

DARSIK



[darsik.com//mediakit](https://darsik.com/mediakit)



# About

DARSIK



- Multiplatform resource about travel and lifestyle - stand-alone blog darsik.com (MAU 36k, + 54% y-o-y, compared to 2018 to date), Instagram darsik (28.6k).
- Created in 2008 as a blog on livejournal.com, stand-alone - since December 2015.
- Quality audience - Moscow, women (70.7%), more than half of users on Apple mobile devices, the vast majority - 25-45 years.
- Successful projects with many global brands: Visa, Sofitel, Dorchester Collection, Lufthansa, La Reserve Group, Katara Hospitality as well as Russian companies (SimpleWine, Anywayanyday, Elis Fashion Group, Roomer etc).
- The blog is updated 2 times a week, Instagram - 3-5 times per week.
- Only high-quality and unique content - no translated and compiled texts, the description of each service and each product is organically embedded in the content.
- The audience reacts positively to partner materials.

# Dariya Sirotina

DARSIK

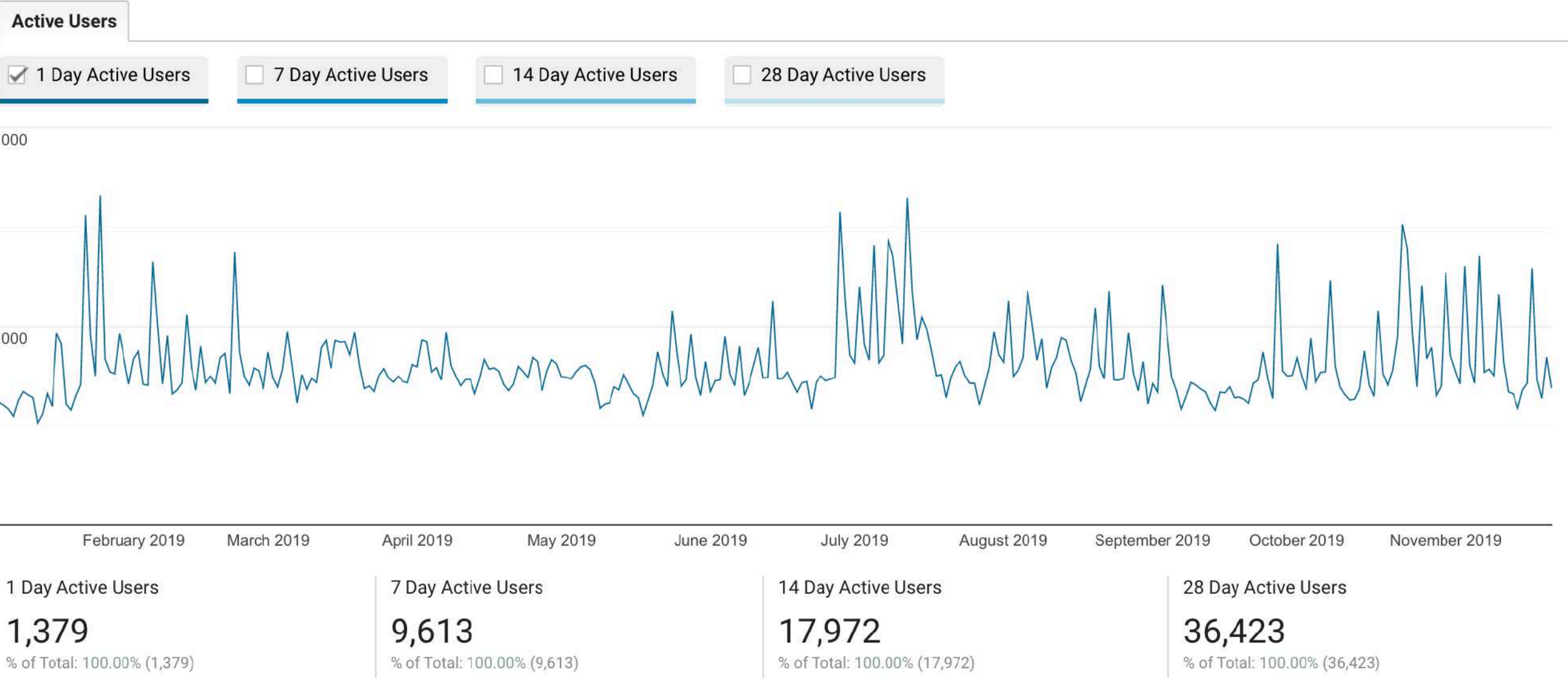


*My name is Dariya Sirotina and I have 2 states:  
or I'm travelling, or planning my next trip.*

When I moved to Italy in 2008 and decided to write down my impressions every day, I had no idea of the long and interesting road I had set foot on. "Traveling and being silent about this is unnatural," said one of my favorite writers Pyotr Vail in one of his books. For all these years this is my motto.

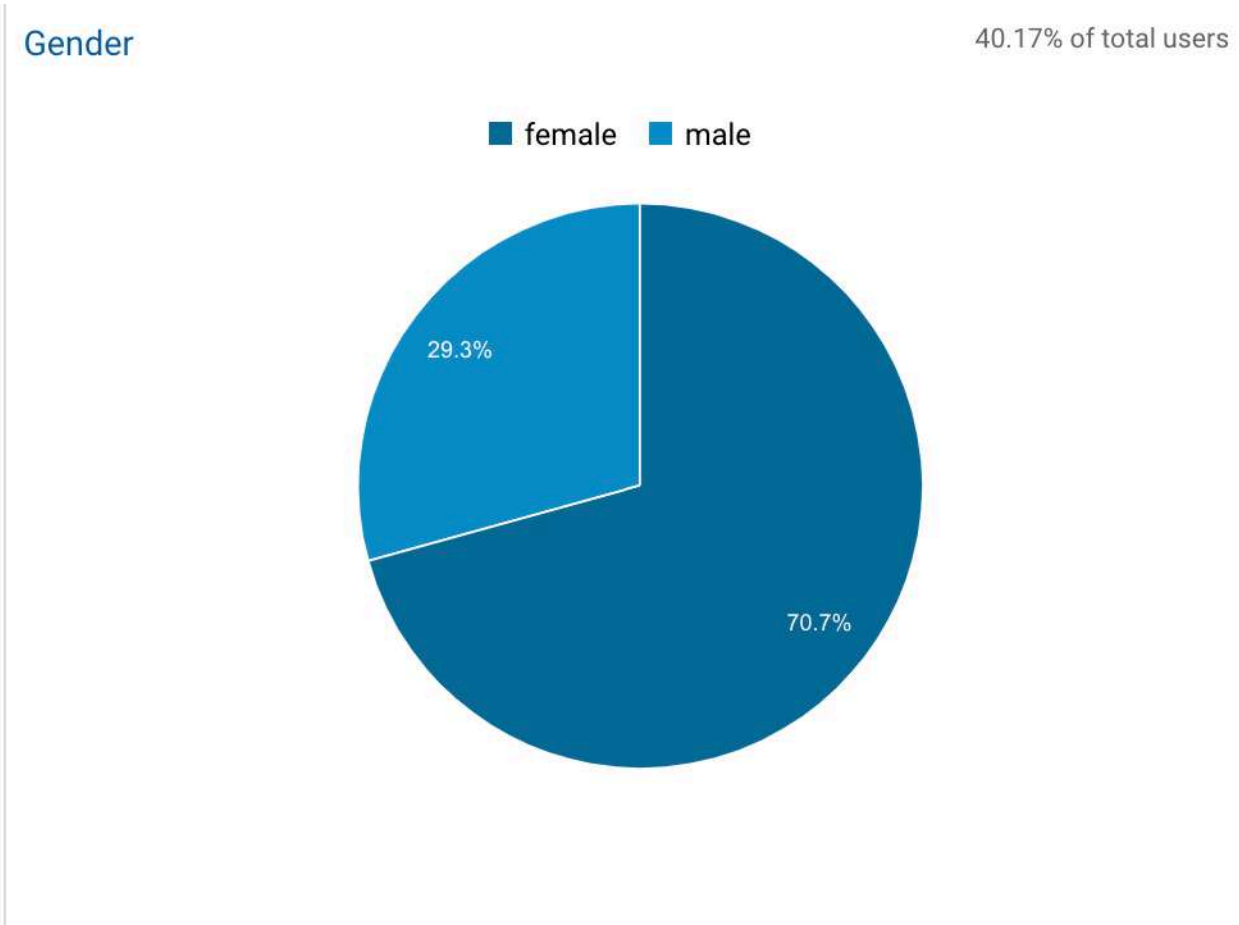
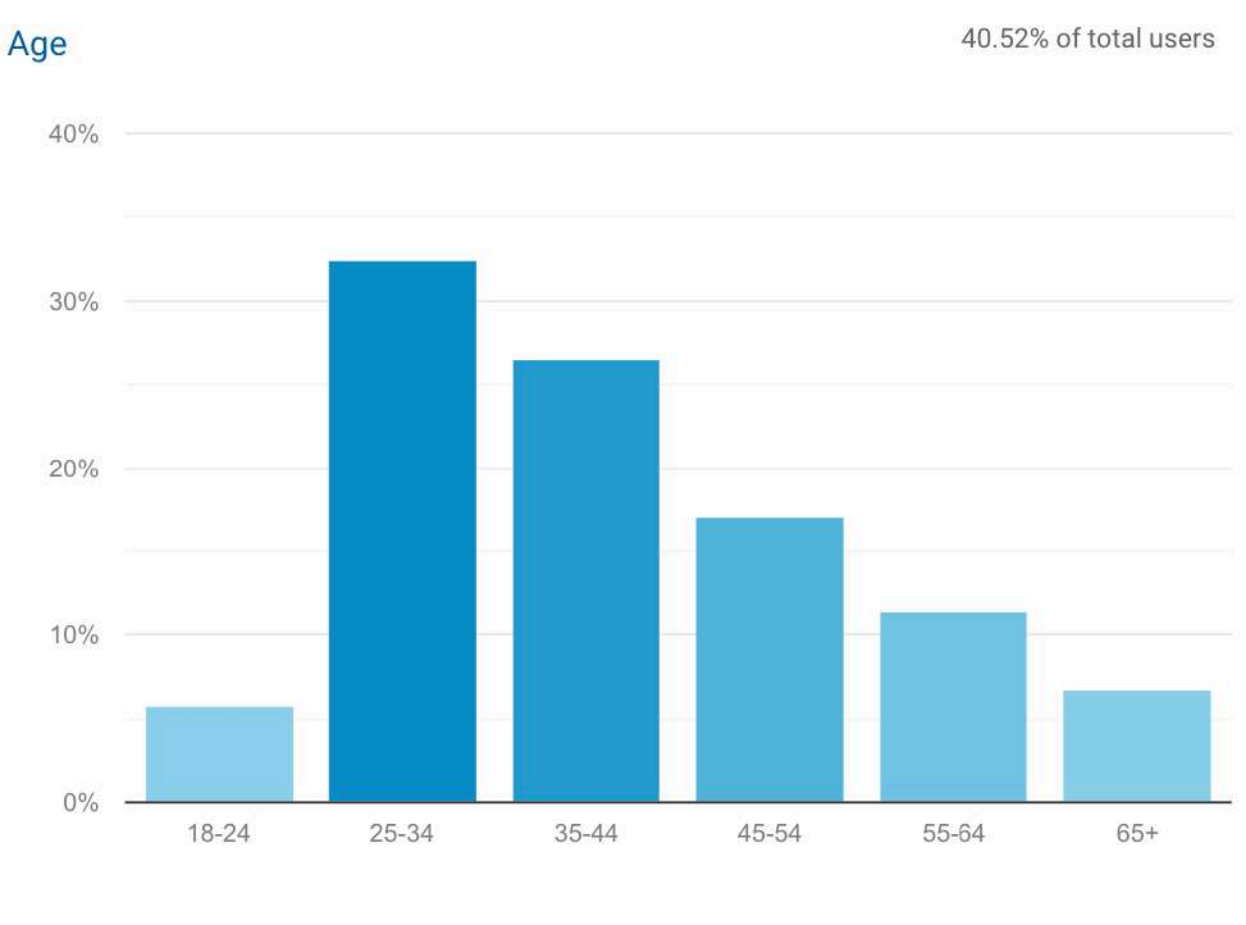
Since 2012 blogging has been my profession. The style of life, in which a huge place is given to travel, has turned into work, the best in the world.

# Audience



Source: Google Analytics, January-November 2019

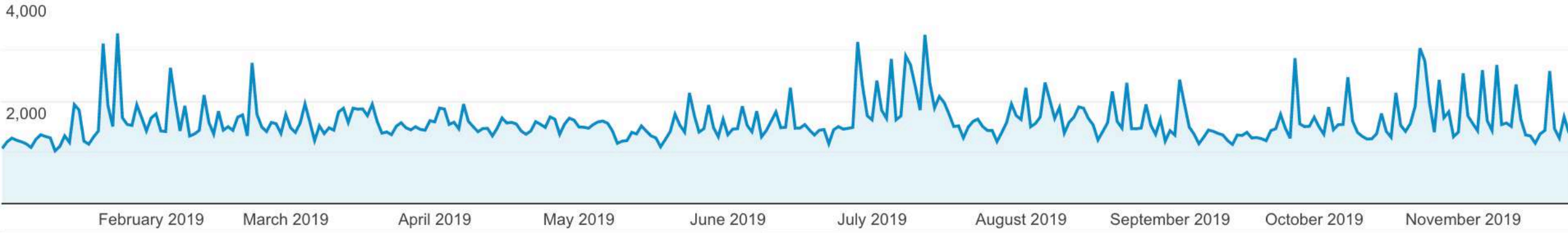
# Audience profile



*Source: Google Analytics, January-November 2019*

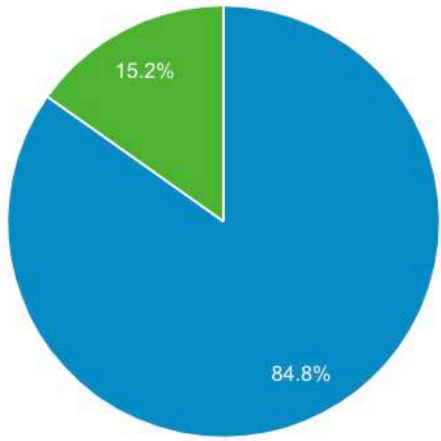


# Audience activity



<b>Users</b> 364,818	<b>New Users</b> 353,147	<b>Sessions</b> 598,885
<b>Number of Sessions per User</b> 1.64	<b>Pageviews</b> 1,263,391	<b>Pages / Session</b> 2.11
<b>Avg. Session Duration</b> 00:02:45	<b>Bounce Rate</b> 69.94%	

New Visitor Returning Visitor













# Systems and devices

Device Category ?	Acquisition
	Users ? ↓
	<b>364,818</b> % of Total: 100.00% (364,818)
1. mobile	<b>208,543</b> (58.00%)
2. desktop	<b>125,428</b> (34.88%)
3. tablet	<b>25,598</b> (7.12%)

Mobile Device Info ?	Acquisition
	Users ? ↓
	<b>235,719</b> % of Total: 64.61% (364,818)
1. Apple iPhone	<b>89,499</b> (38.22%)
2. Apple iPad	<b>17,304</b> (7.39%)
3. Apple iPhone 7	<b>4,152</b> (1.77%)
4. (not set)	<b>4,136</b> (1.77%)
5. Apple iPhone X	<b>3,345</b> (1.43%)
6. Samsung SM-G950F Galaxy S8	<b>3,253</b> (1.39%)
7. Apple iPhone 6s	<b>2,198</b> (0.94%)
8. Xiaomi Redmi Note 4	<b>2,150</b> (0.92%)
9. Xiaomi Redmi 4X	<b>2,093</b> (0.89%)
10. Samsung SM-A520F Galaxy A5 (2017)	<b>2,039</b> (0.87%)

*Source: Google Analytics, January-November 2019*

# Audience geo

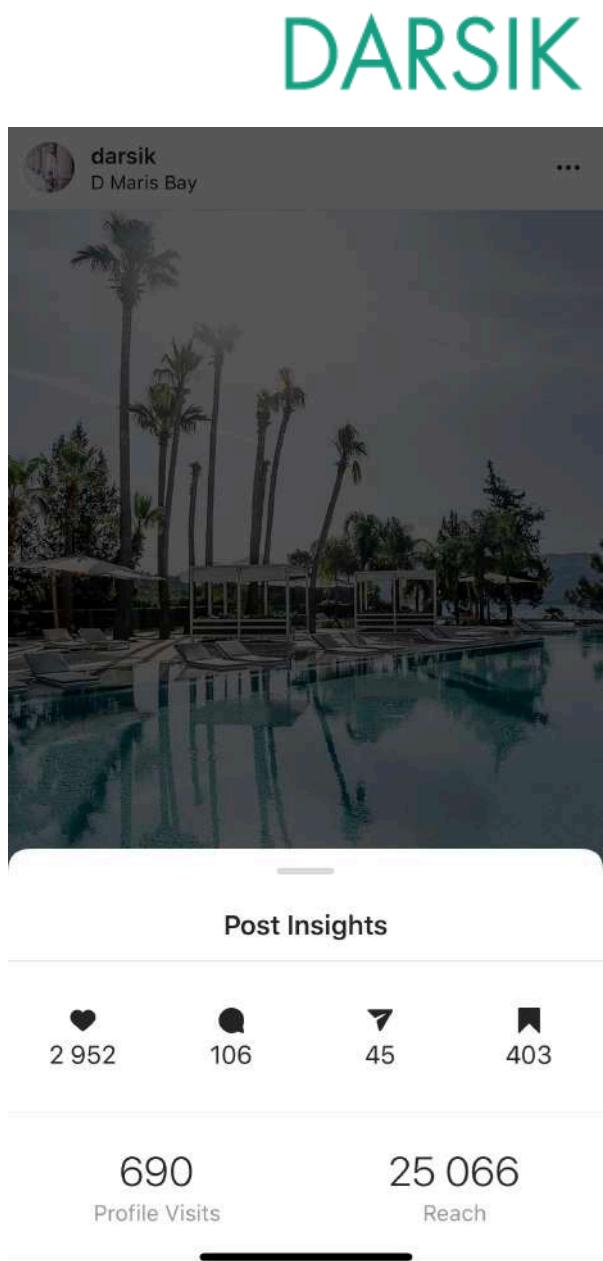
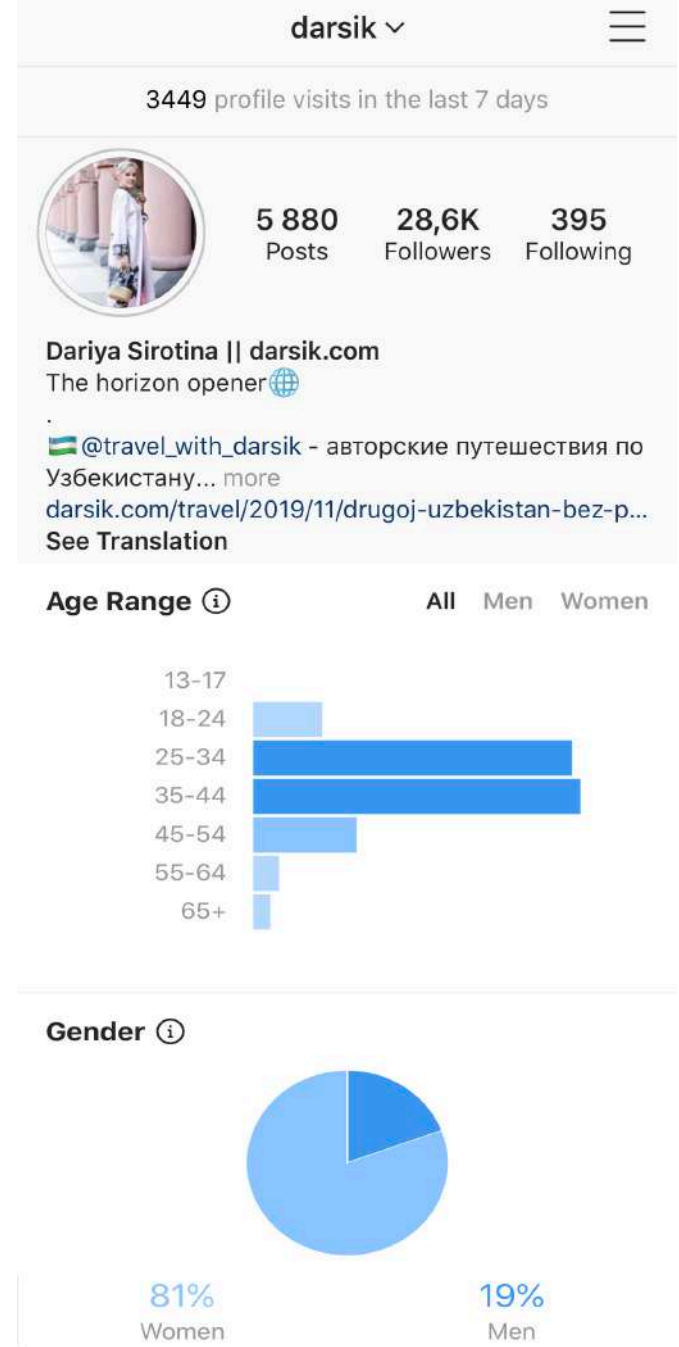
Country ?	Acquisition
	Users ? ↓
	<b>364,818</b> % of Total: 100.00% (364,818)
1.  Russia	<b>206,925</b> (56.09%)
2.  Ukraine	<b>37,932</b> (10.28%)
3.  Germany	<b>13,885</b> (3.76%)
4.  Italy	<b>13,624</b> (3.69%)
5.  United States	<b>12,330</b> (3.34%)
6.  Belarus	<b>8,630</b> (2.34%)
7.  Israel	<b>8,109</b> (2.20%)
8.  Armenia	<b>7,549</b> (2.05%)
9.  Kazakhstan	<b>5,968</b> (1.62%)
10.  Uzbekistan	<b>4,111</b> (1.11%)

Region ?	Acquisition
	Users ? ↓
	<b>206,925</b> % of Total: 56.72% (364,818)
1. <a href="#">Moscow</a>	<b>83,988</b> (39.73%)
2. <a href="#">Saint Petersburg</a>	<b>26,646</b> (12.60%)
3. <a href="#">Moscow Oblast</a>	<b>15,932</b> (7.54%)
4. <a href="#">Krasnodar Krai</a>	<b>7,649</b> (3.62%)
5. <a href="#">Republic of Bashkortostan</a>	<b>6,863</b> (3.25%)
6. <a href="#">Sverdlovsk Oblast</a>	<b>5,906</b> (2.79%)
7. <a href="#">Tatarstan</a>	<b>4,242</b> (2.01%)
8. <a href="#">Samara Oblast</a>	<b>4,035</b> (1.91%)
9. <a href="#">Novosibirsk Oblast</a>	<b>3,974</b> (1.88%)
10. <a href="#">Nizhny Novgorod Oblast</a>	<b>3,172</b> (1.50%)

Source: Google Analytics, January-November 2019



# Instagram



Source: Instagram statistics, 24/11/2019

# Cases (1/4): Visa

- The purpose of the campaign is to raise awareness of non-cash payment opportunities in travel.
- Promotion of services for premium customers (concierge, discounts on premium cards).
- June-October 2016.



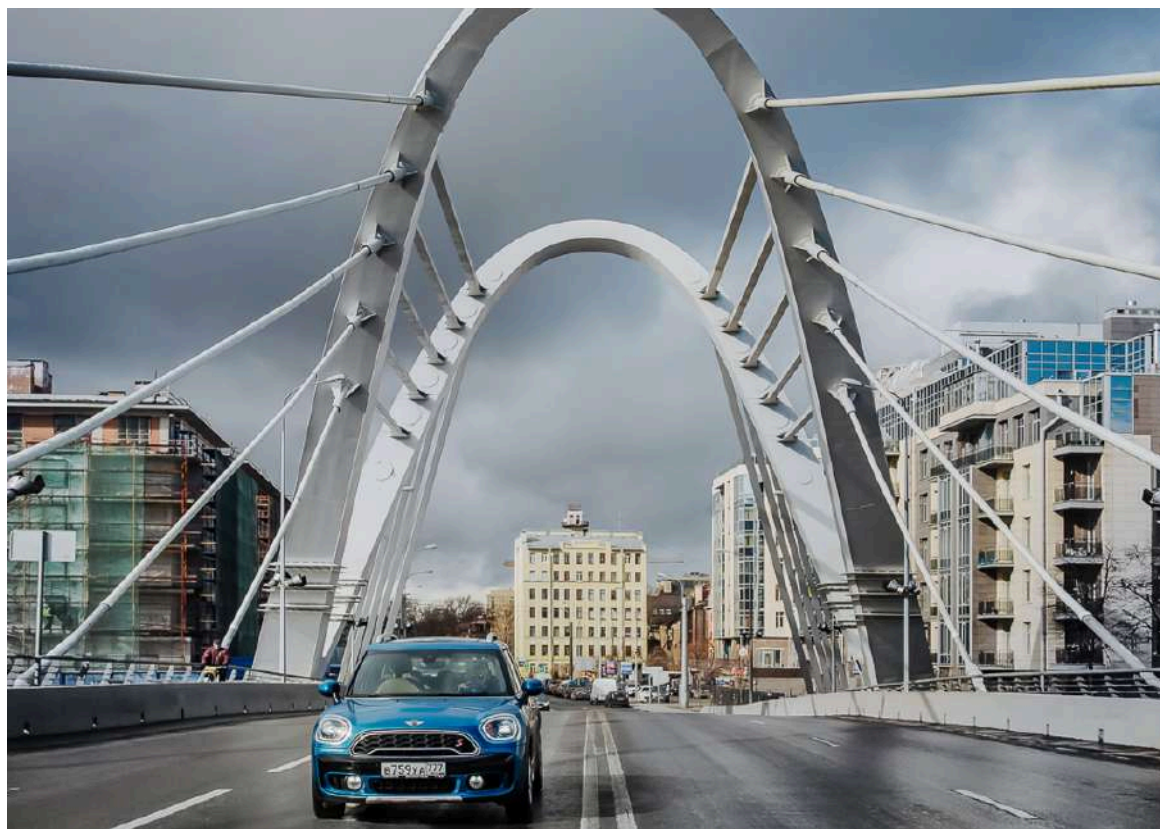
What the client got:

- 5 posts on the blog.
- 4 publications on hello.ru online magazine.
- 9 posts on Instagram.



# Cases (2/4): Mini

- Purpose: to draw attention to the release of the new generation of Mini Cooper Countryman.
- March 2017.



What the client got:

- Test drive on the blog.
- 3 posts on Instagram.



# Cases (3/4): Le Mas Candille

- Promotion of a luxury hotel on the Côte d'Azur, France.
- May-June 2016.



What the client got:

- 3 posts on the blog (hotel, restaurant, destination in general).
- 15 posts on Instagram.
- Participating as a sponsor in offline events.

# Cases (4/4): Elis Fashion Group

- Promotion of the Russian manufacturer of women's clothing (200+ POS in Russia).
- November 2017.



What the client got:

- 1 post on the blog - 4 looks plus individual promocode receiving form.
- 5 posts on Instagram.
- The client considers the result to be the best among all the sites on which the campaign was performed.

# Projects

DARSIK

VISA

PHILIPS

IHG<sup>®</sup>  
InterContinental  
Hotels Group

anywayanyday



AM



SOFITEL  
LUXURY HOTELS

RIXOS  
HOTELS

)( *Dorchester Collection*

simple



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# Contacts

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