

A woman with blonde hair and dark eye makeup is the central figure, wearing a bright orange top with a large, 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

Published
since February
2000

Distributed
together with
«Vedomosti»

53 000
Copies

RELEASE DATES

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



RELEASE DATES

06.03.2023 **03.02.2023** **10.02.2023**

Spring. Trends, gifts and traveling

07.04.2023 **07.03.2023** **14.03.2023**

Design and Luxury projects

09.06.2023 **10.05.2023** **14.05.2023**

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

08.09.2023 **08.08.2023** **15.08.2023**

Autumn. Style. Trends and collections of the season

13.10.2023 **12.09.2023** **19.09.2023**

Design and Luxury projects

10.11.2023 **10.10.2023** **17.10.2023**

Style and Names.

08.12.2023 **07.11.2023** **14.11.2023**

Gifts

ВЕДОМОСТИ Как потратить

#08 (242) Сентябрь 2021 | 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.

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#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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ОСЕНЬ & СТИЛЬ

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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

СТИЛЬ & ИМЕНА

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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 formulating 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

93 455
UNIQUE USERS

65%
MOBILE

153 596
PAGE VIEWS

ADVERTISING OPTIONS

PRINT / DIGITAL



PRINT

First Spread	1 470 000
Second and third Spread	1 330 000
Spread before TOC 1	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
½ Page	350 000
RH Page Opposite Content	677 000
RH Page Opposite Editor's Letter	677 000
Page Accent	677 000



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	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

Rich media

Pushdown 100%x250 down to 100%x415px, auto, once per day	170 000
Fullscreen 800x600	100 000
Branding	200 000

Native

Partner's material	150 000
Partnership in Editorial Section	300 000
Integration in GIFTS Gallery, 1 block	100 000

NON-Standard

Takeover from Billboard, once per day	220 000
Sidekick from 300x600	220 000
Cube	220 000

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%

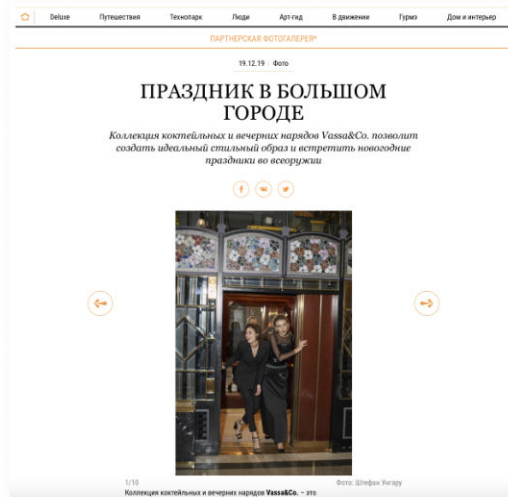
DIGITAL
kp.vedomosti.ru

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.



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Zenith
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Uomo Collezioni
Ulysse Nardin

And Shopping Centers:
GRAND, EVROPEISKIY,
VREMENA GODA

OUR CONTACTS

Maria Zarnova

Publisher / Advertising Sales Director

e-mail: mzarnova@vedomosti.ru

tel. +7 (495) 956 34 58 ext. 1366

Natalia Malova

Client Service Managers

e-mail: malova@vedomosti.ru / reklama@vedomosti.ru