



FORUMDAILY.COM

2023 Media Kit

The voice of Russian-Speaking Americans

(347) 604 1261
ad@forumdaily.com

7308 18th Avenue
Brooklyn, NY



1,000,000

PAGES READ PER MONTH

Our Story

The voice of
Russian-speaking Americans
— Est. 2000 —



*Forum Daily offers
unparalleled access
to the largest
audience of
Russian-speaking
immigrants in the
United States*



ippies
awards
2017

Best Overall Design of
an Online Publication

ippies
awards
2017

Best story about a
Community

ippies
awards
2018

Best Overall Design of
an Online Publication

Our Target Audience



Young



Affluent



Urban



Professionals



Educated



Tech savvy



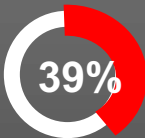
are younger than age 55

source: FD



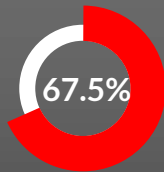
Higher median income than general foreign-born population

source: 2000 census



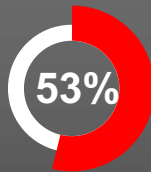
in NYC.
With additional presence in LA, Miami and Chicago

source: FD



are in managerial, professional, technical and sales occupation

source: 2000 census



of Russian Americans hold a bachelor's degree or higher; **80% high school**

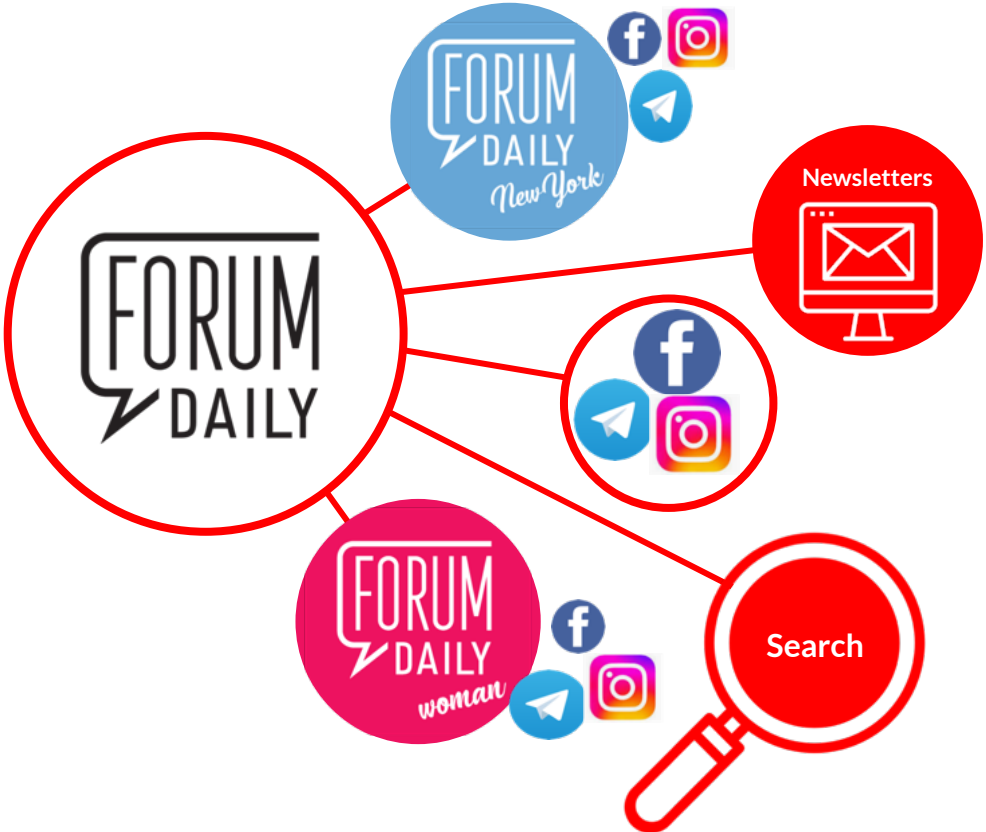
source: 2000 census



Higher usage of Internet and digital media than general foreign-born population

source: 2000 census

Our Distribution



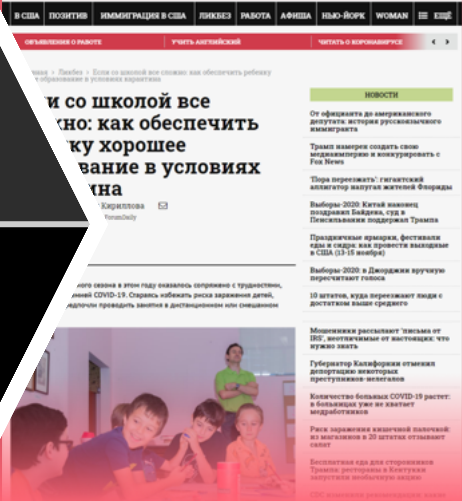
1,000,000	website unique visitors every month
225,000	social media followers
3.2M	Google search impressions
26,000	email subscribers

Our Solutions

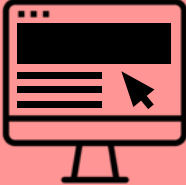
YOUR
MESSAGE

MULTIPLE
PLATFORMS

Sponsored Content



Banner Ads



Email



Social Media



Search



ForumDaily Covers

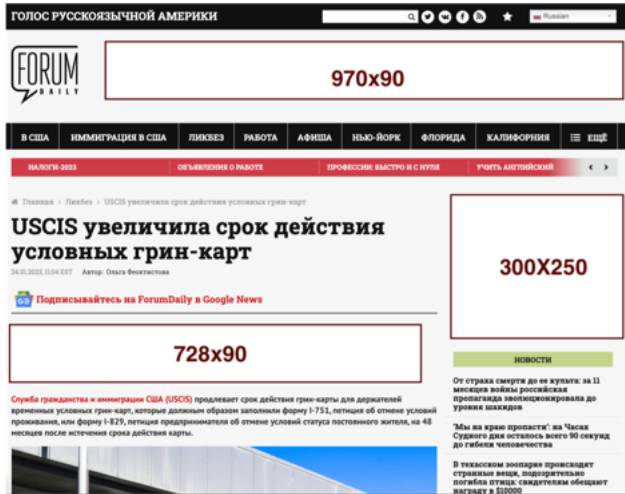
- News;
- Cultural events;
- Helpful information for immigrants to settle their life in the US:
 - * Law;
 - * Healthcare;
 - * Employment;
 - * Education;
 - * Insurance;
 - * Housing;
 - * Immigrants success stories;

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To reach better results **we target your banner impressions to the geographic location you are interested in.**

To evaluate the campaign effectiveness we provide the detailed report.

Impressions [?]	Viewable impressions [?]	Clicks [?]	CTR [?]
336,500	N/A	1,329	0.39%



Publications on www.ForumDaily.com

We write, publish and promote engaging content to make an enduring impressions on a community about your brand

How to learn to speak English fluently and competently: 16 simple tips

10.03.2017 A source: English

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The skill of speaking is the most important in learning any foreign language. Some students admit that they easily master the grammar, read foreign literature with pleasure and listen to audio recordings calmly. But when it comes to speaking in English, they fall into the state of "I understand everything, but I can not answer." And this often happens not because of a lack of knowledge or a limited vocabulary, but because of a lack of speaking practice and a psychological barrier.



Recommended specification:

- About 700 words long
- Up to 4 photos or videos
- Up to 4 do-follow links



Distribute article with weekly e-mail delivery. 20 000 subscribers



Share article on Social Media. **We buy targeted ads from Facebook to reach the right audience**



Lifelong publication will be available through search engine

Social Media

Social media campaign allows to reach the widest audience possible



[ForumDaily \(over 81,000 followers\)](#)

[ForumDaily New York \(over 25,000 followers\)](#)

[New York leisure guide \(over 7,000 followers\)](#)

[Looking for an advice group \(over 80,000 followers\)](#)

[FD Miami \(over 8,000 followers\)](#)

[ForumDaily Bay Area \(over 6,600 followers\)](#)

[FD LA \(over 14,000 followers\)](#)

[FD Instagram](#) / [FD Instagram NYC](#)

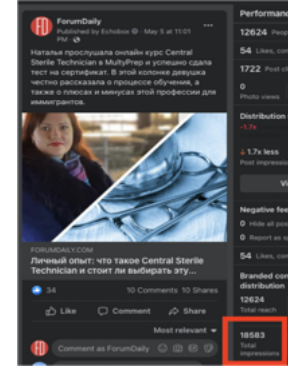
(Over 225,000 followers)



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Reports we provide to evaluate the ad campaign

Posting on Social Media



Readers statistic from Google Analytics



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