MEDIA KIT
2017
The Calvert Journal is an online guide to the contemporary culture of Russia and the new east.

The Calvert Journal is a daily briefing on the culture and creativity of the new east: the post-Soviet world, the Balkans and the former socialist states of central and eastern Europe, published online. Since its launch in January 2013, the website has established itself as the leading authority on contemporary culture, creativity and travel in the region, with sizeable followings in the USA, UK, Russia and Germany.

From art and film to architecture and design, avant-garde culture from these countries has helped shape our view of modern life. But it remains an underreported and unfamiliar part of the world to many.

Today, thanks to a rising generation of artistic talent, the new east is in the midst of tremendous change. This is the inspiration for The Calvert Journal, which covers the region’s culture and creativity through a mix of daily features, news, interviews and photography.
Anatomy of The Calvert Journal

The Calvert Journal delivers a daily briefing on art, design, film, architecture, fashion and travel through a mix of reportage, interviews, photography and video.

Architecture
Art
Design
Fashion
Film
Life & Style
Music
Photography
Tech
Travel

REPORTS
Quality feature writing showcasing the people and places setting Russia’s creative agenda

COMMENT
Incisive, analytical essays from leading Russian and international critics that put contemporary culture in context

SLIDESHOWS
Visual essays and reportage by leading photographers showing Russia as it’s rarely been seen before

NEWS
Breaking news bulletins from the world of Russian culture

Special reports
In addition to our regular content, The Calvert Journal hosts a range of special projects

Travel guides
Our insider guides to where to go and what to do in Russia’s major cities, including Moscow, St Petersburg, Yekaterinburg and Kazan

The mixtape
Our monthly journey into the world of contemporary Russian music, exclusively curated by top DJs

Collaborations
Exclusive, extended one-off coverage in partnership with leading cultural projects like the Moscow Biennale

The shortlist
Once a fortnight we share exclusive handpicked stories, ideas, places and products with our newsletter subscribers

The film club
Every month we select a favourite Russian movie, from Soviet classics to contemporary shorts, to screen on the site
Audience breakdown

The Calvert Journal serves a wide community of opinion-forming professionals across the world, many working in the creative industries. They are shapers of global ideas and trends.

The Calvert Journal readers are early-adopters of digital platforms which are a key tool for their socialising and consumption of culture. They spend money on travel, art, design, craft and good food.

Source: Google Analytics for period 1 May 2016 - 1 May 2016
Special projects: collaboration with Nike

In summer 2015 The Calvert Journal teamed up with Nike to create a series of special projects about female athletes from Russia and eastern Europe.

This media collaboration has helped the global promotion of Nike’s long-term programme to support female sporting talent. The projects were picked up by some of the leading international publications and influential voices in sport and media. Reaching a total audience of more than 150K via social media and the website, these projects have demonstrated The Calvert Journal’s ability to produce compelling native content that resonates with a brand’s marketing goals while remaining true to its editorial ethos.
Primary target audience profiles

Ian Lowson
Manager, London
41 years old, married, one daughter
Ian is responsible for the strategic development of a large multinational company based in London. He regularly travels to Prague and Bucharest to meet business partners, with some becoming good friends over time. He is a news junkie and reads a bunch of print papers at home and several websites when he travels. For Ian, The Calvert Journal is the best briefing for small talk material on business trips in Eastern Europe. His clients are always amazed how insightful his view of the region is.

Johanna Feeney
Artist, New York
31 years old, single
Johanna is an up-and-coming conceptual artist based in New York. She used to live in Detroit but moved to the Big Apple years ago because of its creative diversity. She is a great admirer of Ilya Kabakov’s body of work. Travelling is Johanna’s main source of inspiration. However, she has yet to go to Russia although she is considering to take a trip to Moscow next year. She loves The Calvert Journal for introducing artists and photographers she would never have discovered otherwise and its expert but unpretentious tone of voice.

Stefanie Hoch
Architect, Berlin
28, in a relationship
Stefanie settled in Berlin to work after a number of years studying away from her native Germany. She studied architecture in Amsterdam and spent a semester at the Strelka Institute for media, architecture and design, researching the state of contemporary Polish architecture. Stefanie visits The Calvert Journal weekly to see if any of the visually strong articles appeal to her, as well as catch up on the news stories from the last week.

Mikhail Lavrentyev
Photographer, Moscow
32 years old, single
Mikhail is a documentary photographer whose work has seen the pages of most leading Russian magazines. Originally from St Petersburg, Mikhail graduated from the Rodchenko School of Photography and Multimedia in Moscow where he was also involved in a research project about Sergei Prokudin-Gorsky, a pioneer of colour photography. Mikhail is an avid reader of The Calvert Journal, which he considers to be the only place to learn about exciting regional photographers.
What our readers say about us

The sentiment of The Calvert Journal online is overwhelmingly positive, with readers praising the website for its independence, in depth take on the region and strong design. These endorsements offer just a small insight of the online mentions posted in 2013.

“Discovered @calvertjournal 2 hours ago; haven’t stopped reading. A must for #Russian culture addicts: calvertjournal.com”
@RehannaJB

“My new favourite online publication is @calvertjournal. Really fascinating stuff about what’s cool in Russia”
@PatrickJGamble

“Interested in what is happening in Russia creatively? Check The Calvert Journal – free online”
@manovich

“Like the fresh approach of the @calvertjournal. Both indie and polished – great take on #Russian contemporary culture”
@Liza_Bel

“The Calvert Journal – a daily brief on modern cultural Russia: calvertjournal.com Beautiful editorial web design via @siteinspire”
@fredericdubois

“Just discovered @calvertjournal. Well designed, well written. calvertjournal.com Congrats! #reportage #photography #documentary”
@Graphicalink
Using an expert team of writers in both Eastern Europe and internationally, The Calvert Journal uncovers unusual and inspirational stories of talent and creativity from across this vast region.

The Calvert Journal provides an alternative view of the new east including beautifully curated picture stories and professionally written features giving a voice to a new generation of designers, curators, musicians and architects.

Contributors to the site include a range of experts on East European culture, as well as Michael Idov, former editor of GQ Russia, writer and critic Owen Hatherley, and numerous top academics. The site is edited by Ekow Eshun, the former director of the ICA, London.

Since June 2014 The Calvert Journal has been an official partner of The Guardian’s New East Network.
Advertising opportunities

The Calvert Journal offers a broad range of advertising formats and solutions including on the website, mobile site, or in our city guides apps and print publications. Contact our commercial team to discuss pricing and specific requests.

Our offer includes:

- **Sponsored sections**
  Particular series on the website sponsored by a single company

- **Events sponsorship**
  High impact, rising stars and takeovers

- **Content sponsoring**
  Brand sponsorship of a particular piece of content on the website (e.g. Travel Guide to Moscow)

- **In-stream video ads**
  Ads placed at the start of video content

- **Sponsored app**
  An entire app downloaded for free, courtesy of a brand sponsor

- **Extended Content**
  Multimedia ads that provide additional information and value
Sponsorship opportunities

If you want to target an audience of hundreds of thousands of leading movers and shakers in the creative industries across the world, then The Calvert Journal is one of the best choices for cooperation.

Our partners get the chance to:

- Access the influential audience of a rapidly growing multi-platform media brand
- Become an integral part of one of the most exciting cultural projects in the UK and Eastern Europe
- Send a strong, positive message to the creative community

Our custom-made benefit package includes:

- Tailor-made brand promotion online, in print and on mobile
- Social media support with a total reach of more than 100,000 users (primary and secondary audience)
- Insight on cultural and business trends in

Please contact us for further information:

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