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The background of the slide is a large, vibrant collage of images representing travel destinations in Russia, Central Asia, and the CIS. The central image shows a person with a backpack standing on a rocky peak, looking over a vast lake towards snow-capped mountains at sunset. Other smaller images include: a car driving on a dusty road through a desert landscape; a view of a city with a large blue dome and minaret; a person riding a horse in a field with a yurt in the background; a close-up of a man holding a falcon; a woman in traditional orange dress walking through an ornate archway; a view of a canyon with a turquoise river; a church on a hillside; and a view of a city with a large blue dome and minaret.

CARAVAN TRAVEL

MEDIA KIT 2026

TRAVEL THAT CONNECTS REGIONS

Partnership and advertising
opportunities

RUSSIA / CENTRAL ASIA / CIS

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Media about places, people and opportunity

CARAVAN TRAVEL is the travel media project of Caravan Info news agency. Its editorial concept combines cultural discovery with a business perspective on regional development.

10

countries in the website
geography

6

proposed media formats

35-55

years: target core
audience



01 Discover a place

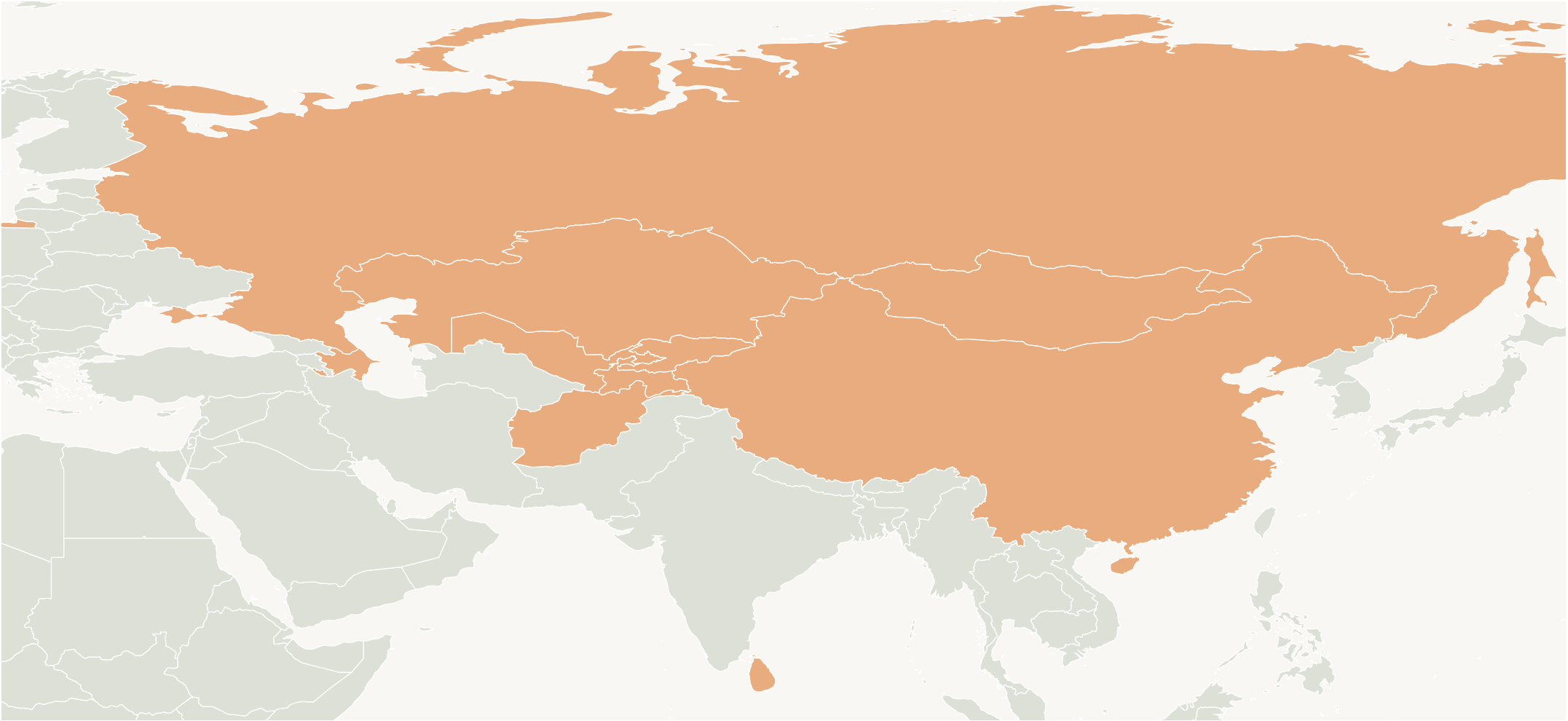
02 Explore its story

03 Understand the
destination

04 Contact a partner

Our editorial geography

Russia, Central Asia, the CIS and neighbouring destinations



- 01 Russia
- 02 Kazakhstan
- 03 Uzbekistan
- 04 Kyrgyzstan
- 05 Tajikistan
- 06 Azerbaijan
- 07 Sri Lanka
- 08 Mongolia
- 09 China
- 10 Afghanistan

10 countries appear in website navigation. The map illustrates editorial scope, not offices or measured audience coverage.

An audience that values context

35-55

years: intended core audience

TARGET AUDIENCE

Entrepreneurs and executives

Business travel, new connections and regional development.

Tourism professionals

Destinations, infrastructure and industry events.

Independent travellers

Cultural discovery, curated routes and personal experience.

Experts and regional representatives

Informed conversations about places and people.

Intended audience profile from the project concept. These are not measured visitor demographics.

6 formats for a meaningful connection

**01**

News and analysis

Tourism developments and context for decisions.

03

Documentary films

An in-depth look at a place, person or project.

05

Guides and journeys

Destination discovery and curated travel programmes.

02

Traveller stories

Personal narratives, photo essays and reporting.

04

Interviews and podcasts

Conversations with travellers, experts and business leaders.

06

Events and meetings

Announcements, industry calendar and follow-up coverage.

Formats are available for scoping. Deliverables and availability depend on the partner brief.

Partnership options

01

Advertising placement

Visibility and traffic

A banner on an agreed page. Placement, duration and destination link form part of the media plan.

02

Partner story

Brand understanding

An article, interview or video with a clear narrative and transparent partner disclosure.

03

Special project

Destination engagement

An editorial series about a region, route, event or tourism infrastructure project.

We scope content, budget and timing for each brief. Disclosures, rights and distribution terms are agreed before launch.

One topic, several points of contact

Illustrative campaign for a destination or travel brand

1

main story

1

interview

4

short videos

6

photos for promotion

A story about a local craft could introduce the people of a region, bring a route to life and lead readers to a partner page. One narrative connects the formats.

Illustrative deliverables for discussion. Content volume does not imply guaranteed reach, enquiries or sales.

The website anchors the story

CARAVAN TRAVEL

A website publication with a permanent URL and links to its geographic context

01

Telegram

02

YouTube

03

VK

04

Dzen

05

Instagram

06

RuTube

6 channels in the communication concept. Availability, links, restrictions and placement volume are confirmed in each media plan. No subscriber counts are claimed.

Newsletter, partner channels and external distribution require separate agreement.

Measurement starts with an objective

01

Visibility

Impressions and unique reach where analytics are available.

02

Attention

Reads, viewing time and video completion.

03

Interest

UTM-tagged visits to the partner destination page.

04

Action

Relevant enquiries where tracking has been agreed.

Before launch, we agree data sources, reporting periods and counting rules. The closing report documents delivered placements and available results.

The project is building its audience. Verified statistics will become available as data accumulates. Targets and forecasts require separate agreement and do not guarantee commercial outcomes.

How a partnership takes shape

01

Brief

Goal, geography, audience and budget.

02

Proposal

Concept, deliverables, timing and metrics.

03

Production

Sources, filming, rights and approval.

04

Publication

Disclosure, distribution and reporting.

What shapes the budget

Editorial and filming scope, travel, editing, translation, usage rights and distribution. An individual proposal sets the price and schedule.

Editorial principles

We check facts and content rights, disclose advertising and agree brand and participant usage. Actual commitments require separate confirmation.



Your project has a story

A destination, hotel, route, event or initiative.
Together we can find a format that helps readers
understand its value.

info@caravantravel.media

For an initial proposal: objective, geography, preferred timing
and indicative budget.

caravan-travel-media.greenfrost3.chatgpt.site



Data and sources

Basis: the CARAVAN TRAVEL concept and published website structure as of 22 October 2026. 10 countries means navigation destinations. 6 formats means the proposed editorial offering. Ages 35-55 describe the intended audience.

Slide 7 shows illustrative deliverables. Channel availability and production capacity are confirmed per project. This kit contains no measured reach, rankings, verified advertising case studies or public rate card.

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