



## Zamaneh Media

### Media Kit

June 2021

#### About Us

The Radio Zamaneh Foundation is a media organization with four major websites that offers unparalleled access to information to Iranian audiences inside and outside of Iran. On these, Zamaneh Media now offers high-end, industry standard advertising opportunities.

[www.radiozamaneh.com](http://www.radiozamaneh.com) is the main website of Zamaneh Media offering ground breaking investigations, daily news analysis, and taboo-breaking background coverage of a variety of topics to a wide Persian audience, both in Iran and outside.

#### Advertise with Zamaneh Media

Large **audience reach** in and outside Iran

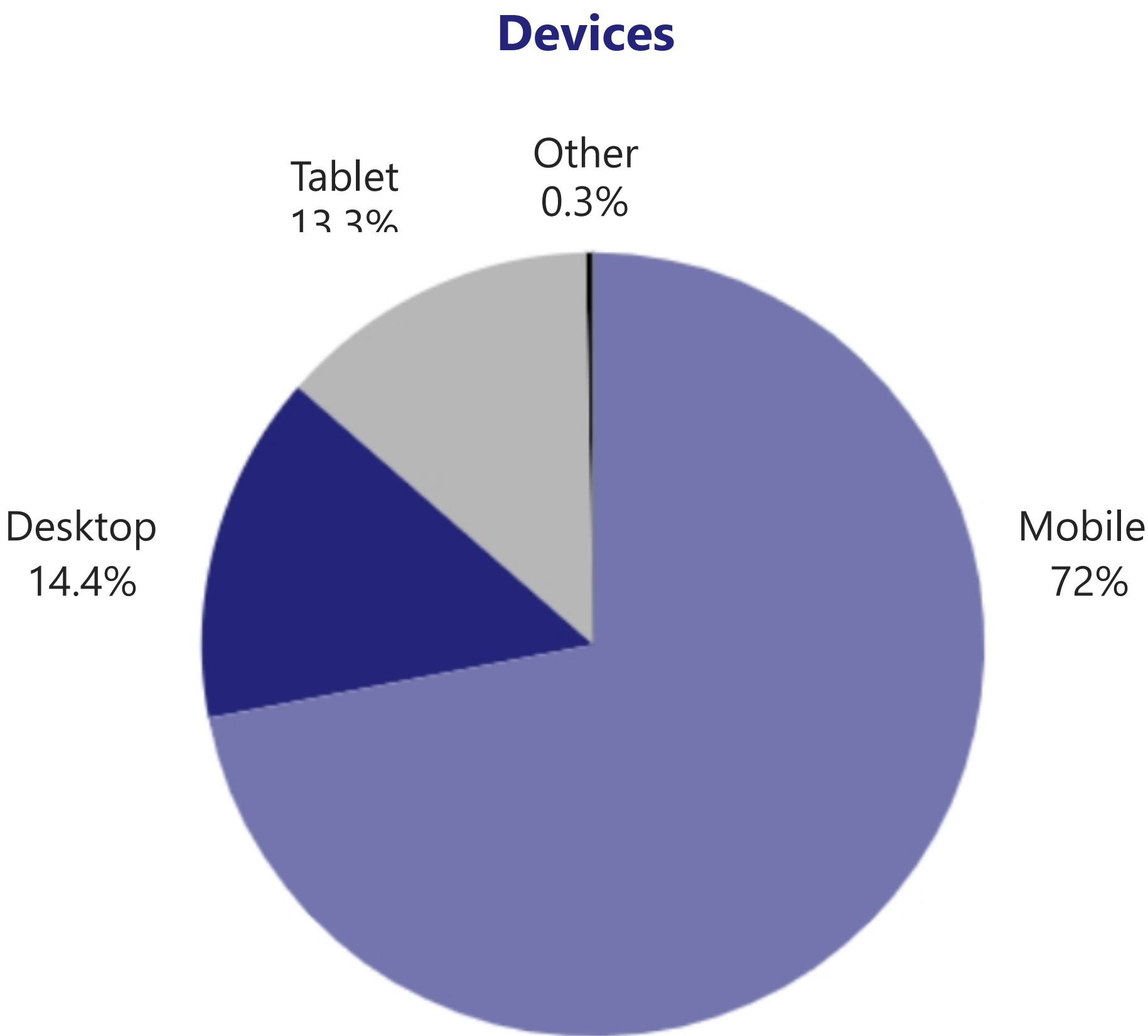
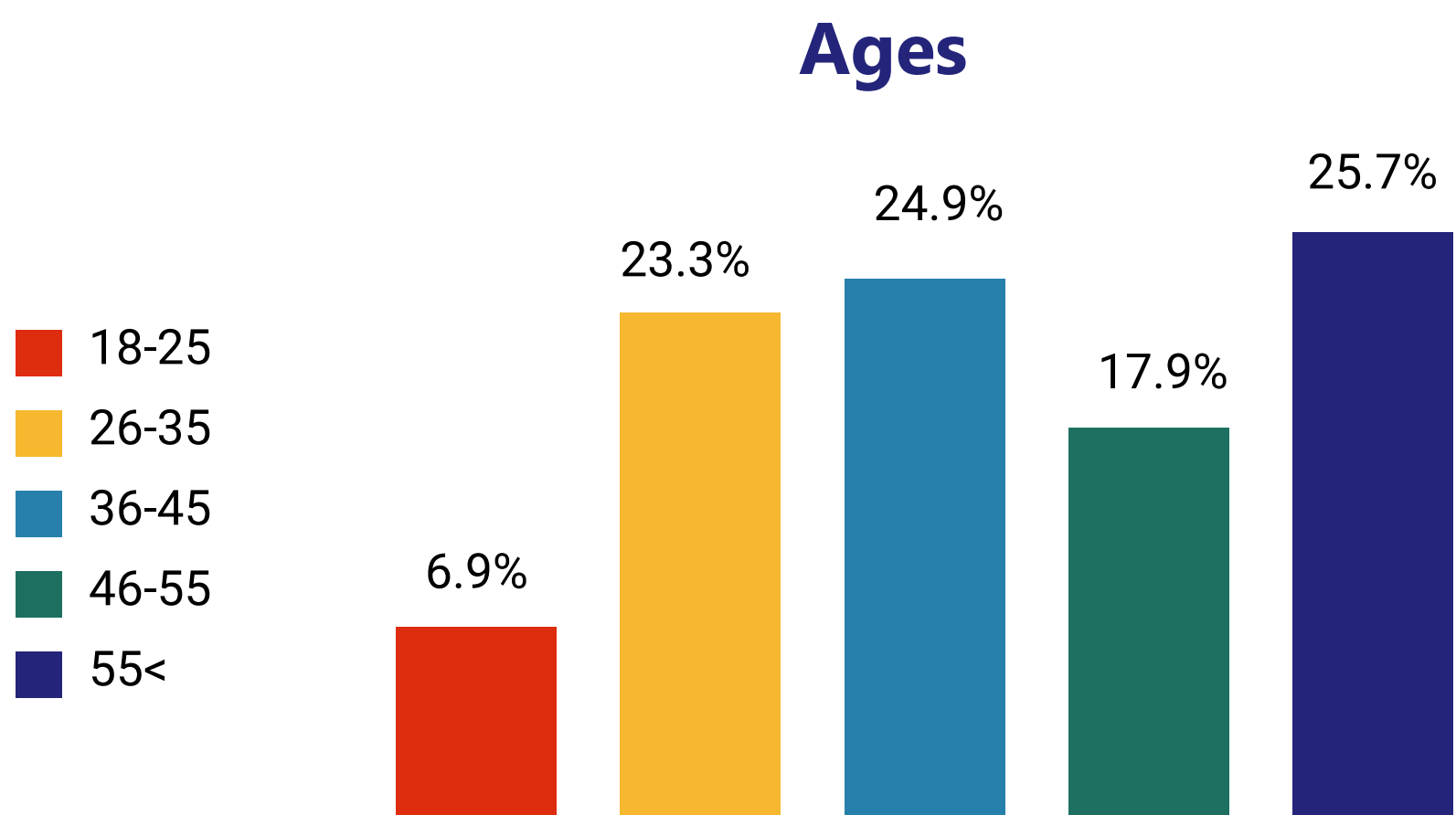
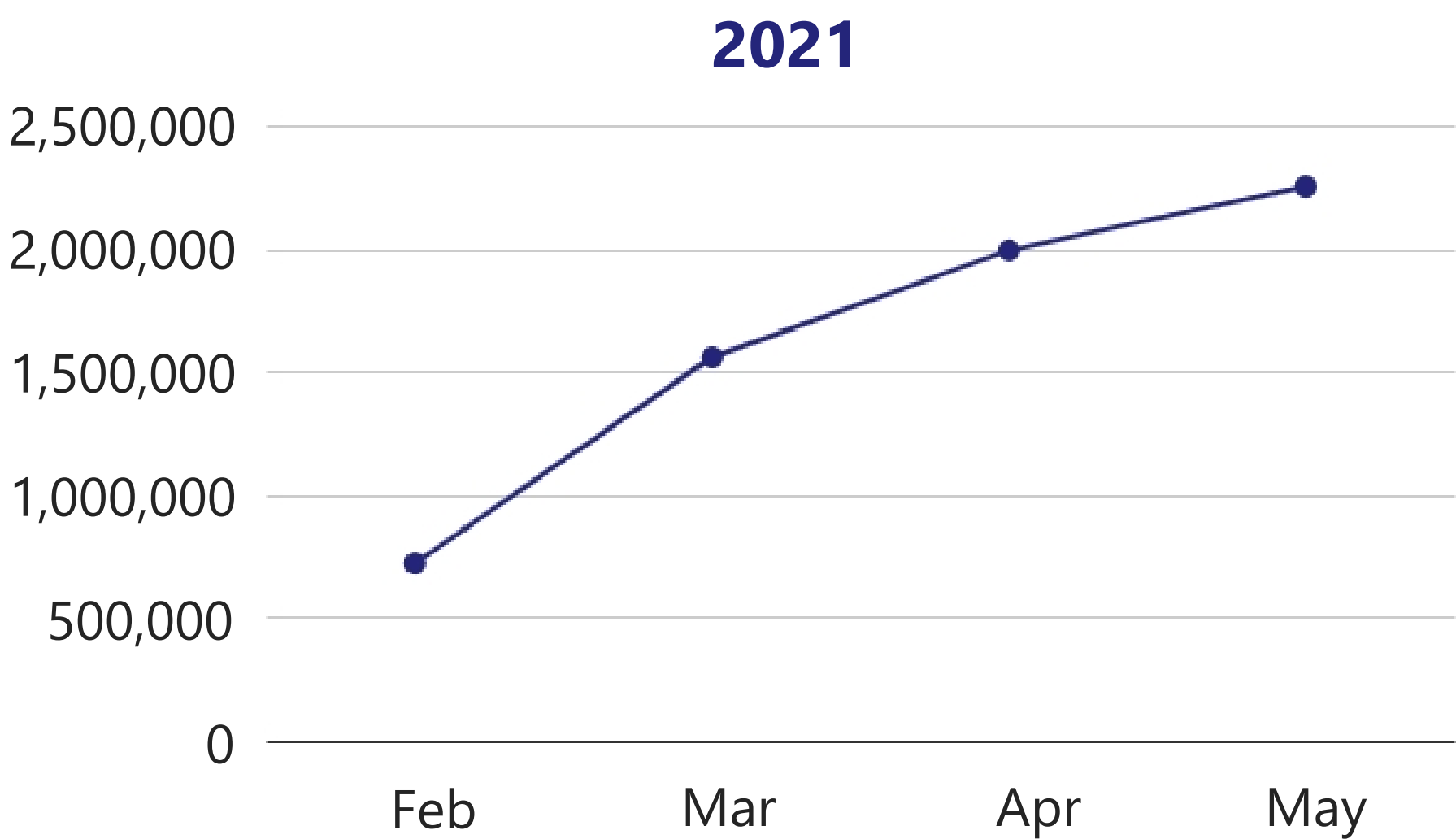
Advanced, industry-standard ad placement with a variety of **targeted advertising** options such as Device, OS or location specific advertising

Detailed **reports at your convenience** (Daily, Weekly, Monthly) on views, click-through rates etc.

Dedicated **support staff** available

Visits	Actions per Visit	Page Views	Visit Duration
6,288,967	1.5	7,667,794	2m 19s

Data mentioned here is calculated over the quarter April-June 2021



Engagement

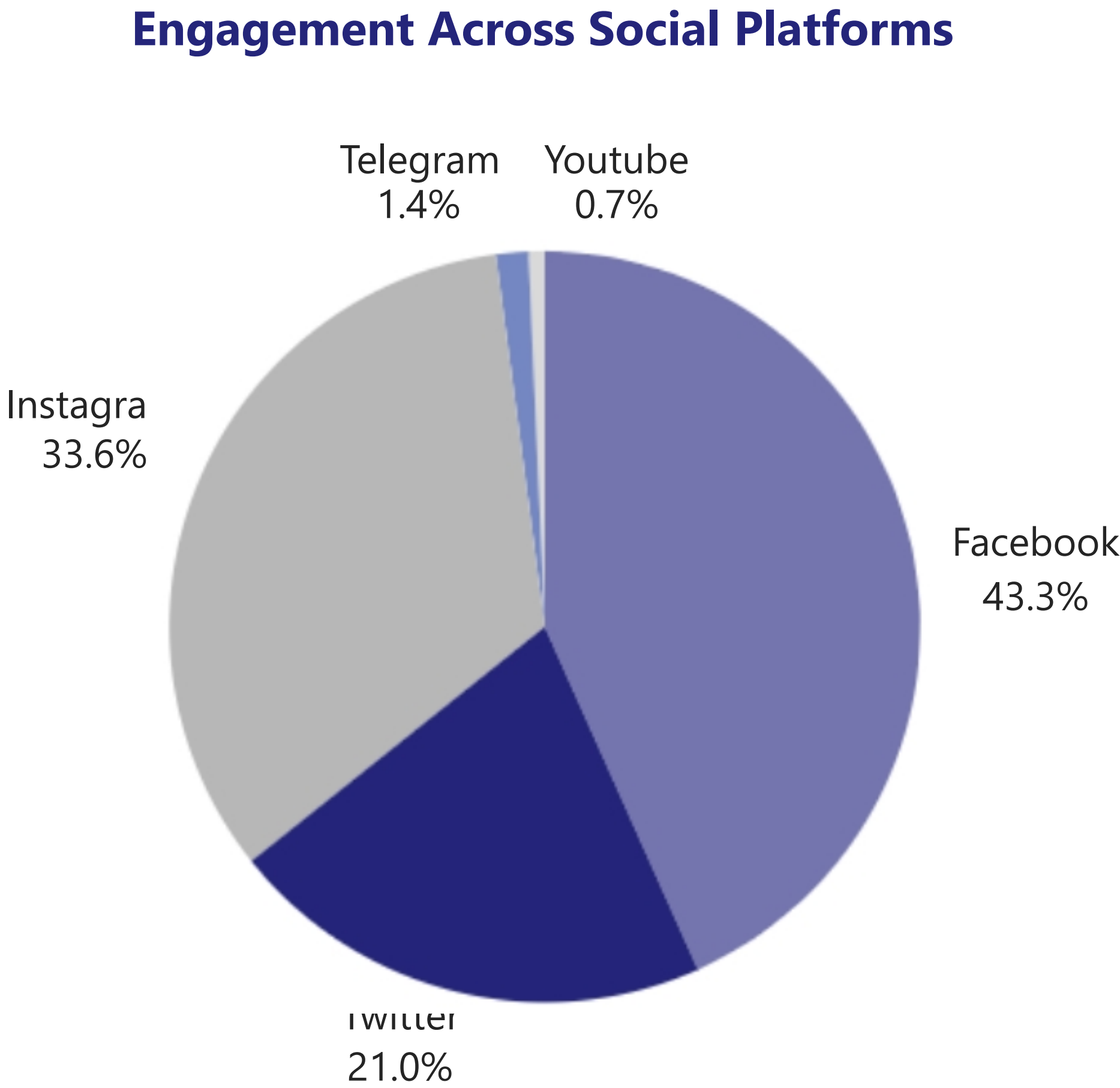
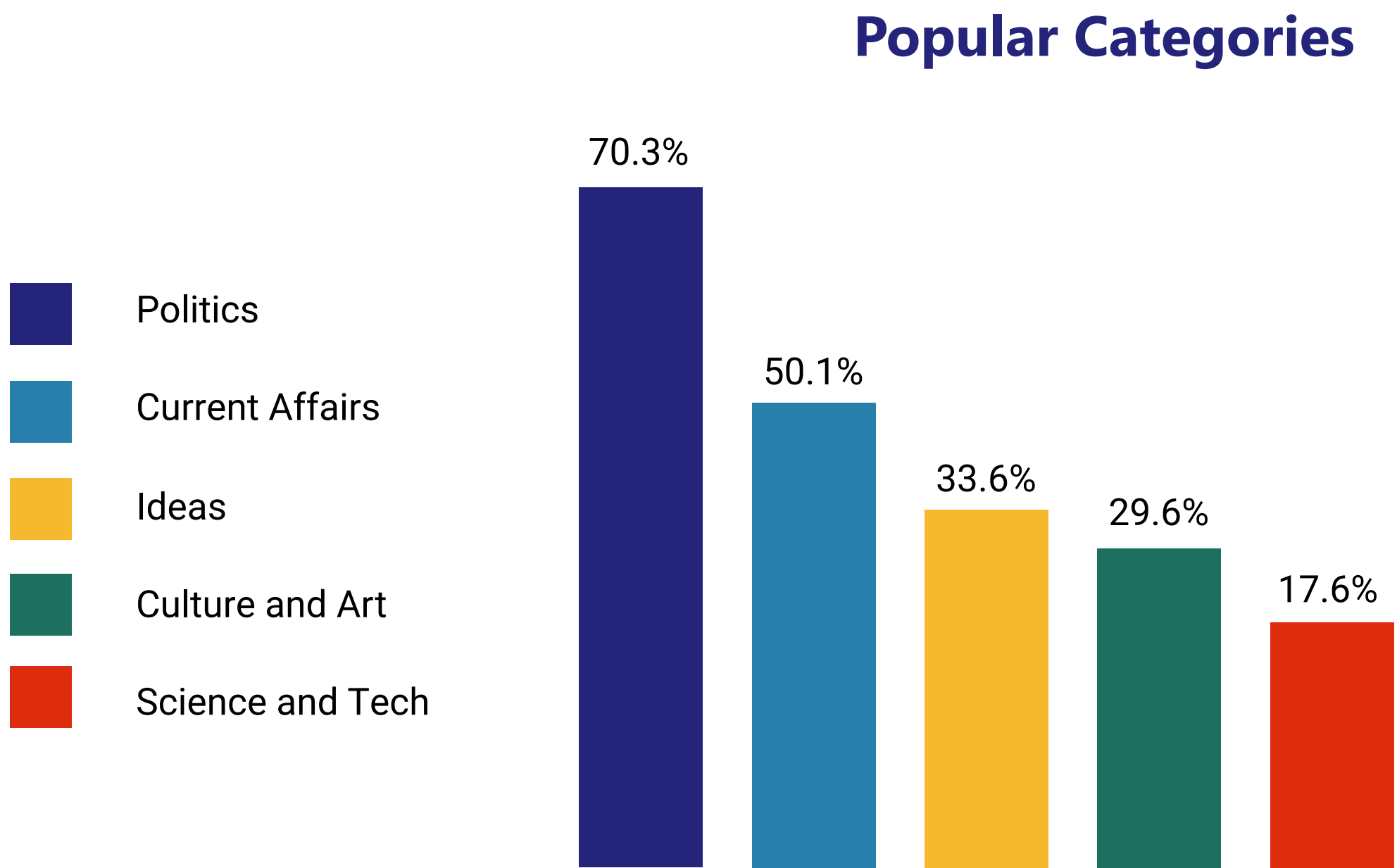
Monthly Engagement Across Platforms 2,193,400

Social Media Followers

Facebook	351,366
Instagram	216,000
Twitter	164,600
Telegram	13,290
YouTube	5,280

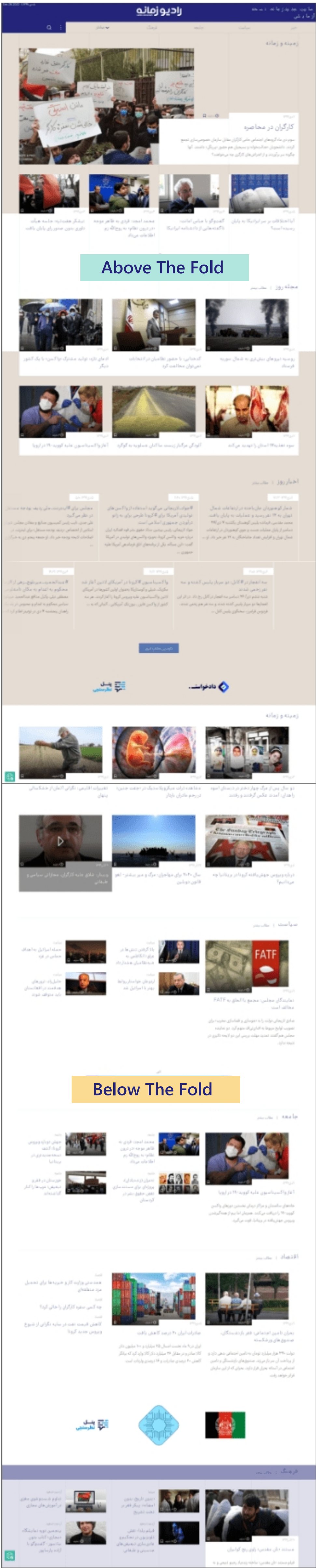
Top 5 Countries

Iran
United States
Germany
The United Kingdom
The Netherlands





Homepage



Above the Fold

Desktop - 970 x 90



Above The Fold

Below the Fold

Desktop - 970 x 90



Below The Fold

Mobile - 336 x 280



Above The Fold

Mobile - 336 x 280



Below The Fold



Article Page

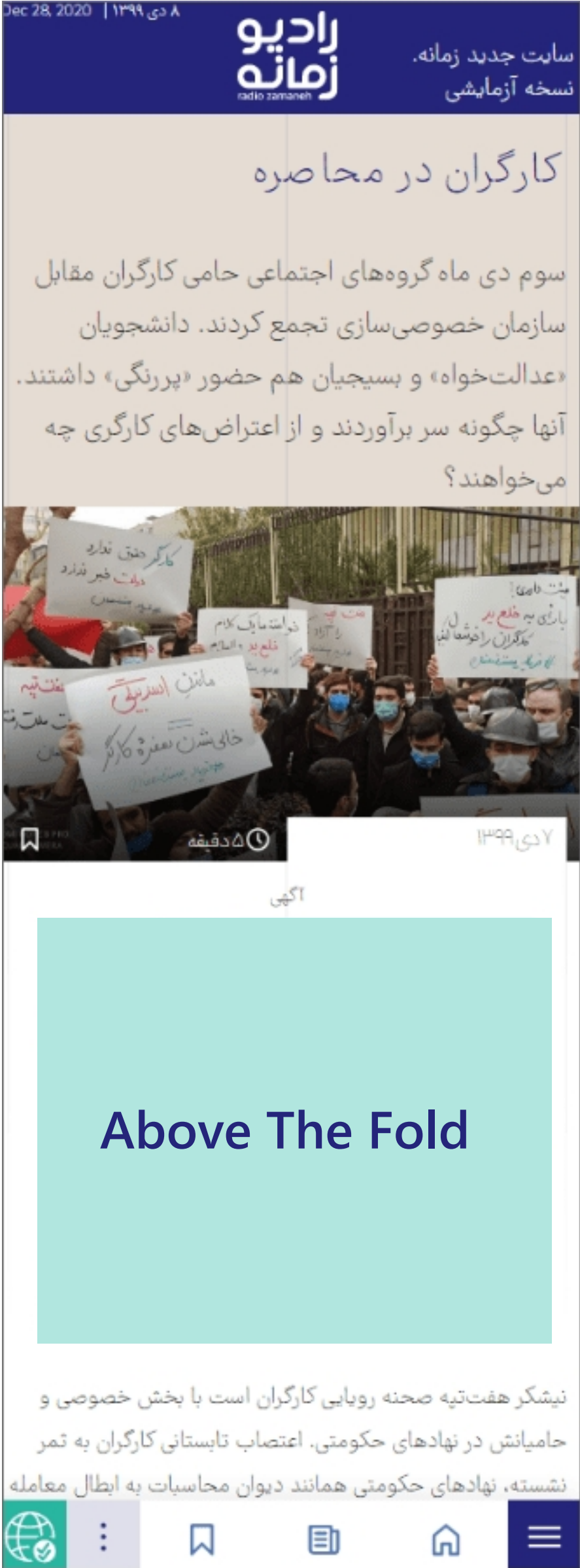


Above the Fold

Desktop - 970 x 90



Mobile - 336 x 280



Below the Fold

Desktop - 970 x 90



Mobile - 336 x 280





Ad Position	Minimum Volume/Month	Cost per Day	Cost per Month	Cost per Thousand
HOMEPAGE - Desktop				
Top	204,000	USD 25	USD 510	USD 3.60
Low	204,000	USD 9	USD 180	USD 1.26
HOMEPAGE - Mobile				
Top	306,000	USD 38	USD 800	USD 3.70
Low	306,000	USD 13	USD 280	USD 1.33
ARTICLE PAGE - Desktop				
Top	130,000	USD 16	USD 330	USD 3.60
Low	130,000	USD 8	USD 160	USD 1.80
ARTICLE PAGE - Mobile				
Top	200,000	USD 25	USD 530	USD 3.70
Low	200,000	USD 13	USD 260	USD 1.90
SPLASH PAGE				
Desktop	413,000	USD 32	USD 670	USD 1.50
Mobile	413,000	USD 32	USD 670	USD 1.50

Standard Ad Banner Sizes

Desktop

970x90

728x90

Mobile

336x280

300x250

Splash

320x50

Specifications and Terms

Files should be submitted in the listed sizes **not exceeding 40KB each** and in **.JPEG or .PNG format**.

**Payment in advance**, bank transfer or PayPal

All advertising is **sold in Euro**, USD prices are indicative. Prices are **excluding sales tax** if applicable.

**CPM**, which allows for the greatest flexibility in geo-targeting or devices, subject to a **minimum of 50.000 views** per month. **Fixed orders** subject to a minimum of USD 100.

**A review of your project or application (with the Splash page) for extra attention.**

**Publication space on Radio Zamaneh.**

**Responsive design for best visibility and performance of ad banners on a variety of devices.**

**Delivery of timely reports on ad performance by dedicated support staff.**

**Contact Us**



**If you would like to  
advertise with Zamaneh Media  
or explore opportunities,  
please contact the  
Project Team:**

**[project@radiozamaneh.com](mailto:project@radiozamaneh.com)**