

MedAbout **me**

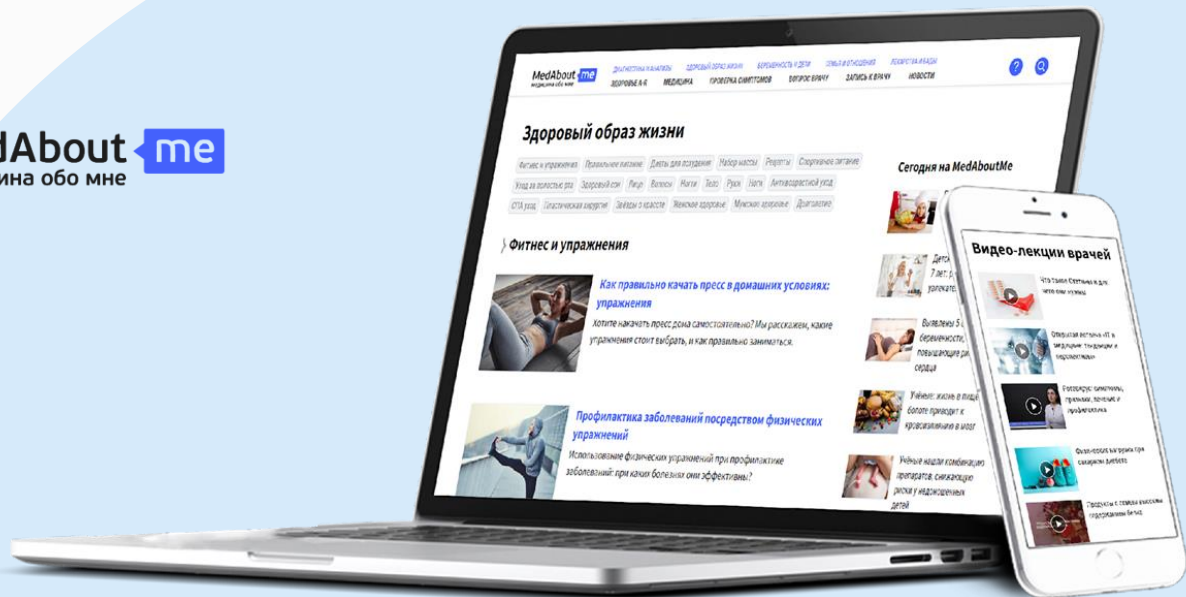
Media Kit

Brand awareness and lead generation
from the digital world

medaboutme.ru

MedAboutMe represents
102 millions of people
surfing the net annually and
constantly taking care about their health

MedAbout **me**
медицина обо мне



Monthly statistics



Yandex.Metrica

June 2023

6.3 mln
users

12,6 mln
page views
monthly

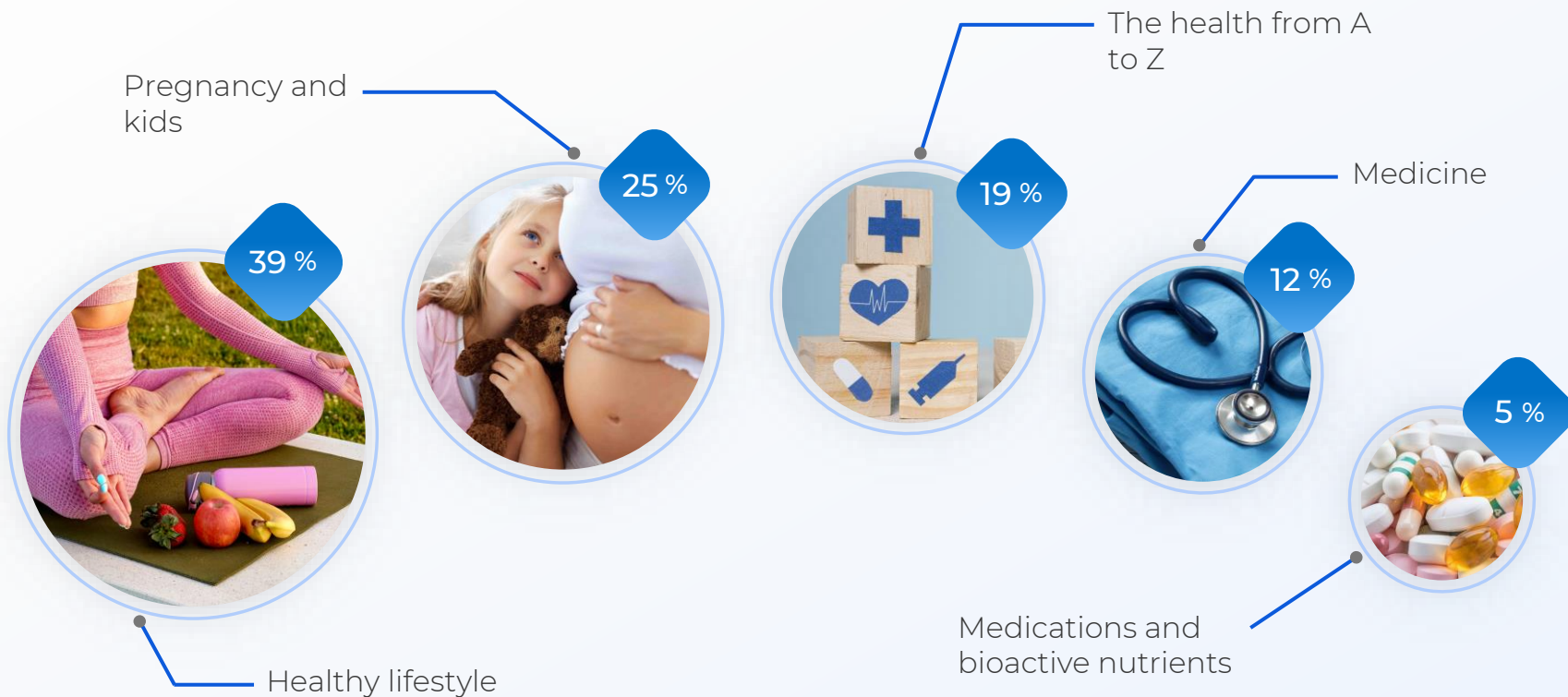
180 k
SMM subscribers

20
web and service
apps

3:40 min
average
time on site

The audience preferences

Yandex Metrica metrics of June 2023



21 %

Moscow

7 %

Saint-Petersburg

5 %

Nizhny Novgorod

4 %

Ekaterinburg

3 %

Novosibirsk

3 %

Chelyabinsk

3 %

Samara

3 %

Sochi

2,5 %

Krasnodar





The winner

“The best social project in Russia”



Physicians

consult the website users online



All the articles

are reviewed by 17 Doctors of Science



Medical licence

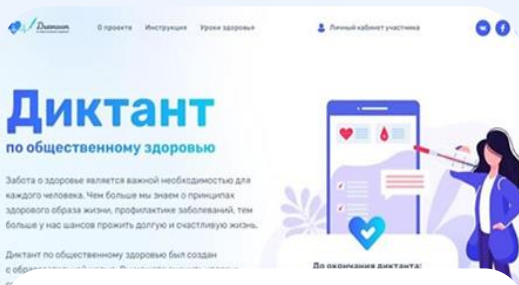
LO41-01153-30/00356916
from 16.09.2020, UZ-1, K-1



Physicians

publish the articles on MedAboutMe

* click the buttons with the links to get more information



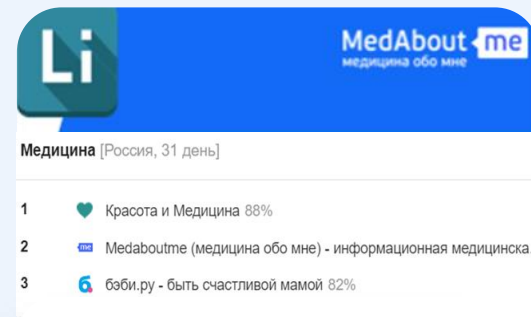
The Ministry of Health of the Russian Federation partner projects

All-Russian dictation of public health



Data protection according to FSB UZ-1, K-1

Personal data proper infrastructure



Li rating

TOP 2 place
in Medical and Health
category
in throughout Russia

Сегодня на MedAboutMe



Суперфуды в косметике: сочные коктейли для здоровья кожи и волос



Красота по-мужски: как выбрать уход для тела и волос «современным викингам»?



Питание ребёнка 2 лет



400 publications monthly



Medical specialists as the editors



Own staff of publishers and doctors



92% search engine traffic

- Articles
- Experts' note
- Emailing
- Special projects
- Media placement
- Tests
- Longreads
- Branding
- Web services and mobile applications' integration



Expert note

4 000 pageviews in a month

A small note in the current article on the special topic (less than 1500 symbols, expert's picture and a link).

тому же смеси **Kabrita**® обогатили комбинацией пребиотиков ГОС и ФОС и пробиотиков Bifidobacterium BB-12. Такой состав способствует развитию сбалансированной микробиоты, что положительно влияет на пищеварение и формирование иммунитета. Ну и в дополнение ко всему эти смеси хорошо переносятся и помогают комфортному пищеварению. Малыш легче усваивает питание, у него хорошее настроение и отличный сон. А что еще нужно для счастливого детства и материнства!



See the example

Article

8 000 pageviews in a month

The text format on the separate page (up to 5000 symbols) with illustrations (up to 3 pictures) and ad links (up to 3). Main page announcement, recommendation blocks teaser.

Статьи



Питание ребёнка 2 лет: меню и рацион на день

Питание ребёнка 2 лет: меню, рацион на день и памятка родителям.



Как восстановить волосы после некачественного окрашивания?

Не всегда окрашивание приносит радость. Порой после него остаются сожжённые пряди.

See the example

* Clickable buttons

Longread

17 000 pageviews in a month

Longread is published on the separate landing page.

It represents the article up to 10,000 characters divided into the parts using various interactive elements, which fully reveals the topic.

Test

15 000 pageviews in a month

According to the specification the test is placed on the separate page within the brand style.

55% full page scroll.

Main page announcement, recommendation blocks teaser.

> Развлекательные (22 теста)



Насколько вы Оливьед?



Любите ли вы свою работу?



Честный ли вы человек?

> Психологические (17 тестов)



Готов ли ваш ребенок к школе?



Умеете ли вы дружить

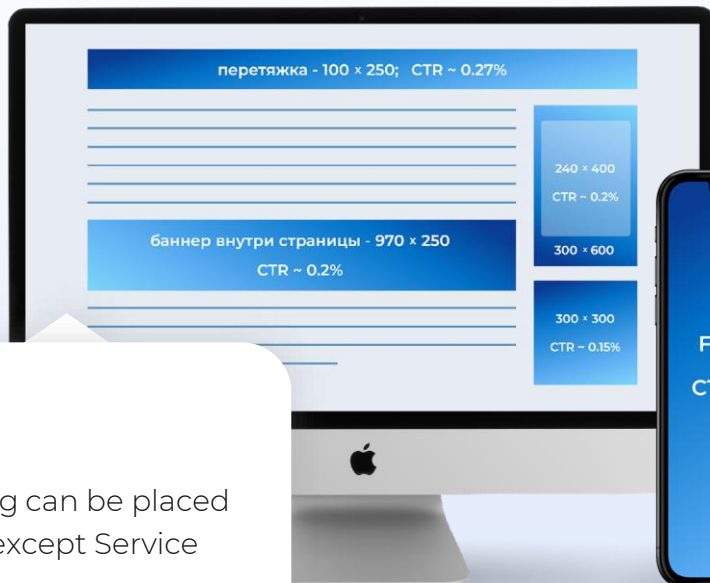


Тест для женщин: оценка

Test example

Banners

Media type:
Desktop



Branding

П-type branding can be placed on every page except Service website section

Media type: **Mobile**

Mobile ads



✓ 85% of website traffic is from mobile devices

✓ Mobile Catfish has the best results up to 2% CTR

Problems:

- How to distinguish in the high competitive environment?
- How to make the advertisement more effective in the year 2023?
- Where can one find the new clients?
- What type of content is more interesting to customers?

Solutions:

- ✓ The target audience interested in medicine, beauty and healthy lifestyle areas
- ✓ The intellectually collective set of content published for the “forever” format
- ✓ The modern set of digital tools with the broad coverage, targeting and segmentation
- ✓ Our own staff of editors, medical science doctors, IT and digital professionals
- ✓ Transparent statistics and clear conversions
- ✓ Natural and educational content

The trust from our clients:



Daigo



Kabrita



Kioshi



Nestle



iHerb



KWC



Savorny



Splat



by Blauberg

Winzel



LateMa



Baikalkaya
Legenda



Natrol



Uviks Farm



Alfa Biom
products for the
health



Bonduelle



Мастерская
Олеси Мустаевой



Grace Group



Excimer
Ophthalmologic
Clinic



SM-Clinica
multidisciplinary medical
holding



LUMI
Pharmaceutical
company



ACADEMICIAN
ROYTBERG'S CLINIC



Krasnaya Liniya



DiaLab laboratory



GoldFish Media

The next step



Svetlana Aleshina
The lead specialist
of the Sales department

Call me **today**

+7 (905) 821-88-65

to get the **special offer**

Message us:



* clickable buttons