



RUTÁGE

RUSSIAN LONDON LIFESTYLE MAGAZINE

Media Kit

2022



WHAT IS **RUTÁGE?**

PRINT MAGAZINE

30 000 copies a year*

*based on the 2015 – 2020 numbers

ONLINE
Rutage.com

NEWSLETTER
Direct Emails

SOCIAL MEDIA ACCOUNTS

**Facebook/Instagram/
Pinterest**

CLUB
Events



ABOUT **RUTÁGE**

RUTÁGE connects Russian-speaking, successful, and educated audiences who live or travel to London.

Rutage Magazine is a source of thoughtful and considered content, enlightening all sides of London Lifestyle.

Rutage Magazine has print and online versions, social media accounts, newsletter, private events.

It is considered as an effective platform to promote your brand and increase brand awareness from a business perspective.



RUTÁGE GEMOGRAPHICS

More than **£500,000**
average investable assets (excl home)

70/30
women men ratio

80%
live in London

77%
hold professional
qualifications

82%
are graduates or
post-graduates

52%
work in the
private sector

41%
owner/board
level/manager

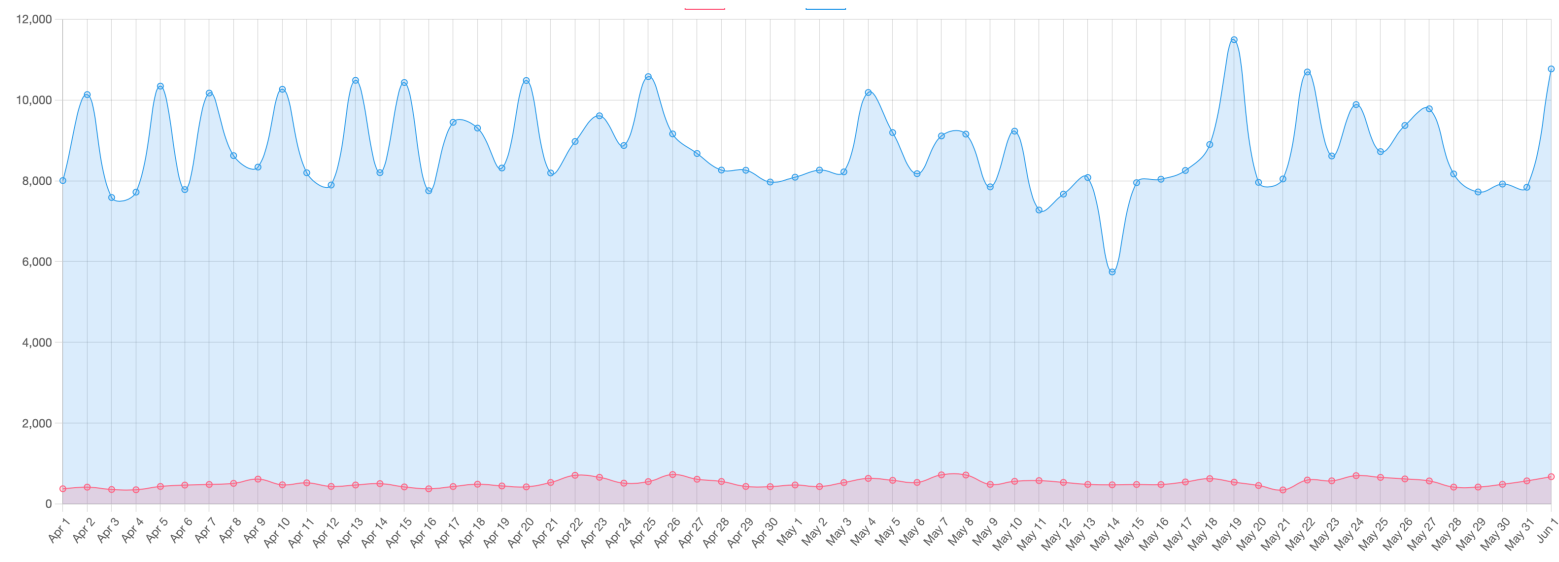


RUTÁGE **MAGAZINE**

- London Lifestyle & Travel Magazine [RUTAGE](#) has been published with a success in London from 2015.
- RUTÁGE is a source of ideas, success stories, opinions of famous people about lifestyle, culture, style, investment, business and travel – all presented in smart and elegant way.
- You can see all digital issues of the magazine [HERE](#).
- Magazine size: 164 pages
- Circulation: 30 000 copies a year
- Distribution: free of charge in 200+ premium points of distribution

RUTÁGE .COM

- Rutage.com magazine website is a popular source of lifestyle themed information among Russian-speaking Londoners and London visitors.
- Rutage.com has on average 300 000 visits a month
- Desktop and Mobile Web ration around 45/54 %
- Visit duration 1,5 minutes





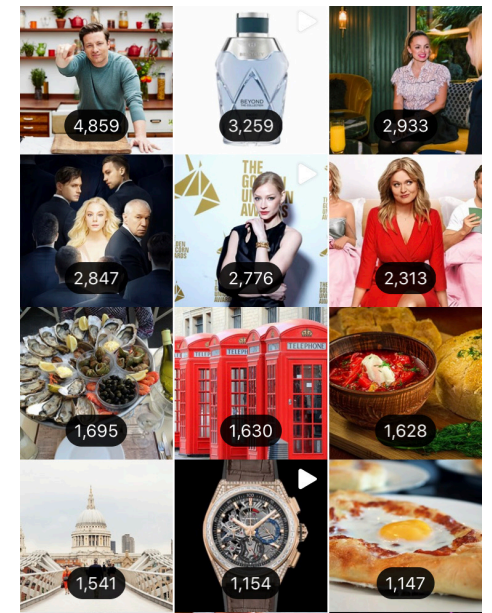
RUTÁGE **NEWSLETTER**

- RUTÁGE has a regular newsletter with 3000 subscribers
- The average opening rate of each email is 35 per cent
- RUTÁGE newsletter offers a selection of the most interesting articles from the magazine, as well as promotions and campaigns from partners
- From business perspective the newsletter is an effective platform to promote your brand and increase brand awareness.



RUTÁGE SOCIAL MEDIA

- Rutage has covered different target audience groups through:
 - ✓ Instagram @rutagemagazine (4500)
Engagement rate: 1.50
Average post reach: 1800
 - ✓ Facebook @rutagemagazine (2035)
 - ✓ Pinterest account





RUTAGE CLUB

Starting in 2015, Rutage Magazine offers its readers and their guests a Rutage Club – a vibrant and friendly atmosphere to meet.

There are regularly planned events, from social networking events to business breakfasts, master classes, wine tastings, brand presentations, and other exclusive events and visits to places not always open to the public.

In Rutage Club, we not only invite people to an event but also into a supportive community of like-minded people.

Regular breakfast and evening meetings run to allow network, share experiences, and be inspired by business, gastronomy, art, fashion and other themed talks.



RUTAGE **PRICELIST**

<u>2000 signs + 3 photo online article</u>	<u>£300</u>
<u>Instagram Post or Competition</u>	<u>£200</u>
<u>Offer in Newsletter</u>	<u>£200</u>
<u>Single page advertising</u>	<u>£400</u>
<u>Double page advertising</u>	<u>£600</u>
<u>2-page editorial</u>	<u>£500</u>
<u>Inside back cover</u>	<u>£700</u>
<u>Outside back cover</u>	<u>£1500</u>
<u>Front cover story</u>	<u>£3000</u>

*If you have not found a perfect option, we will be happy to create a unique package for your business needs.

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