

# Как потратить

EFFECTIVE ADVERTISING SOLUTIONS 2021





ВЕДОМОСТИ

# Как потратить

#04 (212) Апрель 2019 kp.vedomosti.ru

16+

ИНТЕРЬЕРЫ & ДИЗАЙН

ДЕКОР ОТ DIOR:  
ДОМ МОД – ВАШЕМУ ДОМУ

## «Kak potratit» –

It is a glossy magazine aimed at an audience that provides itself with elite leisure and surrounds itself with exclusive, expensive things

47 000  
Copies

Published since February **2000**,  
is an integral part of the daily  
«Vedomosti».

Distributed together with  
«Vedomosti»

# «Kak potratit» issues:



Men and Success Stories. Gifts for Men's Day

Design and Projects in the Luxury Industry

Successfull Women: Business Stories. Gifts for Women's day. Spring Collections

Traditions and Craftsmanship. Special Editorial Section: Yachting in the 21st century.

Fashion Business

Style & Names

Spring: Trends, Tendencies, Accessories. Special Editorial Section: Yachting in the 21st century.

Lux & Investment. Overview: Watch and Jewelry Collections

Watches & Jewelry. Overview: Watches&Wonders, Basel World, Swatch Group Exhibition

Getting Ready for the New Year and Christmas. New Year Collections

Autumn and Style. Trends of the Season. Overview: High Jewelry Exhibitions

Gifts & Ideas

# ВЕДОМОСТИ Как потратить

#12 (220) Ноябрь 2019 kp.vedomosti.ru

16+

НЕ ТОЛЬКО ДЬЯВОЛ:  
КТО БУДЕТ НОСИТЬ PRADA В 2020 ГОДУ

Covers a diverse range of topics to cater for both male and female audiences.

Gourmet

People

Journeys

Topics

Technopark

«Kak potratit»

Deluxe

Home and  
interior

Art-guide

# Release Dates 2021

Release Date		Closing date	Ad materials deadline
15.02.2021	Men and Success Stories. Gifts for Men's Day	15.01.2021	22.01.2021
01.03.2021	Successfull Women: Business Stories. Gifts for Women's day. Spring Collections	29.01.2021	05.02.2021
15.03.2021	Fashion Business	12.02.2021	19.02.2021
05.04.2021	Design and Projects in the Luxury Industry	05.03.2021	12.03.2021
19.04.2021	Spring: Trends, Tendencies, Accessories. Special Editorial Section: Yachting in the 21st century.	19.03.2021	26.03.2021
31.05.2021	Watches & Jewelry. Overview: Watches&Wonders, Basel World, Swatch Group Exhibition	30.04.2021	07.05.2021
06.09.2021	Autumn and Style. Trends of the Season. Overview: High Jewelry Exhibitions	06.08.2021	13.08.2021
20.09.2021	Fashion Business	20.08.2021	27.08.2021
04.10.2021	Design and Projects in the Luxury Industry	03.09.2021	10.09.2021
18.10.2021	Traditions and Craftsmanship. Special Editorial Section: Yachting in the 21st century.	17.09.2021	24.09.2021
01.11.2021	Style & Names	01.10.2021	08.10.2021
15.11.2021	Lux & Investment. Overview: Watch and Jewelry Collections	15.10.2021	22.10.2021
01.12.2021	Gifts & Ideas	31.10.2021	07.11.2021
13.12.2021	Getting Ready for the New Year and Christmas. New Year Collections	12.11.2021	19.11.2021

# Men and Success Stories

Release Date: 15.02.2021

Our edition is dedicated for **business men's**. How does they reach the success in different spheres of life. Such as business; sport; culture; science. There is an opportunity to get an **exclusive** interviews and reports, biographical and historical features. We are ready to share **a piece of men world** with you.

# Successfull Women: Business Stories

Release Date: 01.03.2021

Our last edition is dedicated for **business woman**. How does they reach the success in business; sport; culture; science and **family building**. There is an opportunity to get an exclusive interviews and reports, biographical and historical features, as well as **latest hot trends** in fashion world. We are ready to share a piece of women world with you.



# Fashion Business

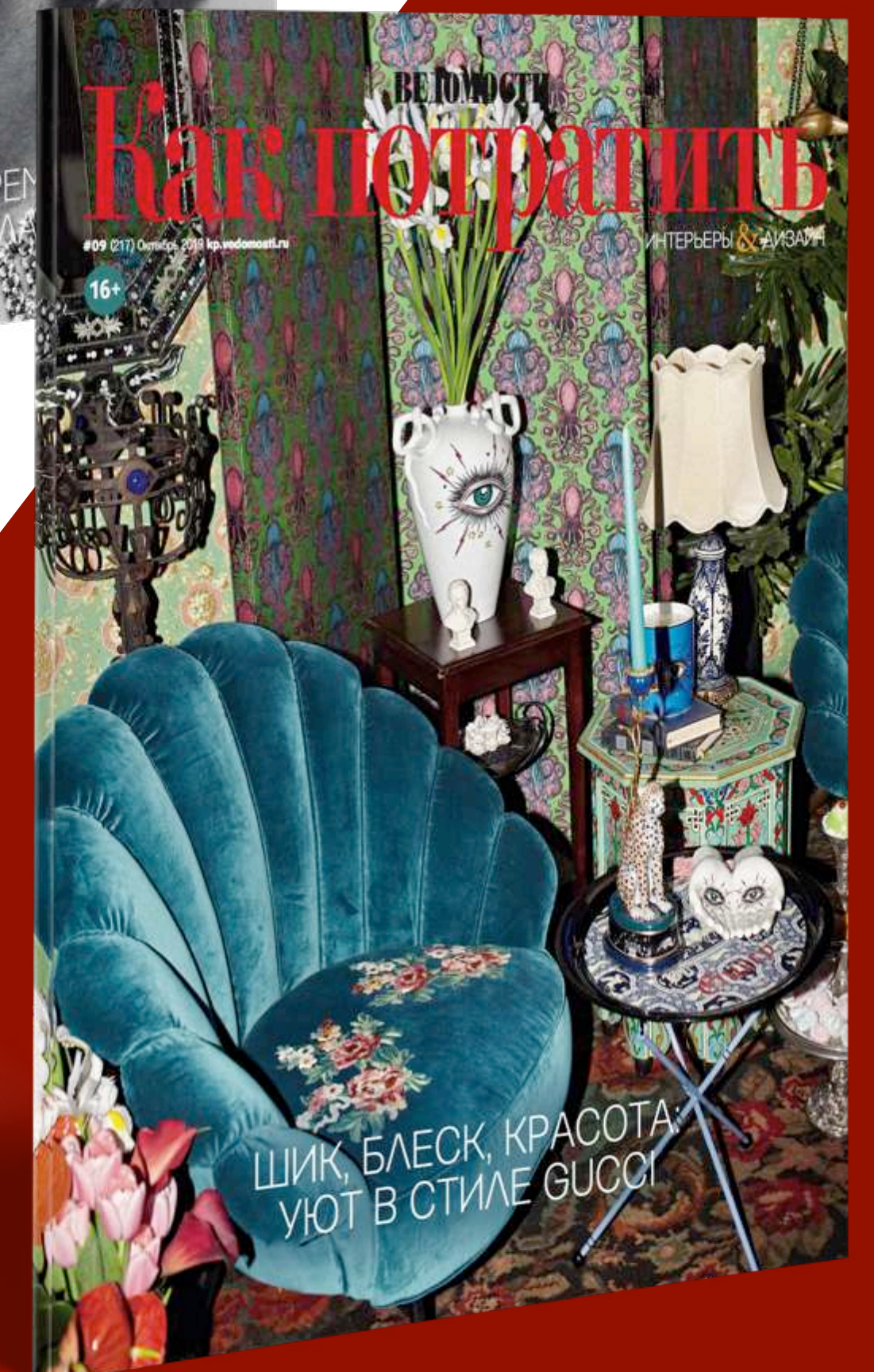
Release Date: 15.03.2021, 20.09.2021

Key elements of **successful fashion business**.  
Innovations and historical experience top brands. An **exclusive** interviews with the owners of fashion houses.

# Design and Projects in the Luxury Industry

Release Date: 05.04.2021, 04.10.2021

Distributed among **professionals** -  
architectural and design offices.  
Corporations in the **real estate market**  
Groups of interior and development companies.



# NEW

## Special Editorial Section: «Yachting in the 21st century» in the issue

Spring: Trends, Tendencies, Accessories. Release date: 19.04.2021

Traditions and craftsmanship. Release date: 18.10.2021

---

Special section in the issue of Kak Potratit will be devoted to the **yachting industry of the 21st Century** and its development. Yachts become not only excellent but also safe means of travelling. Our professional and well known journalists Aleksandr Razinkov, Anastasiya Ushkova, Marina Yampolskaya and others will write about new yachts, which will be released in 2021, new travelling routes for the year, as well as new marinas that will be accepting yachtsmen. We plan to **interview the CEOs** of the leading producers, they will speak about the trends during this difficult time and about new serial models which will be presented in 2021 by architects, designers of interiors and builders of yachts, an **overview of the charter fleet** and destinations for the summer 2021, new technologies, planned regatas, **yachting accessories**: materials about equipment and clothing, watches for yachtsmen etc, developers' projects and marinas, overview of shipyards.

These sections will also be placed on **Kak Potratit website** and we can offer **Partner's material with announcement package** in the section or Partnership of the section with announcement package.



# Watches & Jewelry

Release Date: 31.05.2021

Reports from watches and jewellery factories with and in- depth coverage of some **exclusive** techniques. A diverse variety of products of **limited series and editions** presented at Watches&Wonders and Basel World. Trends in watchmaking and jewellery manufacturing techniques. **Exclusive** articles and interviews with the leading **masters** in the industry.



# Autumn and Style

Release Date: 06.09.2021

The edition is released in September, so it is devoted to **trends of the season**, not only in fashion world, but also in the **high jewelery sphere**. Exclusive interviews with representatives of brands, reports from **fashion shows**, a selection of key news of the season from leading brands.

# Traditions and Craftsmanship. Special Editorial Section: Yachting in the 21st century.

Release Date: 18.10.2021

This edition is dedicated to various of professionals in **luxury goods industry** such as fashion, **perfume business**, watches and jewelry, etc.

Estimated publication format: interviews + **trend** reviews + thematic features.



# Style & Names

Release Date: 01.11.2021

This edition is dedicated to **opinion leaders**. Well known fact that opinion leaders nowadays has a huge impact on decision buying among the customers. Our **heroes** will be various of **different directions** - fashion, architecture, perfumery business, design and many others.

Estimated publication format: interviews + historical features

# Lux & Investment

Release Date: 15.11.2021

Exclusive interviews and reports about those who are doing **business in the luxury sector** today (fashion, jewelry, watches, yachts and planes, real estate, etc)



# Gifts & Ideas

Release Date: 01.12.2021

---

During **Christmas Eve** and New Year we are preparing the most magical and **luxurious edition** dedicated to Christmas **gifts**. You will be able to find everything for him, for her, for children and **for loved ones**.

## Getting Ready for the New Year and Christmas. New Year Collections

Release Date: 13.12.2021

---

The name of this edition speaks for itself. Our editorial board has prepared for you something **really special**. A variety of **gifts** selection for everyone! Estimated publication format: interviews + features with top experts of **fashion industry** with best gifts advices combined with high **quality pictures**.



# Audience Profile\*



63,9%



36,1%

Moscow **111 000**

## Age



- Has a job **86,1%**
- High-income **74%**
- Top-managers **33,9%**
- Income CC+\*\* **49%**



**26 000**

Subscribers



**2 500 000**

social networks  
followers

\*Source NRS –Moscow, Russia(16+) March'20 – July'20

\*\*Доход CC+ – people who can buy expensive goods, but not everything they want, and financially secure people who have unlimited resources

# Advertising options



Ad format	Roubles*
First Spread	1 470 000
Second and third Spread	1 330 000
Spreads before TOC I	1 330 000
Spread between Contents	1 330 000
Central Spread	1 330 000
Back Cover	820 000
Inside Back Cover	580 000
Page	580 000
1/2 Page	350 000
RH Page Opposite Content	677 000
RH Page Opposite Editor's Letter	677 000
Page Accents	677 000

\* prices are subject to VAT 20%

\*\*Production cost will be calculated upon request. Prices are subject to VAT 20%



## Cover Gatefolder (with outer fold)

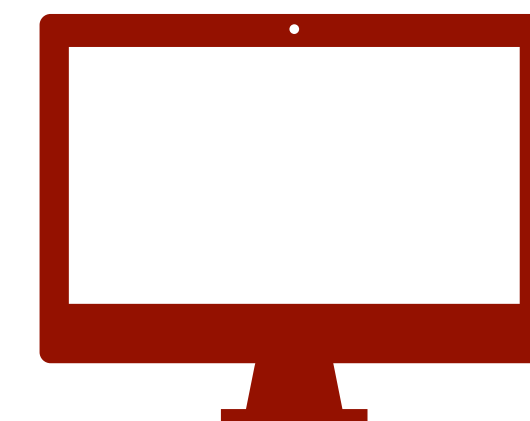
Format	2 pages, 272 (fold) +277+280)x350 mm, Color 4+4
Number of pages	2/1
Ad placement price**	1 500 000 RUB



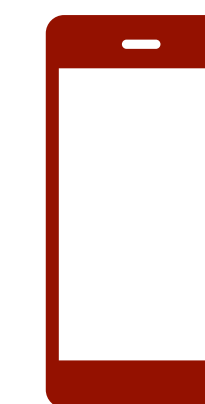
## Supercover

Format	2 pages, формат (240+240)x350 mm, color 4+4
Number of pages	2 x 1/1
Ad placement price**	1 500 000 RUB

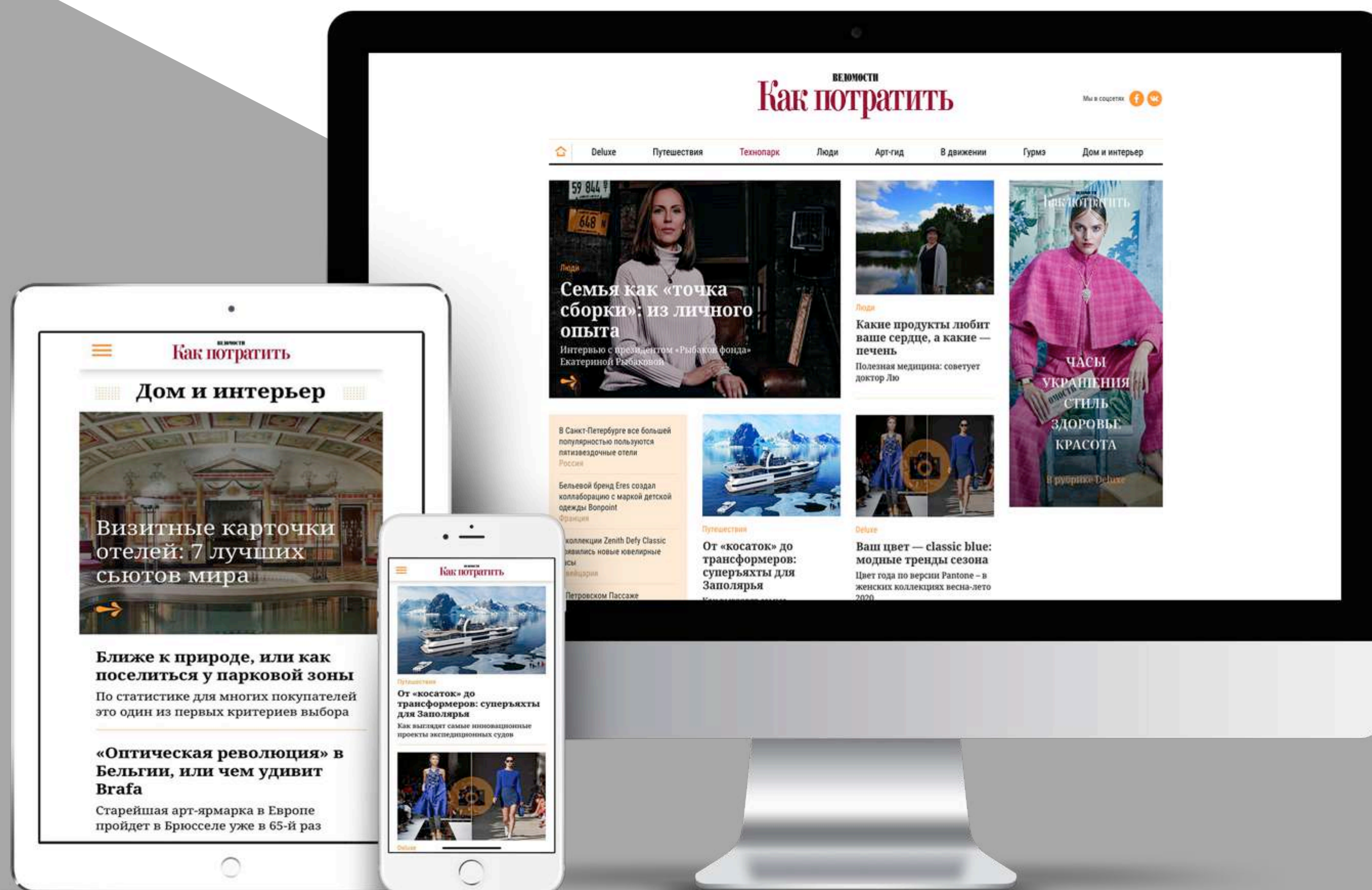
# KP.VEDOMOSTI.RU



50%



50%



Unique users

106 000\*

Page views

215 000

Depth viewing

2,1

\* Google analytics January 2020

# Advertising options

Formats	Statics, 1 Week
<b>Premium</b>	<b>RUB</b>
Billboard 100%x250 & 300x250, All pages, First screen	150 000
300x600 & 300x200, All pages, First screen	150 000
Billboard 100%x250 & 300x250, All pages, Second screen	110 000
300x600 & 300x200, All pages, Second screen	110 000
<b>Rich media</b>	
Pushdown 100%x250 down to 100%x415px, auto, once per day	170 000
Fullscreen 800x600	100 000
Branding	200 000
<b>Native</b>	
Partner's material, with announcement on Home Page and rubrics	150 000
Partnership in Editorial Section	300 000
Integration in GIFTS Gallery, 1 block	100 000
Partner's Logo, All Pages	300 000
Partner's block, under content, all pages of the materials of the section	300 000
<b>NON-Standart</b>	
Takeover from Billboard, once per day	220 000
Sidekick from 300x600	220 000
Cube	220 000

\* Prices are subject to VAT 20%



**KP.VEDOMOSTI.RU**



# Creative advertising options in the magazine and on the site

«Vedomosti» **special projects** – a non-standard form of implementing advertising tasks using **unique creative**, design and **modern advertising technologies**.

Our professional team has the best expertise in creating **high-quality content** for **luxury companies** and other important **business areas**.

«Vedomosti» does not disguise special projects as editorial materials. Readers make a conscious decision to read a **special project**, being interested in the content and **advanced formats** of information presentation.

## **PARTNER MATERIALS AND PROJECTS:**

preparation of materials and projects together with the editorial of «Kak Potratit»

[Harmony and sophisticated complexity](#)

[A book as a luxury piece](#)

[Defining the Revolutionary Spirit](#)

**Technic:**

[New ASUS ZenBooks business laptop](#)

[Endless duo laptop from ASUS](#)

**Vacation:**

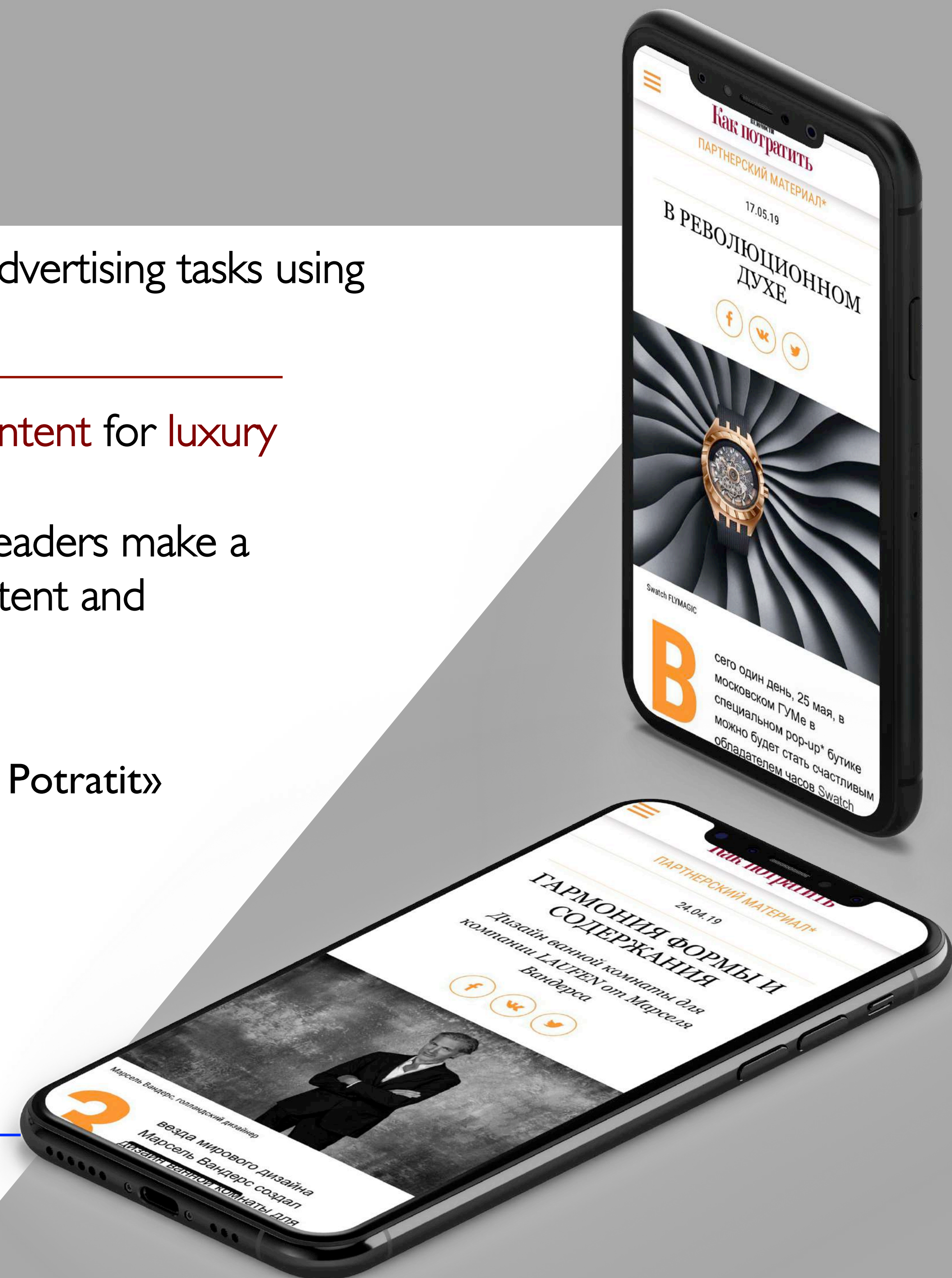
[Geneva Cuisine](#)

[Sightseeing and mountain trips](#)

**Partner photo gallery:**

[Festival season in Vremena Goga Galleries](#)

[Celebrating in a big city](#)



# Key Advertisers

Alta Gamma  
Ancora  
Ararat Hayatt  
Armani Casa  
Alpina  
Audemars Piguet  
Audi  
Aurrum

Baccarat  
Bacardy  
Baldessarini  
Baume & Mercier  
Bentley  
Bernard & Daud  
BMW  
Bork  
Bosch  
Breguet  
Brietling  
Brioni  
Brunello Cucinelli  
Bvlgari  
Burberry

Canali  
Carlo Pazolini  
Caran d'ACHE  
Cybarco  
Cartier  
Carrera&Carrera  
Chanel  
Chaumet  
Chivas Regal  
Chopard  
Chloe  
Christie's  
Christian Dior  
Corneliani  
Courvoisier

Daum  
De Beers  
De Grisogono  
De La Cour  
De Longhi  
Denview  
De Witt  
Delaneau  
Diageo  
Dolce&Gabbana  
Dom Farfora  
Dunhill

Escada  
Ermenegildo  
Emile Marqu  
Faberge  
Fope  
Four Seasons  
Frette  
Frederick Constant  
Frey Wille  
Il Nature  
Giorgio Armani  
Girard Perregaux  
Glenmorangie  
Gorenije  
Graff  
Gucci

Harry Winston  
Hennessy  
Hermes  
Hugo Boss  
IWC  
Jaeger Le Coultre  
Johny Walker  
Kashemir&Silk  
Kiton  
Knight Frank  
Land Rover  
Lange and Sohne  
Lanvin  
Leading Hotels of the World  
Lexus  
Loewe  
L'Oreal  
Loro Piana  
Louis Vuitton

Martell  
Martini  
Maserati  
Mercedes  
Mikimoto  
Miele  
Mont Blanc  
Nokia  
Olmeca  
Panasonic  
Parliament  
Parnigiani  
Patek Philippe  
Philips  
Porsche  
Pomellato  
Prada

Ralph Laurent  
Ritz Carlton  
Rolex  
Roust  
Salvatore Ferragamo  
Saeco  
Samsung  
Savio Firmino  
Sberbank  
Sobranie  
Scavolini  
Smalto  
Sony  
Sotheby's

Tag Heuer  
Tibaldi  
Tiffany  
Tissot  
Tod's  
Tosato  
Toyota  
Troika Dialog  
Trussardi  
Vacheron Constantin  
Van Cleef & Arpels  
Vertu  
Visa  
Whirlpool  
White Hall  
Yves Saint Laurent  
Yves Solomon  
Zenith  
Zilli  
Uomo Collezioni  
Ulysse Nardin

And Shopping Centers:  
GRAND, EVROPEISKIY,  
VREMENA GODA



**ВЕДОМОСТИ**

# Как потратить

**Maria Zarnova**

Publisher/Advertising Sales Director

e-mail: [mzarnova@vedomosti.ru](mailto:mzarnova@vedomosti.ru)

Tel. +7 (495) 956 34 58, ext. 1366

**Natalia Malova**

**Margarita Bykova**

Client Service Managers

e-mail: [malova@vedomosti.ru](mailto:malova@vedomosti.ru) / [m.bykova@vedomosti.ru](mailto:m.bykova@vedomosti.ru) / [reklama@vedomosti.ru](mailto:reklama@vedomosti.ru)