



FORUMDAILY.COM

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## 2020 Media Kit

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The voice of Russian-Speaking Americans

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7308 18<sup>th</sup> Avenue  
Brooklyn, NY



**2,000,000**

PAGES READ PER MONTH

# Our Story

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The voice of  
Russian-speaking Americans  
— Est. 2000 —

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ippies  
awards  
2017

Best Overall Design of  
an Online Publication

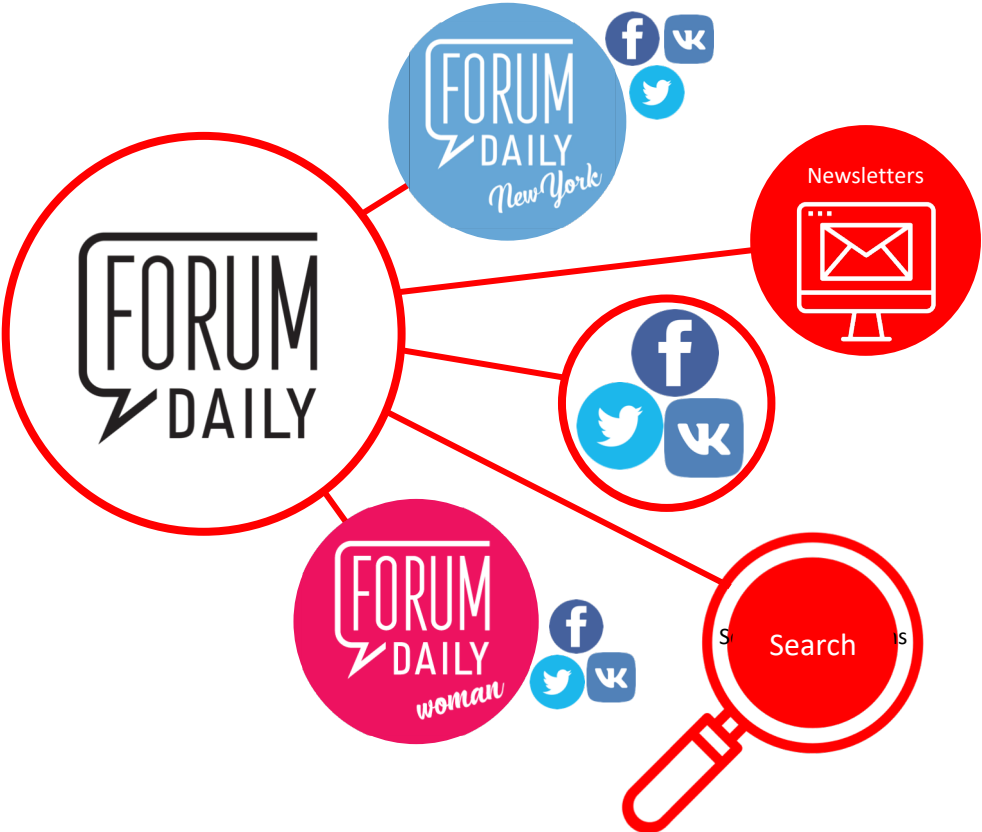
ippies  
awards  
2017

Best story about a  
Community

ippies  
awards  
2018

Best Overall Design of an  
Online Publication

# Our Distribution



600,000	website unique visitors every month
225,000	social media followers
3.2M	Google search impressions
26,000	email subscribers
<b>We're growing!</b> 24% growth in monthly readership in 2020 vs 2019	

# Our Target Audience



Young



Affluent



Urban



Professionals



Educated



Tech savvy



are younger than age 55

source: FD



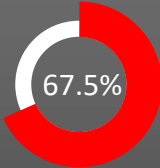
**Higher median income** than general foreign-born population

source: 2000 census



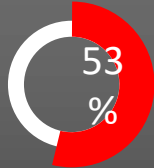
in NYC.  
With additional presence in LA, Miami and Chicago

source: FD



are in managerial, professional, technical and sales occupation

source: 2000 census



of Russian Americans hold a bachelor's degree or higher; **80% high school**

source: 2000 census



**Higher usage** of Internet and digital media than general foreign-born population

source: 2000 census

# Our Solutions

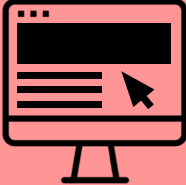
YOUR  
MESSAGE

MULTIPLE  
PLATFORMS

## Sponsored Content

The screenshot shows a news website with a navigation bar at the top containing categories like 'В США', 'ПОЗИТИВ', 'ИММИГРАЦИЯ В США', 'ЛЮБЛЕЗ', 'РАБОТА', 'АФИША', 'НЬЮ-Йорк', 'WOMAN', and 'ЕЩЕ'. Below the navigation, there are three tabs: 'ссылки о работе', 'учить английский', and 'читать о коронавирусе'. The main article title is 'И со школой все хорошо: как обеспечить образование в условиях пандемии'. The author is 'Кириллова'. To the right, there is a 'НОВОСТИ' section with several news items. At the bottom, there is a photo of a group of children sitting at a table, and a small text block below it.

## Banner Ads



## Email



## Social Media



## Search



# Need More?

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Featured announcements

Event calendars

Business listings

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Demographic targeting

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Landing pages

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Email: [ad@forumdaily.com](mailto:ad@forumdaily.com)