

A woman with blonde hair and dark eye makeup is the central figure, wearing a bright orange top with a large, pleated ruffled collar and a multi-strand necklace of colorful beads. She is looking directly at the camera. Behind her, a man with dark hair is partially visible, wearing a blue shirt with a gold and brown geometric pattern. The background is a solid, vibrant purple.

# Как потратить

ВЕДОМОСТИ

MEDIA KIT  
2023



## «Kak potratit»

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

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

gourmet  
journeys  
people  
technopark  
deluxe  
home and interior  
art-guide

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Published  
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2000

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together with  
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# RELEASE DATES

1. RELEASE DATE
2. CLOSING DATE
3. AD MATERIAS DEADLINE



# RELEASE DATES

**06.03.2023** 03.02.2023 10.02.2023

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Spring. Trends, gifts and traveling

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**07.04.2023** 07.03.2023 14.03.2023

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Design and Luxury projects

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**09.06.2023** 10.05.2023 14.05.2023

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Summer. Watches & Jewelry. Overview from the Watch and Jewelry Expos.

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**08.09.2023** 08.08.2023 15.08.2023

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Autumn. Style. Trends and collections of the season

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**13.10.2023** 12.09.2023 19.09.2023

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Design and Luxury projects

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**10.11.2023** 10.10.2023 17.10.2023

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Style and Names.

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**08.12.2023** 07.11.2023 14.11.2023

Gifts



# ВЕДОМОСТИ Как потратить

#08 (242) Сентябрь 2021 | [kp.vedomosti.ru](http://kp.vedomosti.ru)

МОДНЫЙ БИЗНЕС

16+

## ВЗЯТИЕ ПАРИЖА

БРЕНД ULYANA SERGEENKO  
ПОКОРИЛ ВЫСОКУЮ МОДУ

06.03.2023

## Spring. Trends, gifts and traveling

Our last edition is dedicated to the spring collections, women's day gifts and travel.

You will find exclusive interviews and reports, biographical and historical features, as well as latest hot trends in women's fashion, overview of women's jewelry and watches, exclusive collections and techniques and materials. Also materials about hot trends for the season as well as recommendations of the experts for the gifts for Women's day. We are ready to share a piece of women's world with you.



07.04.2023/ 13.10.2023

## Design and Luxury Projects

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

# ВЕДОМОСТИ Как потратить

#06 (240) Май 2021 | kp.vedomosti.ru

ЧАСЫ • УКРАШЕНИЯ

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**ВРЕМЯ  
ЖИТЬ**

СЧАСТЛИВЫЕ  
БРИЛЛИАНТЫ  
ДЖУЛИИ РОБЕРТС

09.06.2023

## **Watches & Jewelry. Overview from the Main Jewelry and Watch Expos and Shows**

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 the expos. Trends in watchmaking and jewelry manufacturing techniques. Exclusive articles and interviews with the leading masters in the industry.\*

\*Expanded distribution during the SPIEF Economic Forum in St. Petersburg



# ВЕДОМОСТИ Как потратить

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## КАПСУЛА ВРЕМЕНИ

ИДЕАЛЬНЫЕ ПУТЕШЕСТВЕННИКИ:  
ВЕРСИЯ 2021 ГОДА

08.09.2023

## Autumn. Style. New trends of the season: watches, jewelry, fashion, accessories

This issue will be covering the trends and tendencies for the season, not only in fashion world, but also in the high jewelry sphere. Exclusive interviews with representatives of brands, reports from fashion shows, a selection of key news of the season from leading brands.



# ВЕДОМОСТИ Как потратить

#11 (245) Ноябрь 2021 | [p.vedomosti.ru](http://p.vedomosti.ru)

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**ВРЕМЯ  
ЧЕМПИОНОВ**

НОВАК ДЖОКОВИЧ —  
АМБАССАДОР HUBLOT

10.11.2023

## Style & Names

This edition is dedicated to opinion leaders. Well known fact that opinion leaders nowadays have a huge impact on customers style, thus formulationg their purchasing preferences and habits, our heroes will be chosen from various segments and you will find exclusive editorial materials from the famous people. Special features will be on Autumn Watch Premiers.

# ВЕДОМОСТИ Как потратить

#11 (233) Декабрь 2020 kpr.vedomosti.ru

ПОДАРКИ & ИДЕИ

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ЗИМА  
ПРИХОДИ

ГЛОБАЛЬНЫЕ  
УТЕПЛЕННЫЕ  
ОХВАТЫВАЮЩИЕ

08.12.2023

## Gifts

Looking forward to the Holiday Season we are preparing the most magical and luxurious edition dedicated to the gifts for the New Year and Christmas, holiday travel destinations, home decorations, etc. Gifts for him, for her, for children and for loved ones.



## AUDIENCE PROFILE\*

101 900

RUSSIA

73 700

MOSCOW

62%

MEN

38%

WOMEN

76%

HIGH INCOME

61%

BUSINESSMEN AND  
TOP-MANAGERS

37%

16-34 Y.O.

43 %

35-54 Y.O.

19%

55+Y.O.





KP.VEDOMOSTI.RU

35%  
DESKTOP

65%  
MOBILE

93 455  
UNIQUE USERS

153 596  
PAGE VIEWS

# ADVERTISING OPTIONS

PRINT / DIGITAL



# PRINT

	€
First Spread	20 215
Second and third Spread	18 289
Spread before TOC 1	18 289
Spread between Contents	18 289
Central Spread	18 289
Back Cover	11 276
Inside Back Cover	7 976
Page	7 976
½ Page	4 813
RH Page Opposite Content	9 310
RH Page Opposite Editor's Letter	9 310
Page Accent	9 310



## Cover Gatefolder (with outer fold)

Format	2 pages, 272 (fold)+277+280) x 350 mm, Color 4+4
Number of pages	2/1
Ad placement price*	1 500 000



## Supercover

Format	2 pages, format (240+240) x 350 mm, color 4+4
Number of pages	2/1
Ad placement price*	1 500 000



# Formats

## Static, 1 week

### Premium

Billboard 100%x250 & 300x250, All pages, First screen	2 063
300x600 & 300x200, All pages, First screen	2 063
Billboard 100%x250 & 300x250, All pages, Second screen	1 513
300x600 & 300x200, All pages, Second screen	1 513

### Rich media

Pushdown 100%x250 down to 100%x415px, auto, once per day	2 338
Fullscreen 800x600	1 375
Branding	2 750

### Native

Partner's material, with announcement on Home Page and rubrics	2 063
Partnership in Editorial Section	4 125
Integration in GIFTS Gallery, 1 block	1 375

### NON-Standard

Takeover from Billboard, once per day	3 025
Sidekick from 300x600	3 025
Cube	3 025

€

### Coefficients

Targeting on main page	25%
Targeting on section	20%
Geo Moscow + Saint Petersburg	50%
Geo regions	20%
October - December	20%
January, July, August	- 20%

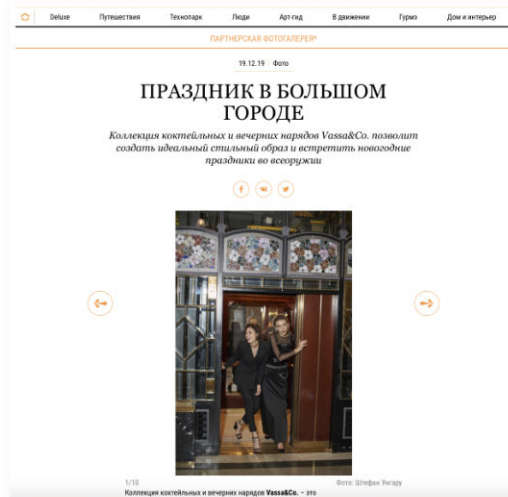
DIGITAL  
kp.vedomosti.ru

# 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.



# KEY ADVERTISERS

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Ararat Hayatt  
Armani Casa  
Alpina  
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Bvlgari  
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Canali  
Carlo Pazolini  
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Carrera&Carrera  
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Fendi  
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Four Seasons  
Frederick Constant  
Frey Wille  
Giorgio Armani

Giorgio Collection  
Girard Perregaux  
Gorenije  
Graff  
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Harry Winston  
Hermes  
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Panasonic  
Parnigiani  
Patek Philippe  
Philips  
Porsche

Pomellato  
Prada  
Ralph Laurent  
Ritz Carlton  
Rolex  
Roust  
Salvatore Ferragamo  
Saeco  
Samsung  
Savio Firmino  
Sberbank  
Scavolini  
Smalto  
Sony  
Sotheby's  
Tag Heuer  
Tiffany  
Tissot  
Tod's  
Toyota  
Troika Dialog  
Trussardi  
Vacheron Constantin  
Van Cleef & Arpels  
Vertu  
Visa  
Whirlpool  
Yves Saint Laurent  
Yves Solomon  
Zenith  
Zilli  
Uomo Collezioni  
Ulysse Nardin

**And Shopping Centers:**  
GRAND, EVROPEISKIY,  
VREMENA GODA



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