

# MEDIAKIT

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VLADIMIR MOSKALENKO

2023

# 01 VLADIMIR MOSKALENKO

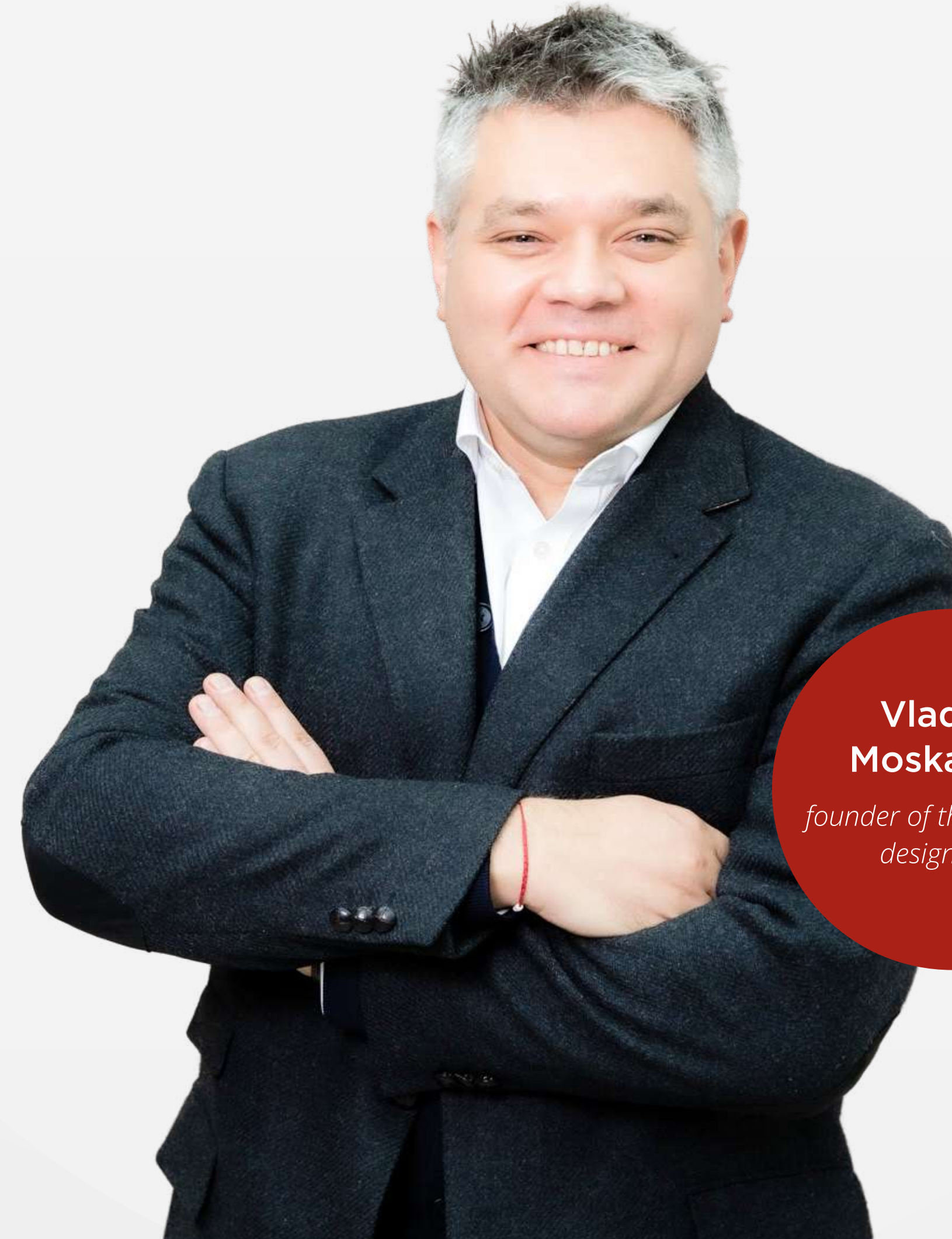
## DESIGN EXPERT

Vladimir Moskaleiko – founder of the "Aquarius" design space, an expert in bathrooms, furniture and interiors.

He has 25 years of experience in the market. During this time turned "Aquarius" into a leading platform for communication among interior design specialists.

In 2017, he created a YouTube channel. The channel regularly features exhibition reviews, products tests and comparisons, interviews with leading designers, tips and tricks for interior design. In addition, personal vlogs of Vladimir Moskaleiko, stories about trips around the world are regularly published on the travel channel.

The main distinguishing features of the content are a special attention to design and architecture, an intelligent format of communication and a large amount of useful information.



**Vladimir  
Moskaleiko**

*founder of the "Aquarius"  
design space*



# 02 MEDIA SYSTEM

Vladimir Moskalenko Media social outlets are the places where you can find the latest news, exchange experiences, get inspired, show your projects and chat with industry experts.

**VLADIMIR MOSKALENKO THE EXPERT WHO TELLS  
ABOUT DESIGN AND ARCHITECTURE IN A CLEAR LANGUAGE.**

## 2 YouTube-channel

Vladimir Moskalenko  
Vladimir Moskalenko Travel

Instagram

Telegram

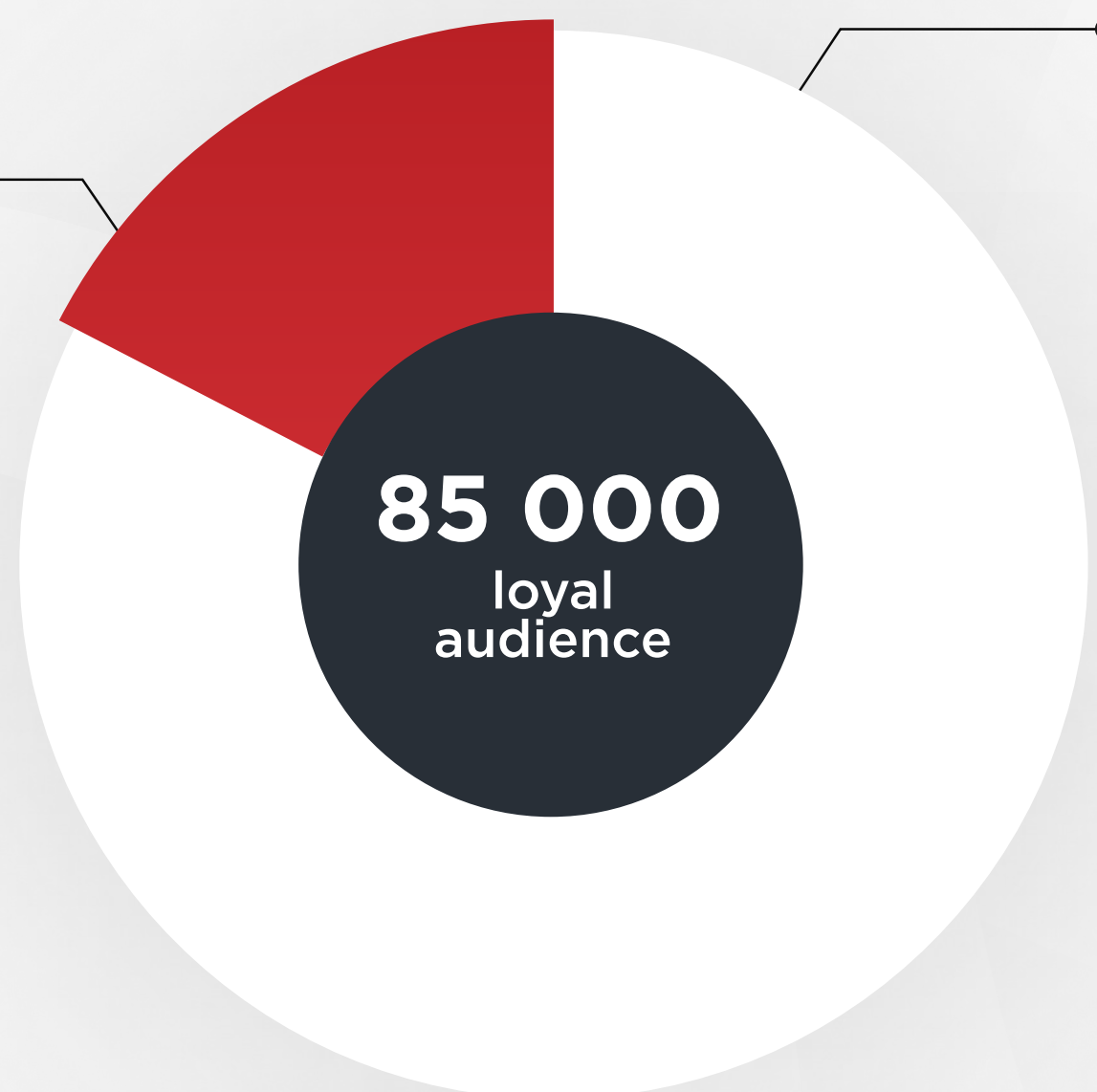
Loyal customer  
email list

VITRINA FAIR

# 03 OUR AUDIENCE

**10%**  
end consumers

- women/men FROM 30 YEARS
- with medium or high income. They look to buy goods on their own or with designer advice



**90%**  
designers



- **Young interior designers**
- men/women aged 25+, generation Y/Z, are either just starting out or have projects with small budgets.

- **Experienced Designers**
- women/men over their 30s. Designers with experience and great projects of Premium Segment.

## AUDIENCE

- men/women
- 25-44 years old
- Russia

### Top geographies

Views · Last 28 days

Russia		57.5%
Ukraine		8.0%
Kazakhstan		7.0%
Belarus		6.2%
Germany		2.1%

### Gender

Last 28 days · Views

Male		37.3%
Female		62.7%
User specified		0.0%



04

# YOUTUBE-CHANNEL VLADIMIR MOSKALENKO MEDIA



67 200  
subscribers

423 300  
average number  
of views

+4700  
monthly  
growth

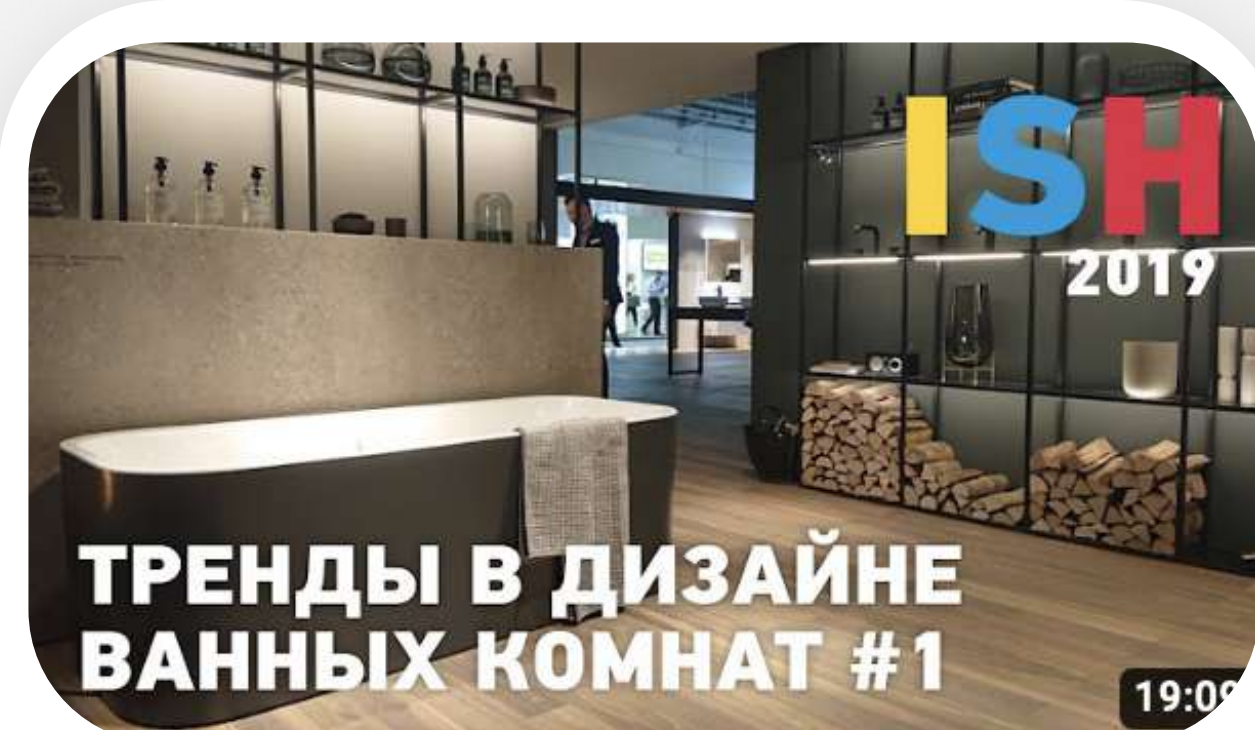
## Popular videos

01 Old country house reconstruction  
by Bosikom.Concept  
**758 000 views**



Vladimir Moskalenko

02 ISH 2019. International bathroom equipment fair  
overview  
**162 000 views**

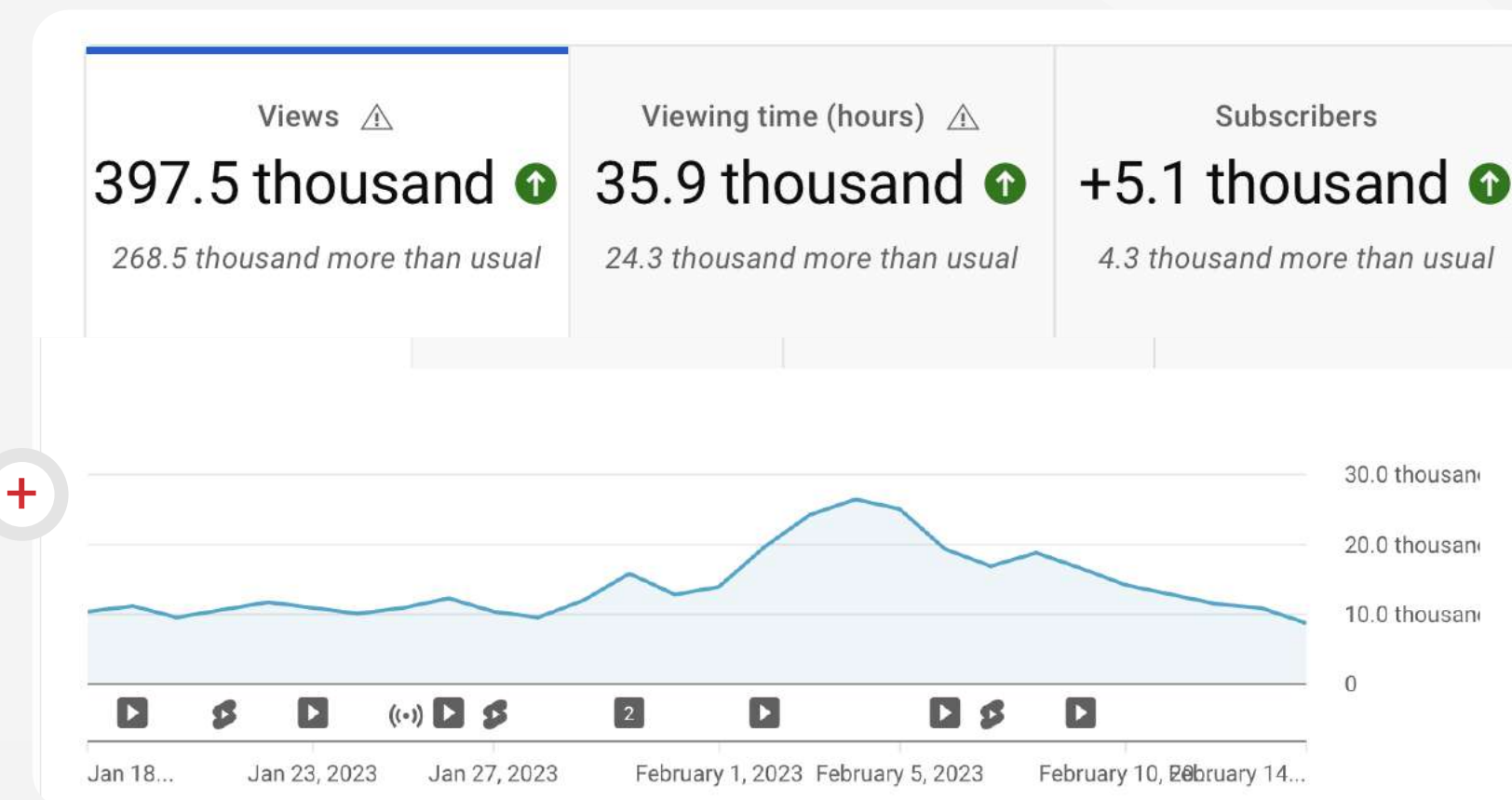


Vladimir Moskalenko

03 Shower drain or shower tray?  
Comparison of solutions  
**165 000 views**

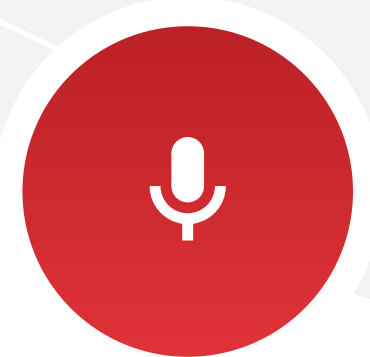


Vladimir Moskalenko



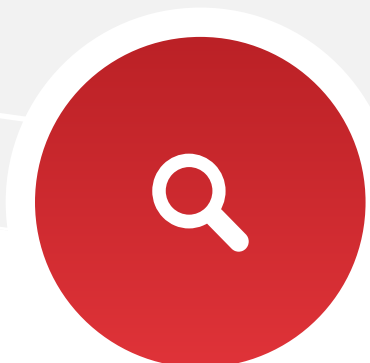
05

# YOUTUBE-CHANNEL VLADIMIR MOSKALENKO MEDIA



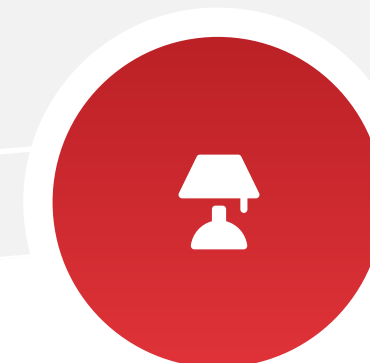
## Interviews with famous designers and architects

We communicate both at exhibitions and at various events that take place both in the "Aquarius" design space, as well as beyond.



## PRODUCT OVERVIEWs at exhibitions and factories

We regularly attend significant exhibitions throughout the industry, production and factory showrooms. At exhibitions, he communicates with representatives of factories, designers and architects, making general reviews of new products and trends.



## Reviews of projects, individual interior elements, furniture, bathroom equipment and finishing materials

We show completed projects of apartments, country houses and public institutions, the authors of which are our friends - designers and architects. Such reviews are very popular among our subscribers.



## Interior Lab

We answer difficult questions, give advice, conduct experiments and comparative product tests to make it easier for our viewers to make their choice.



# VLADIMIR MOSKALENKO MEDIA

## YOUTUBE-CHANNEL



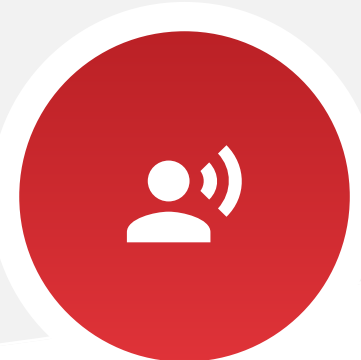
### TTX

Short dynamic releases with a story about the main parameters and functions of the product. One per issue.



### Architecture and Design news

The latest news about architecture, design and travel, which attracted Vladimir Moskalenko attention, with his subjective, sometimes sarcastic comments.



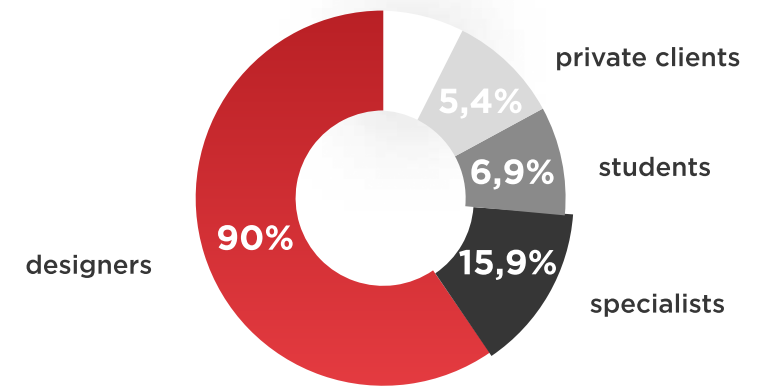
### Live broadcasts

Live broadcasts on our channel allow you to communicate with the interested public in real time, presenting the most relevant information and getting feedback.

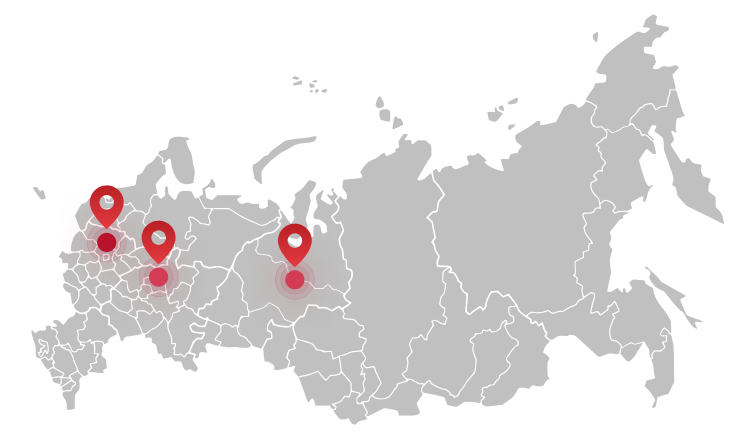


### LIVE AUDIENCE

#### By type of activity:



#### By geography:



Moscow: 39,3 %  
 Saint-Peterburg: 25,3%  
 Other regions: 29,4%

# 07 TRAVEL YOUTUBE-CHANNEL

**2 540**

subscribers

**15 800**

average number  
of views

**+137**

monthly  
growth

From the very beginning of the channel's existence, a separate and regular section appeared with Vladimir's personal vlogs.

The main feature of such videos and their difference from many others - **format of communication with the viewer. The story about trips is conducted in an intellectual, relaxed style.**

Particular attention is paid to design and architecture. Such videos are full of practical and useful information based on many years of Vladimirtravel experience.

The quality of the visual and sound is one of the priority tasks when creating videos.

Since the beginning of 2018, aerial footage has been carried out. Such videos have gained popularity with a wider audience of the channel.

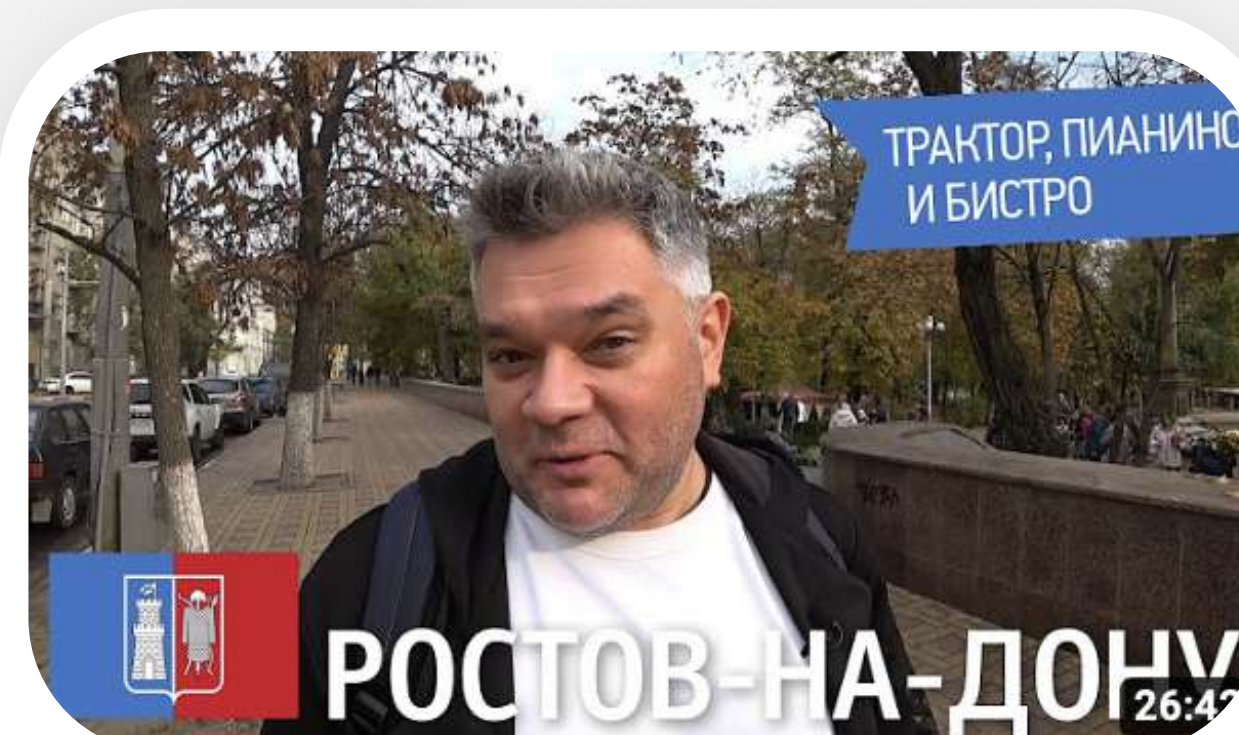
## Popular videos

**01** How much is to go to Kamchatka?  
**23 000 views**



 Vladimir Moskalenko Travel

**02** Where to eat in Rostov-on-Don? Unusual excursion.  
**18 000 views**



 Vladimir Moskalenko Travel

**03** What to see in Buenos-Aires? The best places.  
**10 000 views**



 Vladimir Moskalenko Travel



# REVIEWS FROM VIEWERS

Videos on our youtube channel are actively commented:



**Olga Shur**

Vladimir! For how many days I watch your videos... I'm touched. You present information intelligently, clear, witty and most importantly unobtrusively and very discreetly. Your knowledge is enormous.



**Оксана Кох**

Vladimir, thank you for the informative and quality videos. I'm truly engaged watching and listening to you. I've planned to visit this fair but unfortunately didn't make it. With your videos I fill the gap and need to admit quite successfully.



**Pavel Pekun**

Wonderful content and presentation!  
True pleasure to watch. Thanks



**Дмитрий Картофелев**

Professional and stylish. Thank you for creation of these interesting and useful videos



**Св Ц**

Hi! We'd like to visit Japan. Searching for the useful information on Youtube we found your channel. After watching all your Japanese episodes can't stop watching others. Smoothly switched to your other trips. Thank you for your competent speech, for your erudition, for your sense of tact. Be sure to continue to shoot the video. Good luck!



**Hope Potter**

Thank you very much for your video! It's a pleasure to watch and to listen when the blogger is a professional



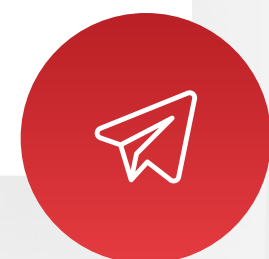
**Liudmila Permiakova**

Beautiful overview! I like the quality of video and professional commentary. Good luck!



# 09 TELEGRAM

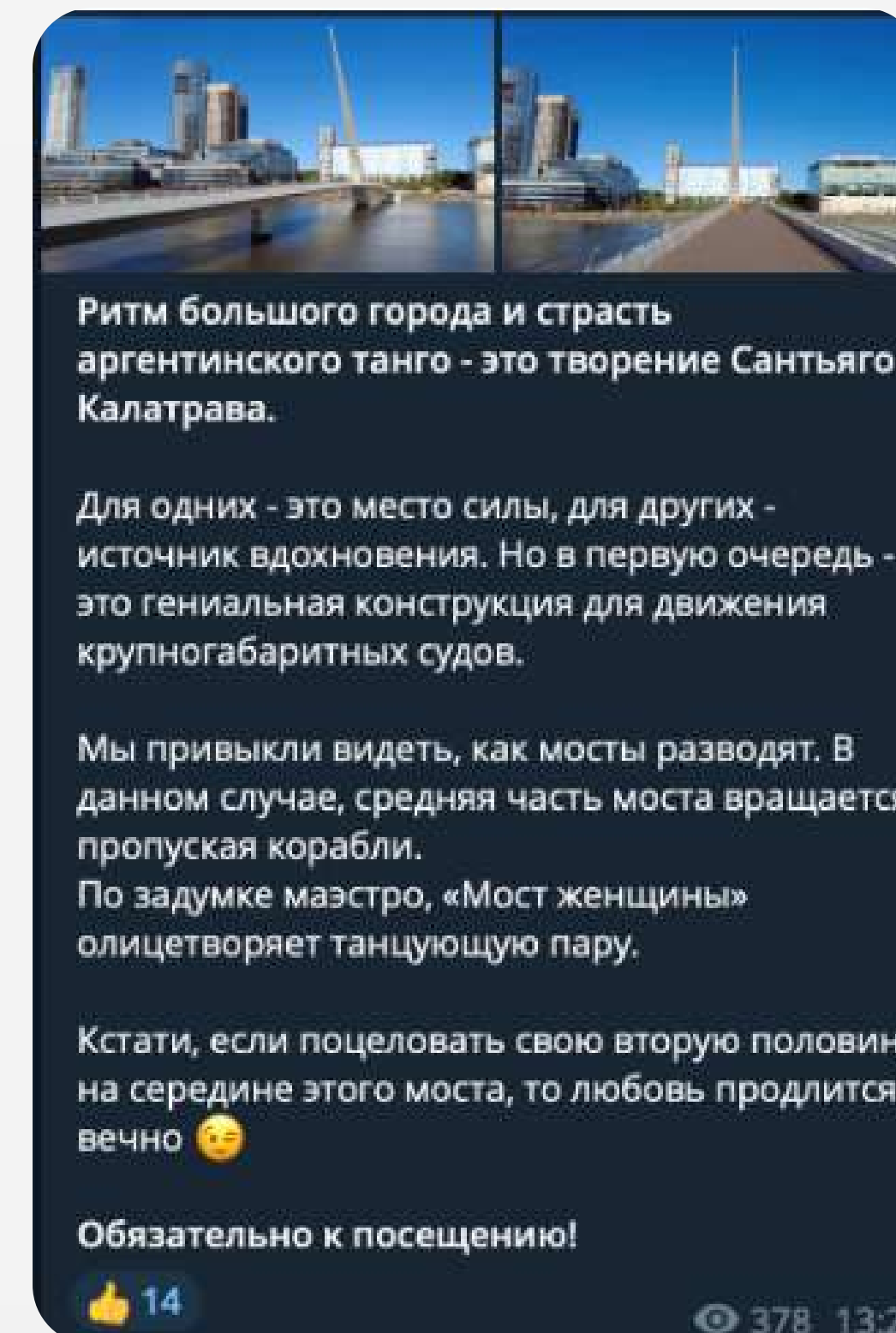
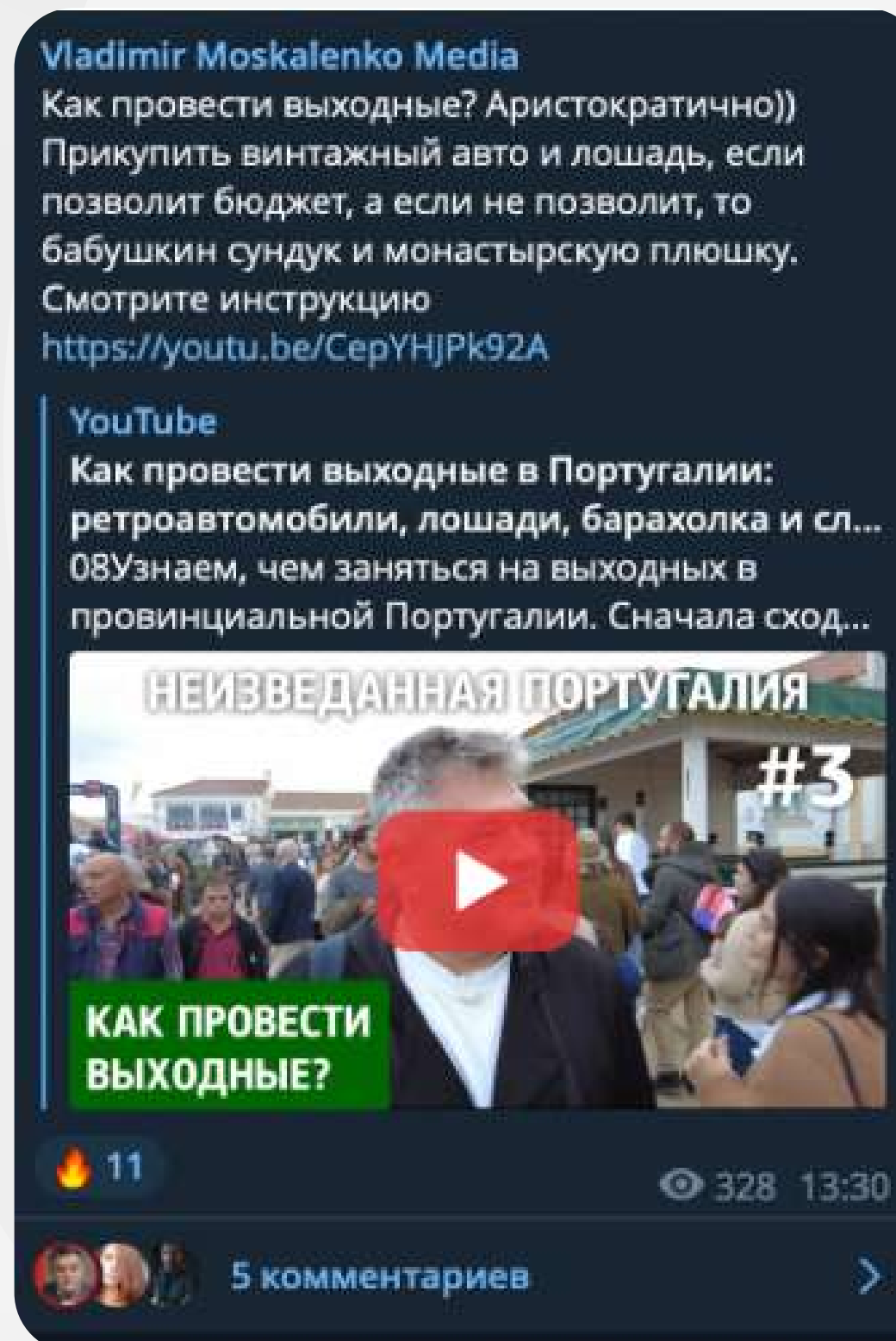
Telegram channel of Vladimir Moskalenko is a community for professional designers. Highlights from the latest European exhibitions, lifehacks, marketing tips, case studies, and many observations from travel design.



**542**  
number  
of subscribers

**120**  
average number  
of views

**+100**  
monthly growth





# 10 INSTAGRAM

This platform is conducted on behalf of the Aquarius design space with the participation of Vladimir Moskalenko; real-time travel tips, fairs highlight, stories about world brands and new collections, products worth paying attention to.

Competitions, key design events are also announced here.



**16 300**

number of subscribers

**21 000**

coverage

**107 601**

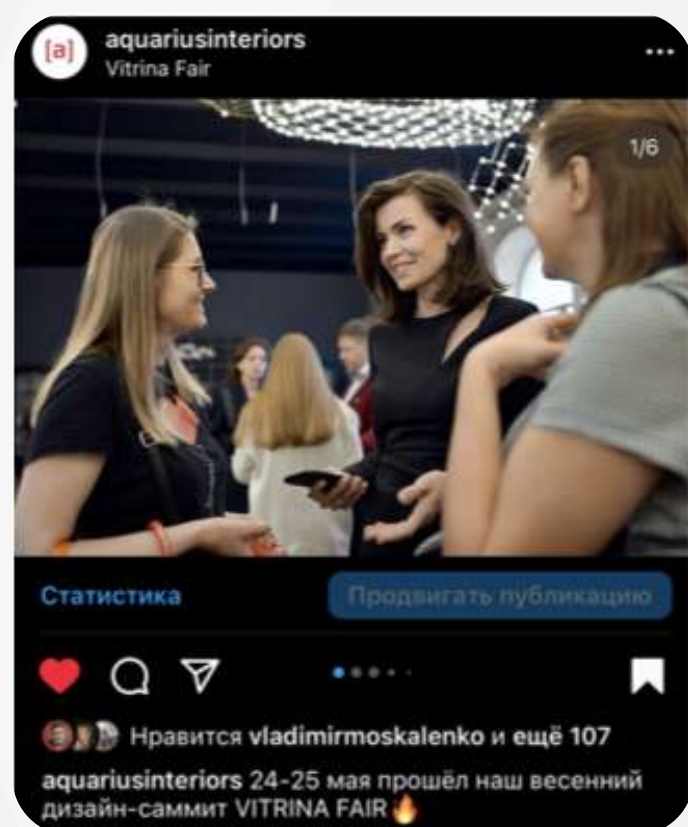
impressions

## Overview

You reached **+18%** more accounts compared to Jan 18 - Jan 31

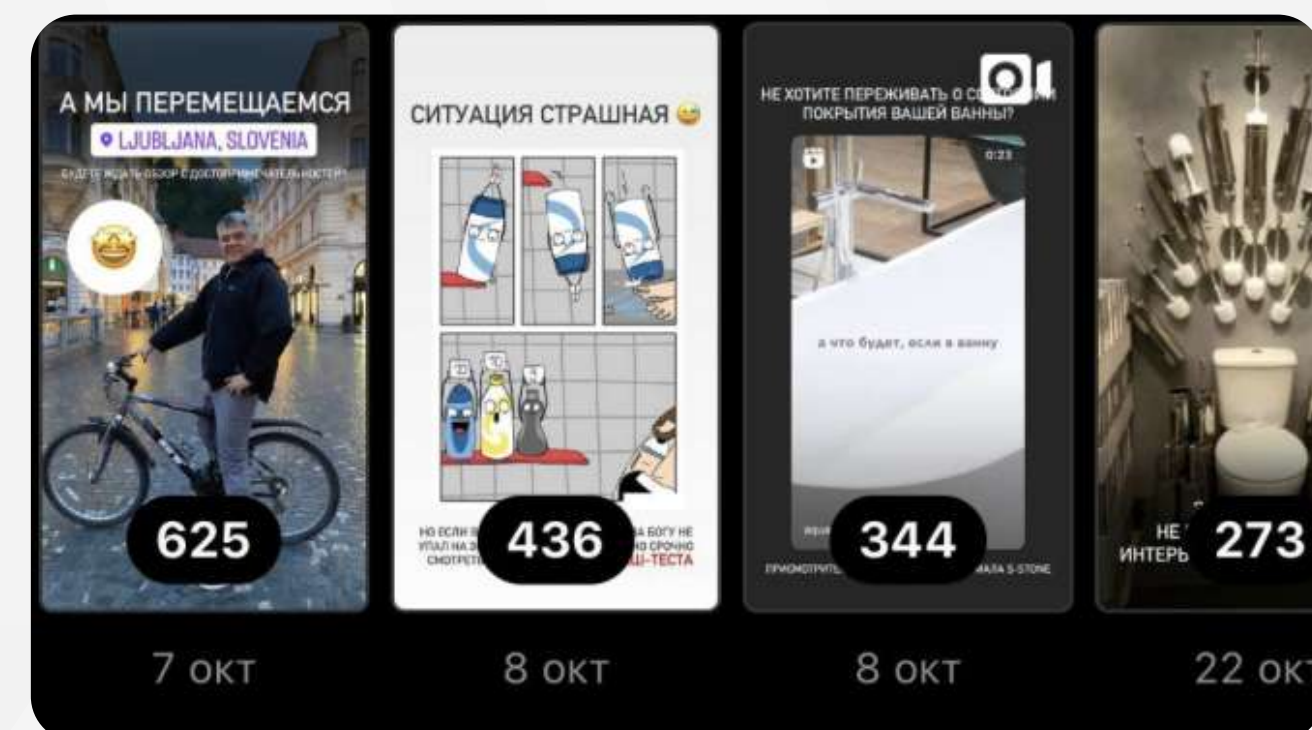
Accounts reached	2,859	>
	+18%	
Accounts engaged	198	>
	+38.4%	
Total followers	16.3K	>
	0%	

## Popular posts



## Stories views

We actively post stories which resonate



## Popular reels

We make trendy reels generating organic reach, which allows us to grow a loyal audience



# 11 DESIGNERS

For more than 20 years of active work, we have formed our own email list of loyal specialists in the field of design and architecture, to whom we can deliver information point-to-point using e-mail and messaging.

Active base of more than 5,000 contacts receives information on behalf of Vladimir Moskalenko, whose choice they trust.

## STATISTICS

→ number of subscribers  
**5 534**

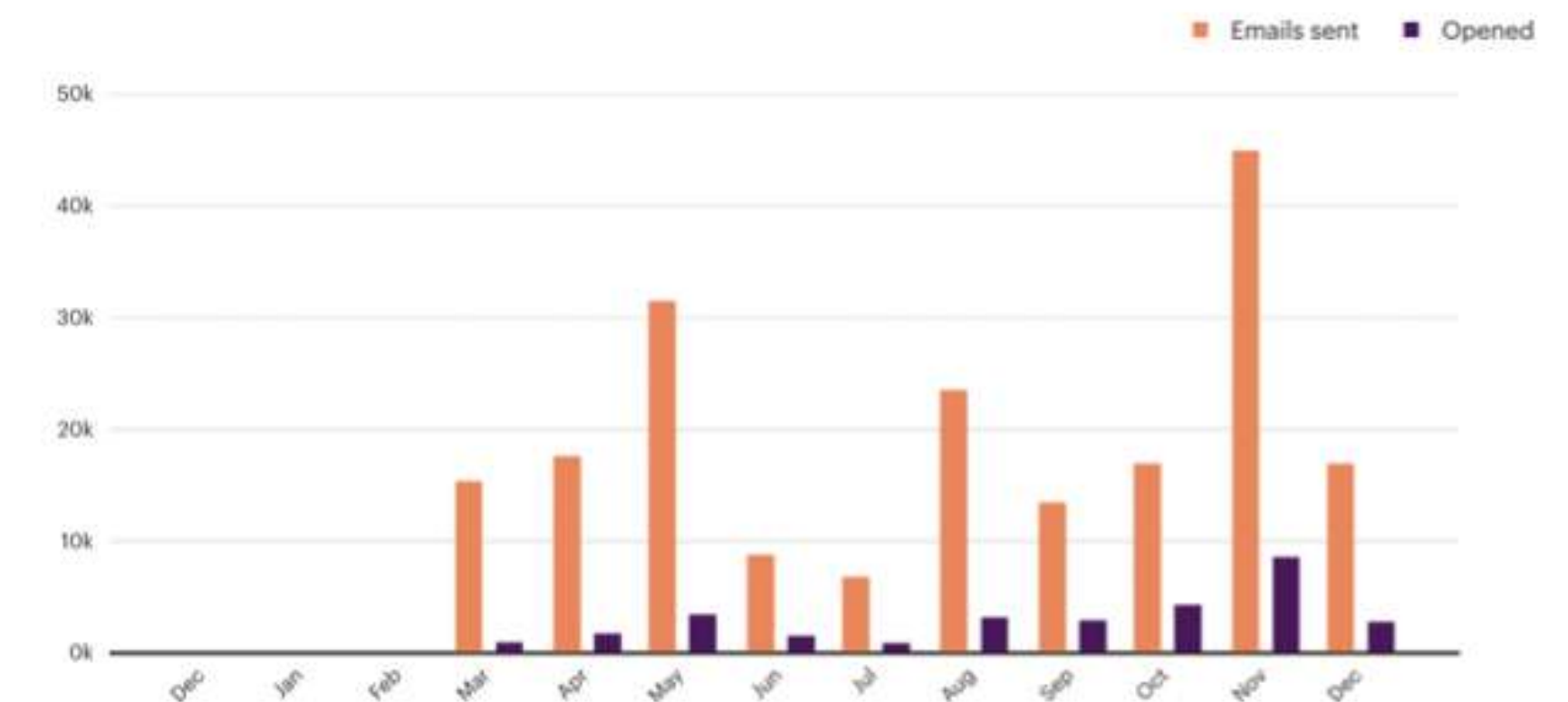
→ Open Rate  
**20-40%**

### Engagement

Metric: Emails sent

Metric: Opened

Export





# 12 SPECIAL PROJECTS - VITRINA FAIR

Vitrina Fair - design summit of a new format, which takes place every year in spring and autumn offline/online at the Aquarius design space. It is regularly visited by 400-500 designers. The number of views of online broadcasts is up to 10000.

The novelty of the design summit lies not so much in the presentation of new products, but in the discussion of emerging and relevant topics. We reveal important themes for creating interiors and answer questions that are now important to our partners.

The design summit is not a set of presentations from suppliers, these are speeches, discussions on applied topics that are disclosed by professionals in the context of those products offered by our partners.

Architects and market specialists share their views and experience, talk about what you need to pay attention to, what to avoid, what you need to keep in mind for a person who is unfamiliar with remodeling until he starts doing it.

Our speakers we already hosted: Mike Shilov, Diana Balashova, Olga Kosyreva, Andrey Volkov and other design experts.



## AUDIENCE

- 99.9% designers, architects
- men/women
- 25-44 years old
- Saint Petersburg

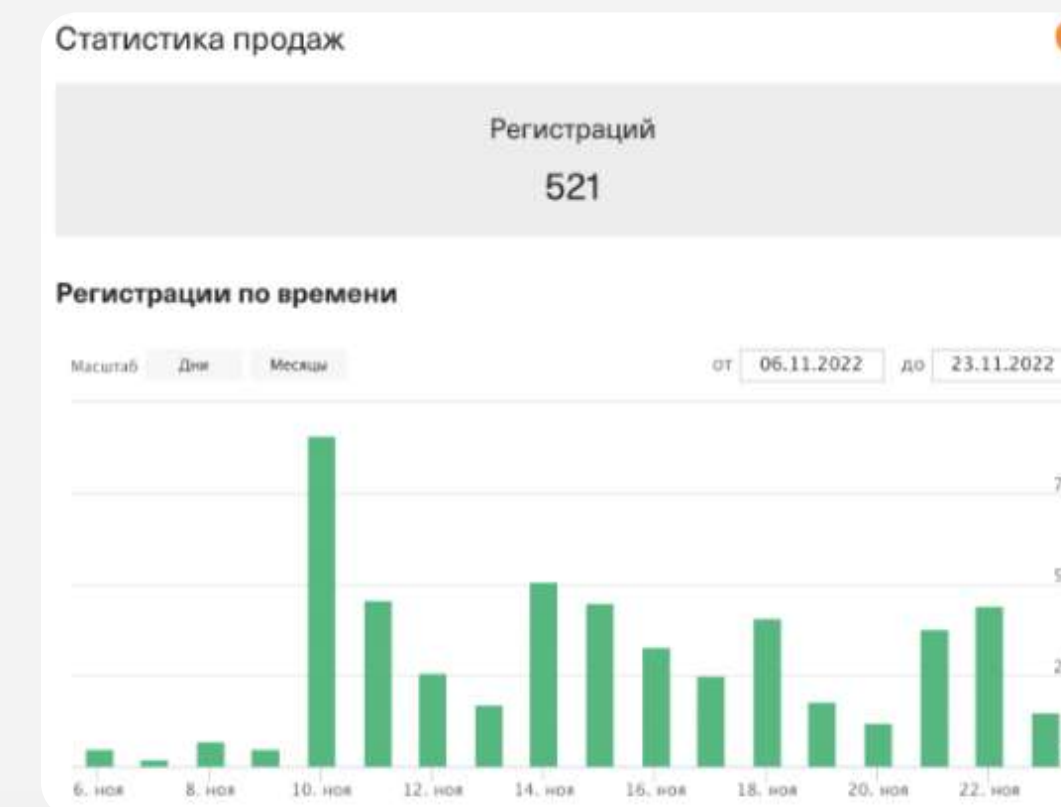
## STATISTICS

→ average number of guests

**500**

→ average number of online registrations

**400**





# 13 PARTICIPATION AS A SPEAKER AT YOUR EVENT

Vladimir Moskalkenko is a design expert **with over 25 years of experience.**

In his speeches, Vladimir talks about trends in interior design, shares the nuances of niche marketing for designers and architects.

He made dozens of speeches at international and regional forums, showroom presentations and other events.

## EVENTS PARTICIPATED:

Interior Salon,  
April 2022,  
Saint Petersburg

Rostov-on-Don,  
October 2021

Moscow,  
February 2021

Mosbuild 2019  
April 2019

Vladivostok,  
September 2022

Forum ColorMix,  
November 2021





# 14 REVIEWS OF PARTNERS

## Dmitry Smirnov

Ceadesign

” Brief overview of our brand from Vladimir Moskalenko during his visit to the Milan fair allowed us to become a part of the video, which was watched by tens of thousands of designers and other interested people. I am sincerely grateful to Vladimir for the excellent presentation and the cameraman for the high-quality shooting. I believe that our company will benefit from the promotion and popularization in Russia and other Russian-speaking countries!

## Martin Kushtan

Агентство Casa Nuova

” Professional approach to everything. Vladimir has at the same time great narrow-profile knowledge of the product and broad erudition, which gives the reviews a professional, but fascinating blend! The quality of shooting and editing is also at the highest professional level. As a result, we have a high-quality tool, both for working with a professional interior environment and with potential buyers! Great combination!

## Svetlana Torkaylo

Keuco

” We managed to interest many conference participants in our innovative KEUCO products, as a result, we received a huge number of calls from designers and architects and today we are working on the implementation of several projects.

## Anton Kuzmin

TECE Россия


” On behalf of TECE, I express my gratitude for the organization and holding Vitrina Design Summit to Vladimir and the Aquarius team. The organization was excellent: very interesting speakers, full rooms of guests, technically everything was perfect We will definitely participate in the next Vitrina with new and interesting topics to expand our exposure.

# CONTACTS

**Vladimir Moskalenko**

 @VladimirMoskalenko

 vimoskalenko@gmail.com

 +7 911 929 9102

