

**TRIP-POINT.RU**

Travel  
Lifestyle  
Inspiration

Trip-Point.ru Media Kit





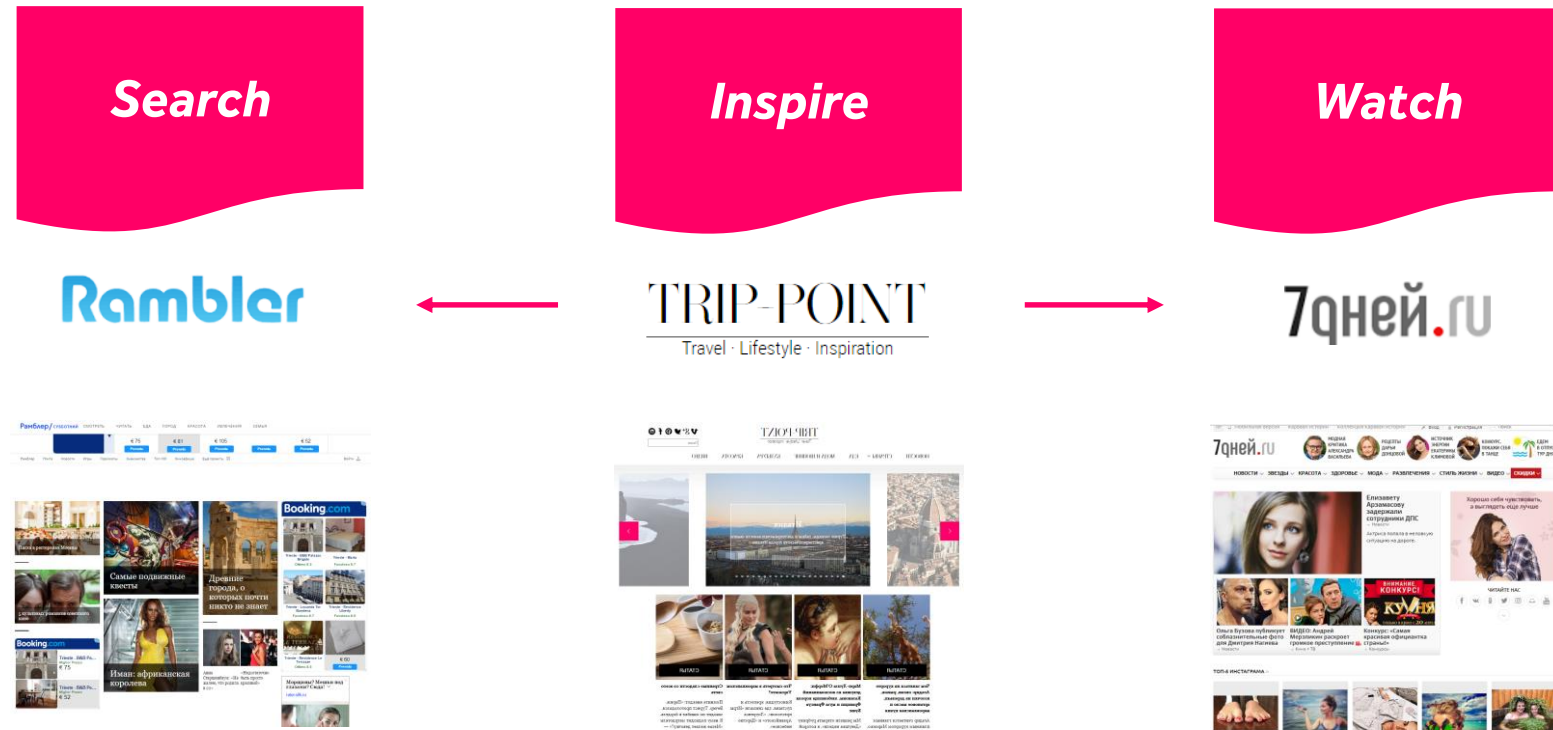
Reach up to 73.000\*  
readers per post

...with high quality and professional content

Trip-Point offers a unique combination of travel articles and in-depth features on international destinations, as well as history, food, wine, style, arts and luxury content – all written by highly respected contributors..

**Our peculiarities are long read-reads articles, high-quality pictures and video travel stories.**

It combines an independent project and a tight partnership with the most important Russian Internet Media.



**Trip-point.ru** is a website with 100.000 visitors/month. Established in 2013, has become quickly one of the best travelling websites in Russia. Trip-point was awarded the prestigious Croatian Golden Pen in 2015.

Rambler is a Russian search engine and one of the biggest Russian web portals. Services offered by Rambler include mainly web search, e-mail, news aggregation and e-commerce to the Russian-speaking community globally. Trip-point.ru is a partner of **Weekend.Rambler.ru** - the online Russian language newspaper that has got 5.500.000 visitors/month. Articles published on Trip-Point.ru are displayed in the newspaper Weekend.Rambler.ru and in the main page of Rambler.

**7days.ru** is the web-site of the weekly glossy magazine «The Seven Days», issued in Russia since 1995. 7days.ru - specialized in news about celebrities and lifestyle content - has got 7.500.000 visitors /month. Julia Malkova (chief-editor of Trip.point.ru) is making a video-blog about travel in the 7days.ru. Travel rubric. Videos produced for 7days.ru are also published on trip-point.ru.



**Trip-Point**

**360.000**

Page views per month

**100.000**

Visitors per month

**3,6**

Page views

**4,18 min**

Average time spent

**35 yrs**

Average age

**54%**

men



**Rambler**

**20.000 - 68.000**

Trip-Point.ru articles totalize between 20.000 and 68.000 visualizations on the website  
Weekend.Rambler.ru

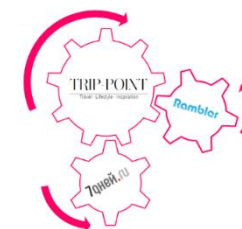


**7days**

**7.000 – 10.000**

Trip-Point videos totalize between 7.000 and 10.000 visualization on the website 7days.ru in the travelling rubric of 7days and on Trip-Point website

## AUDIENCE and statistics\*



\* Sources: Google Analytics 2016, 7days and Rambler

We are open to different kinds of barter cooperation with local and national turistics departments, hotels and airlines companies. Terms of cooperation, number and types of publications in the framework of cooperation you can find in the following spreadsheet.

Opportunity	Concept	Inclusions
Group Press Tour	<p>Authors of Trip-Point.ru participate to group press tours organized by tourist departments which organize transfers, accommodations and visits.</p> <p>Number of articles are depending by the program of the press tour and are negotiated individually between the organizers and the editor team</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Article with active links in Trip-Point.ru</li> <li><input type="checkbox"/> Articles displayed on Weekend.rumbler.ru without active links</li> </ul>
Video	<p>Production of a video-blog for 7days.ru</p> <p>For the production of the is applied the concept of the Individual Press Tour ( min 3 day and min 2 people)</p> <p>Possible integration in the video of the organization of the individual press trip (e.g. hotel, aircompany,...) product placement and reference inside travel story if video produced after press tour organized by the tourism office of the country or the region video vlog issue is dedicated to the destination visited.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Video on 7days.ru</li> <li><input type="checkbox"/> Video on Trip-Point.ru</li> </ul>
Individual Press Tour	<p>Authors of Trip-Point.ru participate to group press tours organized by tourist departments which organize transfers, accommodations and visits.</p> <p>Number of articles are depending by the program of the press tour and are negotiated individually between the organizers and the editor team</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Article with active links in Trip-Point.ru</li> <li><input type="checkbox"/> Articles displayed on Weekend.rumbler.ru without active links</li> </ul>

**Collaborations:**  
**BARTER**

# Editorial Staff

**JULIA MALKOVA**

FOUNDER and CHIEF EDITOR

She used to work as [www.cosmo.ru](http://www.cosmo.ru) editor-in-chief (2007-2008) and [www.elle.ru](http://www.elle.ru) editor-in-chief (2008-2013). Since 2013, Julia is a founder and an editor-in-chief of [www.trip-point.ru](http://www.trip-point.ru), the website about travelling and lifestyle. She has her video-blog in the travel rubric of [7days.ru](http://7days.ru).

**LUDMILA EGORSHINA**

EDITOR

She is a former columnist for the magazine "Afisha" and columnist travel, culture and fashion for [elle.ru](http://elle.ru) site. She traveled half the world,. Her passions Asian and Italian culture and cuisine.

**MARIA KAUSHAN**

EDITOR

She was fashion editor of a number of several publications, then became beauty-PR and travel journalist. As a result, she decided to combine her competences on our website. Mre info: she lives in Moscow, adores Italy and southeast Asia and dreams about Mexico and Japan.

**EKATERINA PUSKINA**

EDITOR

She was fashion editor of a number of several publications, then became beauty-PR and travel journalist. As a result, she decided to combine her competences on our website. Mre info: she lives in Moscow, adores Italy and southeast Asia and dreams about Mexico and Japan.

**EKATERINA KOLOSOVA**

AUTHOR

She was fashion editor of a number of several publications, then became beauty-PR and travel journalist. As a result, she decided to combine her competences on our website. Mre info: she lives in Moscow, adores Italy and southeast Asia and dreams about Mexico and Japan.

the  
**TEAM**



## Get in touch

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