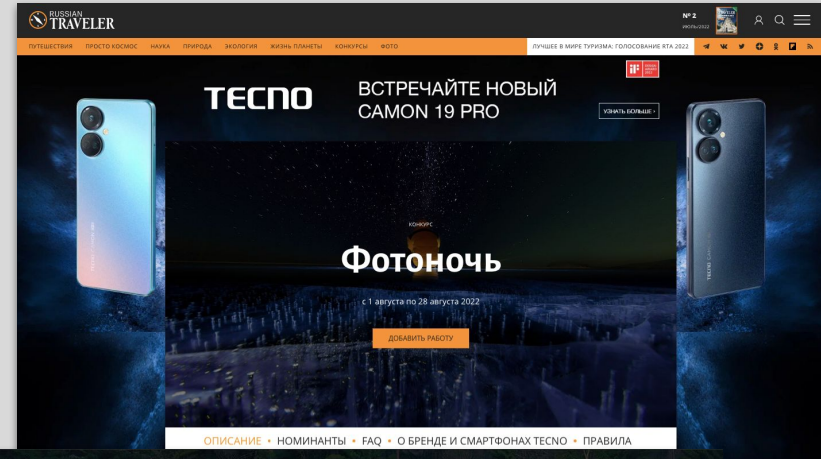
**Branded photo contest** on a website on a specific topic with prizes for participants.

The number of submitted works and participants depends on the topic and on the prizes (it is not recommended to choose a too narrow, specific topic). On average, contests are gaining:

- **over 500** participants
- **over 1 000** submitted works

Archives and active photo contests are presented on the webpage: <https://rtraveler.ru/contest/>

A tab with information about the product / company, a link to the site / product, or a link to an advertising article, rubric can additionally be integrated into the photo contest page.



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- account/group tags
- stories
- polls/tests
- photo, video, audio, links

# Stories

## Interactive stories on the website rtraveler.ru

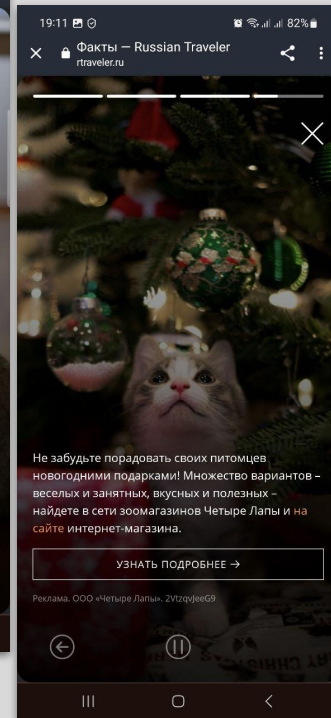
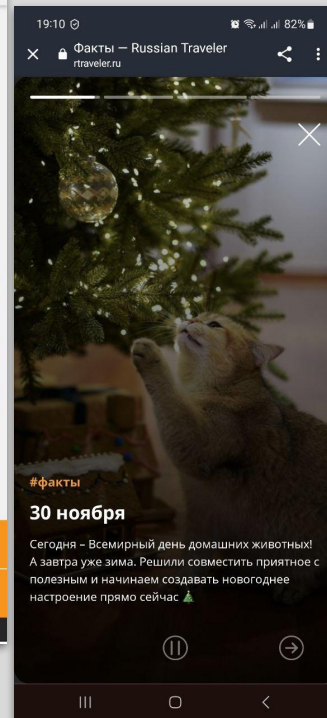
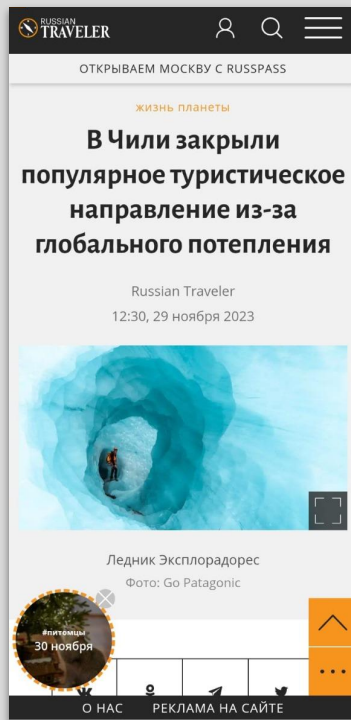
Familiar to many users 'stories' format in web version – several slides in fullscreen mode with useful information, image and the ability to add hyperlinks and CTA buttons.

### Format features:

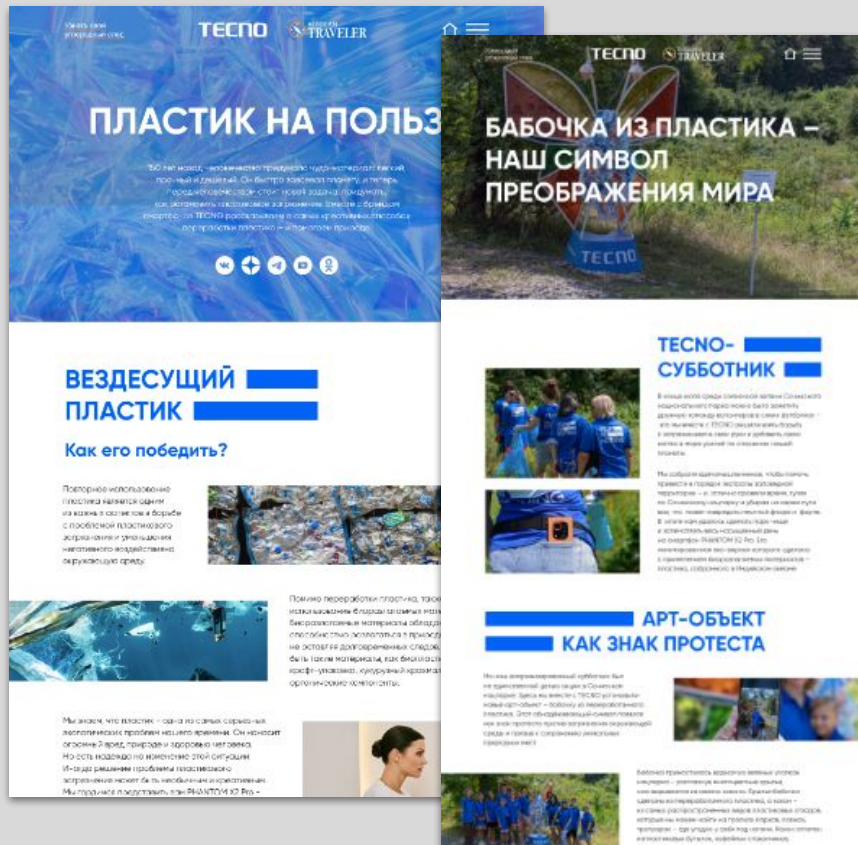
- high CTR анонсов – over 1,5%
- native design
- adding information to multiple slides
- involving mechanics

### Example:

From November 30 to December 29, 2023, the advent calendar was posted on the site. Every day for 30 days we published interesting facts about animals and links to suitable products for them in the online store 4lapy.ru



# Projects 360



Development of **cross-platform projects** using various communication channels (online, offline) and Russian Trveler platforms: magazine, website, social media. Upon individual request, it is possible to hold photo exhibitions, offline events, trips, filming by well-known photographers, joint projects with influencers and experts.

## Example:

- ✓ Together with Tecno, an interactive landing page dedicated to plastic recycling was launched. The project was actively announced on the website rtraveler.ru and on social networks.
- ✓ As an additional creative component of the project, a cleaning of the Sochi National Park area was organized, during which, through the efforts of a team of volunteers and like-minded people, we collected garbage and installed an art object - a butterfly made from plastic waste.

# Russian Traveler Awards

## Main touristic voting of the year

User voting on the website [awards.rtraveler.ru](https://awards.rtraveler.ru) for the best tourist destinations and services presented in Russia and abroad.

We will not only identify the most popular, but also discover new “names” on the tourist map.

### Photo contest "Treasures of Russia"

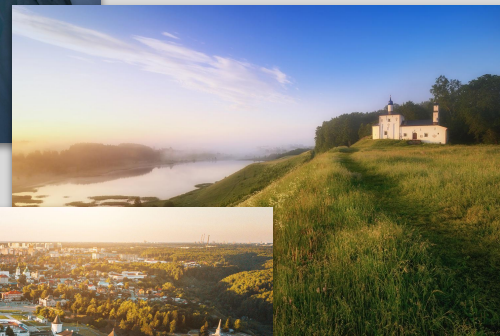
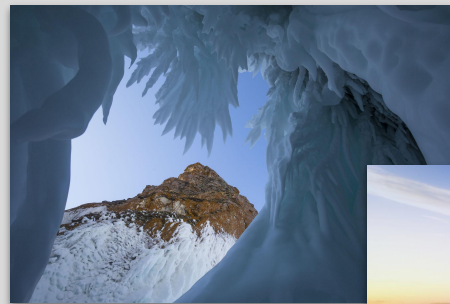
In parallel with the voting, the Treasures of Russia photo contest is taking place on the [rtraveler.ru](https://rtraveler.ru) website.



Thousands of photos from the best photographers in the country



An authoritative jury consisting of leading industry experts and media personalities



# 10M people

Projected coverage of the contest

# Wildlife of Russia

## Flagship photo contest of Russian Traveler

**Editorial nominations** in the photo contest  
«Wildlife of Russia – 2022»:

- Landscapes
- Underwater photography
- Moms and cubs
- Birds
- Animals
- Macro photography
- Plants
- From dusk to dawn
- Art in nature
- Young talents

As part of the photo contest, it is possible to create a special partner nomination, branding, as well as other integration options.

The photo contest is held annually, the average duration is 4-5 months..



Multi-million coverage of the project on the website rtraveler.ru and in the social networks



Tens of thousands of photographs of the pristine nature of our country from the participants



A series of exhibitions of the best photographs of the contest throughout Russia



RUSSIAN  
TRAVELER

**THANK YOU FOR WATCHING!**

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