

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

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 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 k.p. vedomosti.ru

ПОДАРКИ & ИДЕИ

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ЗИМА
ПРИХОДИ

ГЛОБАЛЬНОЕ
УТЕПЛЕНИЕ
ОХВАТЫВАЮЩЕЕ

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

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	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

Static, 1 week

€

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%

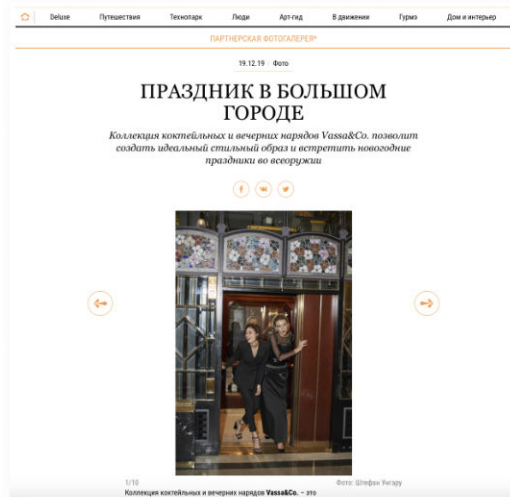
DIGITAL
kp.vedomosti.ru

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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And Shopping Centers:
GRAND, EVROPEISKIY,
VREMENA GODA

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