

Media Kit 2025

Uzbekistan
KURSIV

Kursiv Uzbekistan is a media platform that focuses on subjects related to the economy, finance, business and socio-political landscape of Uzbekistan, Central Asia and the world.

Kursiv is a vital source of business analytics and information for entrepreneurs, investors and professionals interested in the Uzbekistan and Central Asian markets.

Kursiv stands out among the country's media outlets due to its innovative approach to information. Rather than merely reporting news, we take an active role in creating and shaping it.



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WEBSITE

Kursiv Uzbekistan

Kursiv Uzbekistan is a high-traffic website with strong expertise, known for objective views, key events and detailed analytics.



**All materials are published in three languages:
Uzbek, Russian and English.**

According to Brand Analytics data, Kursiv Uzbekistan is among the country's Top-15 most cited media outlets.

Our articles are also published on social media.



Views



1,5

mln

One
month data

Visits



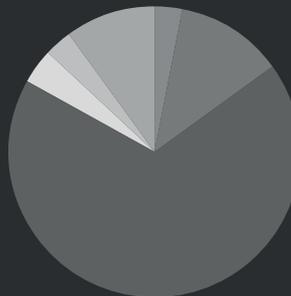
900

thous

One
month data

Audience Age Breakdown

Yandex Metrika



4%	ages 35-44
3%	ages 45-54
10%	age 55 and older
3%	age not specified
12%	age 18-24
68%	age 25-34

Unique Users



over

700 000

One
month data

Total Audience of the
Kursiv Uzbekistan Social Media

Yandex Metrika

900000
users

K

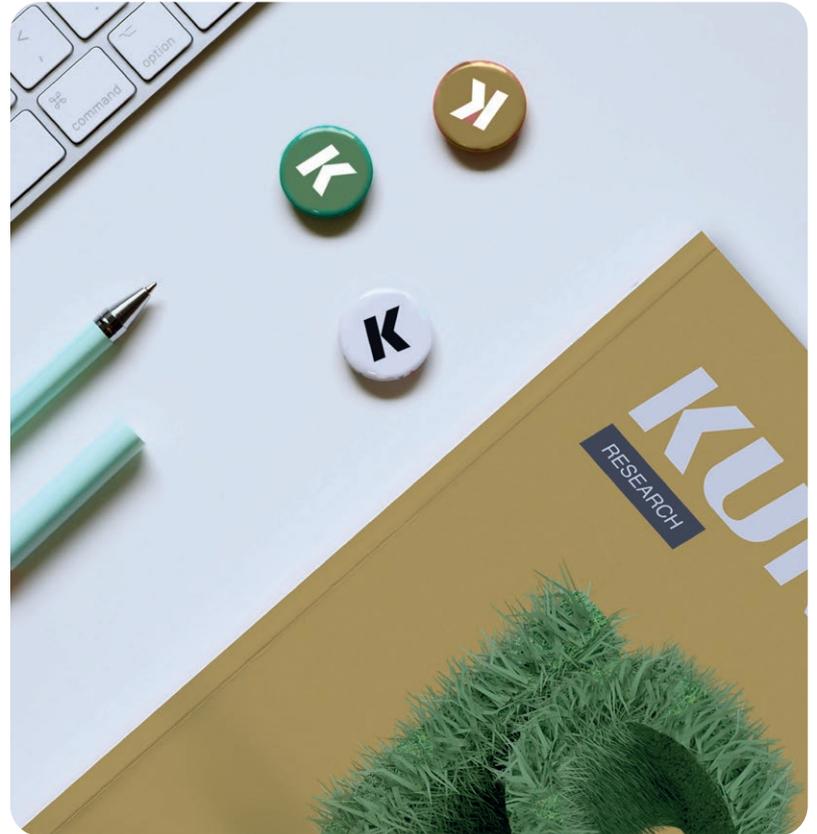
MAGAZINE

Kursiv Research

Kursiv Research is a thematic analytical journal based on in-house research. Each issue presents a detailed overview of a specific topic, case studies and expert commentary.



Distributed in business centers, airports, hotels, restaurants, car dealerships and fitness centers.



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RESEARCH

Research Team

Kursiv Research

The research team at Kursiv Research offers a wide range of services in marketing and user research.



The studies help companies make informed decisions and increase the efficiency of their operations.

1



Marketing research, market analysis and analysis of consumer preferences.

2



Brand perception research assesses brand awareness and strength and identifies factors that influence brand perception among the public and targeted consumer groups.

3



Product research, identifying consumer needs, testing products for their optimisation.

4



UX/UI research studies user needs and behaviour, identifying problems in the design, texts and functions of digital products.

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EVENTS

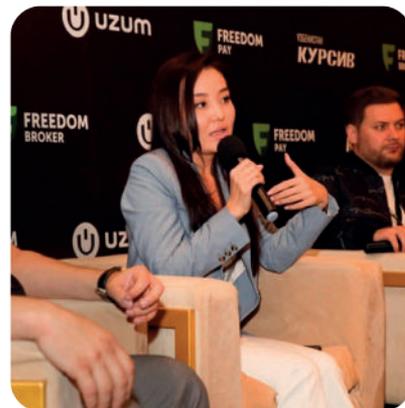
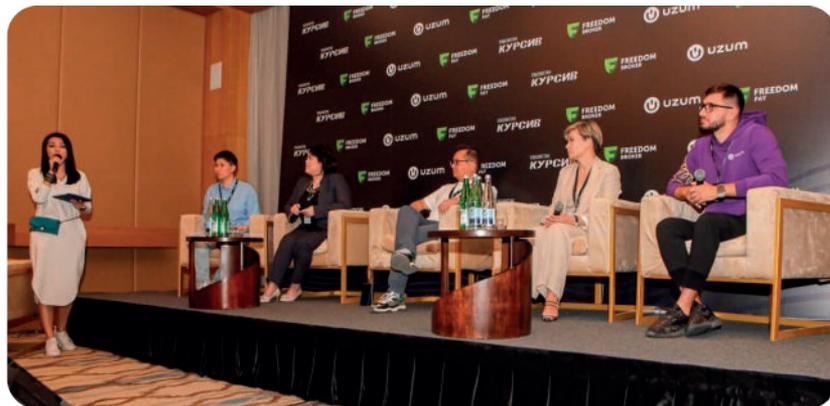
Kursiv Events

We organise and execute industry-specific events in various formats. Our portfolio includes major events such as international conferences and annual awards that attract hundreds of attendees, as well as smaller, club-style gatherings designed for a limited number of guests.



Our aim is to foster meaningful and professional discussions while also creating opportunities for new informational experiences that highlight your company.





Article with PR Label

Journalist's work included

UP TO 3,500 CHARACTERS • 10 PHOTO

Main page 24h pin

from 7 840 000 UZS

Media Partnership

The article is marked as "Media Partnership" in the end of the text.

UP TO 7,000 CHARACTERS • 10 PHOTO

Main page

from 12 320 000 UZS

Native Article

Editorial

UP TO 7,000 CHARACTERS • 10 PHOTO

Main page

from 16 240 000 UZS

Interview

UP TO 15,000 CHARACTERS • 2 PHOTOS

Main page

from 20 160 000 UZS

Expert Column

The article is marked as "Media Partnership" in the end of the text.

UP TO 5,000 CHARACTERS • 1 PHOTO

Main page, "Opinion" section

from 15 904 000 UZS

Special Project



10 publications
Project name page
Social media integration

from 156 800 000 UZS

SOCIAL MEDIA AND VIDEO

**Promotion
on social networks**

TELEGRAM

1 680 000 UZS



LINKEDIN

3 360 000 UZS



INSTAGRAM

560 000 UZS



FACEBOOK

560 000 UZS

**Journalist work/
translation**

A TEXT UP TO 7,000 CHARACTERS

1 680 000 UZS

**Motion
video**Placement on YouTube
and the website

1 680 000 UZS

VideoReportage
up to 15 minutesPlacement on YouTube
and the website

36 960 000 UZS



RESEARCH



Standard Kursiv Research (local)

Desk-based
Scope - Uzbekistan

50 400 000 UZS



International Kursiv Research

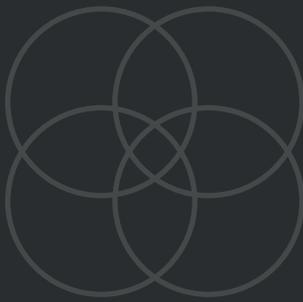
Studies Desk research
international Scope

64 960 000 UZS



Kursiv Research with field study elements

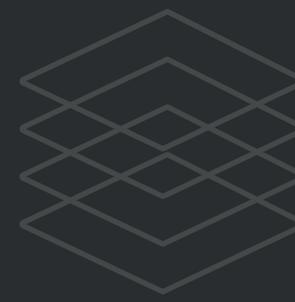
95 200 000 UZS



Sociological Service

On request

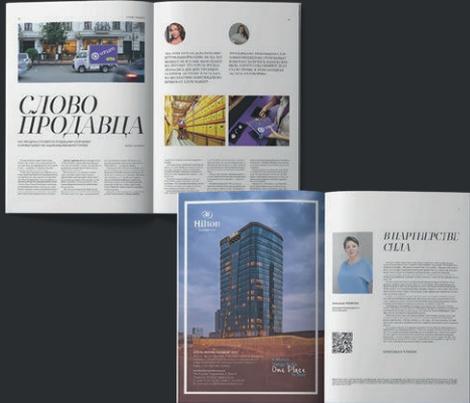
156 800 000 UZS



General Package



Coordination of the topic, 4 spreads about the partner, cover, video



168 000 000 UZS

Second and third cover



25 760 000 UZS

Fourth cover



29 120 000 UZS

Double-page spread



36 400 000 UZS

Page



23 520 000 UZS

WEBSITE BANNERS



FORMATS

1 CRM/1000
IMPRESSIONS

B1 1200 X 120 47 040 UZS

B2 1200 X 120 44 800 UZS

B3 780 X 120 48 160 UZS

B4 240 X 400 32 480 UZS

B5 300 X 600 31 360 UZS

B6 240 X 80 24 640 UZS

B7 300 X 250 24 640 UZS

B1 1200x120

B5 300x600

B2 1200x120

Contact

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