

hromadske

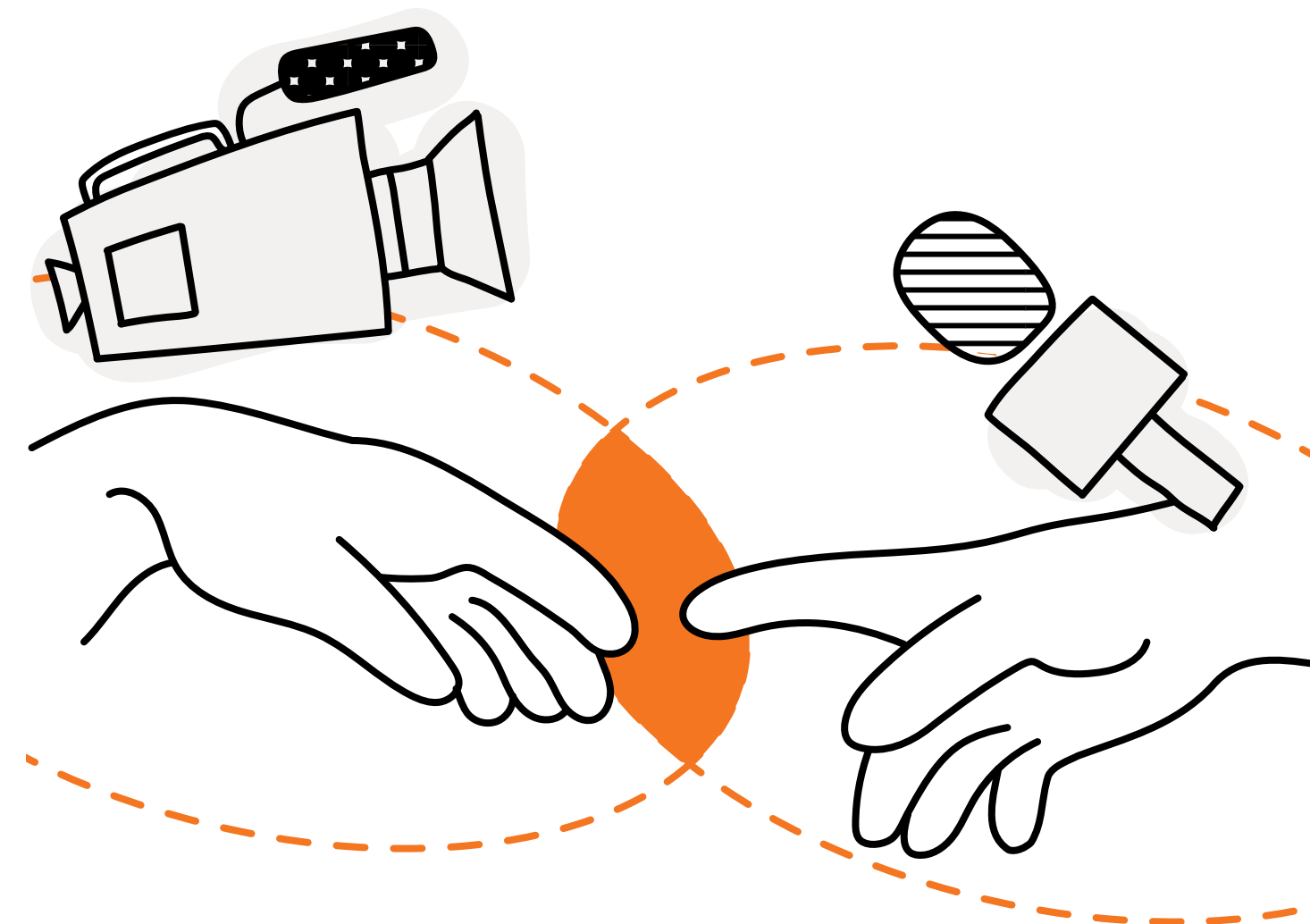
Media kit 2024



hromadske

A Ukrainian social-political media

outlet created in 2013 by journalists to provide society with vital information through all available channels in an independent and unbiased way



We do not have any owners and are independent in our editorial activity; we are included on the **White list of the highest-quality online media**, which is published by the Institute of Mass Information (IMI).

We exist thanks to the money we receive from international donors, our readers' donations, as well as from our commercial income: the sale of native advertising, video production services, and licensing our programs/video for other broadcasters to use.

In wartime, **hromadske** is working on the information front: we cover the events of the war, tell stories from the frontline and the occupied territories; we talk about how the resistance movement works, and what the life of displaced persons is like. Our reporting from combat areas attracts more than half a million views.

Since the start of the full-fledged invasion, we have become seven times larger. This proves our readership's trust in us, as well as their interest in an objective and comprehensive recount of events.

Our platforms / figures

As of October 2024



5,2 million views
2,1 million unique
visitors
2,7 million sessions



1 million
subscribers
5,7 million views



1,1 million
subscribers



93,7K
subscribers



108K
subscribers



ua

1 million
subscribers



eng

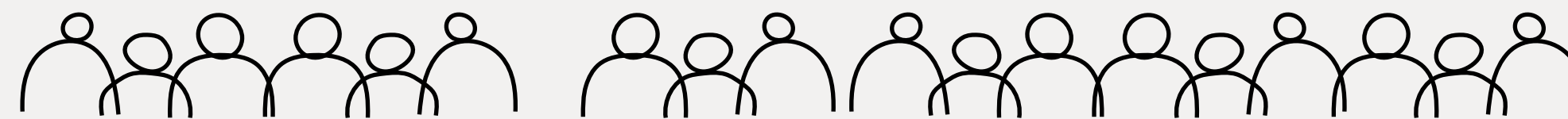
67K
subscribers



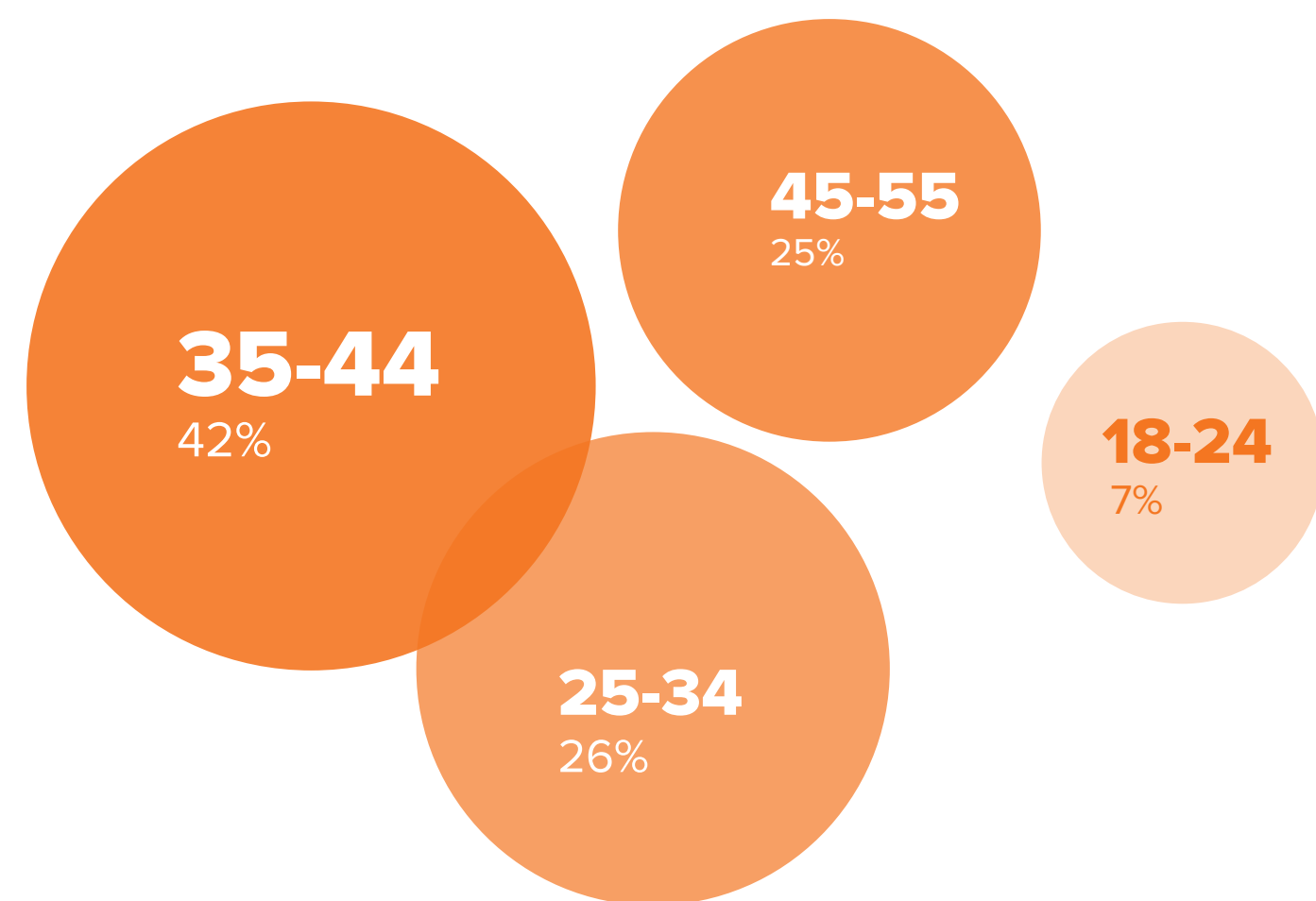
207K
subscribers

SOCIAL MEDIA

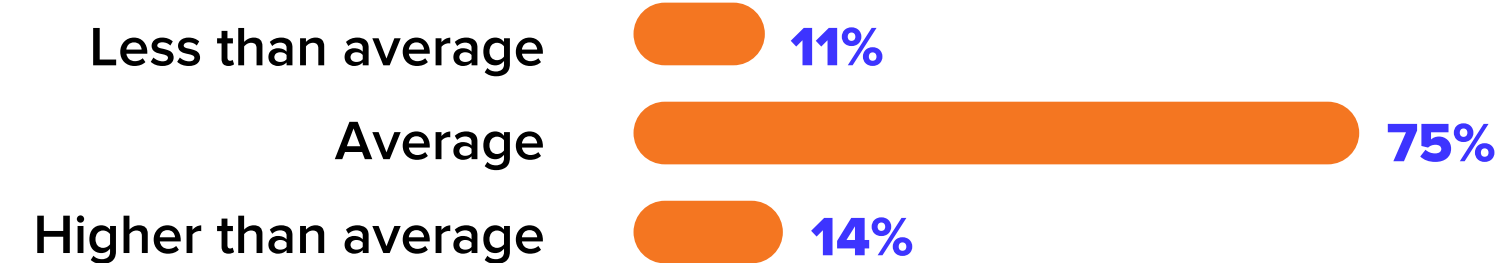
Our audience



AGE



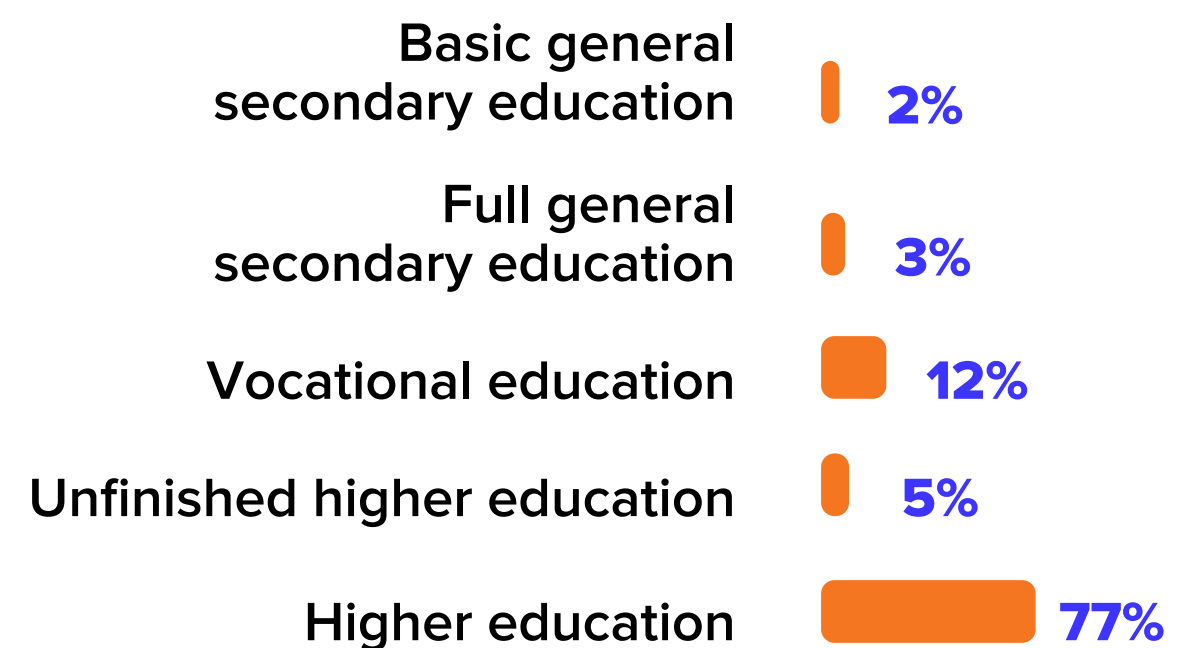
INCOME



GENDER

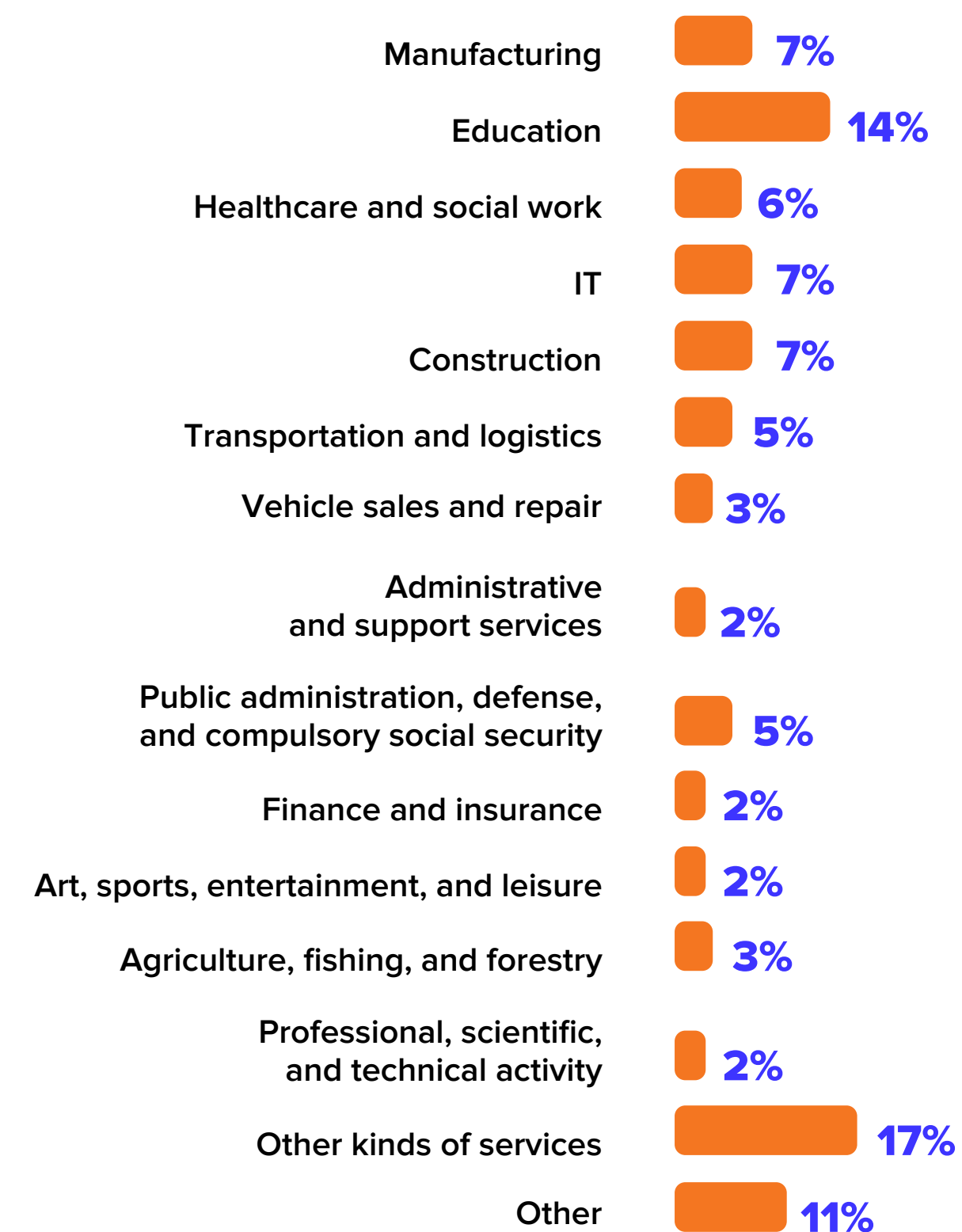


EDUCATION



Our audience member, on average, never stops learning and enhancing professional skills, often has Western education, acquires knowledge at courses and training opportunities

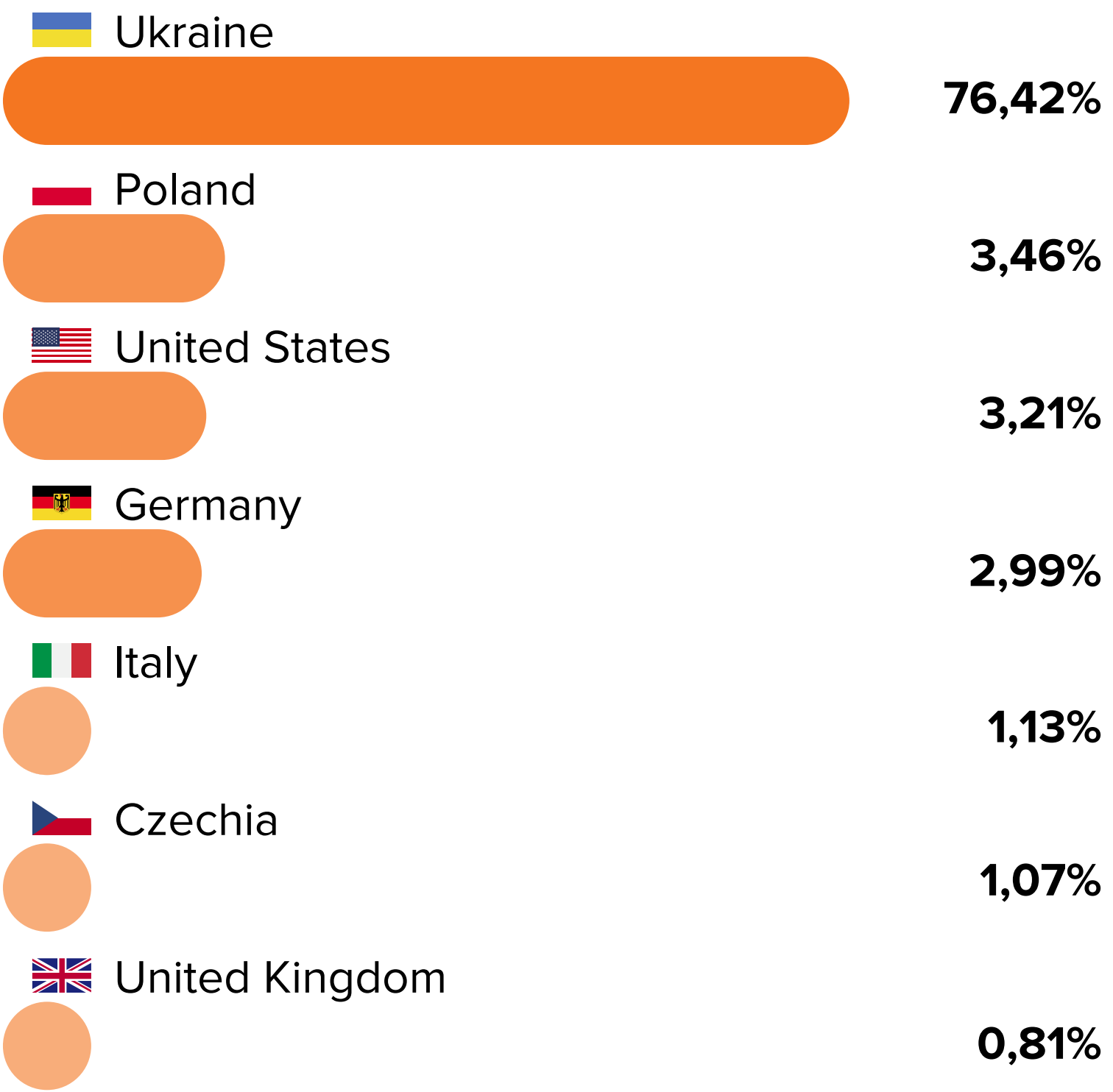
JOB FIELD



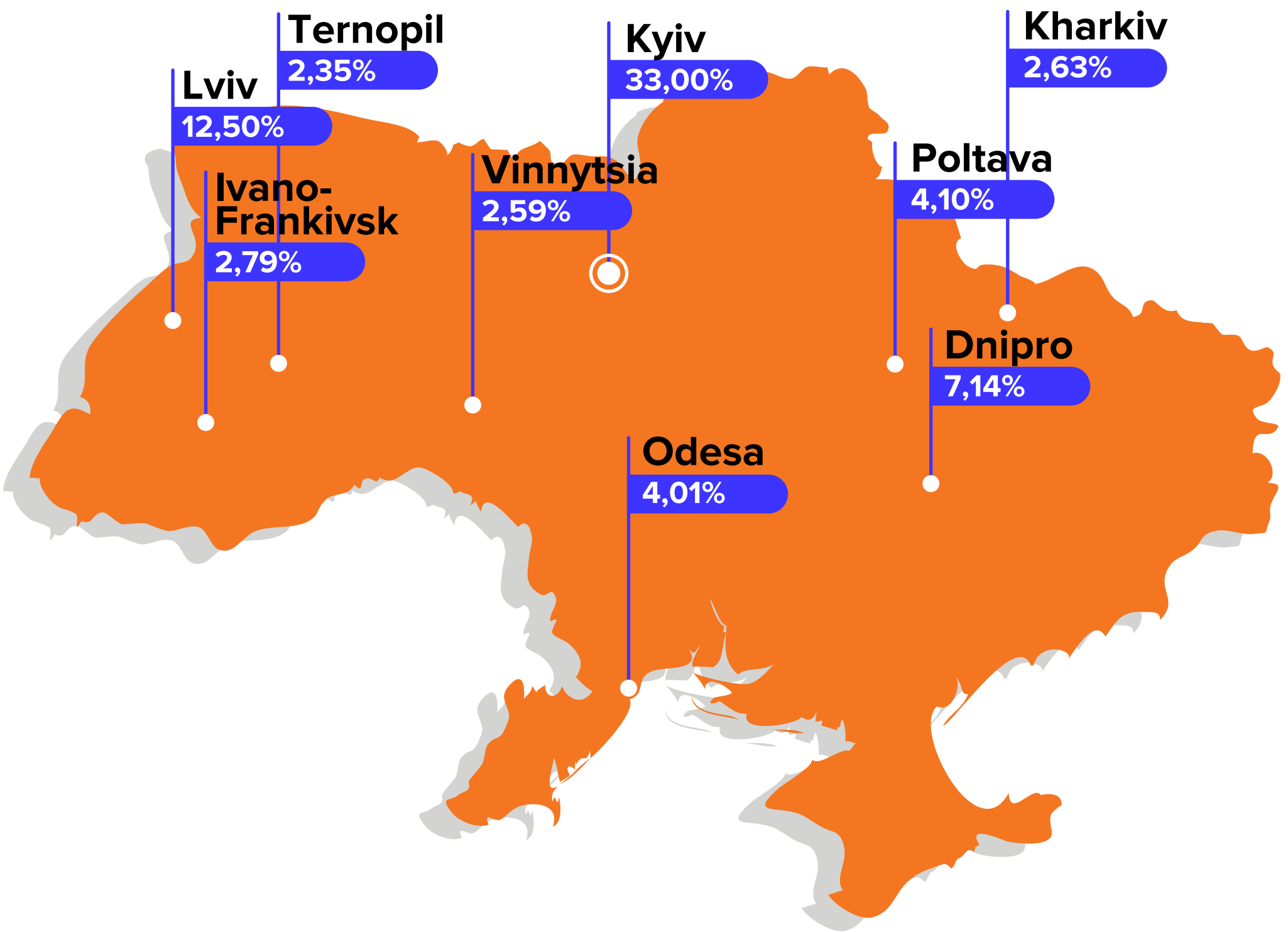
The geography of our audience



COUNTRIES



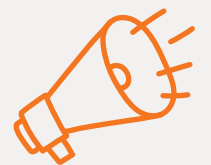
CITIES



Why do our partners choose us?



We have a broad and active audience – more than 23 million in reach across all platforms



We create native advertising that provides the readers with useful and engaging information and conjures a positive image of our partner in an unobtrusive way



While creating advertising ideas, we gravitate toward our readers' interests, so our advertising content is read and watched just as much as our editorial content



We tell the stories of conscious brands who support the development of Ukrainian society with their activity and share our values: we don't collaborate with Russian businesses, the oligarchs, and the government



We guarantee quality results, which is why 65% of our advertisers become our returning clients



Our capacities

Within **hromadske**, we have our creative team which is responsible for socially important projects. The team works on articles, videos, and social media creatives which draw our readers' attention and reinforce positive associations with our partners' brands.

On our team, there are creative producers, journalists, editors, videographers, designers, and SMM specialists. We also have our own studio for filming.

We study the brief in detail to suggest relevant ideas that will fulfill your needs and assure the audience's interest in our joint project.

FORMATS



Texts

(news, PR articles, explainers, long-form pieces, interviews)



Video

(video reporting, social media videos, animations, documentaries, etc.)



Production

(creation of content without publishing it on hromadske resources)



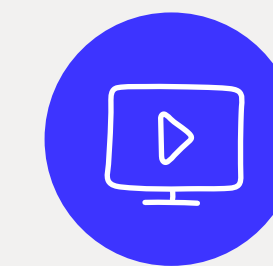
Interactive social media posts

(quizzes, games, polls, comic strips, cards, etc.)



Special projects with custom layouts

(complex projects made in a creative layout, possibly using several different formats)



Live broadcasts

(the organization of live reporting/ broadcasts; we have our own studio for filming)

Have we captured your interest? Then continue reading and we'll tell you the

details



TEXT FORMATS

A PIECE OF NEWS

A short text you wrote yourself, under 2 thousand characters with spaces. On our part, the task requires minimal retouching, the creation of one cover illustration by our designer, and the publishing of 1-2 photos or 1 video (provided by you) inside. Published on our [site](#), on [Facebook](#), and [Twitter](#)

Reach: **over 60 thousand**

[See example →](#)

14 500 UAH

A PR ARTICLE

A piece written by you, up to 4 thousand characters with spaces. On our part, this task requires minimal retouching, the creation of one cover illustration by our designer, and the publishing of 2-4 photos or 1-2 videos (provided by you) inside. Published on our [site](#), on [Facebook](#), and [Twitter](#)

Reach: **over 80 thousand**

[See example →](#)

21 000 UAH

AN EXPLAINER

A material in the form of “explainer cards”. Our team is responsible for its development and writing; we also create an individual cover for the material. Published on our [site](#), on [Facebook](#), and [Twitter](#)

Reach: **over 150 thousand**

[See example →](#)

58 000 UAH

A LONG-FORM PIECE OR AN INTERVIEW

A long, thorough, and cohesive piece of up to 15 thousand characters with spaces. Based on your brief, our team works out an idea and realizes it. Our writer creates a useful text that will be interesting to our readership and integrate the brand, and we also create a custom visual design. Published on our [site](#), on [Facebook](#), and [Twitter](#)

Reach: **over 150 thousand**

[See example →](#)

71 000 UAH



A SPECIAL PROJECT

A long-form text or a series of long-form texts united by one topic, in a custom wide format layout. Our team adopts a complex and individual approach to create a project based on your brief. A custom layout enables us to command the reader’s attention and to present information more engagingly. The special project format involves the integration of additional formats into the layout – the formats can be videos, quizzes, cards, etc. Published on our [site](#), on [Facebook](#), and [Twitter](#)

Reach: **over 200 thousand**

starting from 110 000 UAH

*The prices listed here do not include VAT

INTERACTIVE

SOCIAL MEDIA POSTS

A QUIZ

An interactive format in which the readers answer questions. Based on your brief, our team prepares a quiz topic, works on brand integration, and realizes the project. Our designer creates a custom visual design. Published on our *site*, on *Facebook*, and *Twitter*. Also repackaged and published as an *Instagram Story*

Reach: **over 150 thousand**

[See example →](#)

58 000 UAH

CARDS

A format that combines a text and a visual for social media. Requires our designer to create up to 10 cards in a custom visual design. The cards are based on a creative idea with brand integration. Published on *Facebook*, *Instagram*, and *Twitter*

Reach:
over 100 thousand

[See example →](#)

20 000 UAH

A COMIC STRIP

We develop an idea, a script, characters, and their reality, and enact everything in illustrated stories. One comic strip includes at least 4 illustrations which explore the same idea. Published on *Facebook*, *Instagram*, and *Twitter*. We can also create an animated story based on the comic strip

Reach:
over 100 thousand

[See example →](#)

starting from 48 000 UAH

AN ONLINE GAME

An interactive format in which the readers answer questions or perform tasks to reach a certain goal. The readers' actions influence various indicators and thus, the final result. Our team creates the script and mechanics of the game based on your brief. Our designer creates a custom visual design. Published on our *site*, on *Facebook*, on *Twitter*, and as an *Instagram Story*

Reach: **over 150 thousand**

starting from 92 000 UAH

A POST on our Telegram channel

The publication of a post on our *Telegram* channel; the post is based on your text (up to 500 characters with spaces). Our team gives the text a minimal retouch and, if the need arises, creates a visual for publication (publication without a visual is also possible).

Reach:
over 30 thousand

[See example →](#)

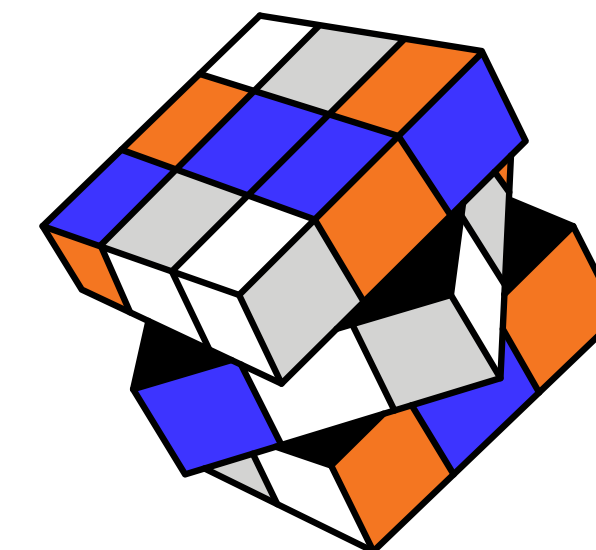
12 000 UAH

A POST on our Facebook page

The publication of a post on our *Facebook* page; the post is based on your text (up to 500 characters with spaces). Our team gives the text a minimal retouch and creates a visual for publication

Reach: **over 100 thousand**

13 200 UAH



*The prices listed here do not include VAT

VIDEO FORMATS

AN ANIMATED CLIP

An explanatory or educational 2D or 3D animated video up to 2 minutes in length. The task involves the creation of an idea, writing a script, working out the stylistics, creating an illustration, and then animating the idea.

Published on *Facebook/ Instagram*

Reach:
over 150 thousand

[See example →](#)

starting from **130 000 UAH**

A PIECE OF VIDEO REPORTING

A video story in the reporting format with storytelling up to 15 minutes in length. We pay special attention to the detailed construction of a plot and engagement in the story; the video is aimed at a YouTube audience.

Published on *Facebook/ YouTube*

Reach:
over 250 thousand

[See example →](#)

starting from **127 000 UAH**

A VIDEO for social media

Emotional and educational stories up to 3 minutes in length. Typically, the plot revolves around one protagonist with the option of including commentary from other characters or experts.

Published on *Facebook/ Instagram*

Reach:
over 150 thousand

[See example →](#)

starting from **90 000 UAH**

A DOCUMENTARY

Running time of 30-40 minutes. This format includes the full production cycle – writing a logline and a script, the search for protagonists and location, the organization of filming using professional equipment and involving a film crew, editing work, color correction, and special effects. The final cost depends on the task's complexity, the number of protagonists and locations, and the number of filming days (usually the shooting time is up to 5 days)

[See example →](#)

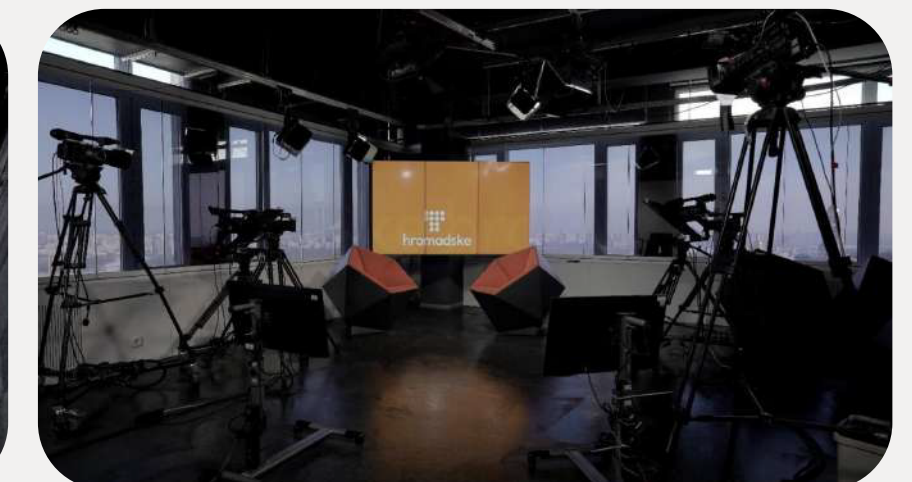
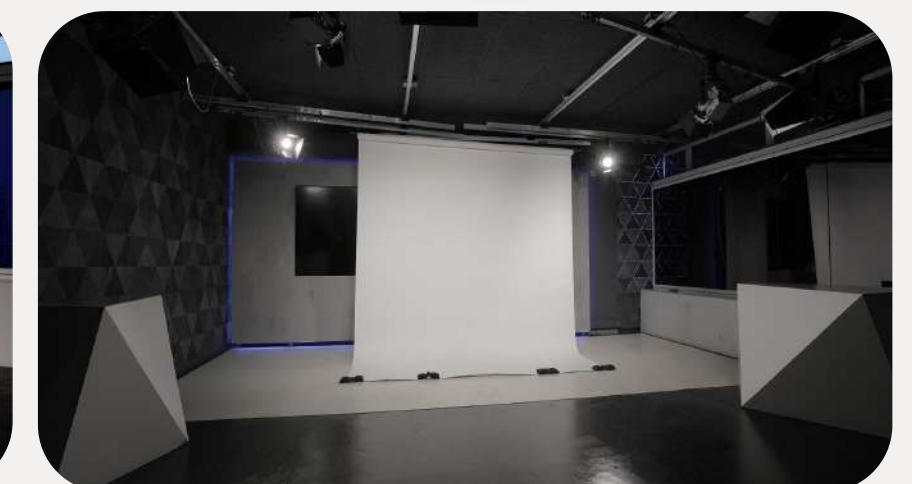
starting from **400 000 UAH**

A LIVE BROADCAST

Includes participation in the development of the event concept, the writing of the script, full technical support, and renting out a studio and equipment. Running time of up to 1 hour. Broadcast on the hromadske *Facebook* page (the only options are renting the studio and technical support)

[See example →](#)

starting from **85 000 UAH**



Renting out the studio: the area is 84 square meters. All the necessary equipment and team members for shooting blogs, broadcasting your events live, filming videos for social media, or holding photoshoots are available. There are several options for the studio location.

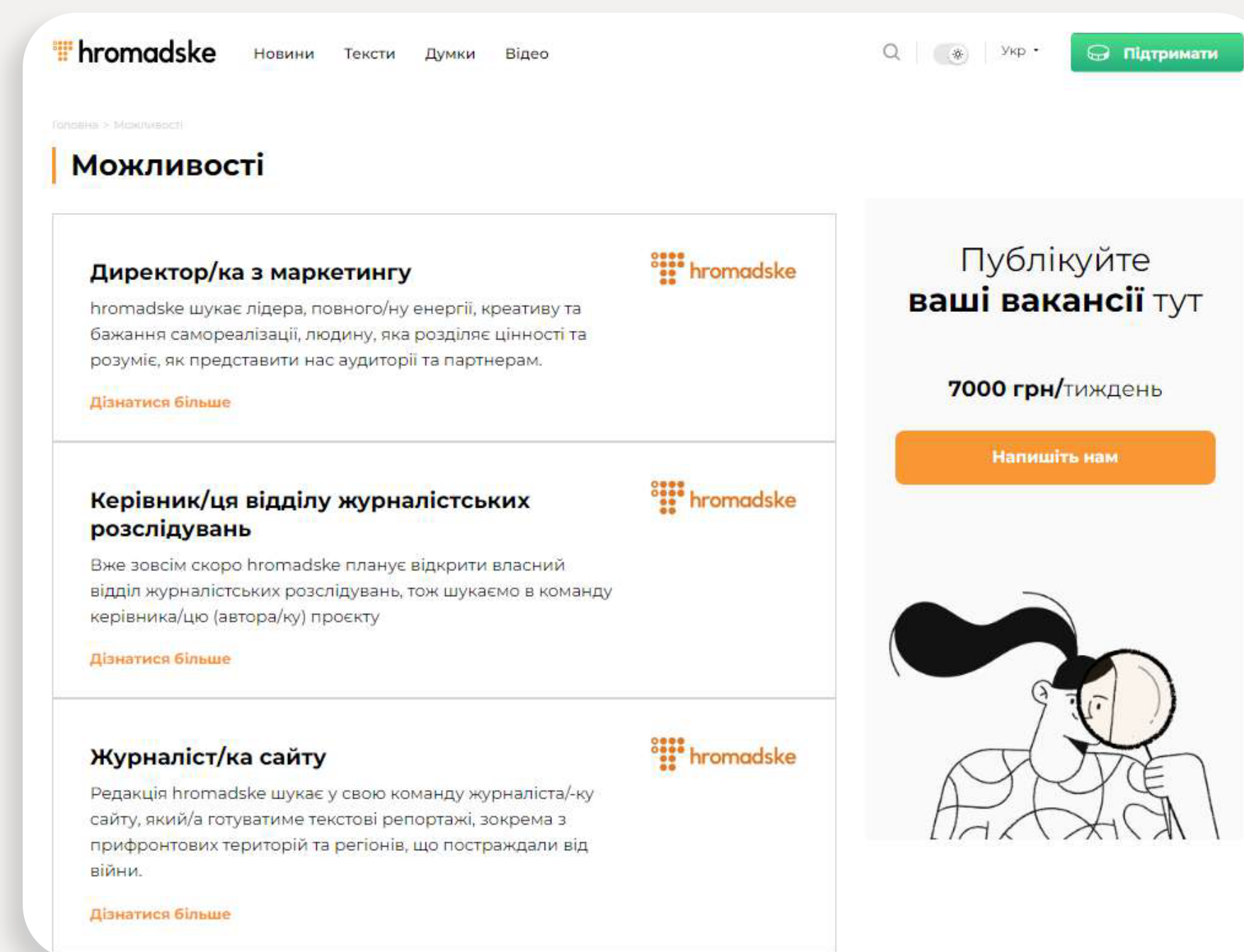
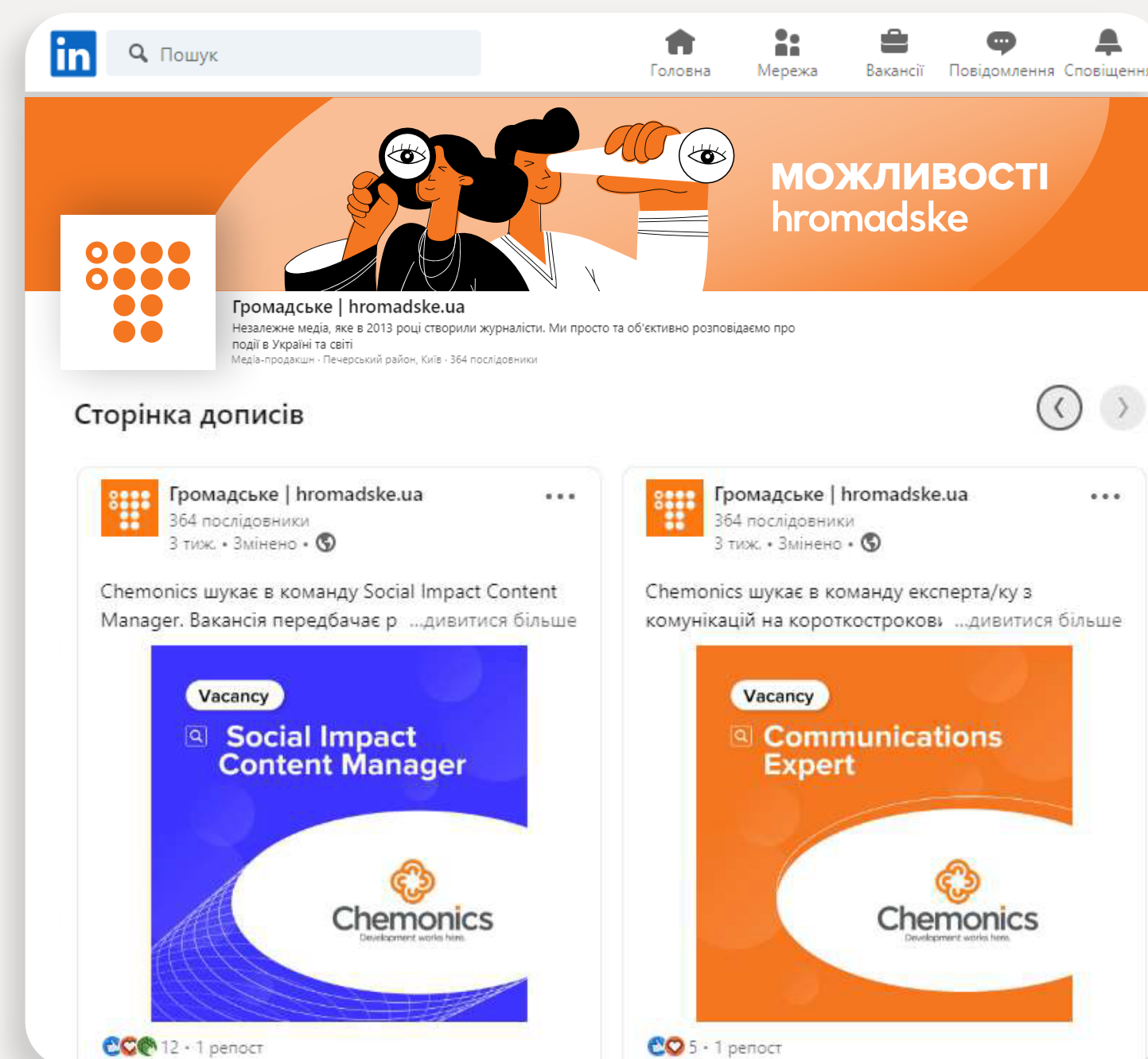
The price of renting the studio is
8 000 UAH/ hour (included in the live broadcast price)

*The prices listed here do not include VAT

The ‘Opportunities’ section NEW

hromadske offers the opportunity to place job openings on our site, as well as our LinkedIn and Facebook pages. After the vacancy has been posted, you will be able to draw the attention of highly qualified professionals who visit our platforms every day.

The job openings are published in the ‘Opportunities’ section on our site and shared on our LinkedIn page. Also, we prepare a weekly digest of vacancies on our Facebook page.



*The prices listed here do not include VAT

**Write to us,
and we will tell millions
about your brand!**

ad@hromadske.ua

