

# Media Kit 2026

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.



**K**

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-5 most cited media outlets.

Our articles are also published on social media.



Views



2,5

mln

One  
month data

Visits



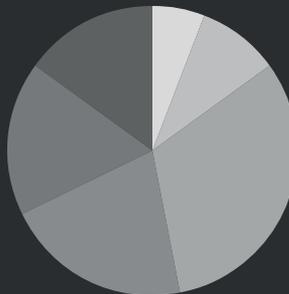
1,5

thous

One  
month data

Audience Age Breakdown

Yandex Metrika



6%	18
9%	18-24
32%	25-34
21%	35-44
17%	45-54
15%	55+

Unique Users



over

One  
month data

1 200 000

Total Audience of the  
Kursiv Uzbekistan Social Media

Yandex Metrika

23 000

users

**K**

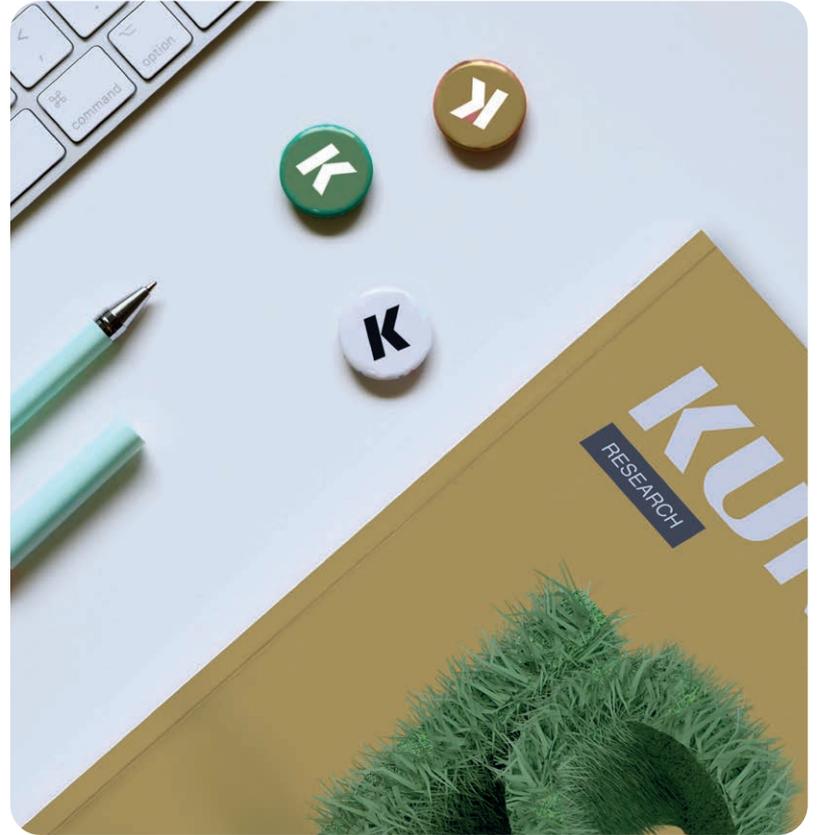
MAGAZINE

# 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.



**K**

EVENTS

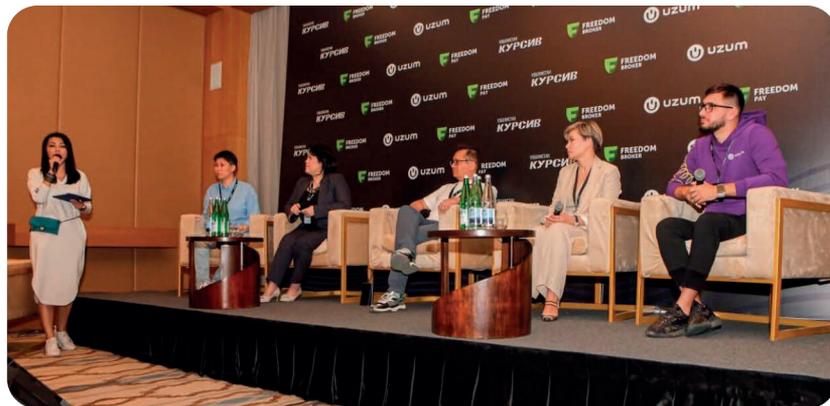
# Kursiv Events

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.**





**K**

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.

**WEBSITE****Article with PR Lable**

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 24h pin

from 12 320 000 UZS

**Native Article**

Editorial

UP TO 7,000 CHARACTERS • 10 PHOTO

Main page 24h pin

from 16 240 000 UZS

**Interview**

UP TO 15,000 CHARACTERS • 2 PHOTOS

Main page 24h pin

from 16 240 000 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 24h pin, "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

**Additional  
language version**Placement on YouTube  
and the website

3 500 000 UZS

**Video clip**Reportage  
up to 15 minutesPlacement on YouTube  
and the website

36 960 000 UZS



RESEARCH



### Standard Kursiv Research (local)

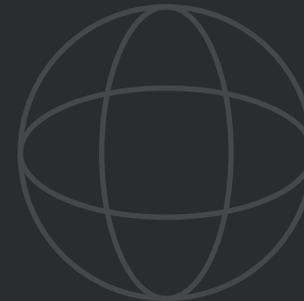
Desk-based  
Scope - Uzbekistan



50 400 000 UZS

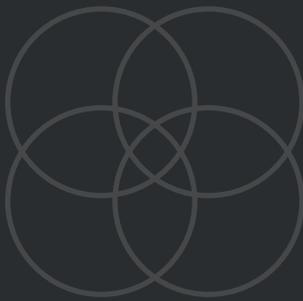
### International Kursiv Research

Studies Desk research  
international Scope



64 960 000 UZS

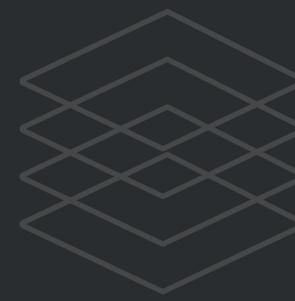
### Kursiv Research with field study elements



95 200 000 UZS

### Sociological Service

On request

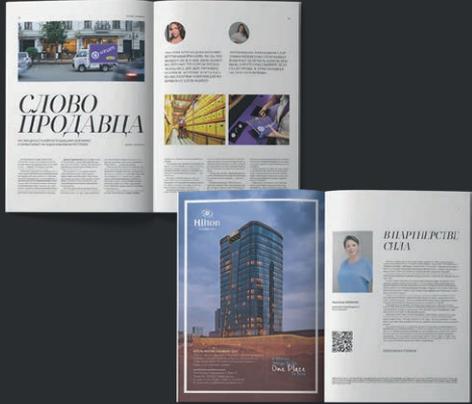


156 800 000 UZS

# General Package



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



168 000 000 UZS

# 2nd and 3d cover



25 760 000 UZS

# 4th cover



29 120 000 UZS

# Double-page spread



36 400 000 UZS

# Full page



23 520 000 UZS



# Contact

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Uzbekistan  
**KURSIV**