

DARSIK



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

About

DARSIK



- Multiplatform resource about travel and lifestyle - stand-alone blog darsik.com (MAU 39k), Instagram darsik (31.7k).
- Created in 2008 as a blog on livejournal.com, stand-alone - since December 2015.
- Quality audience - Moscow, women (67.1%), 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

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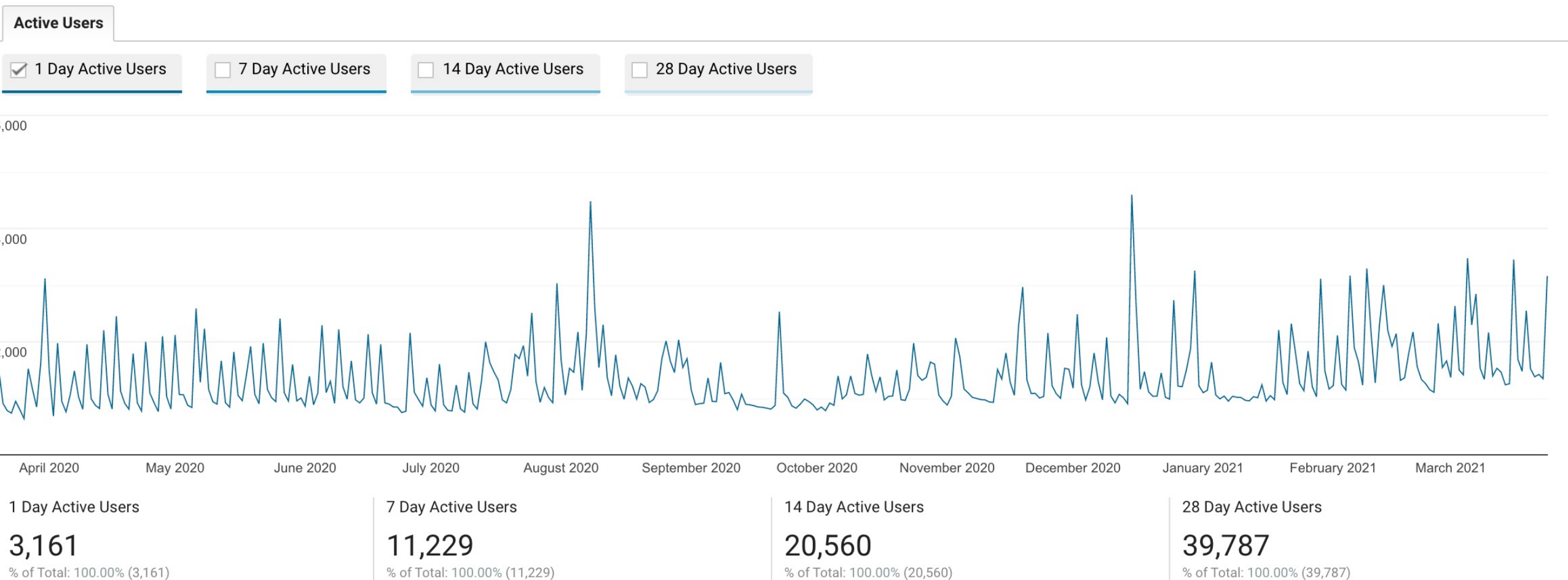
*My name is Dariya Sirotina and I have 2 states:
or I'm travelling, or planning my next trip.*

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.

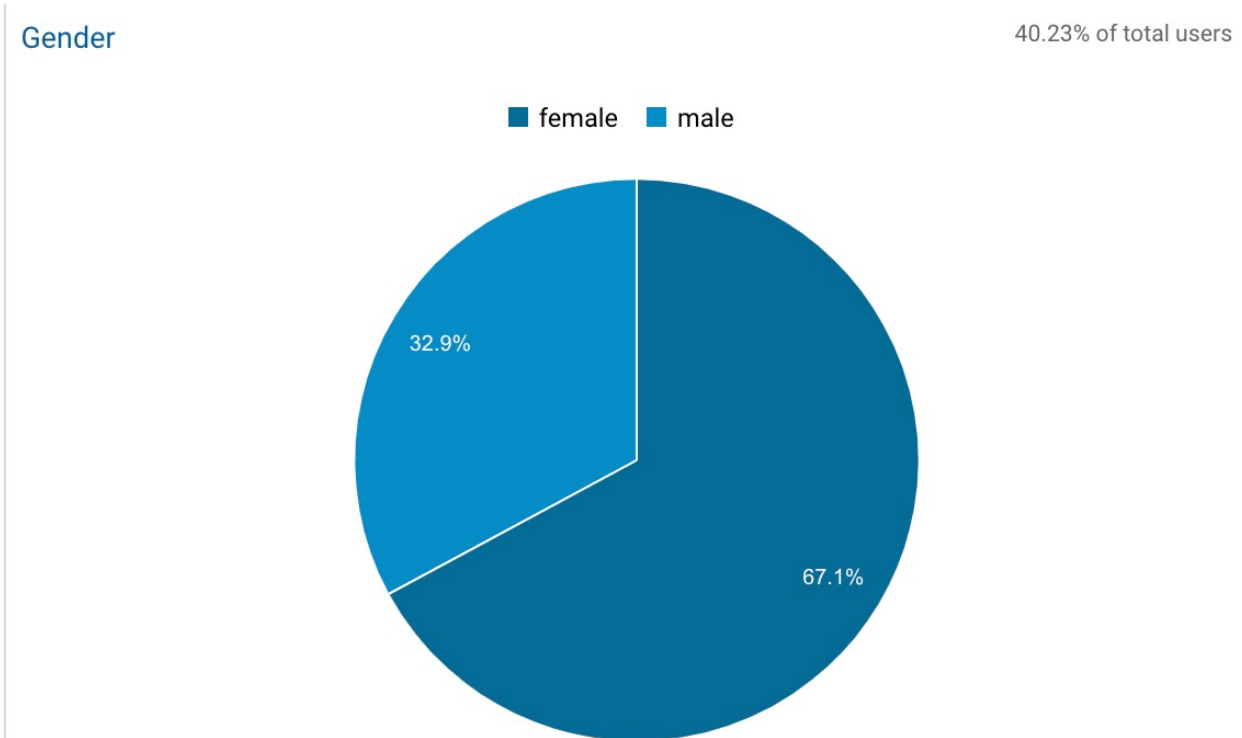
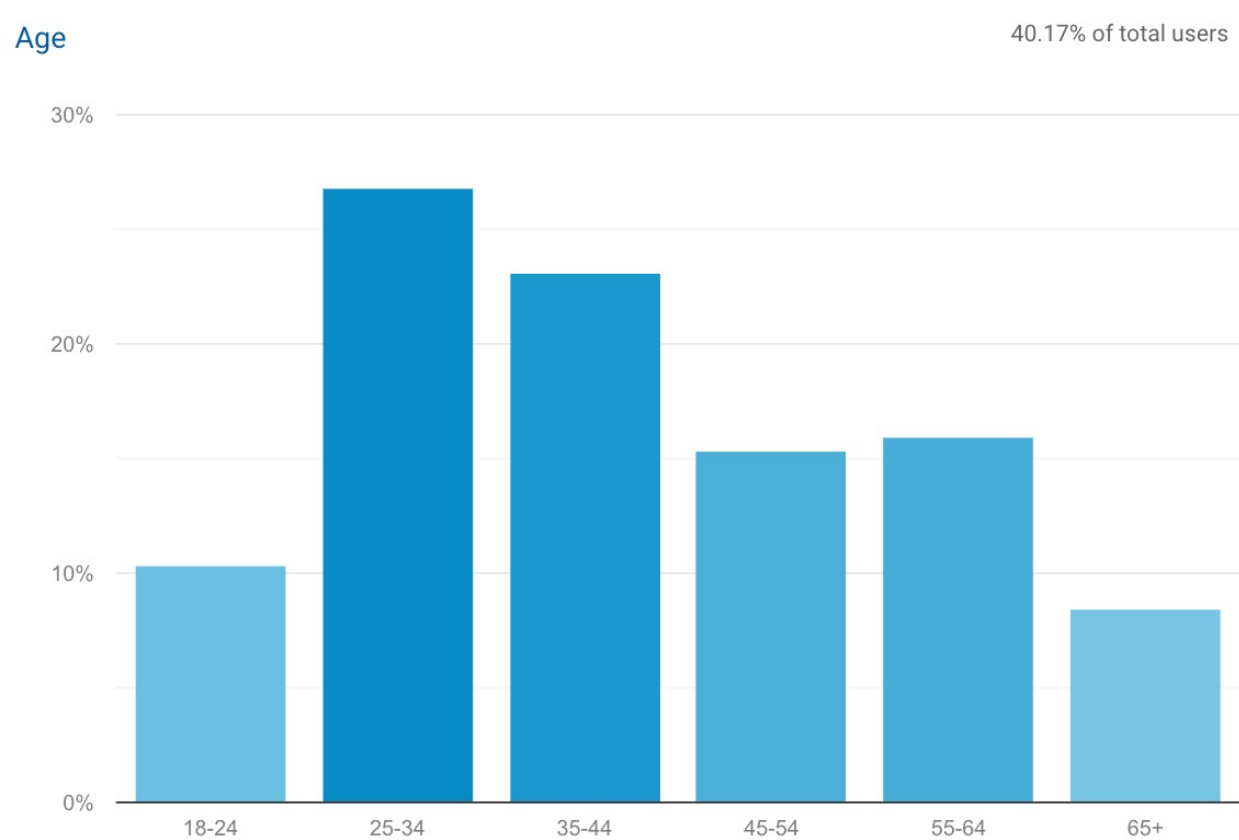
Audience

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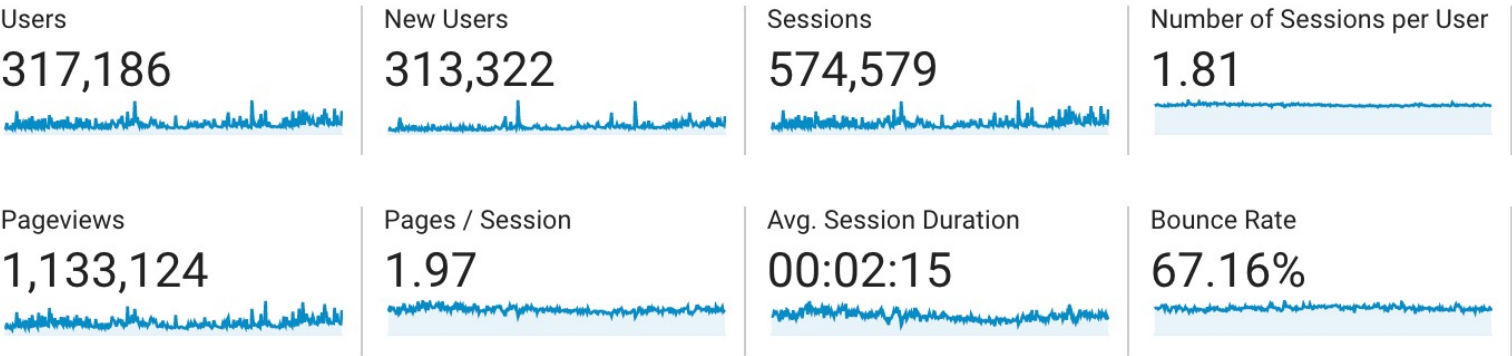
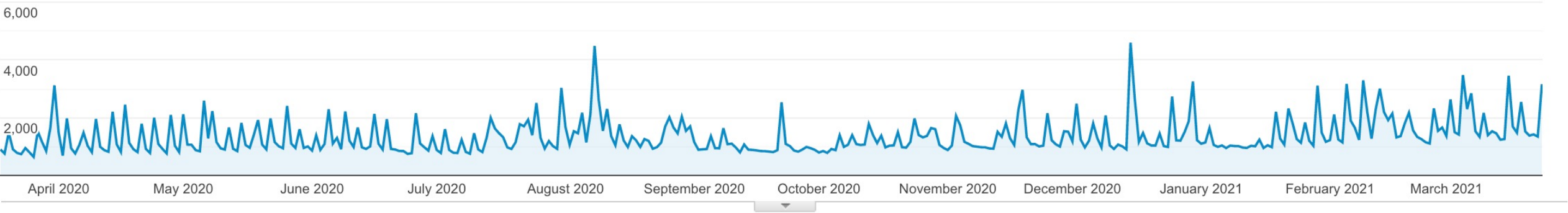
Source: Google Analytics, March 2020 – March 2021

Audience profile



Source: Google Analytics, March 2020 – March 2021

Audience activity



Systems and devices

	317,186 % of Total: 100.00% (317,186)
1. mobile	221,853 (69.92%)
2. desktop	81,507 (25.69%)
3. tablet	13,941 (4.39%)

	235,904 % of Total: 74.37% (317,186)
1. Apple iPhone	70,581 (29.56%)
2. Apple iPad	5,845 (2.45%)
3. (not set)	3,736 (1.56%)
4. Xiaomi Redmi Note 7	3,728 (1.56%)
5. Xiaomi Redmi Note 8 Pro	3,155 (1.32%)
6. Apple iPhone X	2,481 (1.04%)
7. Samsung SM-A505FN Galaxy A50	2,430 (1.02%)
8. Apple iPhone 7	2,362 (0.99%)
9. Samsung SM-G950F Galaxy S8	2,023 (0.85%)
10. Xiaomi Redmi Note 4	1,874 (0.78%)

Source: Google Analytics, March 2020 – March 2021

Audience geo

	317,186 % of Total: 100.00% (317,186)
1.  Russia	216,004 (67.39%)
2.  Ukraine	31,268 (9.75%)
3.  Uzbekistan	9,061 (2.83%)
4.  Germany	7,470 (2.33%)
5.  United States	6,774 (2.11%)
6.  Belarus	5,672 (1.77%)
7.  Kazakhstan	5,136 (1.60%)
8.  Israel	3,205 (1.00%)
9.  Turkey	3,021 (0.94%)
10.  Italy	2,939 (0.92%)

	216,004 % of Total: 68.10% (317,186)
1. Moscow	109,439 (48.58%)
2. Saint Petersburg	19,746 (8.77%)
3. Moscow Oblast	12,750 (5.66%)
4. Krasnodar Krai	7,981 (3.54%)
5. Sverdlovsk Oblast	6,910 (3.07%)
6. Samara Oblast	5,847 (2.60%)
7. Republic of Tatarstan	4,150 (1.84%)
8. Republic of Bashkortostan	3,356 (1.49%)
9. Novosibirsk Oblast	3,046 (1.35%)
10. Rostov Oblast	3,045 (1.35%)

Source: Google Analytics, March 2020 – March 2021

Instagram

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Source: Instagram statistics, 24/03/2021

Projects

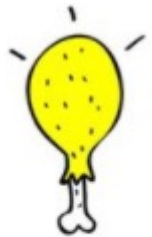
DARSIK

VISA

PHILIPS

IHG[®]
InterContinental
Hotels Group

anywayanyday



AM



SOFITEL
LUXURY HOTELS

RIXOS
HOTELS

)(Dorchester Collection

simple



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Contacts

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