

FASHIONTIME.RU

10 YEARS

SINCE 2004

FASHIONTIME.RU

BRAND

FASHIONTIME.RU DOESN'T LAST 10 YEARS BY STANDING STILL. FASHIONTIME.RU HAS A RICH HISTORY OF BEING FIRST FASHION WEB-SOURCE IN RUSSIA. IT'S PAGERANK IN GOOGLE IS 5. THAT MEANS FASHIONTIME.RU IS RELEVANT AND VALUABLE SITE THIS AIMED AT READERS INTERESTS AND SERVING MARKETING PARTNERS MORE IMPACTFUL WAYS.

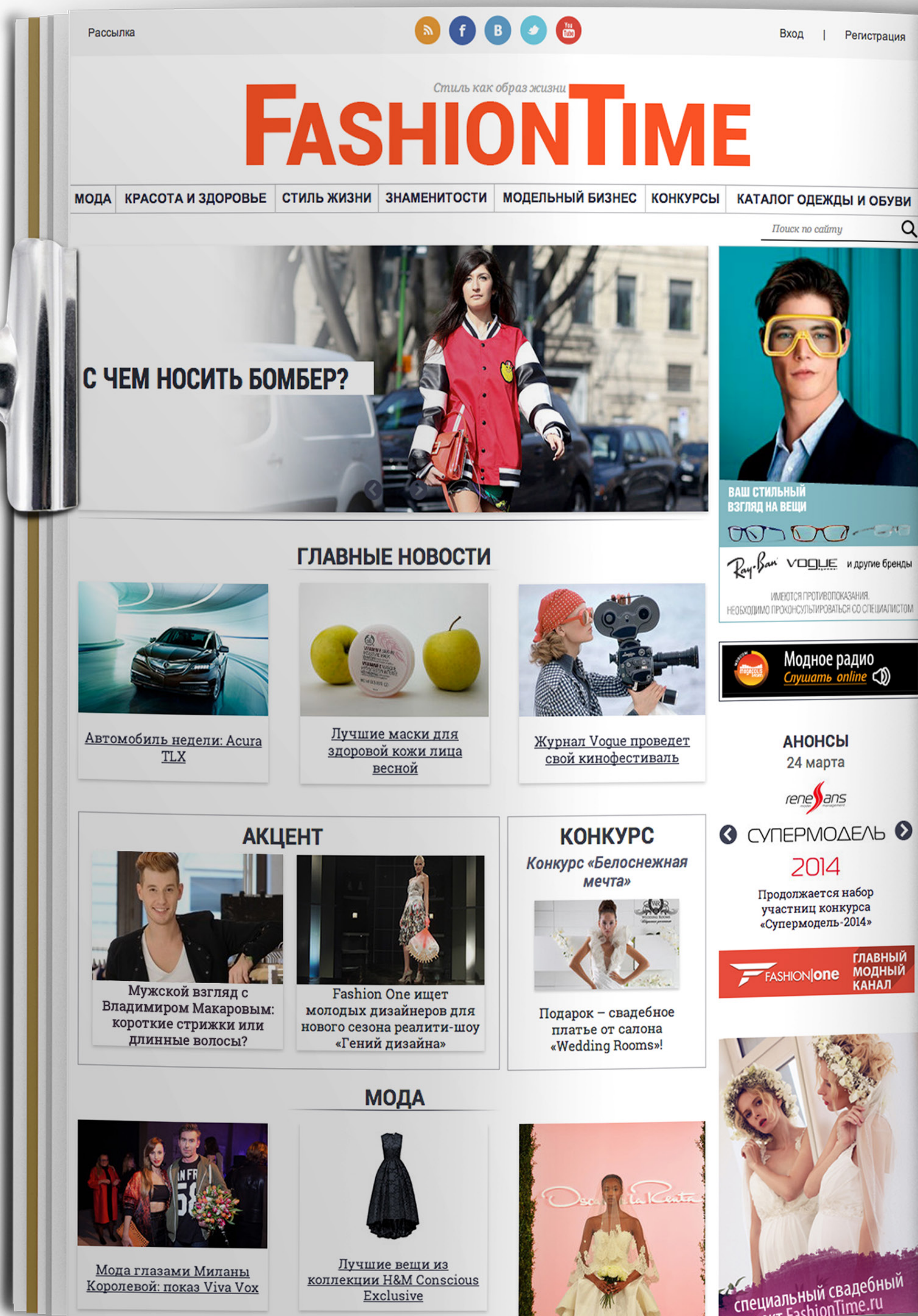
FASHIONTIME.RU IS THE INSIDER'S STYLE AND BEAUTY GUIDE, DELIVERING FASHION, BEAUTY, LIFESTYLE, SERVICE, AND SHOPPING IN AN ACCESSIBLE FORMAT. FASHIONTIME.RU IS LADIES PRIMARY SOURCE OF FASHION & BEAUTY ADVICE IN AN ENTERTAINING AND FRIENDLY ENVIRONMENT.

CONTENT

FASHIONTIME.RU IS A DESTINATION SITE OFFERING EXCLUSIVE AND ORIGINAL CONTENT CREATED BY A FULLY INTEGRATED EDITORIAL TEAM. WHILE MAINTAINING THE BRAND'S SOPHISTICATED TONE, FASHIONTIME.RU PRESENTS LATEST NEWS, TREND'S REPORTS, STYLE AND BEAUTY EXPERTS' ADVICES, BEHIND-THE-SCENES AND HOW-TO CONTENT.

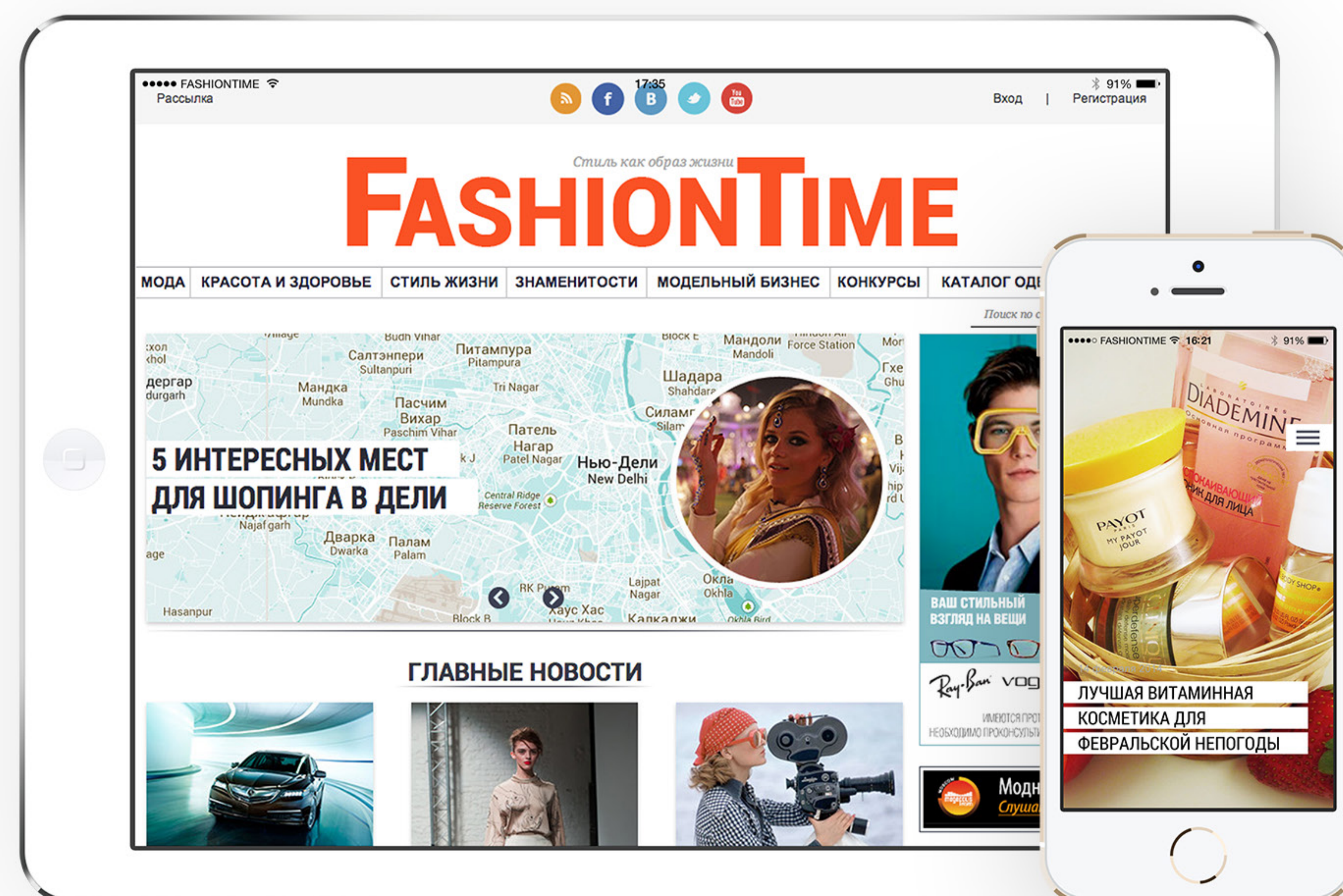
AUDIENCE

OUR READERS ENJOY SHOPPING, THEY OFTEN ATTEND THEATRE AND MOVIE PREMIERES, EXHIBITIONS, BEAUTY PARLORS, THEY TRAVEL A LOT AND ENGAGE IN SPORTS ACTIVITIES.



FASHIONTIME.RU IS MULTIPLATFORM BRAND:

JANUARY 2014: RE-LAUNCH
FEBRUARY 2014: LAUNCH MOBILE APP



ANDROID



iOS

OCTOBER 2013: STRATEGIC PARTNERSHIP WITH
MOSCOW FASHION WEEK. FASHIONTIME.RU
SHOWS YOUNG DESIGNERS' COLLECTIONS,
UNITED FASHIONTIME.RU DESIGNERS' BRAND
AT MOSCOW FASHION WEEK

FASHIONTIME
DESIGNERS

НЕДЕЛЯ
МОДЫ В
МОСКВЕ

MARCH 2014: LAUNCH FASHION GUIDE ON
FASHION ONE CHANNEL



МОДНЫЙ ГИД
FASHIONTIME.RU



SINCE 2013 HAS ITS OWN NEWS
BROADCAST PROJECT "LIFETIME STYLE"
ON RUSSIAN RADIO MEGAPOLIS FM

MAIN FOCUS: FASHION, BEAUTY, MUSIC, TRAVEL, MOVIES.

- WORLD FASHION, BEAUTY AND ENTERTAINMENT NEWS
- COMMENTS FROM LEADING EXPERTS AND CRITICS
- FASHION TREND'S REPORTS
- INDEPENDENT REVIEWS OF THE LATEST BEAUTY PRODUCTS AND SERVICES



FASHIONTIME.RU IS FASHION ONLINE-MAGAZINE. OUR READERS – MOST PROGRESSIVE METROPOLIS RESIDENTS. BY WAY OF LIFE THEY ARE: FASHION-ORIENTED, MOBILE, AMBITIOUS. 20-45 YEARS – THE CORE OF TARGET AUDIENCE.

UNIQUE VISITORS



*source: iStar, march 2014

GENDER:



AGE:



INCOME LEVEL:



3 097 890
PAGE VIEWS

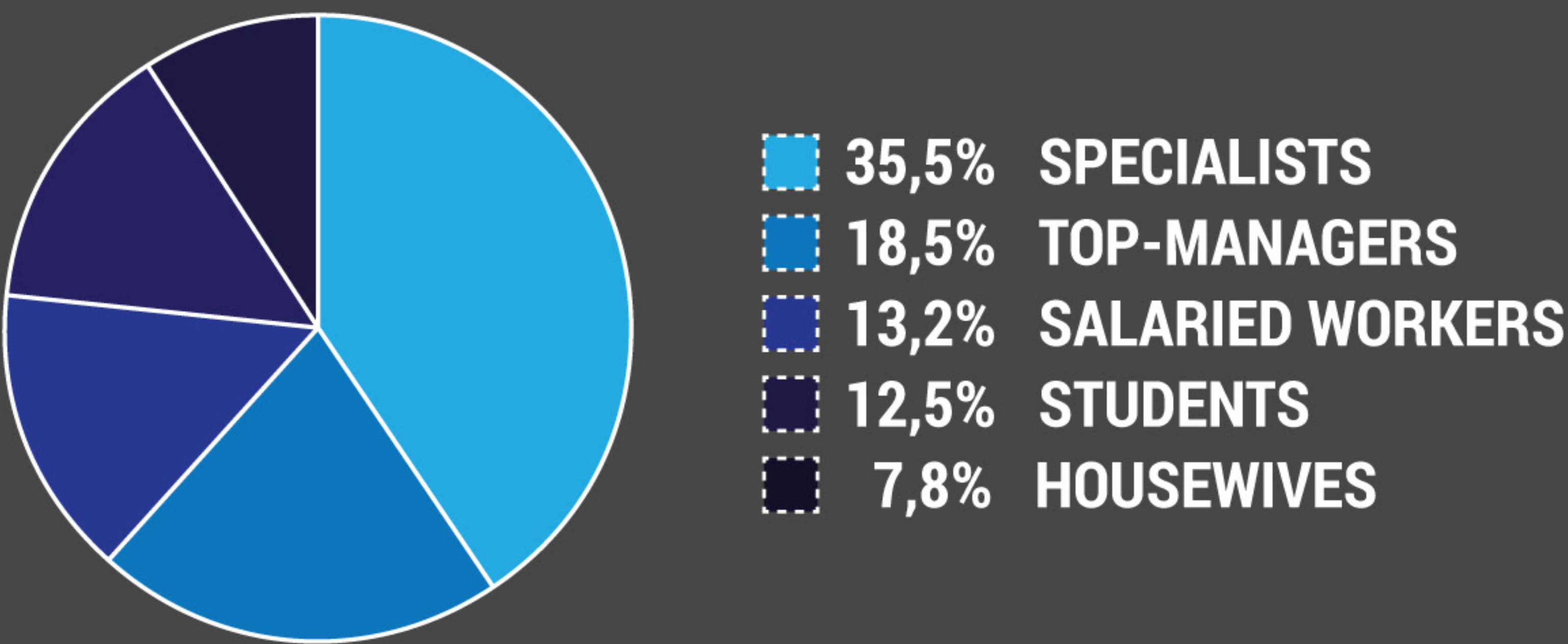
2,98
DEPTH

20%
MOSCOW

5%
ST.PETERSBURG

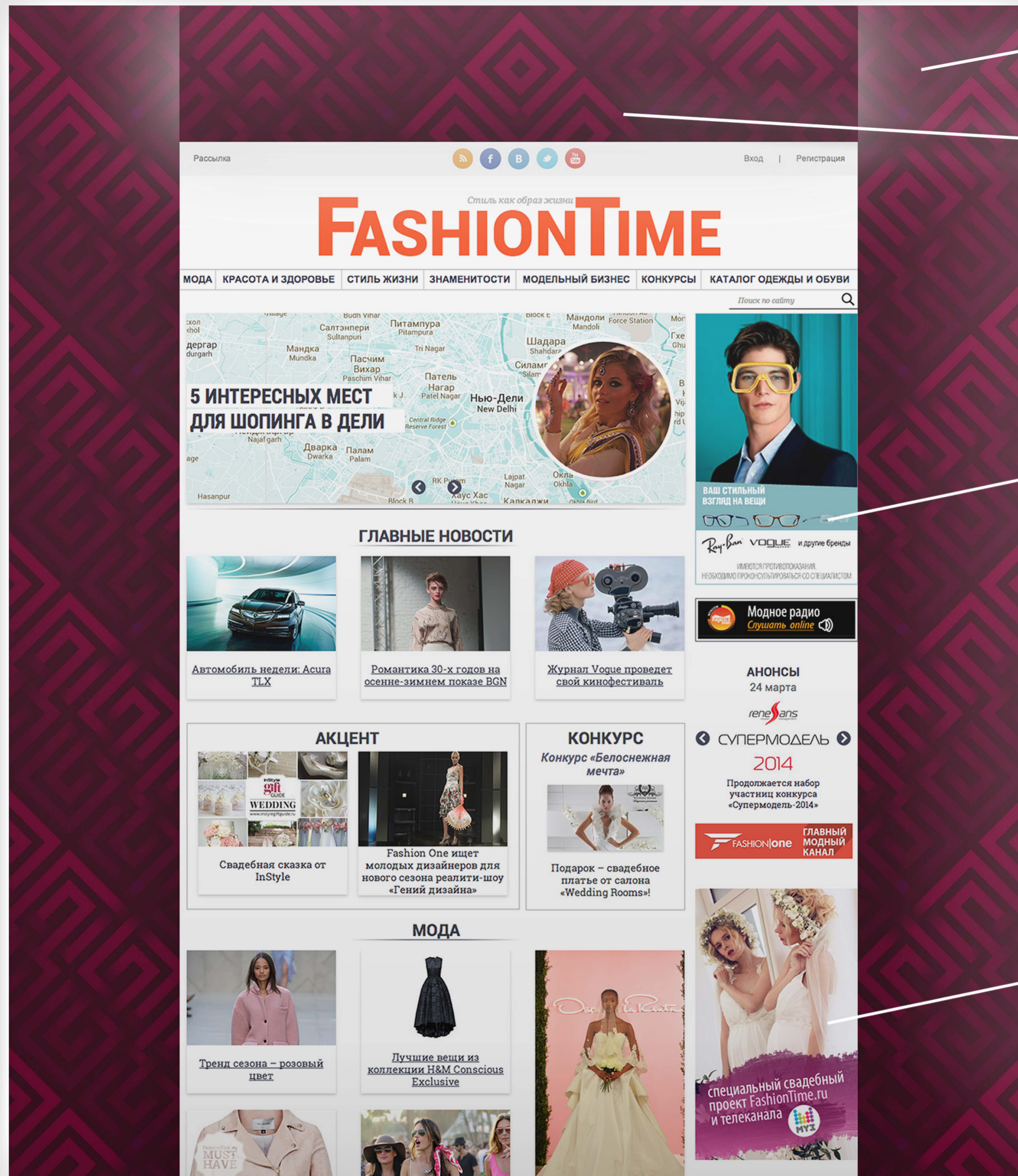
*source: Google Analytics, march 2014

OCCUPATION:



*source: iStar, march 2014

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