

Ukrainian People Magazine

Monthly Ukrainian American Magazin

Media Kit

сайт: www.ukrainianpeople.us

About Us

Ukrainian People is the leading Ukrainian-language magazine in the USA, which has been published since 2015 for the Ukrainian Diaspora of North America.

Ukrainian People Magazine is created by a team of talented Ukrainian journalists, designers, and photographers, who help the Ukrainians to keep in touch with Ukraine, its culture and topical events.



Ukrainian People Magazine supports the Ukrainian diaspora around the world. We defend democracy in Ukraine and highlight the cultural life of the Ukrainian of US and Canada. Our pages are a multifaceted mix of events, history, war, business, culture, traditions and much more that can be important to every reader.

Our motto: Ukraine. Freedom. People.



DEMOGRAPHICS:

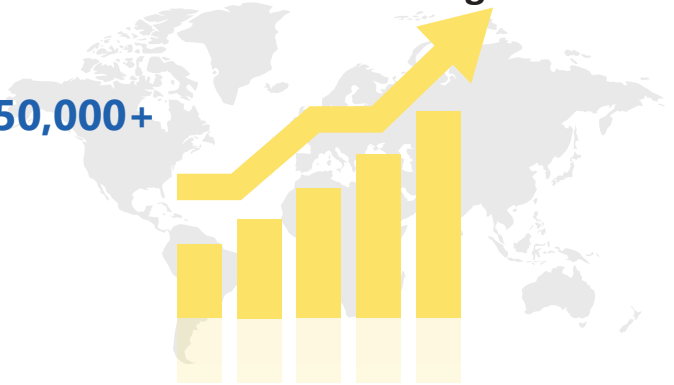
OUR READERS WILL BECOME YOUR CUSTOMERS.

The demographics of our magazine are growing every day, this gives us and our clients the opportunity to cover the lion's share of the Ukrainian diaspora and create a powerful channel of communication with them.

As of 2023, about 300,000 Ukrainians and Americans of Ukrainian origin live in the state of Illinois.

TOTAL READERS: 50,000+

- 82% of readers keep copies for a long time
- 59% of readers own their own house
- 38% own a home worth \$250,000 - \$400,000
- 28% own houses worth \$400,000 - \$500,000
- The average age of our readers is 26-55 years
- \$90,000 - \$150,000 median family income
- 30% of readers are Ukrainians who arrived in the States within the last 2 years and are actively looking for work and companies that provide quality services.



120,000 magazines were sold in the last year.

Over the last year, the number of copies sold increased by 27%.

Profiles of our customers will help you understand our target readers and their interests.

Demographic characteristics:

- The average age is 24-60+ years
- Gender: Men and women.
- Marital status: Married, with or without children.

Geographical characteristics:

Residence: Single-family houses or apartments in Chicago and the suburbs.

Economic characteristics:

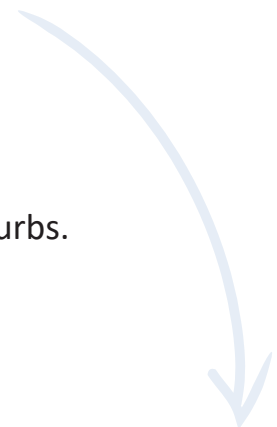
- Income: Average to above average.
- Employment: Full time, professionals or entrepreneurs.

Psychographic characteristics:

- Values: Family, career, health, work-life balance.
- Interests: Travel, gastronomy, fitness, children's education, real estate.

Behavioral characteristics:

- Interaction with the media: Finding quality information, reading print and digital publications.
- Lifestyle: Family events, cultural events, active weekends.



Ukrainian People Magazine Resources:



Website www.ukrainianpeople.us

average site visits per day: 25,000 - 55,000

demographics of website visitors: 57% women, 43% men

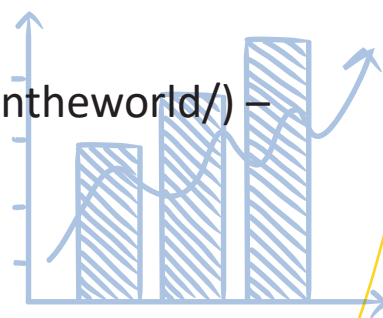
Facebook pages (2)

Ukrainian People Magazine

(<https://www.facebook.com/ukrainianmagazinediaspora>) – 233K subscribers

Ukrainian diaspora of the world

(<https://www.facebook.com/Ukrainiandiasporaintheworld/>) – 40K subscribers



Facebook groups

Ukrainian People USA / EVENTS

- 27,400 subscribers

Classifieds Chicago

- 9,900

Ads, jobs, services in Chicago...

- 12,400

Ukrainian Business in Chicago, USA

- 2,000

Ukrainians in Chicago

- 2,100

Chicago_UA

- 24,900



"Ukrainian People Fashion Show" – One of The Biggest Ukrainian Community Event

The main purpose of the Ukrainian People Fashion Show is to present Ukrainian and US fashion leaders to the Ukrainian Diaspora of North America, and raise funds for cars, drones and night vision devices for two rifle battalions, which are fighting on the front lines.

This event on average brings together from 350 to 600 guests. As usual invited American and Ukrainian TV, heads of the Ukrainian, Polish and Lithuanian Consulate in Chicago, public figures and congressmen, as well as representatives of Ukrainian, Polish, and American Media.

Our Partners

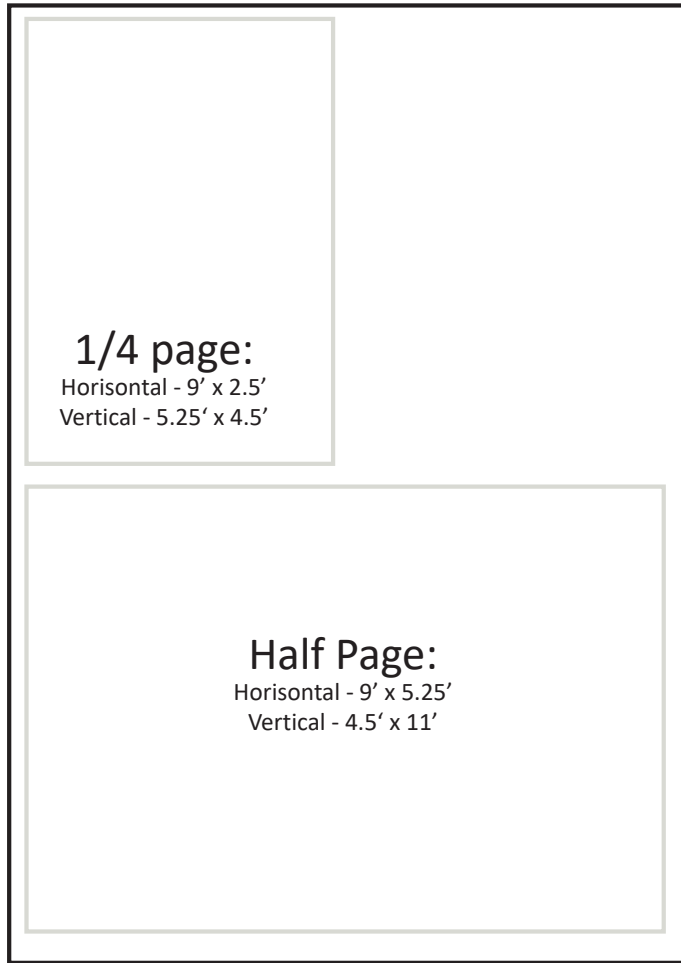
- **Radio UA Chicago** - the only Ukrainian-language radio in the USA, which is broadcast live on 1240 AM every day. Coverage – 25K – 46K people per day.
- **Weekly newspaper Ukrainske Slovo (Ukrainian Word)** - 7,000 copies per week.

Additional Services:

- Articles about our clients and their businesses, published in the magazine, posted on our website and distributed on social networks.
- Distribution of customer advertisements and promotional materials (videos, posters, leaflets, advertisements, job advertisements, etc.) on social networks.
- Informing about biggest Ukrainian community events (such as big festivals, shows).
- Assistance with participating as sponsors at the biggest events of the Ukrainian diaspora.
- Development and printing of marketing products (branded calendars, flyers, posters, leaflets, business cards), and lot more.

Let's create a success story together. Your partner - Ukrainian People Magazine!

ADVERTISING POSITION



Advertising rate chart*					
Position	Demension (WxN)	1 month	3 month	6 month	12 month
1/4	3.75" x 5"	\$550.00	\$500.00	\$450.00	\$400.00
1/2	7.75" x 5"	\$750.00	\$680.00	\$550.00	\$500.00
1 page	7.75" x 10"	\$950.00	\$860.00	\$750.00	\$700.00
Company Logo on front cover page		\$ 1,750.00 (only one customer!)			
Back cover / double track		\$ 1.550.00			

MECHANICAL REQUIREMENTS

All ads should be submitted in PDF format Acrobat version 4.0 or higher.

BEFORE CONVERTING TO PDF FORMAT MAKE SURE:

1. ALL IMAGES are 300 dpi at 100%.
2. Color images are CMYK , NOT RGB.
3. All fonts are embedded (postscript level 2 & 3 compatible).

Publication size : 8.5' wide x 11'high

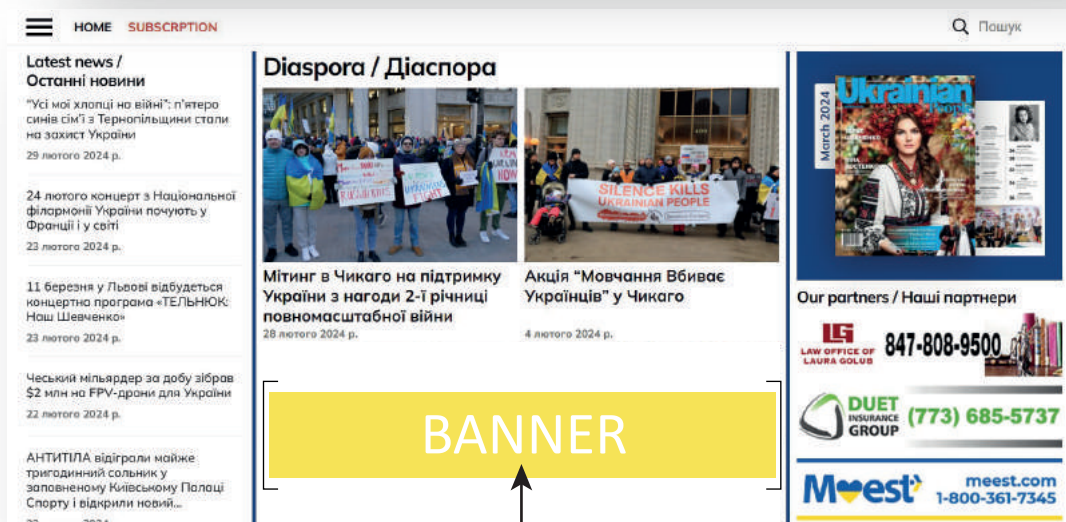
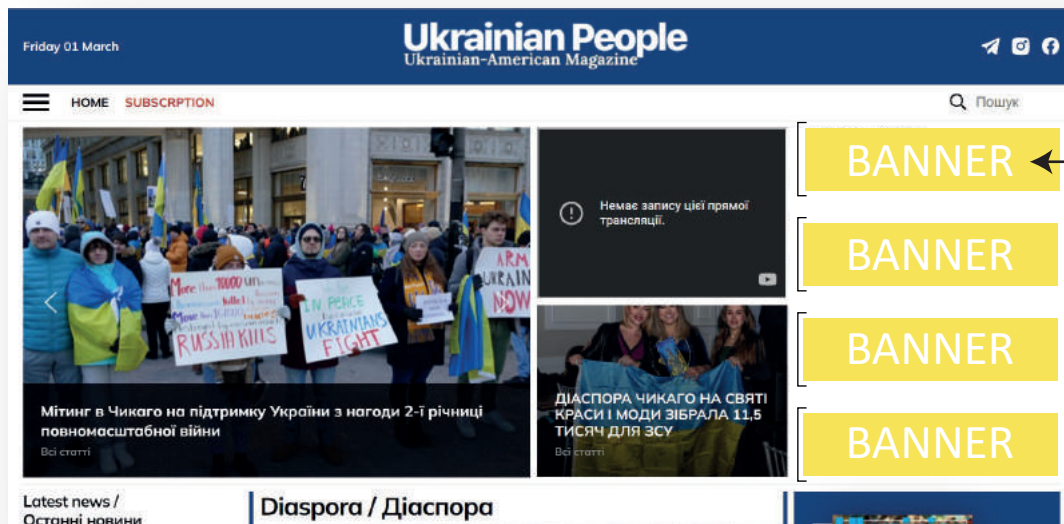
PRODUCTION CHARGES if ads are not completed when turned over to Ukrainian People, production charges for adversiting design scanning, typography and color proofs will be assessed and billed separately to the advertiser

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| 3. Strong support in our social network groups | - \$ 300.00 per month |
| 4. Banner on our web-site | - \$ 250.00 per month (small), \$ 380.00 (big) |
| 5. Article about your business (up to 900 words) | - \$ 300.00 |

Banners on web-site

Pageviews from
25.000 - 55.000/day

\$450/month



\$300/month

Advertising on the www.ukrainianpeople.us