

ozon

MEDIA KIT 2018





An urban, fashion-oriented hub,
building brand relevance
establishing industry credibility
and inspiring fashion conscious
millennials, early adopters
and style-seekers.

OUR NETWORK



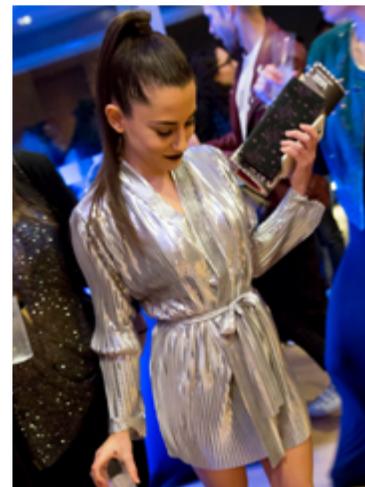
OZONRAW



ozon
WEB.COM



ozon



ozon
EVENTS



OZON
BOUTIQUE



OUR CLIENTS

ABSOLUT.



CONVERSE

DIESEL



Lee



Mercedes-Benz

Pepe Jeans
LONDON



Reebok
CLASSIC

PROFESSIONAL
SEBASTIAN.

VANS

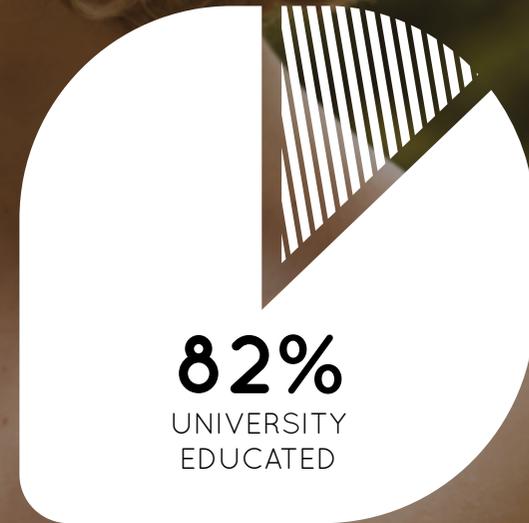
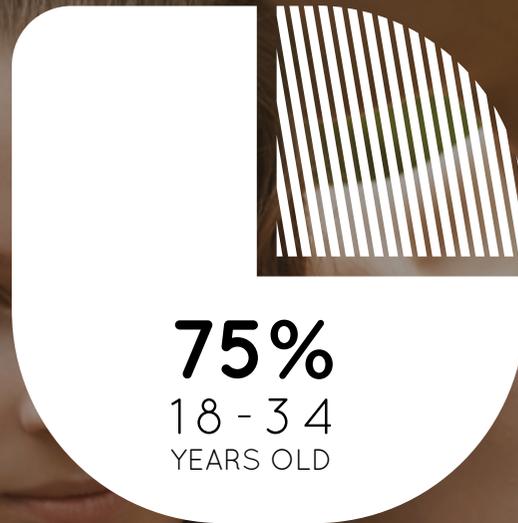
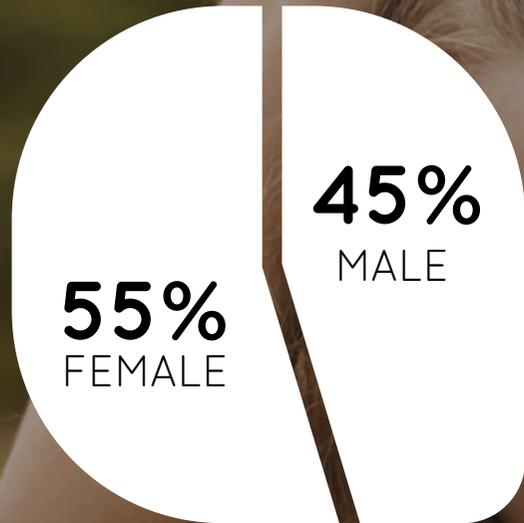


WESC
is WeAreTheSupervetiveConspiracy

Wrangler

OUR AUDIENCE

Affluent and creative



PROFESSIONAL INDUSTRIES

25%
ART / DESIGN

19%
MEDIA & COMMUNICATIONS
/ MARKETING

15%
RETAIL

8%
TECHNOLOGY

8%
FINANCE



OUR REACH

Reaching our audience
Whenever they are



SOCIAL MEDIA



DESKTOP



MOBILE / TABLET



NEWSLETTER

OUR CONTENT

Keeping our readers
ahead of the curve

OZON Raw
OZON Web
OZON International

Fashion
Art & Design
Lifestyle
Urban Culture

Editorials
Trends
Interviews
Previews
Commentary



OZONRAW

(PRINT VERSION - BILINGUAL)

A pioneer from its birth, in 1996, OZON (then renamed OZON Raw) was the first free-press magazine in Greece, that constantly and unconditionally showcased its connection to cutting-edge fashion, art and design. Each bilingual issue is distributed in carefully selected fashion boutiques, cafes and cultural hubs.

Print Run: 10K copies
Region: Athens, GREECE
Frequency: 8 issues / year
Dimensions: 21 x 27.5 cm



SCHEDULE 2018

FEBRUARY

MARCH

APRIL

MAY

JUNE (SUMMER ISSUE)

OCTOBER (FASHION ISSUE)

NOVEMBER

DECEMBER

Back cover -----	9.000€
Double page entry -----	5.600€
Full page entry -----	3.700€
Eight page publi -----	18.000€
Six page publi -----	15.000€
Four page publi -----	12.000€
Cover publi -----	8.000€
Double page publi -----	7.500€
Full page publi -----	4.300€
½ publi -----	2.700€
Horizontal ½ advertorial -----	2.000€
Vertical ½ advertorial -----	2.000€



DISTRIBUTION POINTS



Six D.o.g.s • Yiorgos Eleftheriades • 21 The Fashion Market • Simple Caractere • Enny Di Monaco • Freeshop • Baba Au Rum • Zonar's • Booze Cooperativa • Mama Roux • Hoxton • Momix • Hilton Athens • 48 Urban Garden • Grecotel Pallas Athena • Angels • Icon • Collective Stores • Gym tonic • Hotel • ID Concept Store • Prime Timers • New Cult • Petros C. • Noel • Dressing Bar • 21 Kifisia • Bronco • Semiramis • New Hotel • Zillion's Ice Cream Bar • Menta Café • Free Thinking Zone • Kix Stores • Number 3 • Parthenis • Sotris • Six Dogs • Athlesis • Graffito • Kinono • Lee & Wrangler Stores • adidas Originals • Detroit • Bel-Ray • Tailor Made • Ammos • Ioanna Kourbela • Benaki Museum • Bartesera • Ippolito • Orfanidis • Hotel Shops • 7th thought • Harvest • Ministry Of Concrete • Fashion Workshop by Vicky Kaya • Anamesa Concept Store



OZON WEB.COM

(DIGITAL VERSION - BILINGUAL)

A daily online platform, based on OZON Raw's values and philosophy. A constant flow of curated content dedicated to inspire and inform the fashion-conscious crowd, by remaining on the pulse of today's fashion and culture developments. In addition, OZONweb also hosts high engagement features such as contests, give-aways and special invitations. Our online presence is further amplified by our strong Social Media network. Our monthly newsletters are distributed to a wide base of subscribers in order to further inform about upcoming events, features and the OZON team's projects and initiatives.

450K
Impressions
per month

120K
Unique
users
per month

280K
visits
per month

SOCIAL MEDIA



52.5K Followers
750K Impressions / month



15.2K Followers



5.5K Followers

NEWSLETTER



10K Newsletter subscribers
35% Open rate
10% Click rate



CONTENT MARKETING

FROM THE WEB'S BEST
CREATORS

- **CONTENT PRODUCTION**
Product reviews
Interviews
Buyer's guides
Recaps
Visits
- **CREATIVE PRODUCTION**
Photo production
Video production
- **SOCIAL MEDIA**
Strategy
Curation
Co-ordination
- **GIVE-AWAY INITIATIVES**
- **COMMERCE EXPERIENCE**
- **EVENT PRODUCTION
& ACTIVATION**



ADVERTISING

1. SIDE BANNERS

Home/post page
300 x 250px (small)
300 x 600px (big)

2. HOME PAGE BANNER

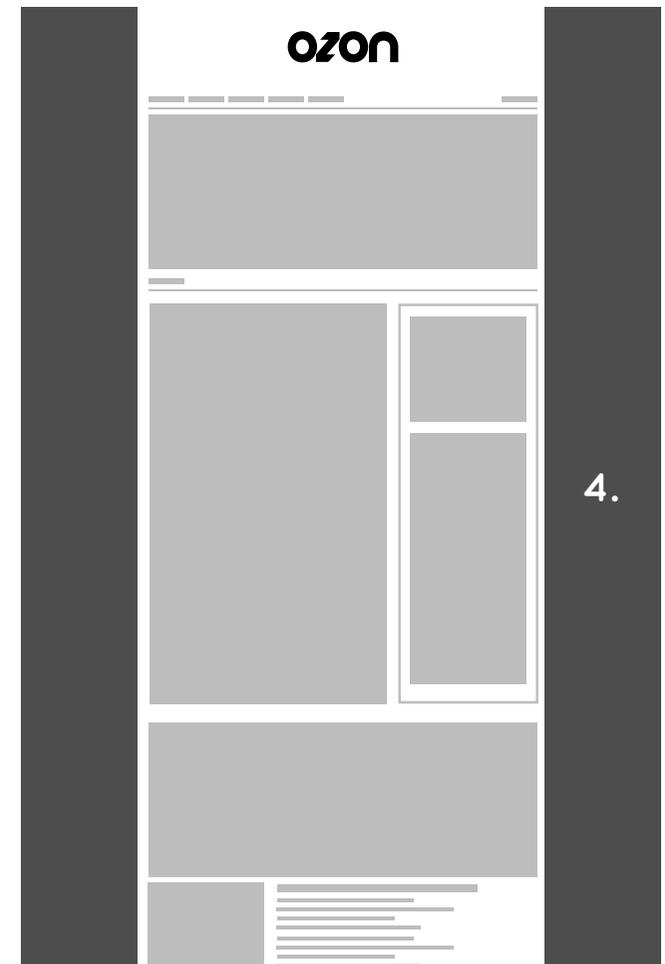
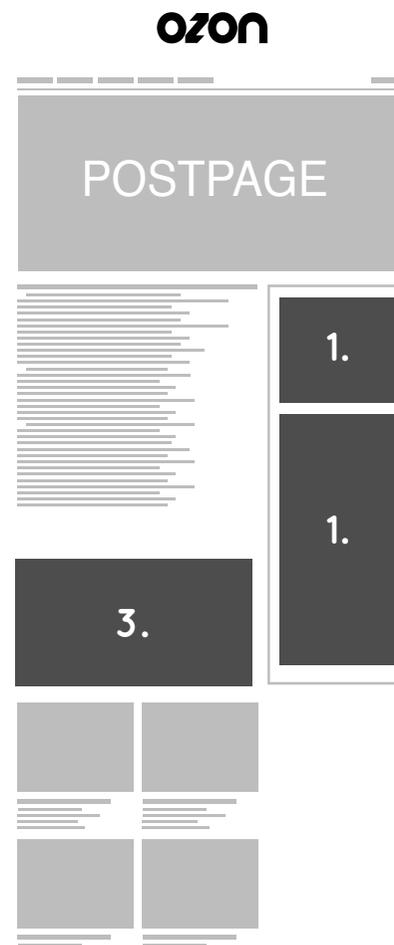
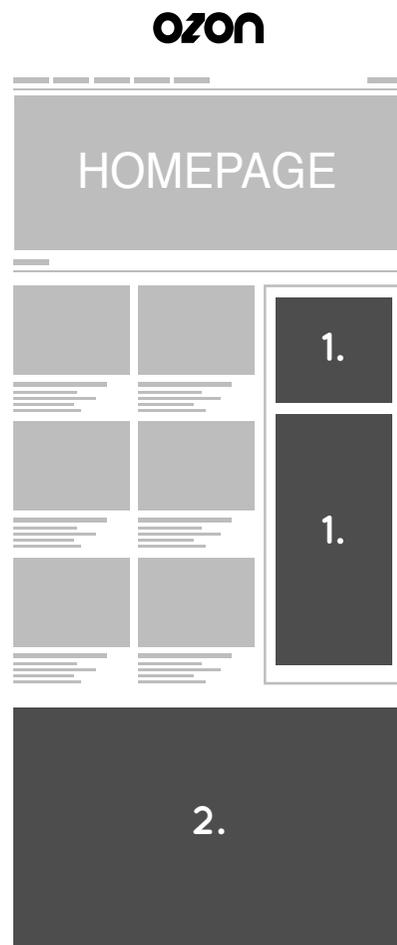
1220 x 250px (small)
1220 x 700px (big)

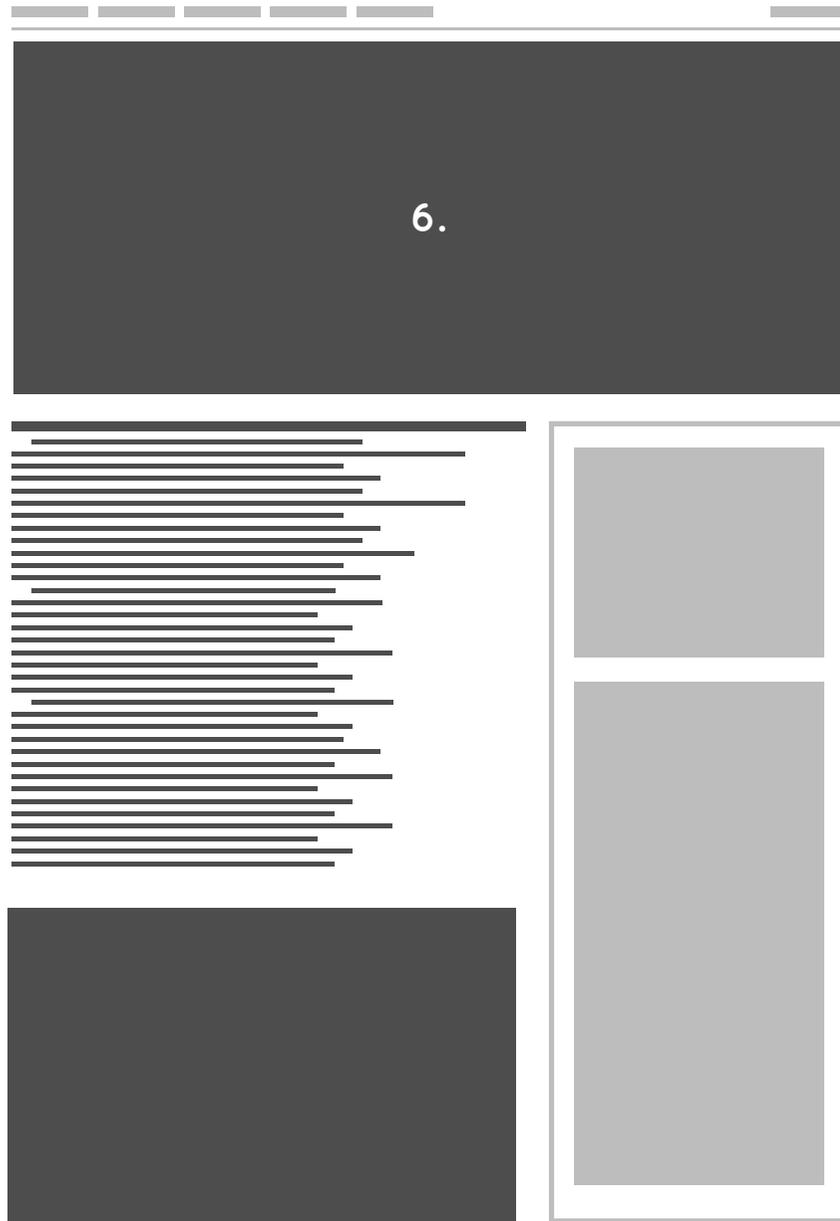
3. POST PAGE BANNER

800 x 400px

4. SKIN BANNER

(Appears in all pages)
400 x 1030px





6. ADVERTORIAL - POST PAGE

- Brand's own promotional material
- Ozon Team photography and curation

Material:

- Brand's campaign material
- product pictures (slide show)
- video

Benefits:

- 3 Facebook shares
- 3 Twitter shares
- 1 Instagram post

EVENTS

The attempt to connect the city of Athens to cultural events abroad, and the capability of expressing and projecting various representatives of the arts and fashion, through different creative paths, lead the Ozon Raw Team to the creation and presentation of 3 different happenings:

- The Fashion Room Service
- 4FashionShake
- Urban Lovers
- Wishlist

the fashion room service

XXL EDITION

The concept is simple and tested, both in Greece and abroad, resulting in great success:

- 1 afternoon
- 1 hotel
- More than 40 designers brands

Each hotel room is formed by each participant according to their brand's aesthetic and universe, presenting samples of their collection, in a more creative way. In addition, artists have the opportunity to develop a new communication channel with the event's guests, through this creative encounter. The Fashion Room Service's guests consist of Greek and foreign business partners, magazine directors, editors in chief, producers, stylists, photographers, artists, journalists,

fashion and beauty editors and bloggers, multi-brand boutiques, but also OZONRaw's readers and fans, and generally the city's fashion and art crowd.

The event is musically flanked by a roof garden party, with the main sponsorship of ABSOLUT VODKA. Since 2011, the Fashion Room Service has already been organized 14 times in Athens and 2 in Thessaloniki, having been hosted in cutting-edge hotels, and sponsored by numerous important brands, such as Absolut Vodka and Lipton.

Frequency:

Twice a year - April / October (or Christmas period)

fashionroomservice.gr



4FASHION/SHAKE^{II}

by **ozon**

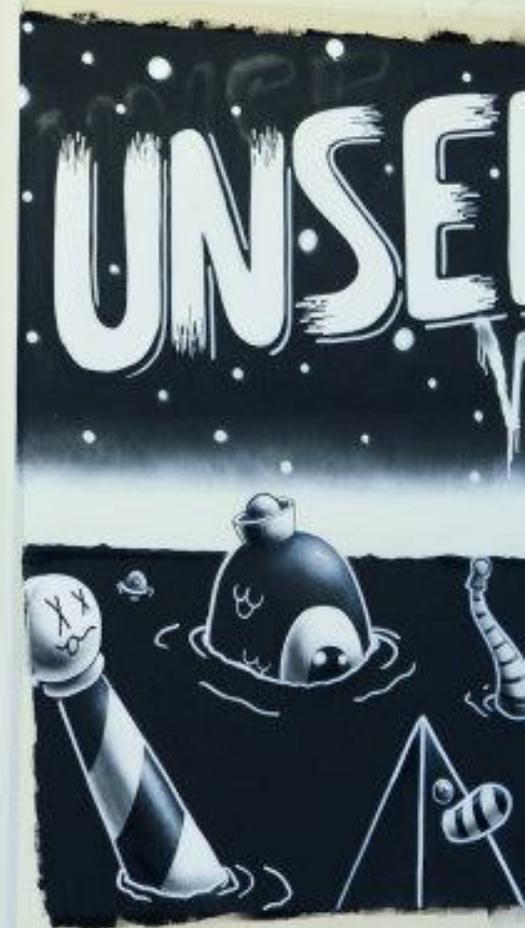
4FashionShake's core concept is always based on 4 representatives of the Fashion Industry. It represents OZON's most ambitious project, mustering upcoming and already established professionals from the fashion and contemporary art scene. The event provides them with the opportunity of expressing their talent through diverse media, including fashion presentations, video art and photography. The project is enforced by the theatrical approach provided, because of their on-stage presentations.

Frequency:
Twice a year – April / November



Urban Lovers' focal point is to discover and explore the artistic life's various versions in contemporary cities. The most "happening" location in Athens is selected each time, where creators-observers of the urban scenery are brought together. OZON attempts to share special urban stories with its crowd, through a series of actions, in collaboration with artists, photographers and street artists, inspired by urban culture. Exhibitions including photography, video art and street art, as well as live performances, speeches, dj sets and parties form the schedule of a day, dedicated to the city and its people.

Frequency: Anually

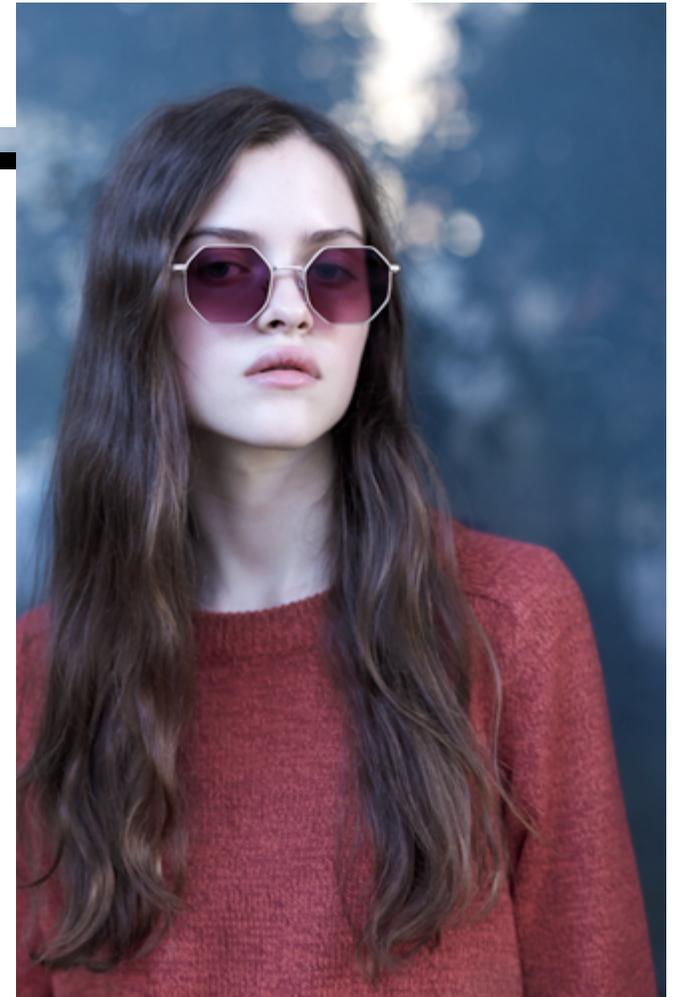




WishList

The OZON WishList is one of a kind event that presents the favorite consumer products of the new year through a 360 activation (offline & online, video and photos). The center line is a large photographic exhibition which takes place in early new year. Photos of products curated by distinguished Greek fashion photographers, while the corresponding videos highlight all the selected products in animation (fashion films - video art). Visitors and guests of the OZON WishList are the whole fashion crowd of the city, such as B2B associates, photographers, artists, fashion editors, social media influencers, trend setters, style icons, opinion leaders.

Frequency: Anually



OZON BOUTIQUE

Selected brands for Selective people

An OZON curated platform that provides a **uniquely selective shopping experience**. Users can discover and shop products from **newly discovered designers to avant-garde fashion labels**, all in harmony with OZON's sophisticated fashion vision.

ozonboutique.com

Reach

6.5K

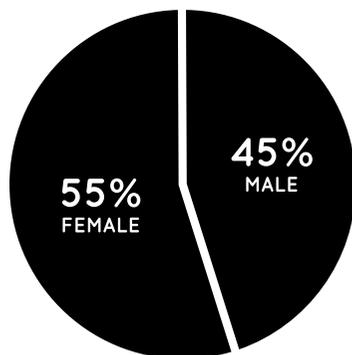
visitors
per month

4K

Registered
members

3Min.

Average
dwell time



Location

Greece (65%)
US (14%)
UK (7%)
Russia (7%)
Germany (4%)
France (3%)





OZON

(international print version - english)

OZON Raw's International Version.

A biannual edition, with international distribution, through London-based Pineapple Media - Europe's biggest distributor of independent press.

An innovative publication, with strong editorial content and intriguing imagery, respecting OZON's most important values.

Distribution

Austria / Belgium / Brazil / Canada / China / Germany
Hong Kong / Italy / Japan / New Zealand / Spain
Taiwan / United Kingdom / USA

Circulation: **15K**

Language: **English**

Frequency: **Biannually**

Retail Price: **7€**

Technical Features

112 - 128 Pages

23,5 x 29,5 cm folded

47 x 29,5 open

4 colours, 2 side

A woman with striking blue eye makeup and red lips is the central focus. She is wearing a black leather motorcycle jacket with a large, dark red fur collar. The jacket's inner lining is visible, featuring a shimmering, sequined pattern. The background is a plain, light grey color.

We have inspired young
creatives for the
past 20 years.

C O N T A C T

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