



Mediakit kaktutzhit.by

Minsk, 2021



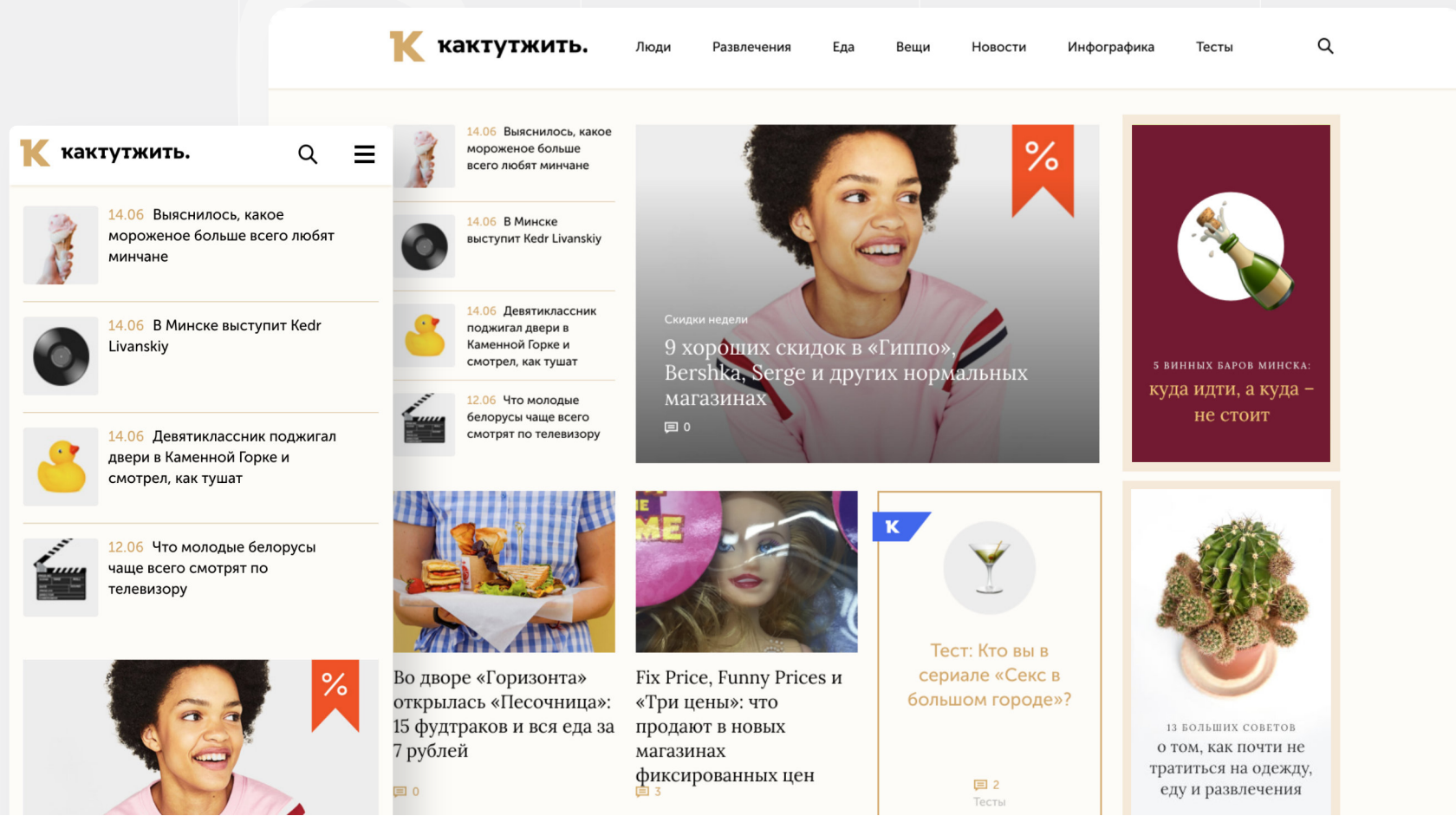
Media

K

«КАК ТУТ ЖИТЬ» – kaktutzhit.by

contemporary city media about interesting and worthy life in Minsk

People are always interested in quality leisure time in the city. Where to eat, where to shop, where to spent night time with friends or date. In every city these places change so fast. And our media is helping to navigate these changes with an honest and fun view.





Content variety

K

- **THE QUALITY ADAPTIVE LAYOUT** on desktop and mobile
- **COVERAGE TOPICS** like no other Belarus media
- **OUR AUDIENCE** does not read other Belarus media
- **BIG VIEWS** of sponsored content articles
- **YOUNG TA** – 18-35 Minsk



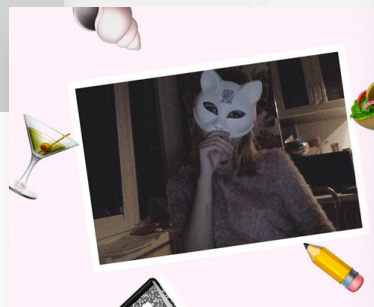
5 винных баров
Минска: куда идти,
а куда – не стоит

<https://goo.gl/HTGkiX>



10 самых
грустных фактов
про жизнь детей
и подростков
в Беларуси

<https://goo.gl/Bw8jzN>



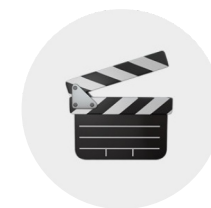
Лучшее эссе о
молодости 2018 года

<https://goo.gl/Lihnrf>



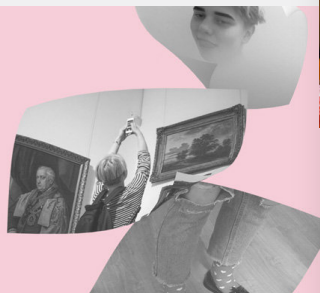
Школьник снял
проект о своем
поколении, а вы – нет

<https://goo.gl/ckNKfz>



Тест: Кто режиссер
вашей жизни?

<https://goo.gl/uzovjd>



«Вся моя жизнь –
случайный набор
обстоятельств»:
подростки
рассказывают
вообще все

<https://goo.gl/cSRbB1>



ACCORDING TO БЕЛСТАТ, as of early 2020, 2,080 281 people lived in Minsk.



3 607 477 people visited «Как тут жить» in 2020.

Year data

Users

3 607 868

Sessions

6 307 477

Page views

18 323 294

QUALITY AUDIENCE of city residents. We have a young and progressive audience. They don't read big media, they follow us on social media

Average month data

Users

477 186

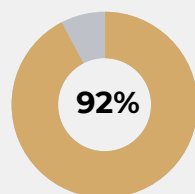
Sessions

620 734

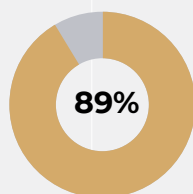
Page views

1 502 609

Geo

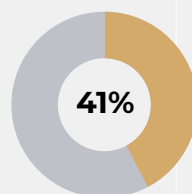


Belarus

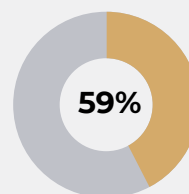


Minsk

Sex

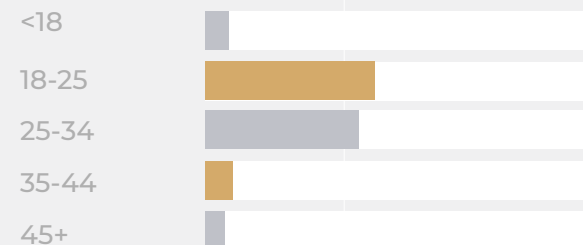


Male



Female

Age



Total followers on social media:
~ 80 000

Core audience: 18-25 years, Generation Z

ADVERTISE ON KAKTUTZHIT.BY

ad.kaktutzhit@gmail.com

+37544 7320513