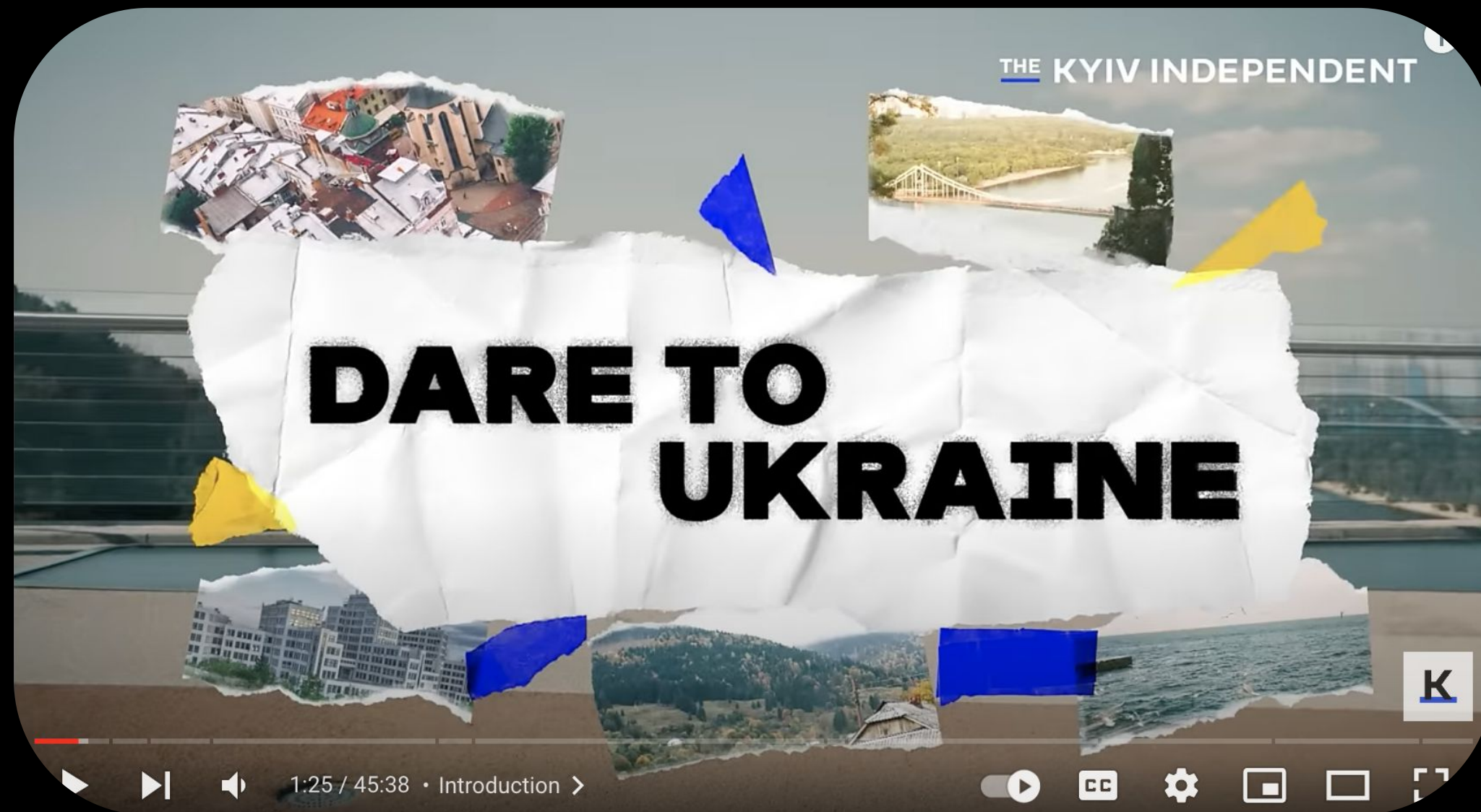




THE KYIV INDEPENDENT

Dare To Ukraine Season 2:
summer 2025
Brand Partnership Opportunity

About Dare to Ukraine.



Editor's take [here](#)

Mission: to educate the foreign audience about the rich history, culture and vibrant life of Ukraine beyond war headlines.

Target audience: English speakers, 24-75 years old.
Top geo: USA, Canada, EU, Australia, Ukraine.

Format: a dynamic 1-hour show that both educates and entertains, where the viewer follows host during their adventures. A limited series where each episodes spotlights a city in Ukraine.

Brand Partnership opportunity: *Dare to Ukraine* Season 2 - in 2025

Season 2 of Dare to Ukraine is a series of 6 episodes, each dedicated to a city in Ukraine. Aired on [YouTube](#) and cross-promoted on social media, with dedicated [landing page on the Kyiv Independent](#).

Season 1 had tremendous success: **530K** views in YouTube and **3M+** reach on social.



Released on YouTube on 31.08.2024. Cross-posted on Social

- 550K views on YouTube
- 3M+ total reach (YouTube and Social combined)
- Male 85%, Female 15%
- Top geo:
 - USA/Canada (36%)
 - Ukraine (13%)
 - United Kingdom (9%)
 - Germany (5%)
- Age
 - 18-44 (49%)



Sponsorship Packages for Season 2

Starter / Shared*

- Logo placement in the opening and closing credits of an episode;
- Links to the web page from the description of the video in the YouTube channel and on the Dare to Ukraine [landing page](#) (we can include the promocodes and trackable links)

[example of integration](#)

- One episode: **\$599**
- Six episodes: **\$2,900**

Light / Shared*

- Same as in Starter, plus:
- Studio recording promoting your product/service (30 seconds;

[example of integration](#)

- One episode: **\$1,899**
- Three episodes: **\$9,900**

Product Placement / Exclusive

- Same as in Starter, plus:
- Brand integration within the show's content, including product placement and mentions by the hosts;
- Additional mention on Social Media of your choice (Instagram, TikTok, X), including the option of joint posting on Instagram;

[example of integration](#)

- One episode: **\$5,900**
- Three episodes: **\$29,900**

Production Deadline

In order to allow us some time to integrate your product natively, we must make decision before the following deadlines:

First three episodes (aired Q3 2025):

May 24, 2025

Episodes 4-6 (aired Q3 2025):

June 28, 2025

Social Channels: Audience and Numbers Overview



142 M

aggregated Social Media
reach per month
(April 2024)

2.1 M

followers on X

97 K

followers
on Facebook

190 K

subscribers
on YouTube

122 K

followers
on Instagram

48 K

followers
on Telegram

12M

Views on
TikTok

70 K

followers on
Threads

Our audience in details: YouTube

- Top geographies:
 - US/Canada (39%)
 - United Kingdom (10%)
 - Australia (5%)
 - Germany (3%)
- Demographics
 - Male 89%
 - Female 11%
- Age
 - 25-44 (32%)
 - 45-64 (29%)

190K
Subscribers

50K - 100K
Average Video
views

Our audience in details: Instagram

Top countries:

- USA (24%)
- Ukraine (10%)
- Germany (7.5%)
- UK (7%)
- Canada (6%)

122K
followers

Demographics:

Female: 57%

Male: 43%

Age groups:

- 25-34 (38%)
- 35-44 (28%)

Sponsorship integration:

£550/\$600 (1 post + stories reshare)

Our audience in details: TikTok

Top countries (viewers):

- Ukraine (23%)
- Latvia/Lithuania/Poland (14%)
- UK/Ireland/US/Australia (13%)

12M
viewers

Demographics:

Female: 67%

Male: 32%

65K
followers

Age groups:

- 18-24 (50%)
- 25-34 (30%)

Sponsorship integration:
£540/\$715



THE KYIV INDEPENDENT

RELIABLE NEWS FROM UKRAINE

The award-winning English-language media outlet which covers all things Ukraine for the world.

Our team consists of highly professional journalists who value editorial independence above all.

WE TREAT OUR
REPUTATION WITH
CARE
AND THAT IS WHY
WE DO NOT WORK
WITH:

- × companies that didn't leave the Russian market
- × companies owned by Russia or with any ties to Russia
- × companies with ties to the Belarusian regime
- × companies that sell goods or services in the occupied territories of Ukraine, Georgia, Moldova
- × manufacturers and distributors of tobacco products
- × mass producers of alcoholic beverages
- × gambling services
- × companies that provide sex services
- × companies that may cause reputational risks for us (the right to refuse cooperation is reserved to us)

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Let's create essential stories together and tell them to the whole world!

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