

ozon

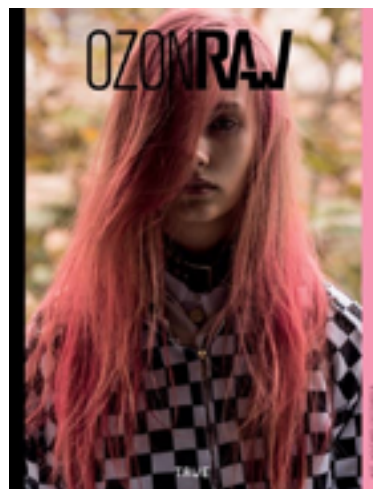
MEDIA KIT 2019



A man and a woman are posing dramatically in front of a window. The man, with long dark hair, is wearing a white long-sleeved shirt and has his arms outstretched. The woman, with long dark hair, is also wearing a white long-sleeved shirt and is leaning forward, her head tilted back. The background is a plain wall with a window at the top. The lighting is soft and even.

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

FILA



Lee



**TOMMY
JEANS**



Reebok
CLASSIC

PROFESSIONAL
SEBASTIAN.

VANS

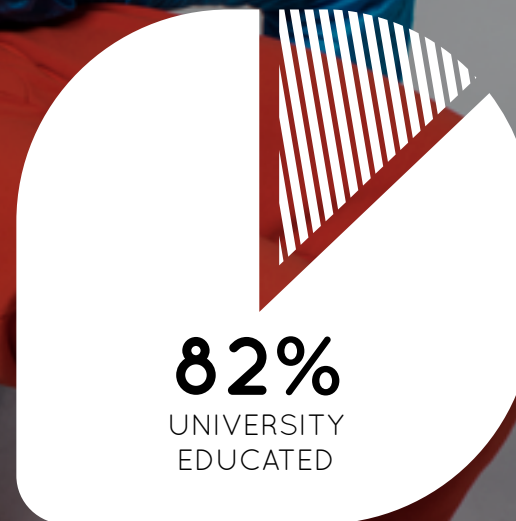
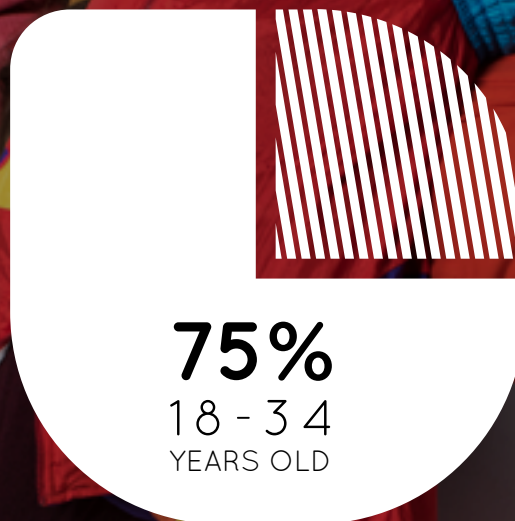
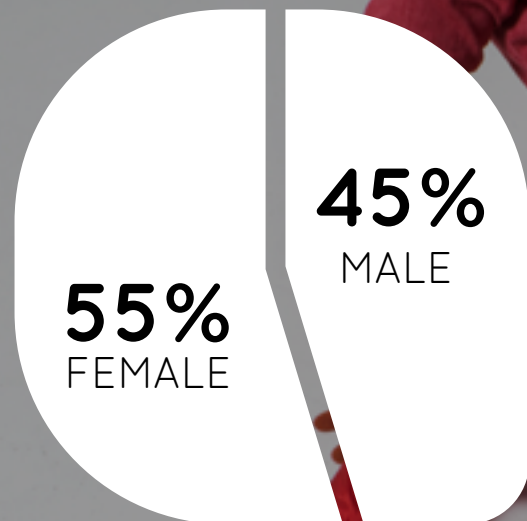
AMERICAN EAGLE



STARBUCKS
CHILLED CLASSICS

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

12 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: 5 issues / year
Dimensions: 21 x 27.5 cm

OZONRAW

WOW

SCHEDULE 2019

FEBRUARY - MARCH

APRIL - MAY

JUNE - JULY (SUMMER ISSUE)

SEPTEMBER - OCTOBER

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 • 42 • Baba Au Rum • Zonar's • Booze Cooperativa • Mama Roux • Hoxton • Momix • 42 Bar
• 48 Urban Garden • Grecotel Pallas Athena • Angels • Icon • Collective Stores • Gym tonic • Hotel • Kix •
Prime Timers • New Cult • Petros C. • WeSC • 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 • Athlesia • Graffito • Kinono • Lee & Wrangler Stores • adidas Originals • Detroit • Salon De Bricolage
• Bel-Ray • Tailor Made Extravagant • Ammos • Ioanna Kourbela • Benaki Museum • Bartesera • Ippolito •
Orfanidis • G-Star RAW Store • 7th thought • Ministry Of Concrete • Fashion Workshop by Vicky Kaya



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



55K Followers
750K Impressions / month



16K 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

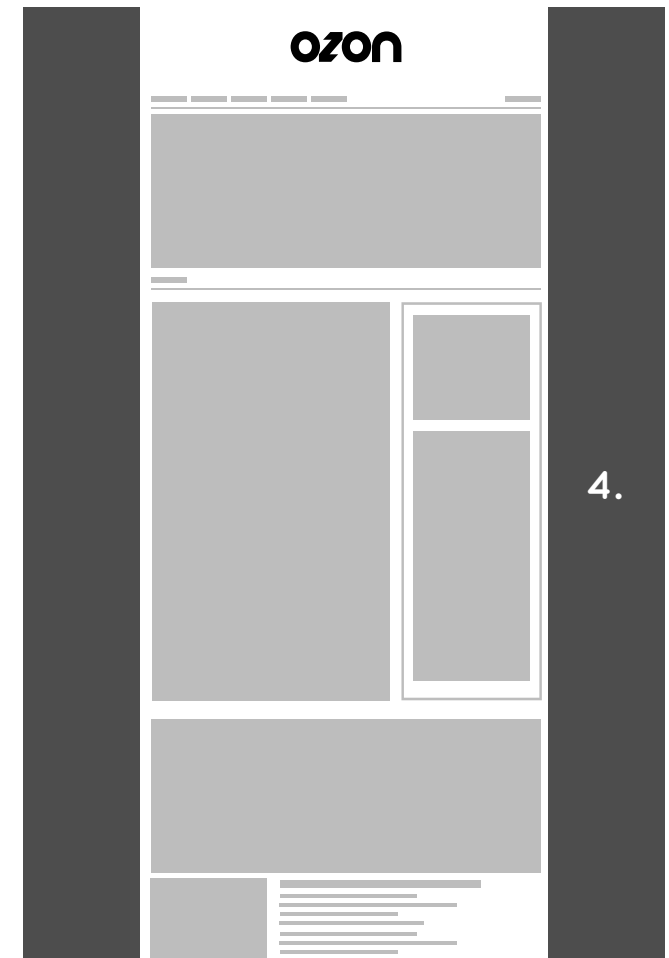
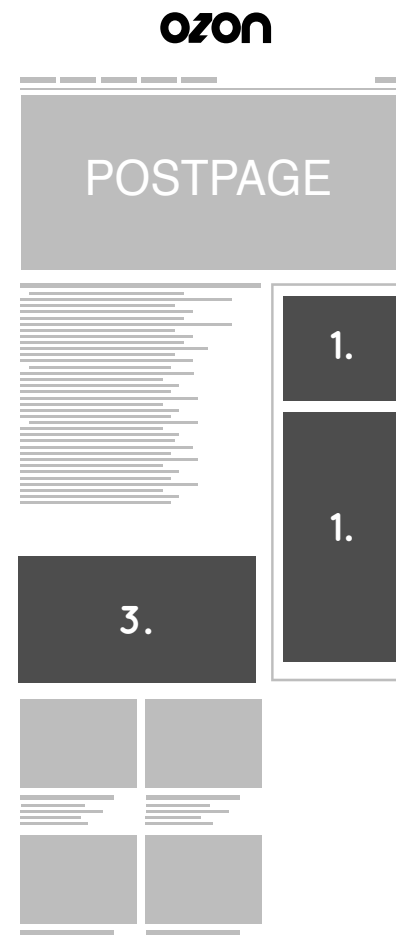
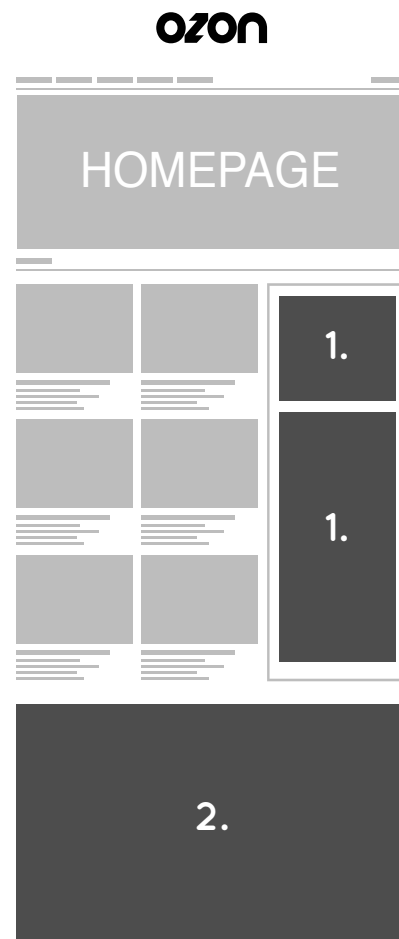
1220 x 250px (small)
1220 x 700px (big)

3. POST PAGE BANNER

800 x 400px

4. SKIN BANNER

(Appears in all pages)
400 x 1030px



6.

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

WHEN IN ATHENS

When in Athens is a new visitor guide for the city of Athens curated by the Ozon creative team. The guide is released as an annual print edition, which you can pick up from the best in town, as well as a digital version for on the go access.

Ozon is an urban and fashion-oriented hub that builds brand relevance and industry credibility while inspiring fashion-conscious young people, trend enthusiasts and style-seekers.

With over 20 years of experience in the city's finest art, fashion and bar scene, Ozon brings to you the best bits of the city to discover via When In Athens.

When in Athens is a special guide for visitors who want to have a complete local experience and discover the best Athenian destinations. So, flick through the guide, find the best venue for you and make the most out of your visit in Athens!

More than 50 businesses such as shops, spas, clubs and bars are waiting for you to find out what happens... When in Athens!

Frequency: Anually (Every May)



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
- Urban Lovers
- Wishlist

the fashion room service

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

- 1 afternoon
- 1 hotels
- 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, multibrand boutiques, but also OZONRaw's readers and fans, and generally the city's fashion and art crowd.

The event is musically flanked by 2 different parties (one in each hotel), with the main sponsorship of ABSOLUT VODKA, STARBUCKS, BEEFEATER PINK & TUBORG.

Since 2011, The Fashion Room Service has already been organized 20 times in Athens and 4 in Thessaloniki, have been hosted in cutting-edge hotels, and sponsored by numerous important brands, such as Absolut Vodka and Lipton.

Frequency: Twice a year

Athens: April - December

Thessaloniki: May - October

fashionroomservice.gr



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

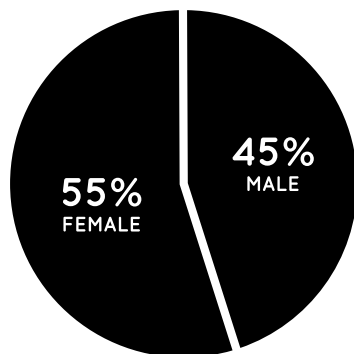
visitors
per month

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

Back Cover

9.000€

Spread Insert

6.000€

Full page Insert Right A

4.500€

Full page Insert Right B

4.000€

Full page Insert

3.500€



We have inspired young
creatives for the
past 20 years



CONTACT

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ad@ozonweb.com

Event Enquiries:
events@ozonweb.com