



# Как потратить

ВЕДОМОСТИ

MEDIA KIT  
2024



## «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  
design  
fashion

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Published  
since February  
2000

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Distributed  
together with  
«Vedomosti»

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47 000  
Copies

# RELEASE DATES

1. RELEASE DATE

2. CLOSING DATE

3. AD MATERIALS DEADLINE



# RELEASE DATES

**14.02.2025**   **14.01.2025**   **21.01.2025**

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Men. Style. Gifts for Holidays

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**07.03.2025**   **04.02.2025**   **11.02.2025**

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Spring. New collections for the season. Women in business. Success stories

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**11.04.2025**   **11.03.2025**   **18.03.2025**

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Design and Lux projects

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**16.06.2025**   **16.05.2025**   **23.05.2025**

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All about summer. Travel, leisure, new trends. Watches and Jewelry.  
Overview from the shows

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**05.09.2025**   **05.08.2025**   **12.08.2025**

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Autumn. New collections

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**10.10.2025**   **09.09.2025**   **16.09.2025**

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Design and Lux projects

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**07.11.2025**   **07.10.2025**   **14.10.2025**

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Style and Trends . Investment in Lux

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**05.12.2025**   **04.11.2025**   **11.11.2025**

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Gifts and New Year Collections



ВЕДОМОСТИ

# Как ПОТРАТИТЬ

#01 (223) Февраль 2020 kp.vedomosti.ru

16+

МУЖСКИЕ ИСТОРИИ

## ОТЦЫ И ДЕТИ

ДЭВИД ЛОРЕН —  
О РАЛЬФЕ  
ЛОРЕНЕ И НЕ  
ТОЛЬКО

14.02.2025

### Men. Style. Gifts for Holidays

The issue is dedicated to business representatives of the stronger sex and their achievements in all areas of life - business, sports, culture, science, etc. — and also offers a selection of exclusive interviews and news in the field of style, an overview of fashion, watches and accessories' collections for men. Gifts for special men.

**ПОРА ЦВЕТЕНИЯ**  
МОДНАЯ КОЛОРИСТИКА СЕЗОНА

**07.03.2025**

## **Spring.** **New Collections for the season. Women in business.** **Success stories**

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

An overview of beauty products and spa procedures.

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 experts for the gifts for Women's day.



**11.04.2025 / 10.10.2025**

## **Design and Lux Projects**

All about exclusive techniques, famous designers and new collections and luxury projects.

Distributed among professionals in architectural and design offices, developers and groups of interior and development companies.

ВЫБОР РЕДАКЦИИ  
БЕЛНЕС-ТУРИЗМ В РОССИИ:  
АДРЕСА К ПОСЕЩЕНИЮ

# ВЕДОМОСТИ Как ПОТРАТИТЬ

ЛЕТО & ЧАСЫ И УКРАШЕНИЯ  
#04 (267) Июнь 2024  
vedomosti.ru/kp  
Рекламное СМИ

16+

**СЕЗОН ОТКРЫТ**

12 ИДЕЙ ЛЕТНИХ ИНВЕСТИЦИЙ

**16.06.2025**

## **All about summer.**

**Travel, leisure, new trends. Watches and Jewelry.  
Overview from the shows**

All About Summer. Travelling , leisure, fashionable trends.

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

#07 (241) Сентябрь 2021 | kp.vedomosti.ru

ОСЕНЬ & СТИЛЬ

16+



**КАПСУЛА ВРЕМЕНИ**

ИДЕАЛЬНЫЕ ПУТЕШЕСТВЕННИКИ:  
ВЕРСИЯ 2021 ГОДА

05.09.2025

## Autumn. New Collections

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. News in retail market.

ВЕДОМОСТИ

# Как потратить

СТИЛЬ & ТРЕНДЫ  
#07 (270) Ноябрь 2024  
vedomosti.ru/kp  
Рекламное СМИ

16+

ВЫБОР РЕДАКЦИИ  
ОТ Кавказа до Якутии:  
МОЛОДЫЕ ДИЗАЙНЕРЫ МОДЫ



**СИЛА  
ЭТНОСА**  
КУЛЬТУРНЫЕ  
КОДЫ РОССИИ

**07.11.2025**

## **Style and Trends. Investment in Lux**

Exclusive interviews, reports, biographical and historical features, a selection of news, as well as a separate block of materials about trends in fashion and other areas.

ВЫБОР РЕДАКЦИИ  
ЛУЧШИЕ ГОРНОЛЫЖНЫЕ  
КУОРТЫ РОССИИ 2024 ГОДА

ВЕДОМОСТИ

Как подарить

ПОДАРКИ & НОВОГОДИНИЕ КОЛЛЕКЦИИ  
#08 (27) Декабрь 2024  
vedomosti.ru/np  
Редакция СМИ

16+

**НОВОЕ К НОВОМУ**  
ИДЕИ ПОДАРКОВ НА ЛЮБОЙ ВКУС

05.12.2025

## Gifts and New Year collections

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\*

169 000

RUSSIA

66 000

MOSCOW

39%

MEN

61%

WOMEN

68%

HIGH INCOME

33%

BUSINESSMEN AND  
TOP-MANAGERS

47.1%

16-34 Y.O.

30,5%

35-54 Y.O.

22.3%

55+Y.O.

\*Mediascope — NRS — March - July 2023

# ADVERTISING OPTIONS

PRINT / DIGITAL



# PRINT

|                                  |           |
|----------------------------------|-----------|
| First Spread                     | 1 764 000 |
| Second and third Spread          | 1 600 000 |
| Spread before TOC 1              | 1 600 000 |
| Spread between Contents          | 1 600 000 |
| Central Spread                   | 1 600 000 |
| Back Cover                       | 984 000   |
| Inside Back Cover                | 690 000   |
| Page                             | 690 000   |
| ½ Page                           | 420 000   |
| RH Page Opposite Content         | 812 400   |
| RH Page Opposite Editor's Letter | 812 400   |
| Page Accent                      | 812 400   |



## Cover Gatefolder (with outer fold)

|                     |  |
|---------------------|--|
| Format              | 2 pages, 272<br>(fold)+278+276) x 350 mm,<br>Color 4+4 |
| Number of pages     | 2/1  |
| Ad placement price* | 1 800 000  |



## Supercover

|                     |  |
|---------------------|--|
| Format              | 2 pages, format<br>(240+240 ) x 350 mm,<br>color 4+4 |
| Number of pages     | 2/1  |
| Ad placement price* | 1 800 000  |

## Formats

## Static, 1 week

### Premium

Billboard 100%x250 & 300x250, All pages, First screen

180 000

300x600 & 300x200, All pages, First screen

180 000

Billboard 100%x250 & 300x250, All pages, Second screen

132 000

300x600 & 300x200, All pages, Second screen

132 000

### Rich media

Pushdown 100%x250 down to 100%x415px, auto, once per day

204 000

Fullscreen 800x600

120 000

Branding

240 000

### Native

Partner's material

180 000

Partnership in Editorial Section

360 000

Integration in GIFTS Gallery, 1 block

120 000

### NON-Standard

Takeover from Billboard, once per day

264 000

Sidekick from 300x600

264 000

Cube

264 000

### 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%

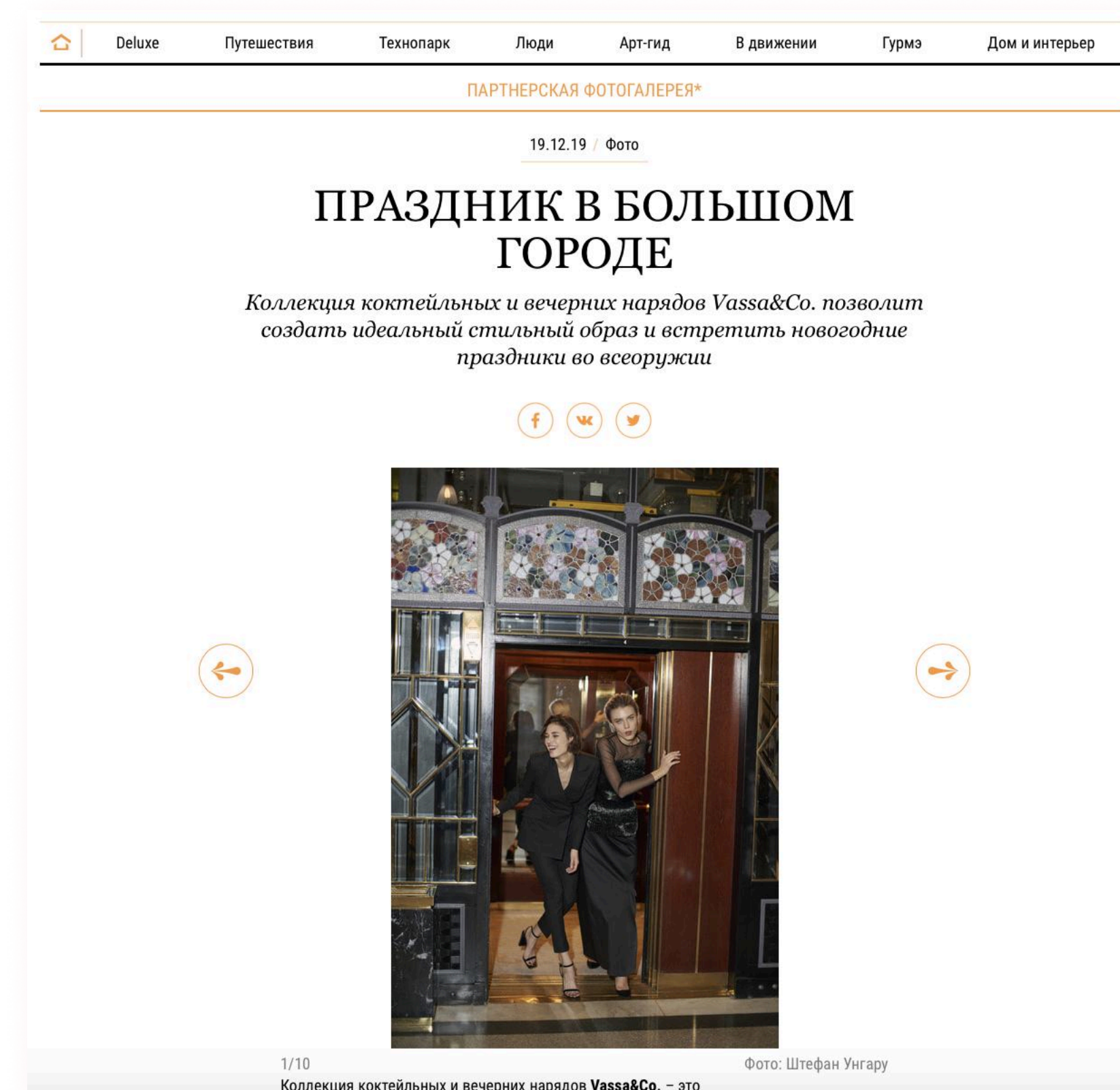
**DIGITAL**  
kp.vedomosti.ru

# 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.





# KEY ADVERTISERS

Alta Gamma  
Ararat Hayatt  
Armani Casa  
Alpina  
Audemars Piguet  
Audi  
Aurrum  
Baccarat  
Baldessarini  
Barovier & Toso  
Baume&Mercier  
Bentley  
BMW  
Bork  
Bosch  
Boggi Milano  
Breguet  
Brietling  
Brioni  
Brunello Cucinelli  
Bvlgari  
Burberry

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Carlo Pazolini  
Cybarco  
Cartier  
Carrera&Carrera  
CassaRicca  
Chanel  
Chaumet  
Chopard  
Chloe  
Christie's  
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Daum  
De Beers  
De Grisogono  
De Longhi  
De Witt  
Delaneau  
Dolce&Gabbana  
Doucal's

Dunhill  
Escada  
Ermenegildo Zegna  
Emile Marqu  
Faberge  
Fendi  
Fope  
Four Seasons  
Frederick Constant  
Frey Wille  
Geox  
Giorgio Armani  
Giorgio Collection  
Girard Perregaux  
Gorenije  
Graff  
Gucci  
Harry Winston  
Hermes  
Hugo Boss  
IWC  
Jaeger Le Coultre

Kashemir&Silk  
Kiton  
Knight Frank  
Land Rover  
Lange and Sohne  
Lanvin  
Leading Hotels of the World  
L'Etoile  
Lexus  
Liza Borzaya  
Loewe  
L'Oreal  
Loro Piana  
Louis Vuitton  
Maserati  
Mercedes  
Mikimoto  
Miele  
Montblanc  
Natura Siberica  
Nokia  
Panasonic  
Parnigiani  
Patek Philippe  
Philips  
Porsche  
Pomellato  
Posie  
Prada  
Palekh Watches  
Parure Atelier  
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  
Visionnaire  
WWTS  
Whirlpool  
Yves Saint Laurent  
Yves Solomon  
Zenith  
Zilli  
Uomo Collezioni  
Ulysse Nardin

Adamas  
ALROSA Diamonds  
Beauty salons and  
aesthetic medicine  
clinics  
Dom Farfora  
Eurodom  
MIUZ diamonds  
SC Grand  
SC Evropeiskiy  
SC Vremena Goda

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