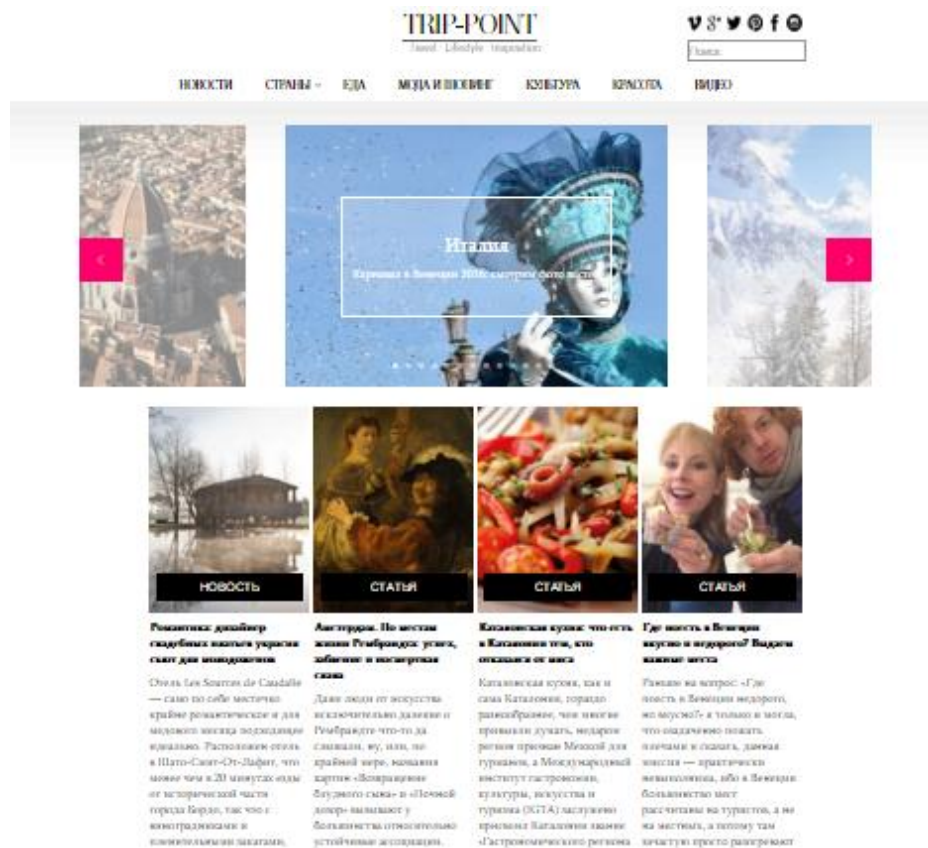




TRIP-POINT.RU

Media – Kit 2016





About TRIP-POINT

TRIP-POINT is an independent project, which documents travel, gastronomy, culture and the history of the places which the authors have been able to visit and experience personally.

OUR PRIORITIES:

- ✓ High Quality Texts
- ✓ Original professional photos
- ✓ SEO adaptation

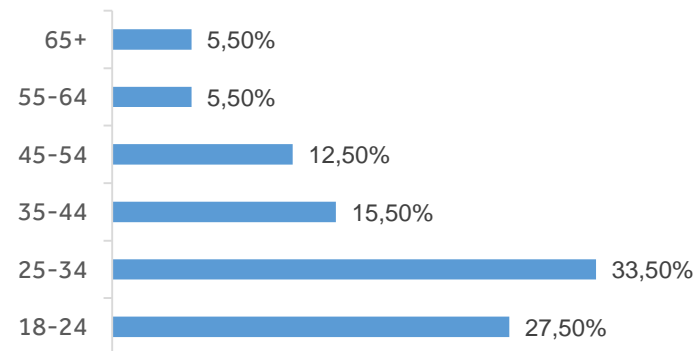
270.000 Page Views Per Month

75.000 Visitors per Month

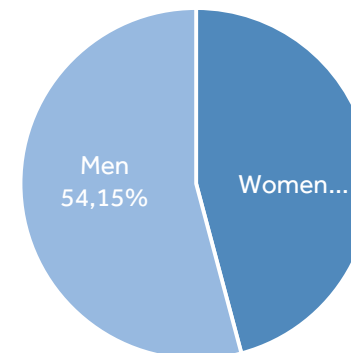
3,6 Page Views

4,18 min Average Duration of Staying

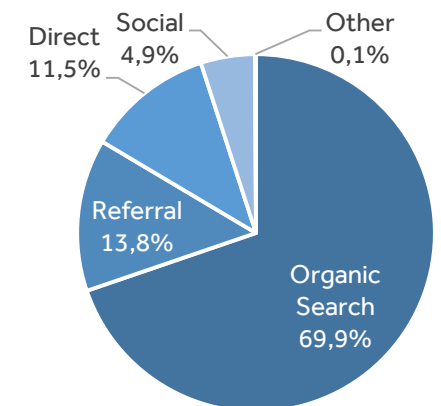
Statistics



Age



Gender



Traffic



Guides to **CITIES** and regions: the best attractions, interesting museums, historic cafes and shops, food specialties, modern districts. These guides offer great help to travelers wanting to plan interesting and memorable trips.



Waterfalls and geysers, jungles, glaciers, we are going into the wild, discovering the world, its **NATURE** and sharing new knowledge with our readers.

Online CONTENT



Reviews of best **SPA**, resorts, beaches and famous coastlines for summer, or mountains and Alpine skiing for winter? Travelers can find information about all types of **VACATION** on trip-point.ru.



Articles about masterpieces of architecture and **ART**, historical sites and places where famous people (artists, writers, royals and so on) used to live. Discovering new sides of well-known places.



As far as the **GASTRONOMY** section is concerned we are interested in traditional meals and recipes, local products, fine dining, old bars and cafes. We even try to find places off the tourist path that locals love.



Articles about **SHOPPING** abroad and reviews of cosmetics, massages, SPAs, health and beauty centers. We try to find unusual places for shopping like markets and little shops that only locals know.

Где вкусно и недорого поесть в Венеции

В Венеции, как и в любом другом городе, просто надо знать места, причем, многие из правильных мест располагаются не на задворках, а в центре.



Единственный минус остерии — длинный перерыв на обед, открывается она вечером только после 18.30.

Адрес Al Portego: Calle della Malvasia Castello 6014 30122 Venezia, тел: 041.5229038, сайм: <http://www.osteriaalportego.it/>

Источник: trip-point.ru

ЧИТАЙТЕ ТАКЖЕ ОТ TRIP-POINT.RU



Кто и как изобрел итальянскую пасту?



Карнавал в Венеции 2016: смотрим фото гостей



Флорентийская аптека Санта Мария Новелла

PARTNERSHIP with WEEKEND RAMBLER

WEEKEND.RAMBLER.RU

Since November 2015 **TRIP-POINT** is one of the partners of **Weekend. Rambler.ru**.

Half of all the articles that we publishing is also displayed on the Weekend.Rambler.ru rubrics "Where to go?" and "What to try?".

Statistics of WEEKEND.RAMBLER.RU

31.756.746 Page Views Per Month

5.418.387 Visitors Per Month

68.769 Main Page View



WORLD FASHION TRAVEL

Collaboration with WFC on the World Fashion Channel program **Audience of the World Fashion Channel.** The program is about travelling, targeted at fashion, shopping and gastronomic tourism in particular. Every episode is dedicated to one city or a region. The program is produced every month and is broadcast every day

Program structure:

- ✓ City history and main touristic attractions
- ✓ Fashion and shopping: fashion houses, boutiques, jewelry, accessories and watches
- ✓ Interviews with local experts
- ✓ Local food: farmers and restaurants
- ✓ Where to stay: information about hotels

Promotional opportunities: Reviews of hotels, spa and beauty centers, etc

Duration of every episode : 15 minutes

Broadcasters:

- ✓ World Fashion Channel Russian version, available in Russia and CIS countries
- ✓ World Fashion Channel international version
- ✓ World Fashion Channel website: wfc.tv
- ✓ World Fashion Channel official youtube account:
- ✓ Trip Point website: www.trip-point.ru

Publicity support (advertisement in print and digital media): Visokiy Polyot, Aeroflot Premium, Kommersant Weekend, Voyazh, Conde Nast Traveller, Lenta.ru, Buro 24/7.

TRIP-POINT.RU on WORLD FASHION CHANNEL

WFC is an international satellite and cable TV channel which broadcasts around the world and has two versions:

- ✓ The international version broadcasts in Europe, USA, Middle East, the Russian Federation, CIS and Baltic countries.

23.000.000+ Viewers

- ✓ The Russian version broadcasts in the Russian Federation, CIS and Baltic countries, and neighboring countries, such as Mongolia, China, Japan and Middle East

70.000.000+ Viewers

Statistics of WFC.TV website

250.000 unique users
700.000 pages views
1.500.000 banner views
Sex range

46 % search traffic
38 % click-through rate
16 % social networks traffic
56 % - women , 44 % - men

She used to work as www.cosmo.ru editor-in-chief (2007-2008) and www.elle.ru editor-in-chief(2008-2013). Since 2013, Julia is a founder and an editor-in-chief of **www.trip-point.ru**, the website about travelling and lifestyle. She is now also TV-host at WFC.

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She is a former columnist for the magazine "Afisha" and columnist travel, culture and fashion for elle.ru. site. She traveled half the world,. Her passions Asian and Italian culture and cuisine.

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If you see in the articles good pictures - that's his job. He also takes care of the official Instagram of Trip-Point and SMM activities for Trip-Point.

- ✓ Drop us a mail at info@trip-point.ru
- ✓ Send a message through WhatsApp to [+39 327 1175454](https://wa.me/393271175454)
- ✓ Visit www.trip-point.ru