

# Bytheway

2024

**MEDIA  
KIT**



Editorial Board of The Bytheway



# Bytheway

## Creative Industries News

- creative reviews
- brand creation and promotion cases
- advertising business and technology news
- reviews of leading festivals and competitions
- opinions of industry leading experts

[thebtw.com](https://thebtw.com)



# By the way

## article categories

### News

Latest advertising industry news

### PRO.Reviews

Thematic overall reviews of creative case studies

### Cases

Highlighted case studies and solutions from the world's leading advertising, creative and digital agencies, independent young creators

### Photography

Portfolio reviews of photographers from around the world

### Business & Technology

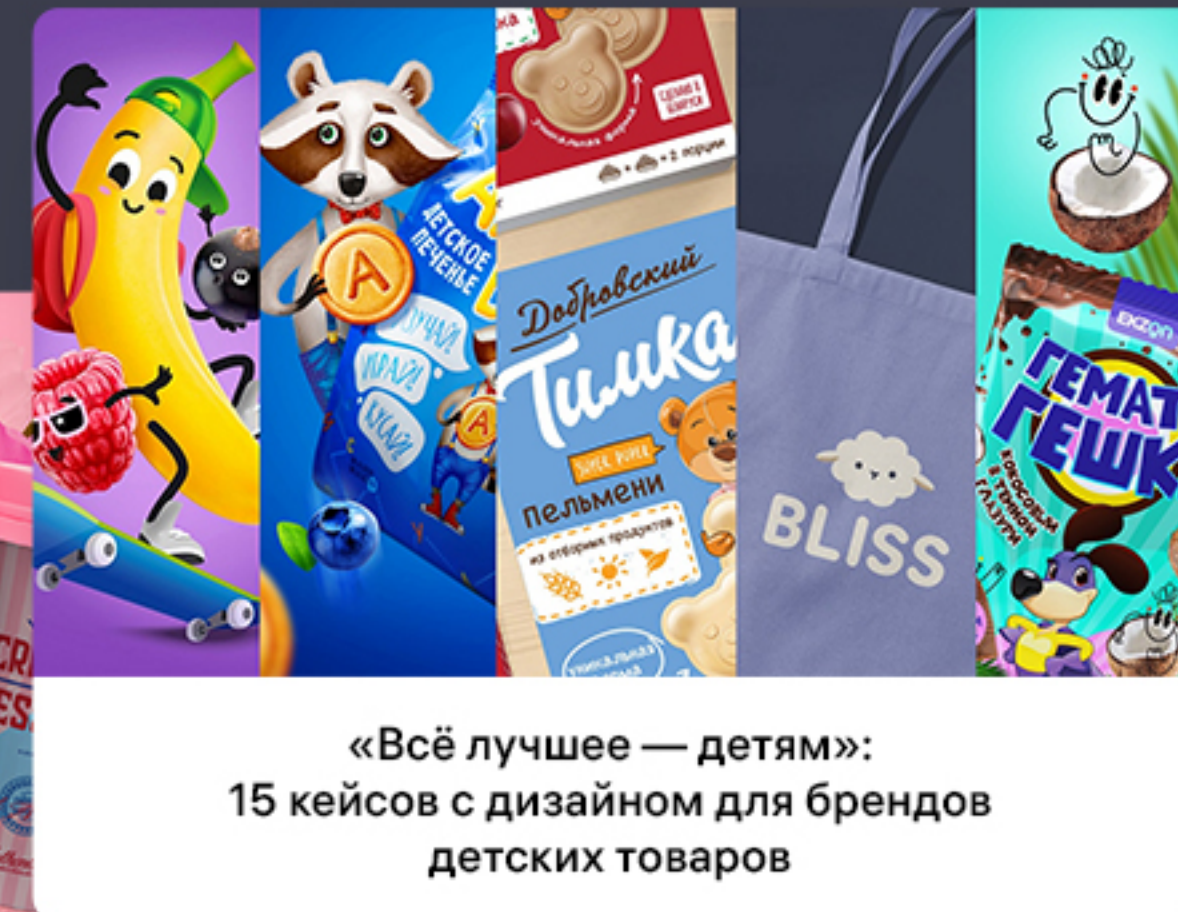
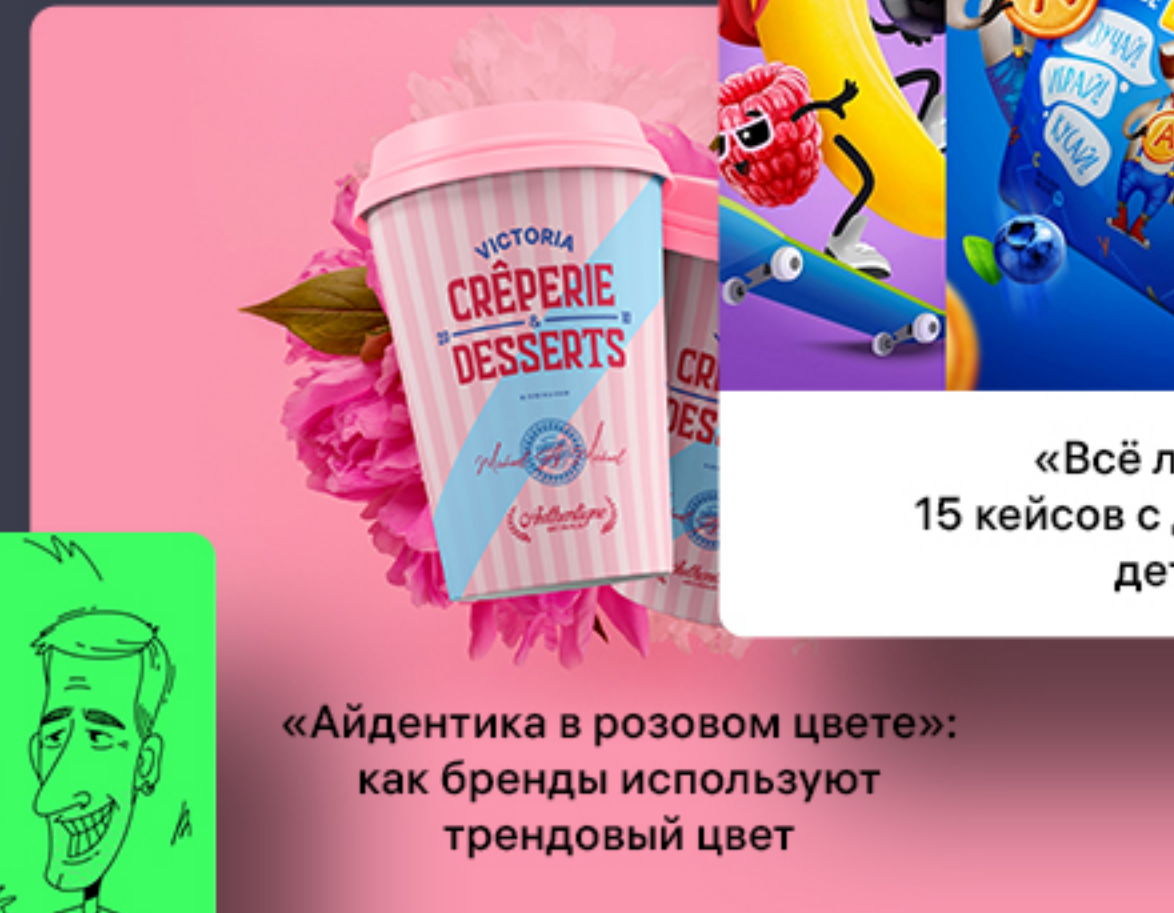
News and reviews related to the advertising business and the world of technology

### Interviews

Creative philosophy of industry leading experts, articles of expert opinions and points of view of independent industry leaders

### History and heritage of brands

Stories of the rise and fall of famous brands





# By the way

## target audience

CORE

14%

Age of 18-24

36% 31%

Age of 25-34

Age of 35-44

12%

Age of 44-54

7%

Age of 54+

Men — 52%  
Women — 48%

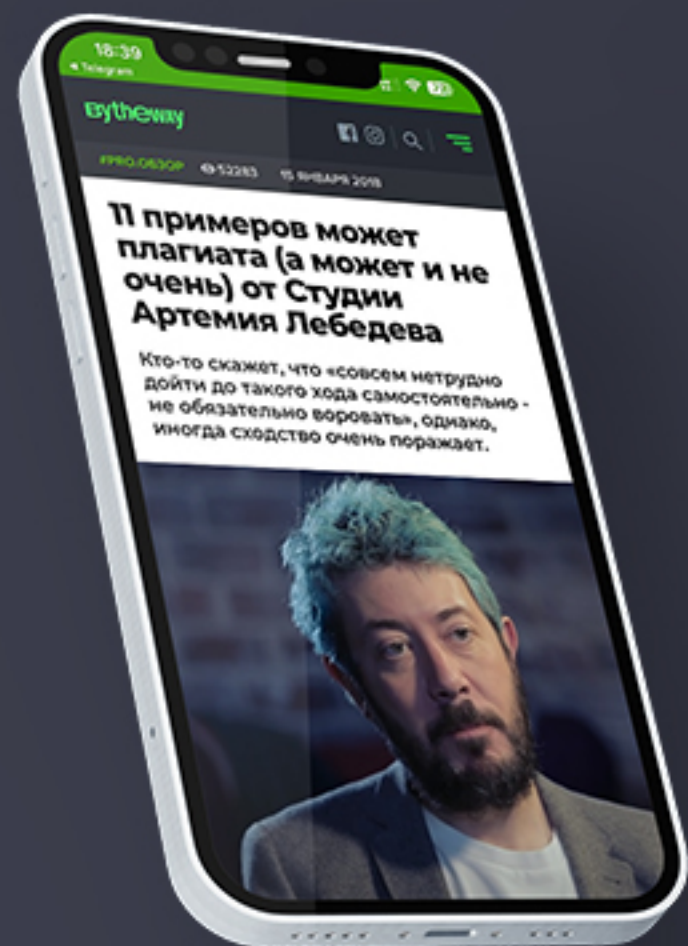
Target professions: designer, creator, copywriter,  
brand manager, marketer, art director,  
creative director, business owner.

# Bytheway

## target audience

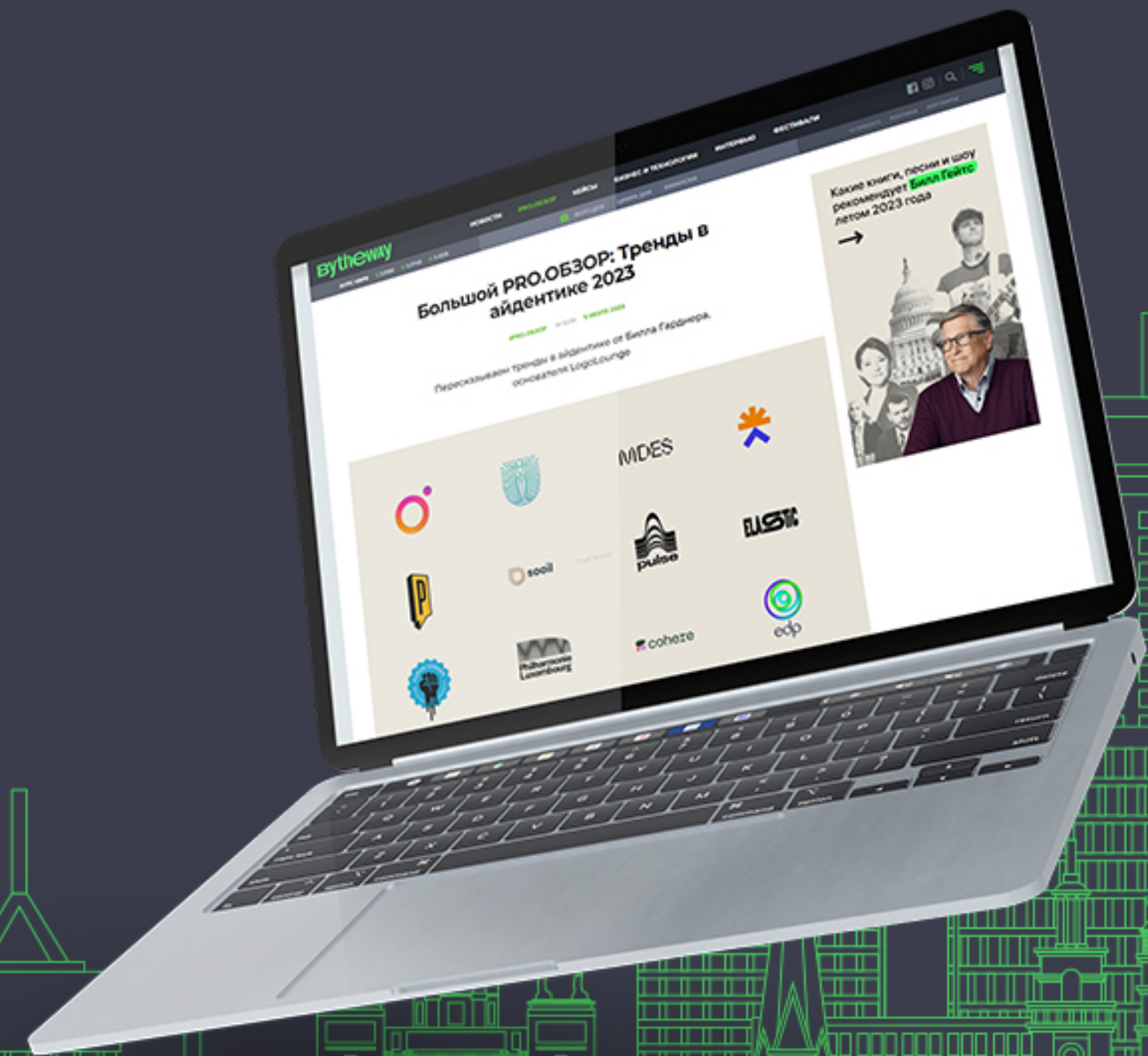
62%

of users  
have an income  
over 1000 USD



86%

of users  
live in medium-sized  
and large cities





# By the way

## target audience

CORE

14%

Age of 14-18

36% 31%

Age of 18-37

Age of 37-49

12%

Age of 44-54

7%

Age of 54+

Men — 42%  
Women — 58%

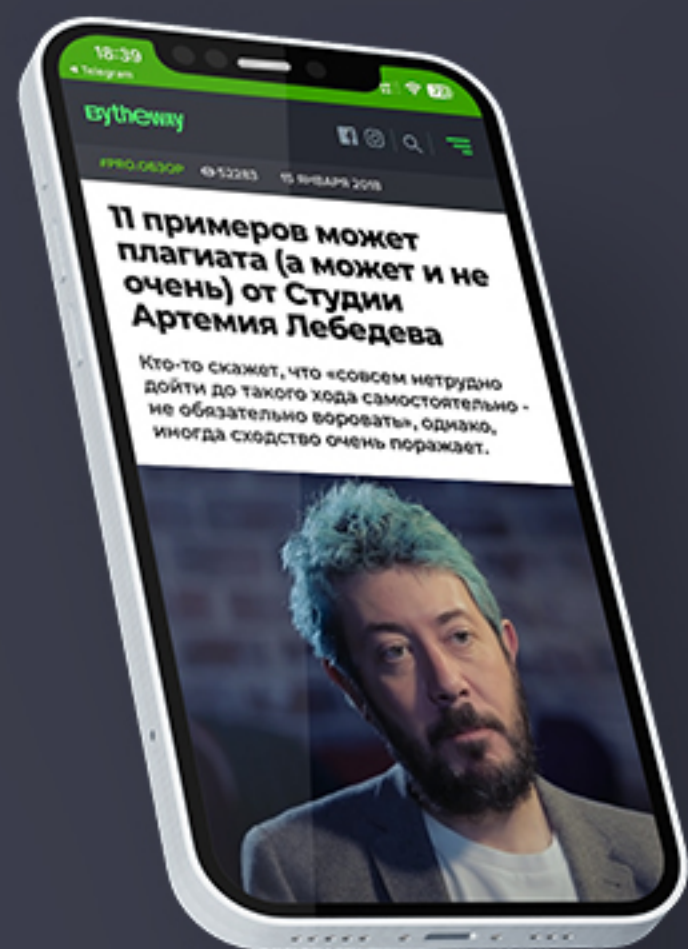
Target professions: designer, creator, copywriter,  
brand manager, marketer, art director,  
creative director, business owner.

# Bytheway

## target audience

58%

of users  
have an income  
over 1000 USD



76%

of users  
live in medium-sized  
and large cities





# Bytheway

## statistics

According to data provided by Google Analytics and Yandex Metrica, Meta

### Website attendance

**30 000+**

Unique monthly visitors

**160 000+**

views per month

### Geographical coverage

**Minsk**  
**Warsaw**

Krasnodar

St. Petersburg

Moscow

Riga

Vilnius

Novorossiysk

Yekaterinburg

Almaty

Yerevan

Brest

Vitebsk

Kyiv

New York

### Number of views of a paid publication on the website

**3000 – 7000**

within 7 days

**5000 – 40 000**

within a year

### Average Reach for Social Media Platforms: Instagram

(publications using the Promotion feature for a specific target audience)

**19 000 – 51 000**

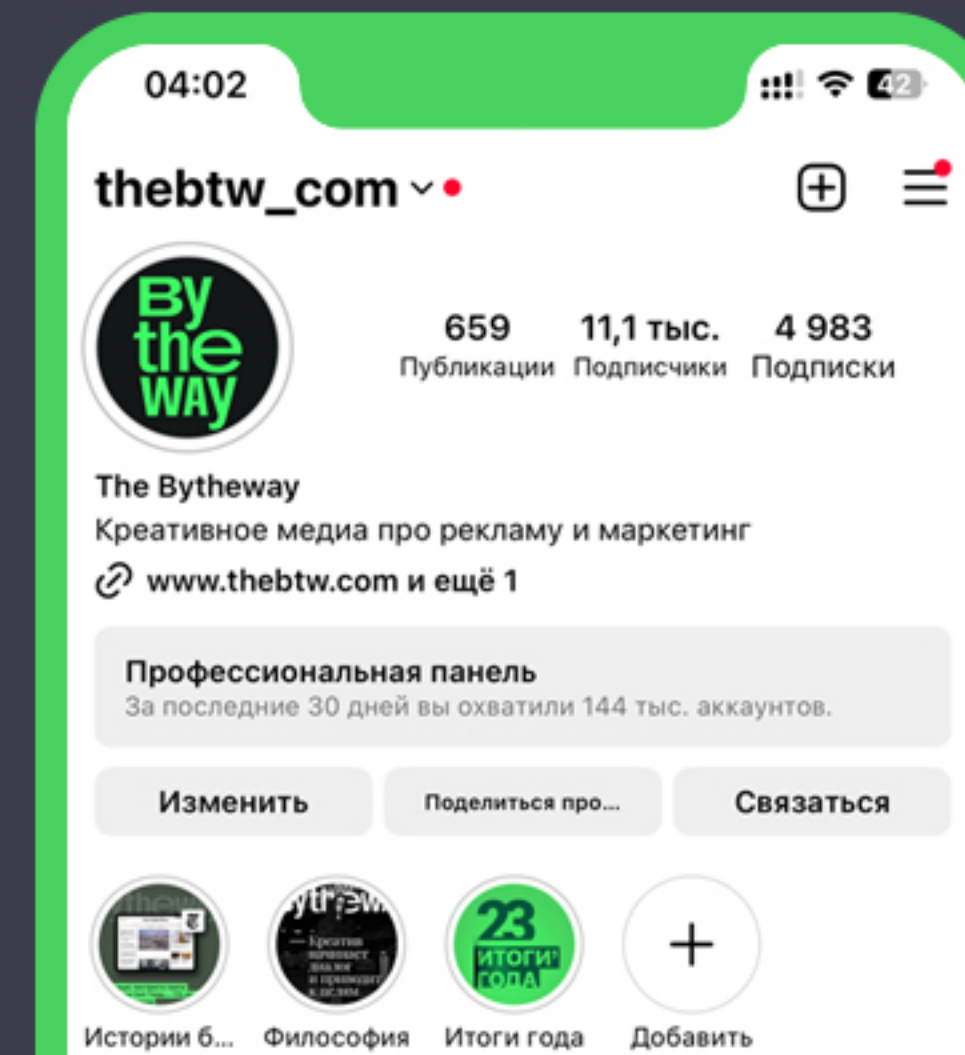
within 7 days

**Total:**

Average reach

Website + social media

**18 000 – 58 000**

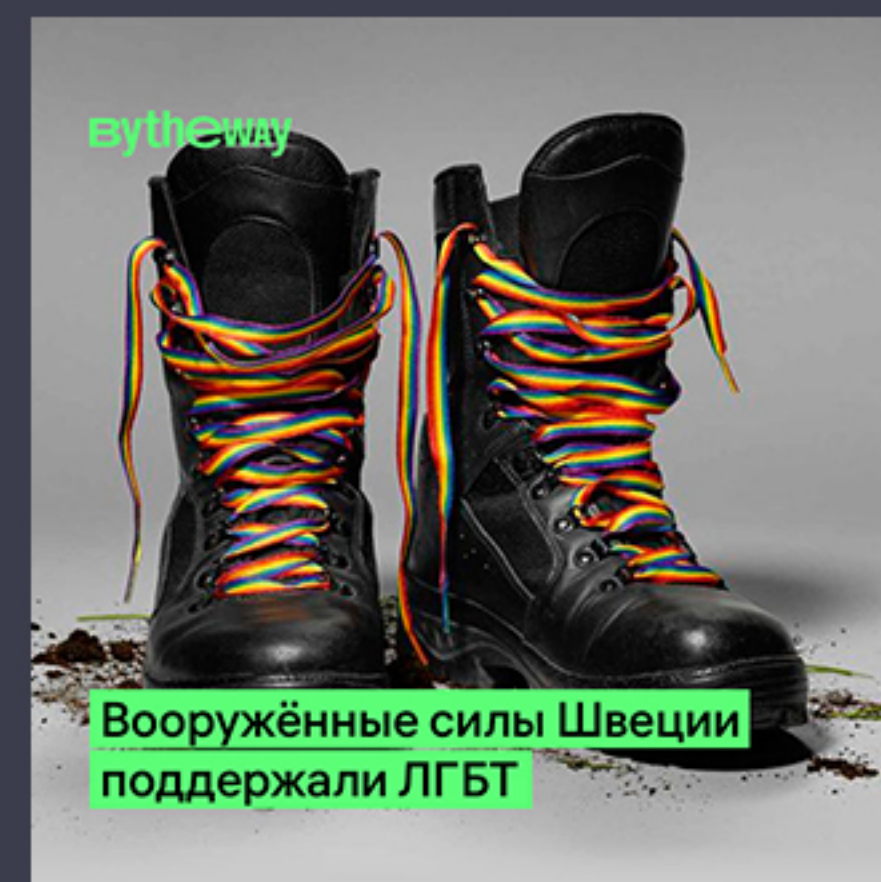
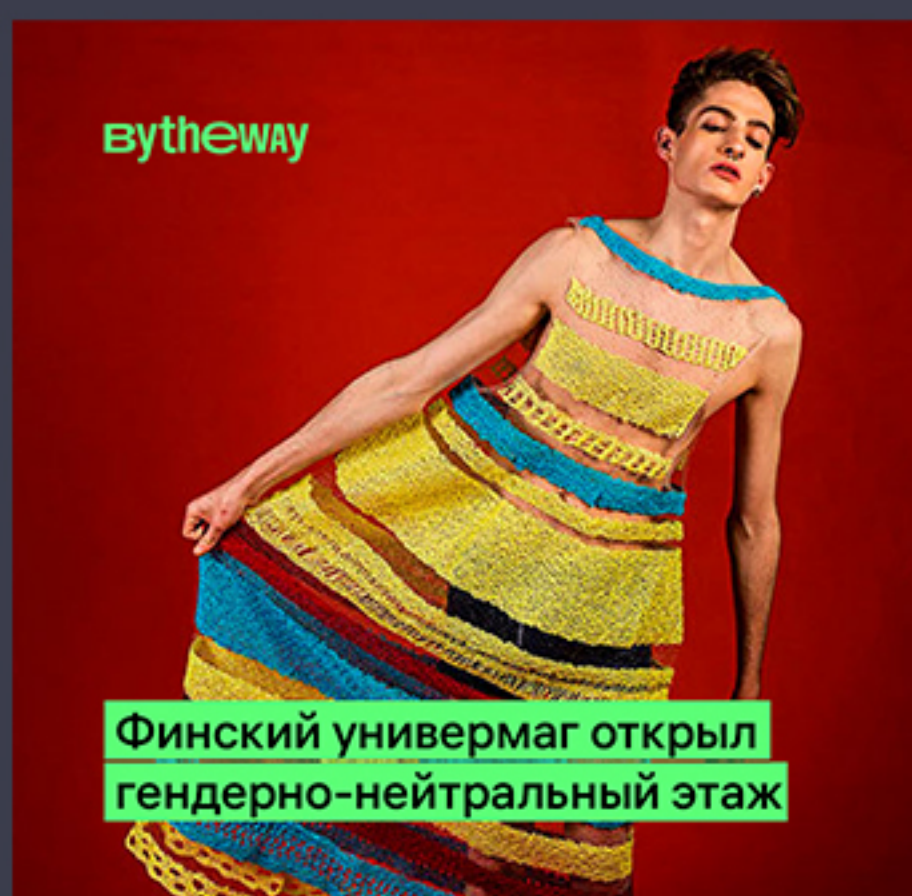




# Bytheway Content

All visual assets published on The Bytheway's website or social media channels is designed in a consistent visual style.

All articles and text content are written in a unified journalistic style.





## Editorial Policy and Publication Ethics

# The Bytheway is a russian-language publication about the creative industries

Every day the creative industry website of The Bytheway offers its readers the most up-to-date information in the field of marketing, advertising, media and PR. Our team is always open to new proposals and projects.

The Bytheway is dedicated to meeting international professional standards in its day-to-day operations.

We regard all readers, partners and advertisers with equal consideration and respect and consider discrimination on any grounds unacceptable. Any pressure on the Editorial Board will be exposed to public immediately.

The Bytheway provides information support to projects and events related to gender equality, sustainable development, social projects, and creative initiatives of young designers, creators and artists.

The Bytheway covers important industry events, including young creative professionals-oriented ones.





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## 2024 MEDIA KIT



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