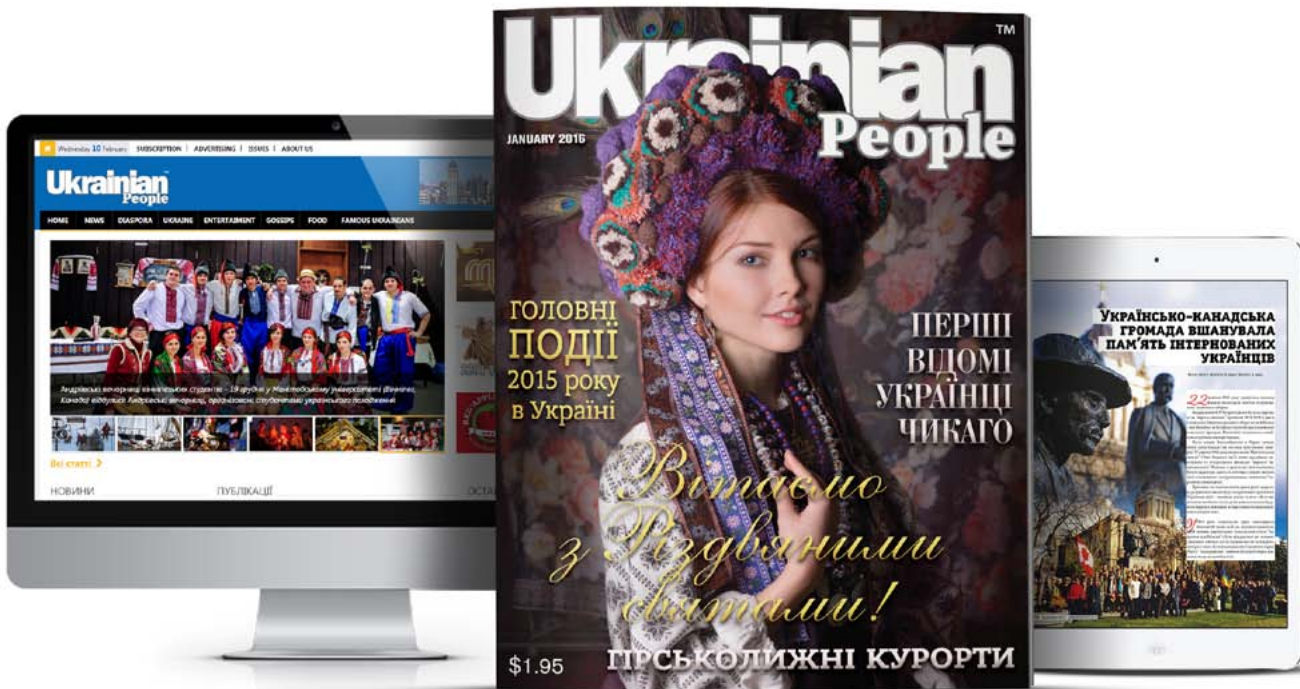


# Ukrainian People

Monthly Ukrainian American Magazine



Media Kit

[www.ukrainianpeople.us](http://www.ukrainianpeople.us)

## About Us

“Ukrainian People” is the leading Ukrainian language magazine in the USA. Written by a team of Ukrainian and foreign journalists, the magazine serves Ukrainian communities across North America.

The editorial policy supports the Ukrainian Diaspora of the world, democracy in Ukraine and cultural events within the USA & Canada. The news pages offer a general interest mix of political, economic and entertainment news.

### Regular sections:

Chicago – Publications about Chicago, Illinois, USA.

Diaspora – A life of Ukrainian Diasporas in Illinois, USA, Canada and the world.

Ukraine – Publications about events and news in Ukraine.

Entertainment in Chicago – Art, Theater, Music, Festivals, Nightlife, Gossip, and Restaurant Reviews.

**The magazines' motto:  
“Ukraine. Freedom. People.”**



# Demographics

## Our Readers Can Be Your Customers

Our readers understand and appreciate relevant and local content, valuing both editorial and advertising as sources for services and products they seek.

**Total Readership:** 31,000+

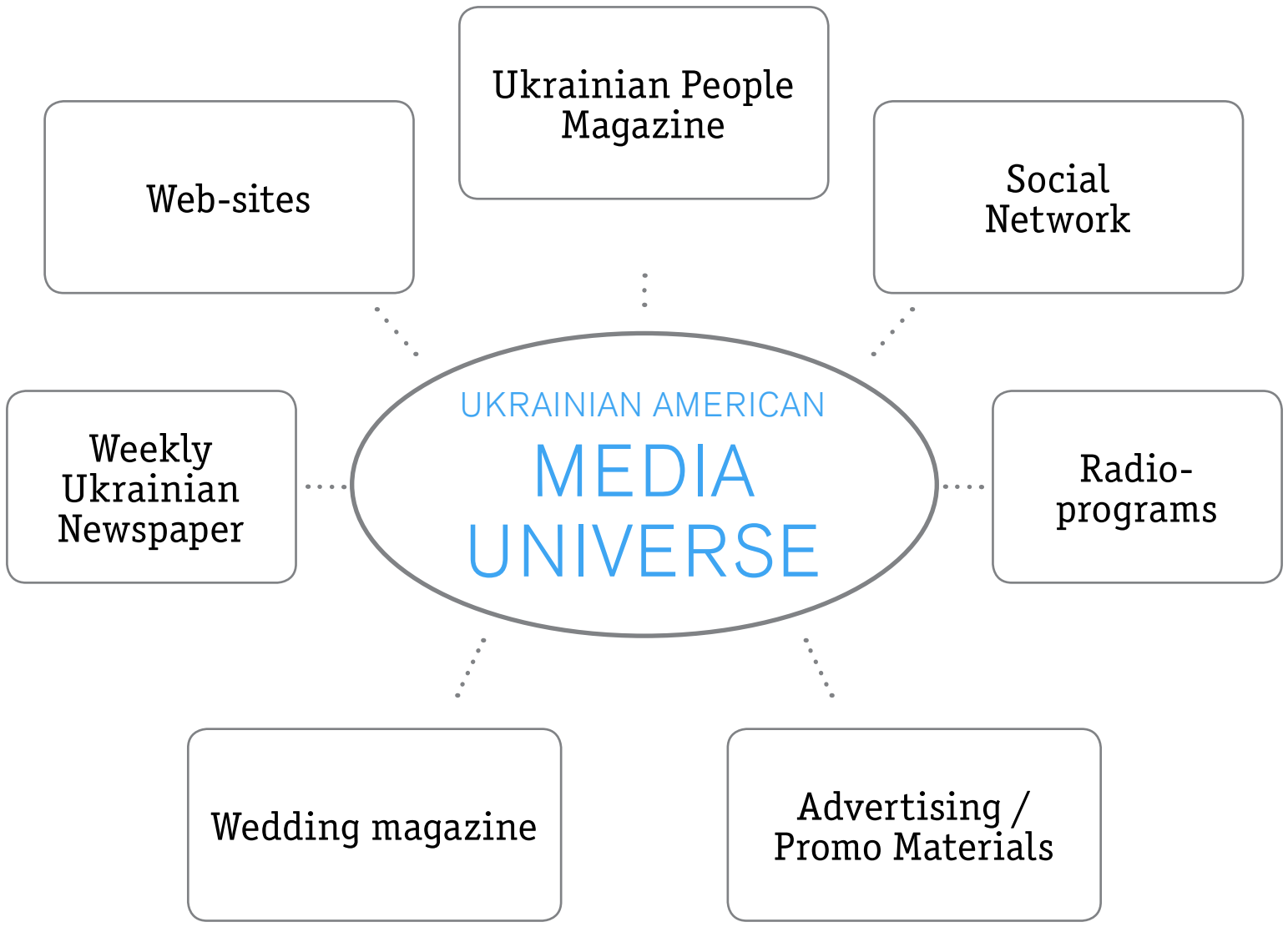
### About Our Readers

2.8	Readers per copy.
76%	Keep their copy of the magazine indefinitely.
64%	Own their own home.
38%	Own a home valued at \$250-400k
26%	\$400-600k
46%	Have household income at \$90-150k
26-66+	Average age



The strong economic status of the Ukrainian speaking population is reflected by the highest percentage of homeowners within the area. According to Professor Andrew Greely from the University of Chicago and Professor Thomas Sowell from the UCLA, the income of an average Ukrainian family in America exceeds the U.S. average income by 15 percent. The growing needs and the high purchasing potential of the Ukrainian-speaking population create a great opportunity from a marketing standpoint.

Recent immigrants are a group that tends to heavily rely on ethnic networks and ethnic media for product and shopping information. However, for many second-generation Ukrainian, ethnic media is a way of keeping in touch with their native cultures.



**Advertising**

- print
- radio-programs
- websites
- social network
- publications (editorial, interview, est)

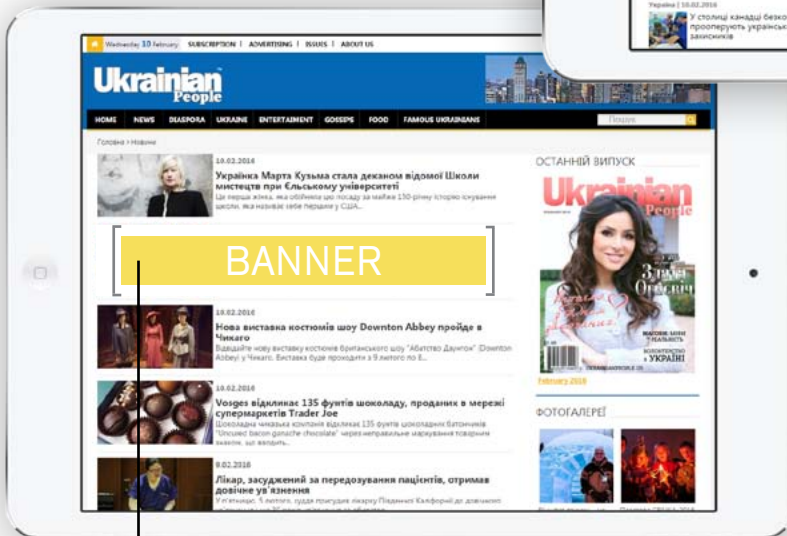
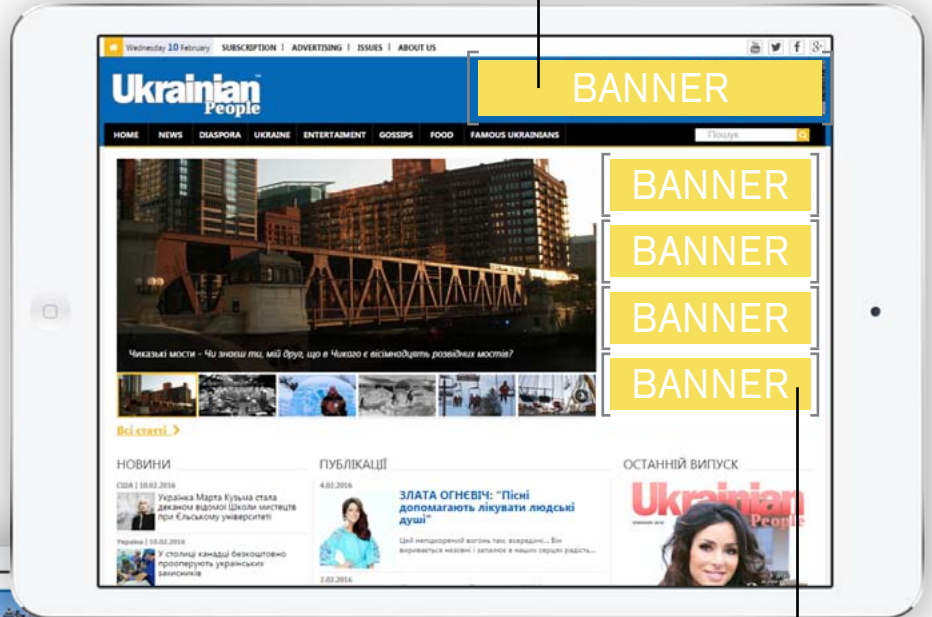
**Promo Materials**

- banners
- posters
- video-commercial (presentations, interview, est.)
- radio-commercial (presentations, interview, est.)
- events, est.

# Banners on web-site

Pageviews from  
25.000 - 55.000/day

\$750/MONTH



\$450/MONTH

\$300/MONTH

Advertising on the [www.ukrainianpeople.us](http://www.ukrainianpeople.us)