A GUIDE TO THE NEW EAST

MEDIA KIT 2018
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The Calvert Journal
calvertjournal.com

*The Calvert Journal* is an award-winning international magazine dedicated to exploring the culture and creativity of the New East.

A project of Calvert 22 Foundation, launched in January 2013 with a Russia-only focus, the magazine has successfully broadened its scope to cover the entire New East region.

*The Calvert Journal* 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 (up to 250,000 views per month).

*The Calvert Journal* delivers a daily briefing on art, design, film, architecture, fashion and travel to a global audience through a mix of reportage, interviews, photography and video developed with the help of locally-stationed contributors and a London-based team of journalists.

Since summer 2014, *The Calvert Journal* has been an official partner of the *Guardian*‘s New East Network.
Our vision

The Calvert Journal offers a unique perspective on the changing cultural landscape of the New East – Eastern Europe, the Balkans, Russia and Central Asia.

Our vision is to inform and bring context and insight to a part of the world that despite its richness often goes underreported by the media.

Through our work we aim to reach beyond the outdated Cold War-era clichés that prevail in some coverage of Eastern Europe and offer instead an inspiring, insightful take on the people, places and creative projects of our region.

With an emphasis on strong storytelling, striking photography and outstanding design, The Calvert Journal engages with a culturally curious international readership by telling fresh stories from across the New East as vividly and dynamically as possible.
Our content channels

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

**TODAY**
Breaking news bulletins from the world of the New East

**CULTURE**
Art, design, architecture, life & style, fashion, music features that put the contemporary culture of New East in context

**OPINION**
Thought provoking essays from The Calvert Journal’s editors and a range of contributors and leading voices from across the region and beyond

**PHOTOGRAPHY**
Visual essays and reportage by leading photographers showing the New East as it has rarely been seen before

**TRAVEL**
City reports, Letter from features, listicles and insider guides on where to go and what to do in the New East’s major cities available both on the website and via the New East Travel Guide app

**VIDEO**
Music videos, short films and other moving image content promoting new talent from across the New East

**SPECIAL REPORTS**
In-depth reports on a particular topic delivered through a mix of different content formats

Commissioned stories cover a wide spectrum of issues and the site boasts work from acclaimed writers such as Jonathan Meades, Elif Batuman and Owen Hatherley, who also contribute to titles including The New Yorker, the Guardian and The New York Times.

The site also features striking photo stories by photographers such as Donald Weber, Alexander Gronsky, Caroline Drake and Max Avdeev, whose images appear in titles like Le Monde, The New Yorker, Liberation and Vanity Fair.
The Calvert Journal serves a wide community of opinion-forming professionals across the world, many working in the creative industries. The Journal’s core readership is young, aged 25–34, male-skewed, highly educated and digitally savvy.

Source: Google Analytics, 1 June 2016 – 1 June 2018
Grace
ACCOUNT MANAGER AT A CREATIVE AGENCY, NEW YORK
28, single

Grace is a digital native. She uses social media professionally and personally and also enjoys following projects on Kickstarter.

Grace spends money on travel, books and entertainment. She is professionally ambitious and seeks sources of inspiration - both offline and online - to feed her imagination and deepen her knowledge about culture.

Grace enjoys the Journal’s film and photography content. She reads the site because it gives her beautifully presented information and insight into a part of the world that she doesn’t know well but is now increasingly curious about.

And as a vegetarian, who is passionate about fermenting food, she also likes the Journal’s take on lifestyle and popular culture from the New East - stories on food, pickling, pop music and Pokémon Go.

Piotr
LECTURER IN 20TH CENTURY HISTORY AT UCL, LONDON
42, married, one child

Piotr lectures in 20th century history at UCL. Born in Poland, he has lived in Britain since childhood. He is writing a book on the Hungarian uprising and travels abroad often to attend academic conferences and to research his book.

He listens to Radio 4 avidly and reads a large number of academic journals to keep up-to-date with topics in his field.

Since Brexit he has been concerned with diminished opportunities for EU project funding and about rising anti-Eastern European sentiment in the UK.

Piotr reads the Journal for its intelligent take on the culture of contemporary Eastern Europe. He enjoys long in-depth pieces on architecture and cultural affairs which offer him a level of serious, considered insight he can rarely find outside of academic publications.

He also likes the Journal’s photo stories because they put him in touch with the landscape and people of his Polish roots.

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.
Hilde

NGO PROJECT WORKER, BERLIN

31, in a relationship

Hilde was born in Dresden, studied for a year in Prague and is now based in Berlin. She is a project worker for a humanitarian NGO and is interested in current affairs, particularly issues to do with migrants and refugees.

Hilde reads Die Zeit online but sources much of her news from Facebook and Twitter.

Hilde is a keen independent traveller. She rents her apartment out on Airbnb to pay for her travels and is sceptical about package holidays preferring to go off the beaten track.

Outside of work, she makes up to five trips abroad a year and spends a big part of her income on travelling. The top five countries Hilde plans to visit in the near future are Russia, Ukraine, Poland, Georgia and Lithuania.

She likes the Journal because it gives her a unique window into the New East with a breadth and range of photo stories and travel-related content that very much suits her sensibility as an independent traveller. She is currently planning a road trip through the Caucasus and has been looking through the Journal to find inspiration for the journey.

Mikhail

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.

Reader profiles

Our readers actively engage with and share The Calvert Journal content on social media, joining in discussions particularly on Facebook, but also Twitter and Instagram. The most shared content includes photography, travel and architecture features.
“Kudos to @calvertjournal for their super interesting “Revisiting Revolution” project.”

@DanPeleschuk

“Discovering Georgia is way easier with the @calvertjournal”

@emichaellambert

“What our readers say about us

“Gotta spend time catching up on all the @calvertjournal articles I’ve missed recently to get my New East fix. Cinema articles look great!”

@mccallum_n

“The @calvertjournal is the perfect website if you’re looking for photo reportages on the post-soviet space”

@CaucasusIn

“The Russia that I love: surprising, creative, adaptable, and quite often outside of Moscow.”

@ccaryl

“The Calvert Journal is taking up the really important questions of the ‘New East’”

@sascha_arendt

“Fascinating and beautiful. The “Siberia” of your mind will never be the same.”

@BartleyBabica

“The most shared article on my Facebook feed now is a @calvertjournal piece on why #Belgrade isn’t the new Berlin.”

@cristiLeeMaza

“Just discovered @calvertjournal and already love it – Dorm life in Moscow”

@Madamemoije
Monthly reach and engagement
Our community

Over 30% of our community of readers return monthly to The Calvert Journal and spend over two minutes on average browsing fresh content from the New East. The top five most popular types of content that readers engage with includes photography, travel, special reports, architecture and opinion pieces.

A large percentage of our readers have either a personal or professional connection to the New East region.

Our recent survey showed that over 40% of our audience are more likely to spend their disposable income on travel, while an overwhelming 60% already plan to visit the New East, the top five destinations being: Russia, Ukraine, Poland, Georgia and Lithuania.
Special project: Action Women — sponsored by Nike

This media collaboration has contributed to the global promotion of Nike's long-term commitment to supporting female sporting talent. The produced content was picked up by leading international publication and influential voices in sport and media.

Reaching a total audience of more than 150k via social media and the website, the collaboration has demonstrated The Calvert Journal’s ability to produce compelling native content that resonates with a commercial brand’s goals while remaining true to its editorial ethos.

The new female generation changing sport and society in the New East
Opportunities

Partner with *The Calvert Journal* across various channels to access the international and influential audience of our rapidly growing multimedia platform.
Opportunities

The Calvert Journal offers a variety of sponsored content formats and tailored creative solutions for potential partners. This is a unique chance to tap into our audiences and be part of an exciting cultural project that provides unparalleled insight into the underexplored creative landscape of the new East region.

The packages are flexible and include social media support and tailored marketing and communications materials.

Sponsored content on calvertjournal.com (desktop + mobile)
Special projects, city reports, listicles around a particular topic, Letter from articles or other commissioned content produced by The Calvert Journal editorial team and presented in partnership with a single brand

Creative solutions
An extensive content campaign tailored to a partner’s needs, including everything from strategy to delivery and implementation

Sponsored content in the New East Travel Guide app
New city guide (the app currently features seven cities: Moscow, St Petersburg, Voronezh, Sochi, Kazan, Kiev and Tbilisi) or additional travel app content presented in partnership with a single brand

Live events at Calvert 22 Space, London
Reach a broader audience and enhance the awareness of an online project on The Calvert Journal with related offline events hosted at Calvert 22 Foundation’s events and exhibitions space in Shoreditch, London
About Calvert 22 Foundation

The Calvert Journal is a project of Calvert 22 Foundation.

Calvert 22 Foundation is a London-based not-for-profit organisation founded in 2009 by St Petersburg-born economist Nonna Materkova and former Russian Minister of Finance Alexei Kudrin.

The foundation nurtures and supports the contemporary culture and creativity of the New East – Eastern Europe, the Balkans, Russia and Central Asia – through a programme of art exhibitions and events, research and digital media.

Calvert 22 Foundation is committed to dialogue and discovery, to the development of international creative networks, and to the role of learning and education as the basis for knowledge sharing and institutional exchange.

The Foundation’s mission is to unlock the potential of creative industries as a driver of economic diversification in the New East region.
Thank you for reading

Contact us

To enquire about media opportunities and learn more about how we can work together please contact:

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