

Committed to delivering good journalism and to promoting freedom of the press

Mission

- To feature independent & unbiased journalism.
 - To help people make sound business decisions based on trusted content.
 - To inspire leadership, social responsibility & correct business practices.
 - To address conflict resolution and peace building processes.
 - To communicate messages of sustainable living and awareness.
 - To maintain a credible brand culture.
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Objectives

To create a news platform for leaders, experts and specialties who wish to voice their views and expertise on prevailing issues of national and global interest.

Content Identity

The *Cyprus Mail* aspires to develop a strong international information platform for leaders and industry experts to air their views in relation to social, economic and political scenarios. Furthermore, the *Cyprus Mail* provides an independent forum for economic, social, business and political discourse. It covers daily news as it happens and presents a wide-reaching reflection of what happens each day in the print edition.

Vision

The newspaper aims to act as a contemporary mouthpiece in promoting freedom of the press and to be widely recognised as a trusted quality, international media platform



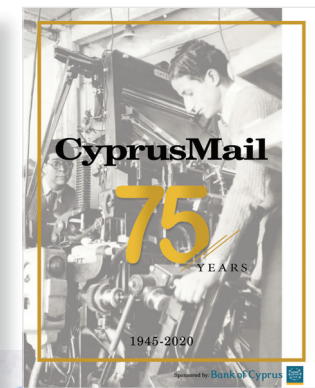
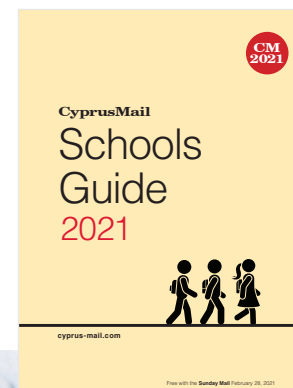
SundayMail

The content includes in-depth reporting and expert opinions. Interviews with leaders, analysts and inspirational personalities, who share their views, predictions and stories, are regular features. In addition, the life-style supplement **Living** looks at the lighter side of life with features, reviews and interviews.



Special Editions

The *Cyprus Mail* and *Sunday Mail* carry regular special themed editions to inform readers about specific industry sector trends, prospects and future developments. The Special Editions feature content, which is researched and reported from less common reporting angles, attracting readers to learn about less-featured and emerging topics of interest within the specific industry.



International media sites that trust and mention the **CyprusMail**



The *Cyprus Mail* has succeeded in driving more traffic to its website through the daily Newsletter to its subscribers and through its new virtual platforms and special projects

The *Cyprus Mail* is targeted to reaching business executives, members of the diplomatic community, local and foreign investors, high net-worth individuals and executives, and to people who are interested in national and international, social, economic, business and political news and developments.

CyprusMail 75 YEARS
Business & Finance

CYPRUS 4.0
USHERING IN TRANSFORMATION

ENVIRONMENT

ourbeloved.cy

CX
CAREERS EXPRESS

Special Sections and Visual Platforms

Business& Finance (<https://cyprus-mail.com/business-and-finance/>)

The business portal provides timely and regularly updated information and financial data for anyone interested in finance and investments on a national as well as on an international level.

Cyprus 4.0 - The Fourth Industrial Revolution Bringing together the most innovative, best-managed and best-skilled companies in Cyprus under a rubric created by McKinsey and by the World Economic Forum. The Cyprus 4.0 print and digital campaign aims to help rebrand Cyprus as home to a robust business community.

Environment (<https://cyprus-mail.com/category/environment/>)

A dedicated environment section featuring expert comment, analysis and features on global and local green issues.

Good Living

(<https://cyprus-mail.com/good-living/>)

As part of the newspaper's civic role to inspire good and sustainable living, this new interactive platform features a daily selection of stories and videos on national culture and arts, must-visit island destinations, health and wellness trends,

animal welfare stories, as well as interesting and inspirational personalities from all walks of life.

Luxury Living (<https://cyprus-mail.com/category/luxury-living/>) - Targets audiences with refined and distinguished tastes, who are interested in luxury brands and services, luxurious travel & destinations, branded fashion & beauty products, refined dining and much more.

Careers Express (<https://careers.express/>)

As part of its mission to plant the seeds for future leaders, Careers Express connects the dots between career seekers and career providers across borders, opening up opportunities both on a local and international level with vacancies to further create a virtual careers community.

Our Beloved (<https://ourbeloved.cy/>)

Honouring lives and stories of community members who have passed, this state-of-the-art and user friendly digital platform, connects Cypriots across communities by helping bereaved families to instantly share funeral and memorial announcements, whilst supporting the safe and transparent collection of donation payments to member NGOs.





CyprusBeat

**The go-to Cyprus news audio medium
recognised for trustworthy and high-
quality editorial content and sound**

Written in a light, and digestible style, CyprusBeat is available on desktop and mobile phones, or on any other devices on demand. It will also be available on the Spotify and Apple platforms.

In keeping abreast with the rapidly changing listening behaviour of people as mobile listening grows, CyprusBeat was developed by a team of technology and news media experts, who specialise in audience engagement.



Distribution

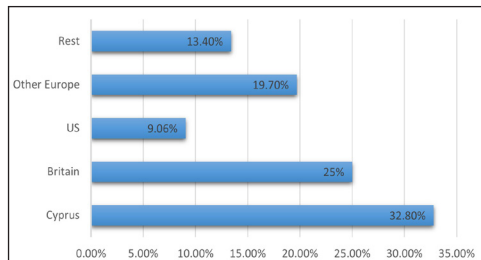
Distribution across gender



F: 46.71%
M: 53.29%

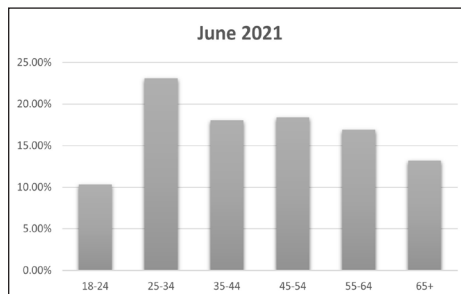
Distribution across countries

Cyprus : 32.80%
UK : 25.00%
USA : 9.06%
Other EU : 19.70%
Rest : 13.40%



Age of users:

18 - 24 : 10.34%
25 - 34 : 23.1%
35 - 44 : 18.06%
45 - 54 : 18.4%
55 - 64 : 16.9%
65+ : 13.2%



All metrics are for JUNE 2021

Cyprus Mail is ranked no.1 in 2019 in all SEO ranking factors, which attract qualified leads and reader engagement.

The highly targeted demographics are designed to reach the local foreign market. The newspaper has a qualified paid audited circulation in the business and in the hospitality industry, in the diplomatic community and to non-Greek speakers and foreigners residing on the island. This ensures that specific demographics are reached by the newspaper's targeted circulation.

Through a research-driven system of circulation, the *Cyprus Mail*

aims to maintain its reputation as the best-selling English language paper, which together with its weekly publication the *Sunday Mail* are the main sources of trusted information for non-Greek speakers.

The newspaper strives to maintain the largest market share in the news industry and aims to be recognised as the most credible advertising market source of the business and financial services industry.



Easier on the eye



The physical presence on news-stands allows the paper to be noticed, picked up and talked about



Despite being modern, fresh and digital, the newspaper holds to its heritage



Loyal readers and advertisers



Allows control of distribution and circulation channels



Inspires authenticity and integrity

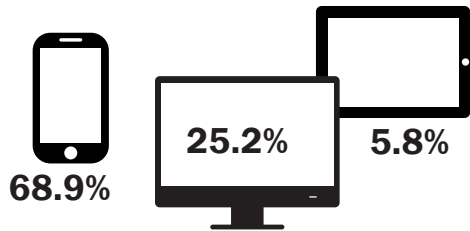


Promotes a "newspaper smart" lifestyle philosophy



Celebrates 7 decades of history and reputation as a national heritage newspaper

Device Distribution



Users
668,981



Pageviews
7,345,318
pages/session: 4.04



Sessions
1,817,068
avg time/session: 2:12



Facebook followers
56,156



instagram followers
15.4 K



Twitter followers
64,4 K



LinkedIn followers
1,252



Newsletter subscribers
20,928



Notification alerts
63,900

All metrics are for JUNE 2021

Embracing Digital Innovation

As part of the newspaper's on-going efforts to get even closer to its readers, the *Cyprus Mail* is committed to investing in technological innovation.

The new digital platforms are modern, fast, fresh and user friendly.

What's more, the *Cyprus Mail* continues to offer its discerning readers free online access to most new stories covering all new stories in brief. Reaching to an even wider readership through multiple digital devices allows readers to receive regular updates on local or international stories.

Most recent date metrics show a significant increase in users, page views and sessions.

The *Cyprus Mail* social media platforms have helped build quality relationships and networking opportunities with fans and readers. They have also helped maintain the newspaper brand's respected reputation.

Mobile App
Powered by
the Bank of Cyprus

Print Technical Specifications

Frequency: Daily except Mondays

Format: Tabloid

Full Page Ad size: 24.5 X 35.3 cm

Column size: 3.75cm

Number of pages:

Daily: 24

Wednesday and Saturday: 32

Sunday: 32 + Living section 24

Column dimensions

Width:

One: 3.75cm

Two: 7.9cm

Three: 12.0cm

Four: 16.2cm

Five: 20.3cm

Six: 24.5cm

Height:

1"=2.5cm 7"=17.8cm

2"=5.1cm 7.5"=19.1cm

3"=7.6cm 8"=20.3cm

4"=10.2cm 9"=22.9cm

5"=12.7cm 10"=25.4cm

6"=15.2cm 11"=27.9cm

14"=35.3cm

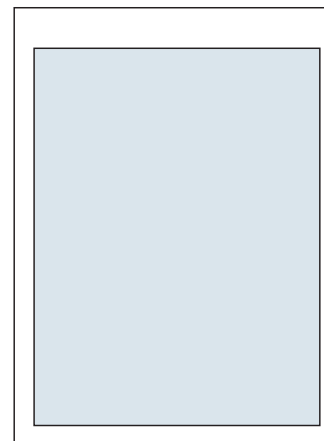
Advertisement Rates

Cyprus Mail €			Sunday Mail €	
Per column inch	B/W	Col	B/W	Col
Standard Advertisements	€12.00	€15.00	€15.00	€20.00
Front page		€60.00		€80.00
Back page		€20.00		€35.00

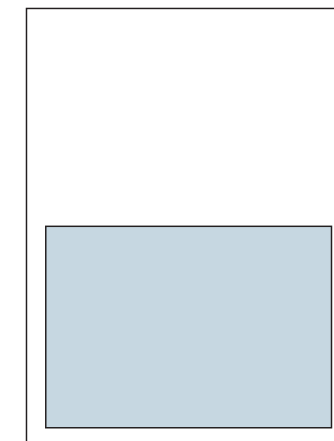
Cyprus Mail €			Sunday Mail €	
	B/W	Col	B/W	Col
Full page	1008	1260	1260	1680
Half page	504	630	630	840
Quarter page	252	315	315	420

VAT not included

Full page ad: 24.5 X 35.3 cm



Half page ad: 24.5 X 17.8 cm



quarter page ad: 12 X 17.8 cm

