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.

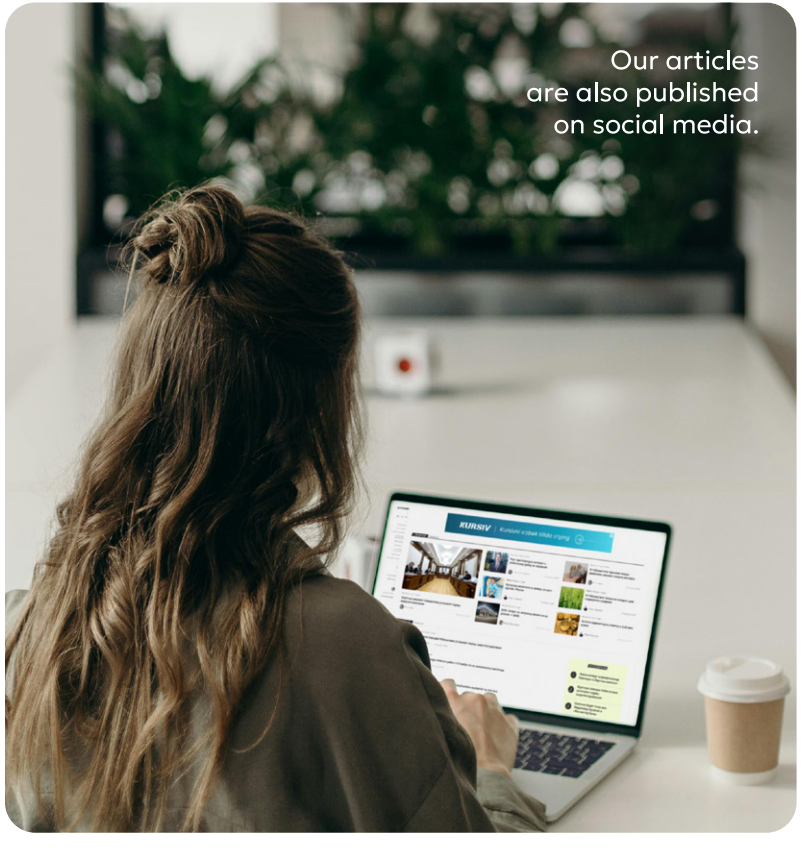
Kursiv stands out among the country's media outlets due to its innovative approach to information. Rather than merely reporting news, we take an active role in creating and shaping it.

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.



Kursiv Uzbekistan ranks 2nd among the most cited media outlets in the country

Source: Brand Analytics



The citation index for the month is the number of links to the resource on social media.

Data as of March 2026.

Views

4 mln

One month data

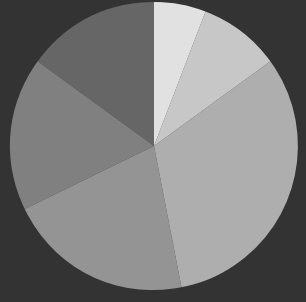
Visits

2,1 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 1 400 000

One month data

Article View Statistics

3–5K views

Depending on the article topic

SOCIAL MEDIA

The most engaged and fastest-growing Instagram audience among Uzbekistan's leading media outlets*, and the largest professional community on LinkedIn*.

140M+
views

30M+
users reached
on Instagram

2M+
impressions
on LinkedIn

13K+
subscribers

4M+
views
on Telegram

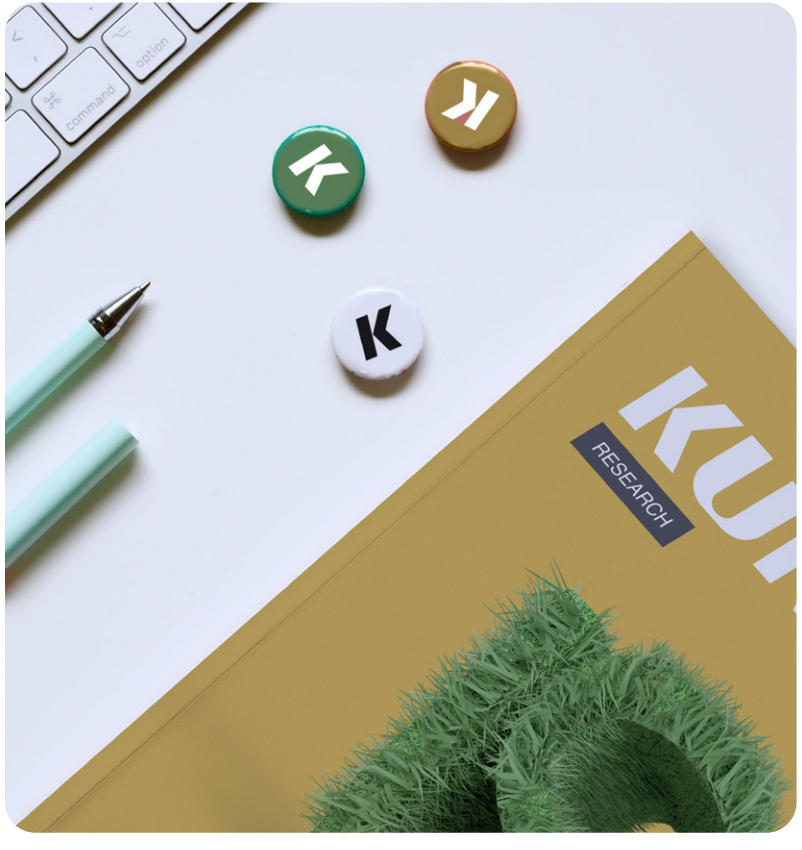
7M+
views
on YouTube

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.



EVENTS

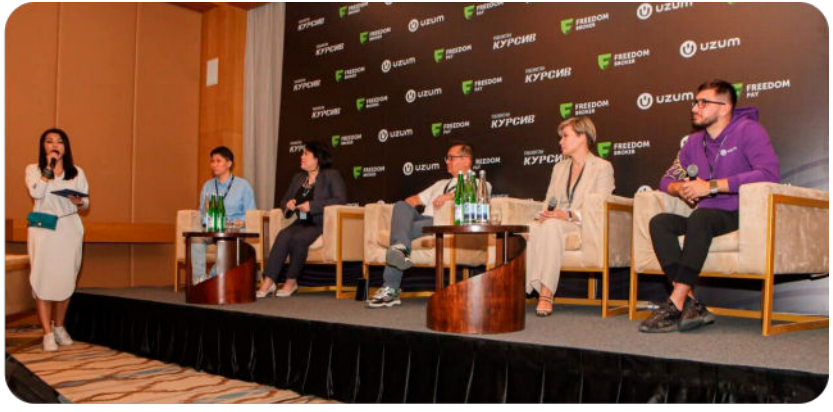
Kursiv Events

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.

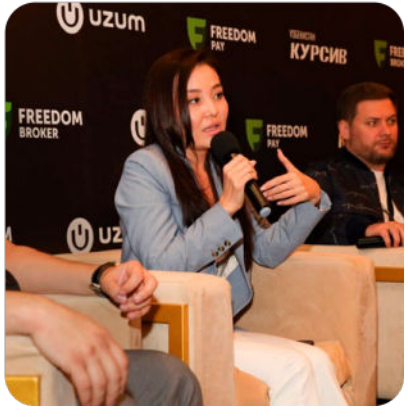



ЦЕРЕМОНИЯ НАГРАЖДЕНИЯ
ПРЕМИЕЙ В ОБЛАСТИ
ЖЕНСКОГО ЛИДЕРСТВА
ПЕРВАЯ СРЕДИ
РАВНЫХ


uzum
FREEDOM
КУРСИВ




АЛИШЕР
МИРАЛИЕВ


uzum
FREEDOM
PAY
КУРСИВ
FREEDOM
BROKER

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 7 000 000 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 11 000 000 UZS

Native Article

Editorial

UP TO 7,000 CHARACTERS • 10 PHOTO

Main page 24h pin

from 14 500 000 UZS

Interview

UP TO 15,000 CHARACTERS • 2 PHOTOS

Main page 24h pin

from 14 500 000 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 14 200 000 UZS

Special Project

10 publications
Project name page
Social media integration

from 140 000 000 UZS

Prices exclude VAT

SOCIAL MEDIA AND VIDEO

Promotion on social networks

TELEGRAM
1 500 000 UZS

LINKEDIN
3 000 000 UZS

INSTAGRAM
1 500 000 UZS

FACEBOOK
500 000 UZS

Journalist work/ translation

A TEXT UP TO 7,000 CHARACTERS

1 500 000 UZS

Additional language version

Placement on YouTube and the website

3 000 000 UZS

Video clip

Reportage up to 15 minutes

Placement on YouTube and the website

33 000 000 UZS



Prices exclude VAT

RESEARCH

Standard Kursiv Research (local)

Desk-based
Scope - Uzbekistan

45 000 000 UZS

International Kursiv Research

Studies Desk research
international Scope

58 000 000 UZS

Kursiv Research with field study elements

85 000 000 UZS

Sociological Service

On request

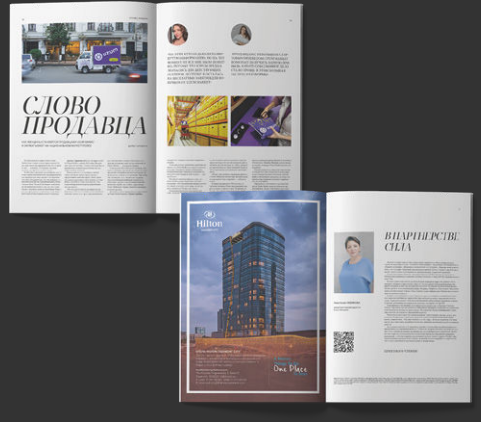
140 000 000 UZS

Prices exclude VAT

MAGAZINE

General Package

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



150 000 000 UZS

2nd and 3d cover



23 000 000 UZS

4th cover



26 000 000 UZS

Double-page spread



32 500 000 UZS

Full page

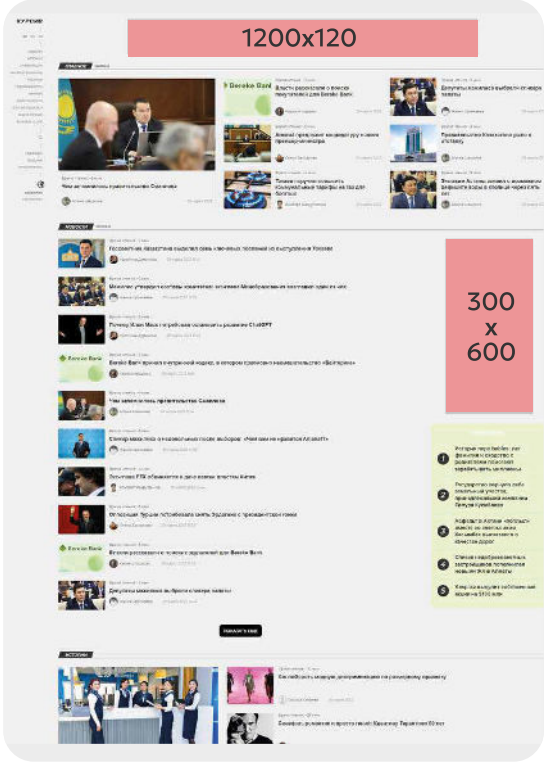


21 520 000 UZS

Prices exclude VAT

BANNERS

Website banners	1 CRM/1000 IMPRESSIONS
DESKTOP	
1200x120	42 000 UZS
300x600	28 000 UZS
MOBILE	
300x250	22 000 UZS





Contact

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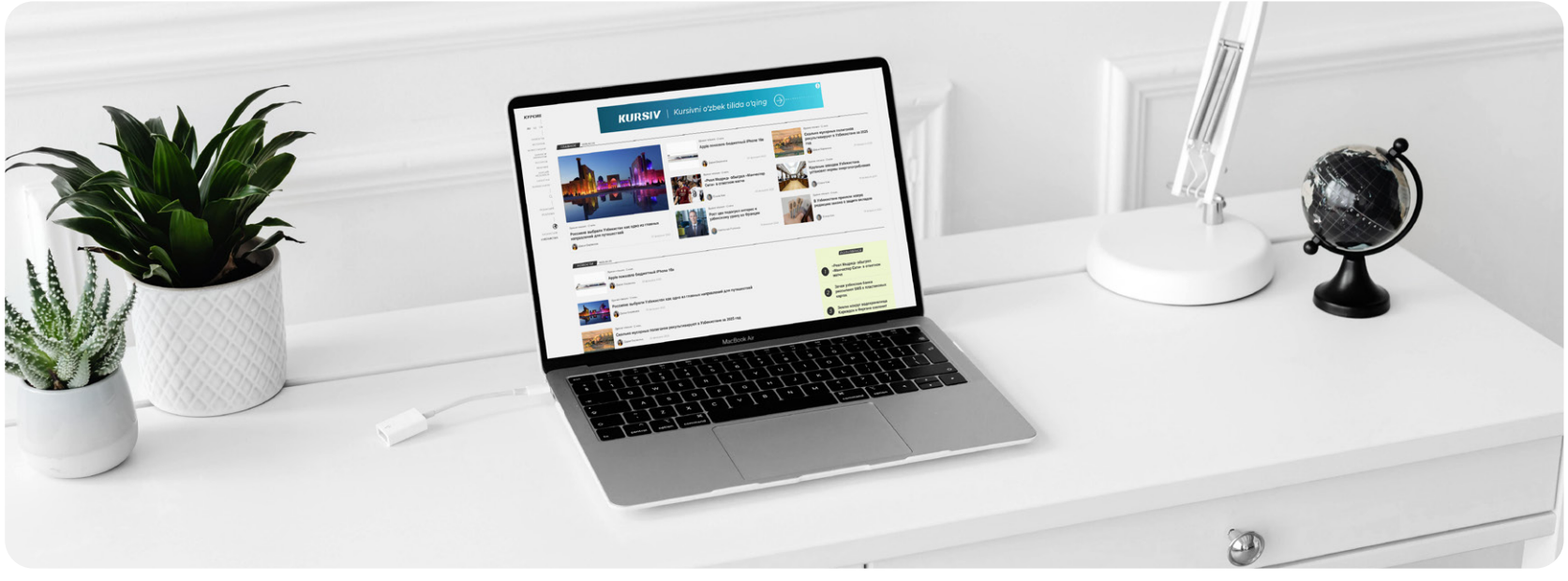
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