


A woman with blonde hair, wearing sunglasses, a white button-down shirt, and dark pants, is walking across a city street. The background shows a blurred urban scene with cars, buildings, and a bicycle on the right. The entire image has a dark blue overlay. The logo 'ZIMA' is centered in large, white, serif capital letters.

# ZIMA

A HIGH QUALITY MEDIA RESOURCE IN RUSSIAN



**ZIMA is a high quality  
lifestyle website and a print  
magazine for everyone  
who thinks in Russian**



*Globally 15 million*

Russian speakers live  
outside the former USSR

*Europe 6,27 million*

Russian speakers live in Europe

*Britain 766,000*

Russian-speaking people  
reside in the UK,  
predominantly in London

*Annually 350,000*

Russian-speaking people  
continue to leave every year



**Our mission is to  
empower and  
inspire Russian  
speakers abroad**

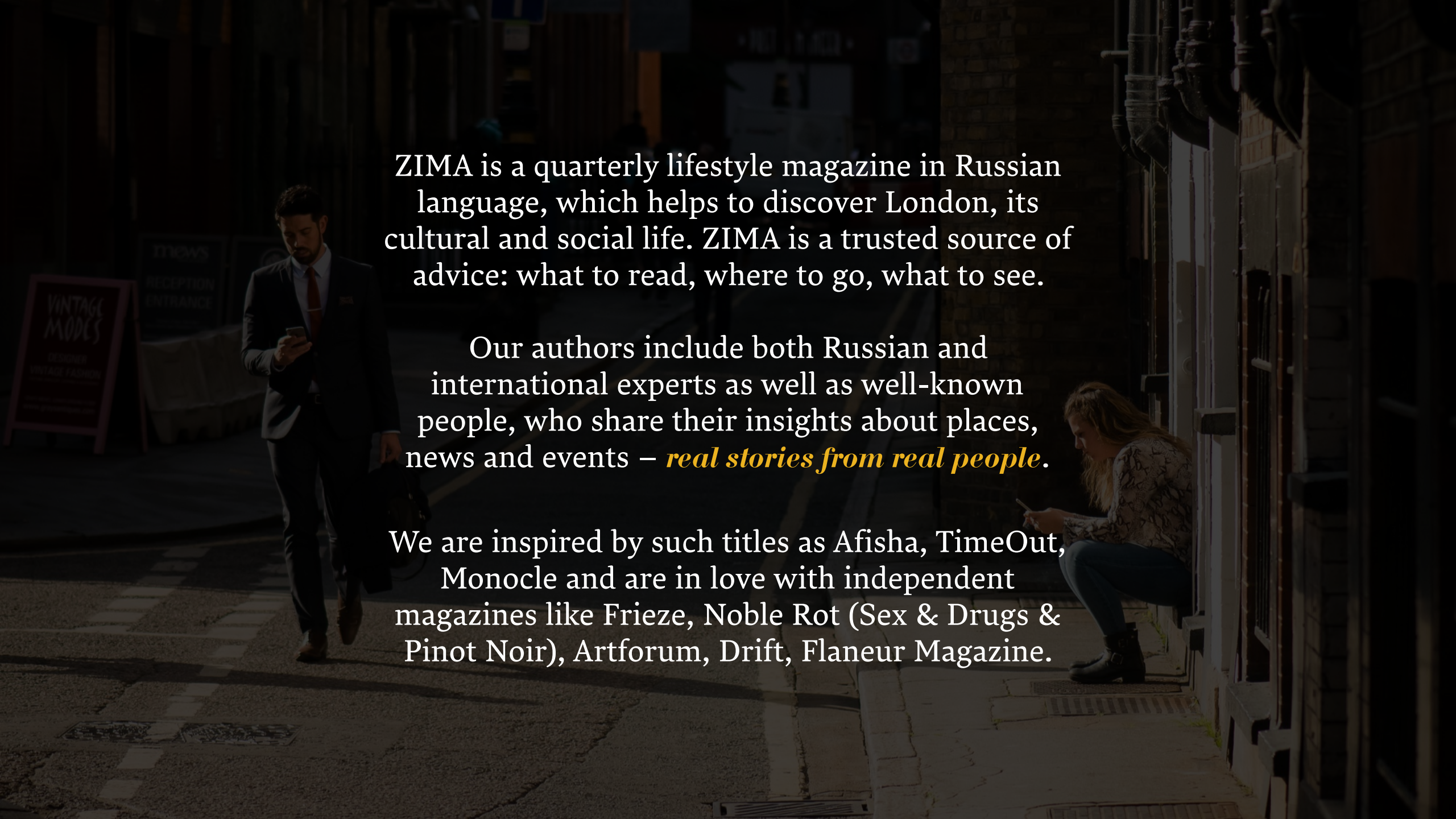






# Print Magazine

A COMPLETE GUIDE TO LONDON



ZIMA is a quarterly lifestyle magazine in Russian language, which helps to discover London, its cultural and social life. ZIMA is a trusted source of advice: what to read, where to go, what to see.

Our authors include both Russian and international experts as well as well-known people, who share their insights about places, news and events – *real stories from real people*.

We are inspired by such titles as Afisha, TimeOut, Monocle and are in love with independent magazines like Frieze, Noble Rot (Sex & Drugs & Pinot Noir), Artforum, Drift, Flaneur Magazine.



## ZIMA READERSHIP

People who live in London,  
visit London often or just  
come for a short holiday or  
for business. They are  
active and follow trends.  
They have money which  
they want to spend wisely.





# AUDIENCE PROFILE

## *professionals*

Average age 36 years  
Higher education 86%  
Kids under 18 38%  
Average income  
per month £5,048  
Own business 21%  
Own property 24%  
Events visited 49%

## *HNWI*

Average age 42 years  
Higher education 64%  
Kids under 18 36%  
Average income  
per month £17,371  
Own business 53%  
Own property 44%  
Events visited 38%

## *relocating*

Average age 33 years  
Higher education 79%  
Kids under 18 n/a  
Average income  
per month £1,023  
Own business n/a  
Own property 49%  
Events visited n/a



# ZIMA DISTRIBUTION

10,000 copies / 4 times a year

## *retail*

Waterstones Piccadilly; ZIMA online shop;  
WHSmith Travel Stores: Heathrow T2, T5,  
London City Airport, St Pancras (Eurostar),  
Victoria, Waterloo, Paddington, King's  
Cross, Charing Cross, Stratford & Stratford  
International; Harrods; Selfridges

## *subscription*

300+ UHNW individuals and  
high income professionals

## *available for free*

at high-end locations: British  
Airways and Aeroflot business  
lounges (all London airports), luxury  
hotels, real estate agencies, clinics  
and spas, private banks, art galleries  
and more

## *events*

charity galas, public talks, festivals,  
private events, concerts etc

# DISTRIBUTION

Waterstones (Piccadilly shop) **HOTELS** 10 Manchester Street, 45 Park Lane Hotel, 47 Park Street Hotel, Andaz Liverpool Street Hotel, Beaumont Hotel, Bulgari Hotel & Residences London, Cafe Royal Hotel, Canary Riverside Plaza Hotel, Capital Hotel, Conrad London St James, Draycott Hotel, Egerton House Hotel, Four Seasons Park Lane, Grosvenor House Lounge, Halkin Hotel, Hilton Aldwych Waldorf, Hilton Hyde Park, Hyatt Regency London, Hyde Park Residences, Intercontinental London O2, Le Meridien Piccadilly, Leda Hotels Ltd, London Marriott Grosvenor House Hotel, Lowndes Hotel, M by Montcalm Hotel, ME London Hotel, Metropolitan Hotel, Milestone Hotel, Montcalm Marble Arch, Royal Garden Hotel, Sheraton Park Lane, Sofitel London St James, South Place Hotel, St Pancras Renaissance Hotel, Stafford Hotel, Sunborn London Hotel, The Ampersand Hotel, The Chelsea Harbour Hotel, The Kensington Hotel (Doyle), The Lalit, The Langham Hotel, The Mayfair, The Park Tower Knightsbridge, The Savoy Hotel, The Wellesley Hotel, York and Albany Hotel **AUCTION HOUSES** McDouglas, Cristies, Sothebies, Bonhams **BEAUTY** Regency Aethetics, Sakurami, Vinokurov Studio London, Gentlemans Tonic, The Refinery, Ted's Grooming Room, Windle and Moodie, Stuart Phillips, Percy and Reed, Gielly Green Boutique, Taylor Taylor London, Jones and Payne, Jones and Payne, The Chapel Hairdressers, Vos Beauty Salon, Richard Ward, Errol Douglas, Fresh Lifestyle Salon, Murdock London, Charles Worthington, Giannasso, Banya 1, Le Kalon Spa, Imagine Health Club and Spa, Medespa Beauty Clinic, K Spa @ K West Hotel, Casa Spa, Spa Illuminata, COMO Shambhala Urban Escape @ The Metropolitan Hotel, The House of Elemis, O Spa London Emporium, Aenea, Saibai Leela, Ushvani, Boutique Spa, Pfeffer Sal, Cowshed Carnaby **BUSINESS CLASS** BA Gatwick Lounge, BA T3 Lounge Heathrow, BA T5A North Domestic Heathrow, BA T5A South Arrivals Heathrow, BA T5A South Club Lounge Heathrow, BA T5A South Concorde Lounge Heathrow, BA T5A South First Class Lounge Heathrow, BA T5B Club Lounge Heathrow, KL Skyteam Lounge Heathrow, BA board Business Class Moscow flights **CULTURAL CENTERS** Pushkin House, Rossotrudnichestvo **EDUCATION** Bruton Lloyd, Luculus **EMBASSIES** Embassy of the Russian Federation, Embassy of Kazakhstan, Embassy of Uzbekistan, Embassy of Ukraine, Embassy of Georgia, Embassy of Azerbaijan **FASHION** High Store, Harrods personal shopping **GALLERIES** Calvert 22, Serpentine, GRAD, MacDougall Arts Ltd, Erarta Galleries, Crowne Plaza Docklands Excel **LEGAL** Talan, Law Firm, Cheeswrights **MEDICAL** BUPA Hospital, BUPA The Energy Den, Cromwell Hospital, Private Medical, Polyclinica 1, Vladimir Nikitin (30a Wimple street), Boston House Clinic, EF Medispa, Savana Urban Spa, Santi, Mayfair Doctors, The London City Skin Clinic, Harley Street Skin Clinic, The Cosmetic Skin Clinic, Cosmedics, Dr Joney de Souza Skin Clinic, Eden Skin Clinic, Dr Leah Cosmetic Skin Clinic, Askinology, Blossoms Healthcare, 31 Old Broad Street, The London Clinic, BMI City Medical, Georges Buyanovsky **POLITICAL & SOCIAL CLUB** Open Russia **PRIVATE BANKS** Falcon Private Bank, Barclays Private Bank, UBS, HSBC, EFG Private Bank **PRIVATE JET** FlyMeNow Limited, London City Airport, London Heliport, Oxford Kidlington Airport, Volanteus private jets **REAL ESTATE** AZ Real Estate, Savills, Knight Frank **RESTAURANTS & BARS** Novikov Restaurant, Mari Vanna, Stolle, Ciro's pomodoro, Toto's, Assunta madre, COYA Restaurant, Ciprianni's, Baltic Restaurant, Borscht n Tears, Hakkasan, Scotts, Zima, Marcus, Montpeliano, Promenade Bar @ The Dorchester, L'ETO, Bar 45 Park Lane, Coburg Bar @ The Connaught, St James Bar @ The Balcon London **SERVICE** Katrina TV **VISA SERVICES** Russian Tourist Office **RETAIL** Mayfair Design Studio, Penhaligon's, Rigby & Peller, Temperley London, Hedonism Wines, WHSmith Travel Stores: Heathrow T2, T5, London City Airport, St Pancras (Eurostar), Victoria, Waterloo, Paddington, King's Cross, Charing Cross, Stratford & Stratford International; Harrods; Selfridges **CAR DEALERSHIP** Porsche Centre Mayfair, Stratstone of Mayfair Jaguar, Aston Martin Mayfair, BMW Park Lane **HEALTH** Harbour Club, Chelsea Health Club and Spa, Third Space, Equinox, Body Works West, The Berkley Health Club and Spa, Aquilla Health & Fitness Club, Grace Belgravia, The Peak Health Club and Spa **MARINAS** Chiswick Quay, London Corinthian Club, Royal Thames Yacht Club, St Katherine's Docks, Little Ship Club, Greenwich Yacht Club, South Bank Sailing Club, St Pancras Cruising Club, London River Yacht Club, Imperial Wharf Marina **CAR HIRES** RCS of London, Westminster Security, Carat Luxury, Prompt Executive Hire, K2 Prestige Car Hire, Executive Cars UK, Chauffeur Service London, Belgravia Chauffeurs Limited, Van Marle, EG Chauffeurs





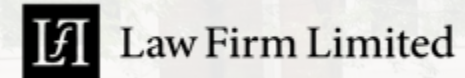
## WHAT WE WRITE ABOUT

Insights and advice about main leisure activities: theatre, exhibitions, art, shopping, books, restaurants, kids, alternative culture.

Short overviews as well as long reads: experts' rubrics, lists, top places, reviews, reports and interviews.

Interviews with well-known residents and celebrities with their insights and advice.

# BRANDS THAT ADVERTISE WITH US





# PUBLISHING DATE CREATIVE DEADLINES 2018

EDITION:	ISSUE:	CREATIVE:
2018 Spring	25 February	25 January
2018 Summer	25 May	25 April
2018 Autumn	25 August	25 July
2018 Winter	25 November	25 October

## TECHNICAL SPECIFICATIONS

Page	- 230 x 297mm
DPS	- 460 x 297mm
Half page	- 230 x 148.5mm

300 DPI, CMYK, 5mm bleed





The image shows a computer monitor displaying the ZIMA magazine website. The website has a yellow header with the ZIMA logo and a menu icon. The main content area features a large image of a building facade with many windows. Overlaid on this image is a text box with the title 'Как получить скидку и быстро оформить сделку. Советы по покупке квартиры в Лондоне' and a sub-headline 'Алиса Зотимова — один из ведущих русскоязычных экспертов по недвижимости в Британии. Десять лет она проработала...'. The date '10 СЕНТЯБРЯ 2017' is visible at the bottom right of the text box. The word 'ПРОМО' is in the top right corner of the website. The monitor is on a desk with various items like a pen holder and a small plant. The entire image has a yellow overlay.

# Digital

ZIMAMAGAZINE.COM AND SOCIAL MEDIA



*zimamagazine.com* is a website in Russian featuring inspirational stories about Russian-speakers living abroad as well as practical information.

Our headquarter is in London, but we write about business and startups, education, jobs, rules, relationships, art, leisure, places and food from all over the world.

We launched ZIMA in July 2017 building on the 2-year success of “Russian Gap”



18+

«Обещания  
сложно  
выполнять, когда  
у тебя две жизни».  
Отношения на  
расстоянии:  
истории успехов и  
провалов

Long distance relationship, или  
отношения на расстоянии,  
существовали всегда, но с развитием  
технологий их поддерживать стало...

18 СЕНТЯБРЯ 2017

Главное



ПОЛЕЗНО

Жители Лондона  
увидели строящиеся  
станции Crossrail (ФОТО)

ЛОНДОН

17 СЕНТЯБРЯ 2017



КАРЬЕРА

Сколько зарабатывают  
лондонские уличные  
музыканты и как  
устроен их бизнес

ЛОНДОН

9 ОКТЯБРЯ 2017



ДЕТИ

Лондонская школа  
русского балета: «В  
Англии все хотят  
танцевать, но не все  
хотят работать»

ЛОНДОН

16 СЕНТЯБРЯ 2017



# WEBSITE READERSHIP

Professionals, students and wealthy people living abroad or interested in life abroad.  
They are educated, socially active and wealthy.

*March 2018*

215,972 website monthly views  
127,469 website unique visitors  
2 min average session duration  
26.99% bounce rate

19K+ social media followers  
3,500 newsletter subscribers

*geography*

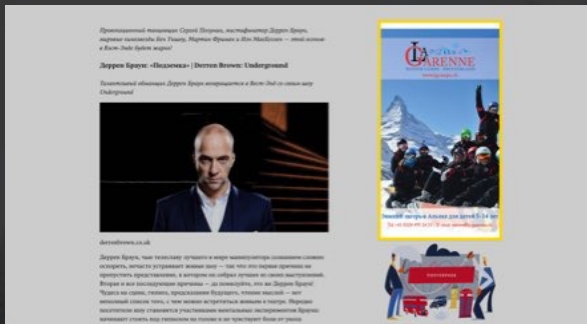
UK – 31,8%  
Russia – 31,4%  
other – 36,8%

\* website, facebook, email newsletters

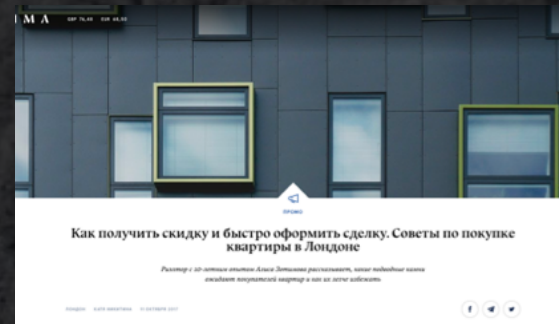


# WEBSITE ADVERTISING

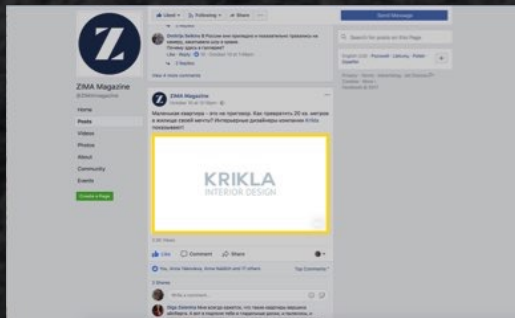
## *banners*



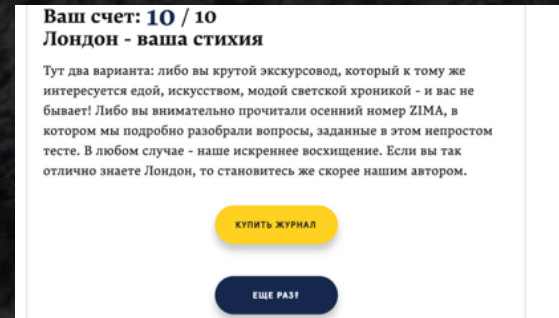
## *native advertising*



## *video*



## *engagement / quizzes*



A semi-transparent yellow overlay covers the entire image, which depicts a busy city street at night. In the background, there are multi-story buildings with lit windows. On the ground floor, several shops are visible, including a KFC restaurant with its logo. A crowd of people is gathered on the sidewalks, and several cars are on the road, some with their headlights on. The overall scene is a vibrant urban environment.

# Price List





# PRINT MAGAZINE \*

## *standard formats*

Standard positions	Format	Price
Second Cover (inside Front Cover)	1/1	£2,000
First Spread (2nd cover + 1st page)	2/1	£3,000
Third Cover (inside Back Cover)	1/1	£1,800
Back cover	1/1	£3,000
Spread (without positioning)	2/1	£2,000
Page (without positioning)	1/1	£1,200
Half Page	1/2	£700
Quarter Page	1/4	£400

## *special formats*

	Format	Price
Inserts	1000	£450
Discount cards	10,000	£1,300
Advertorial article	2/1	£3,000
Native advertising	2/1	£2,500
Native advertising	1/1	£1,500
<i>creative</i>		
Photo session		£350
Creative layout design		£350

### PACKAGE DISCOUNTS:

2 issues – 10%, 3 issues – 15%, 4 issues – 20%.

\*Prices excluding VAT and creative work. Ad positioning applies 20% surcharge

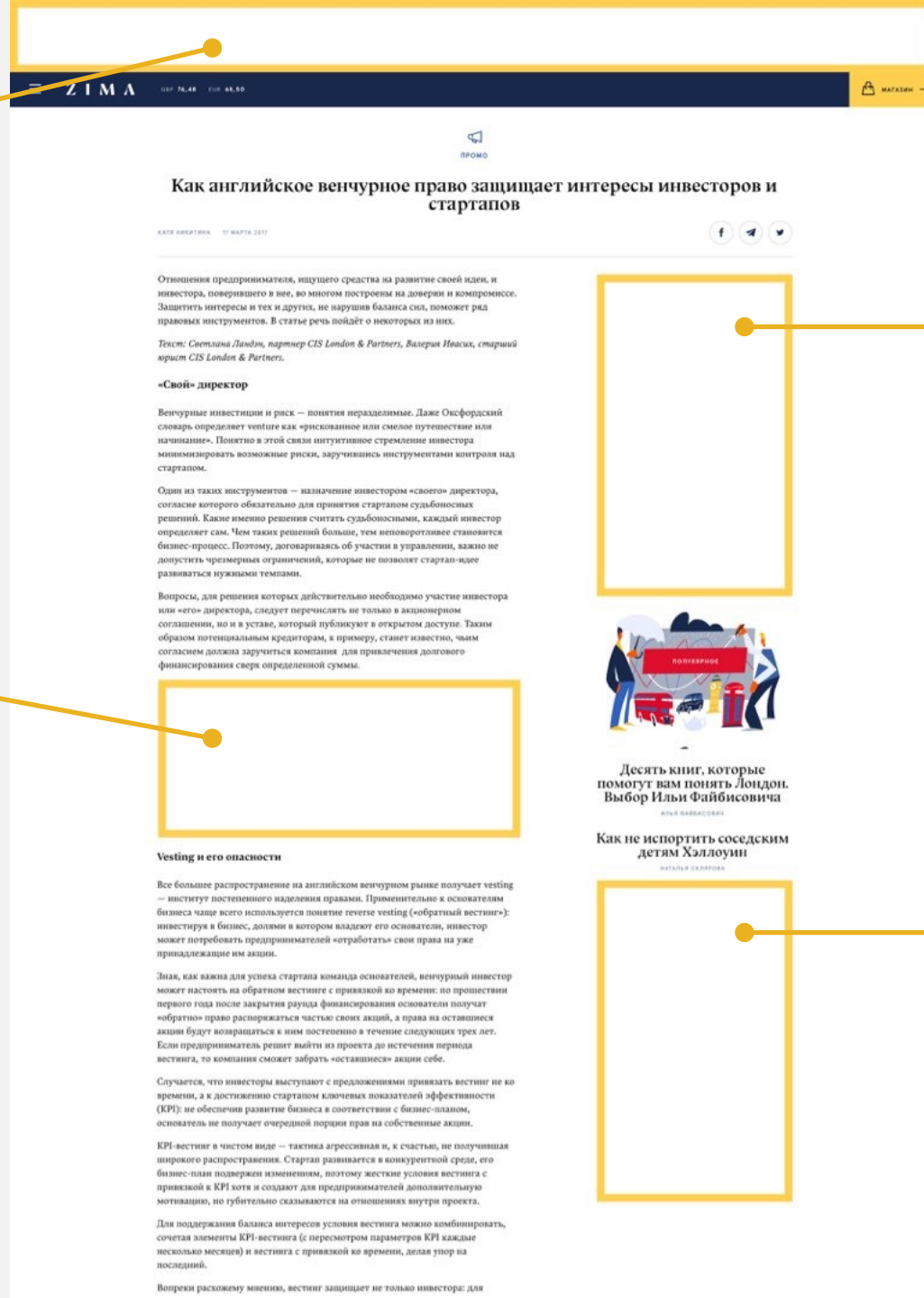


*Leaderboard*

100% x 240px  
adaptive

*Inside article*

625 x (from 625 to 400)px  
adaptive



*Top vertical rectangle*

340px x 600px  
adaptive

*Middle vertical rectangle*

340px x 600px  
adaptive

## WEBSITE \*

### *standard formats*

	Positioning	CPM	Min contract (15,000 views)
Leaderboard 100 x 240 adaptive	all pages / first screen	£20	£300
Top Vertical Rectangle 340 x 600 adaptive	all pages / first screen	£20	£300
Middle Vertical / inside article	within article	£15	£225
Regular Banner inside article	second within article	£15	£225

Technical specifications for ad banner: Jpeg, gif, png. File maximum size is 200Kb

### *special formats*

	Price	Min guaranteed views
Native article or advertorial**	£800	1000 views
Engaging format (polls, quizzes )**	£1000	1000+ views

\*Prices excluding VAT

\*\*Prices including creative work





PLACE  
YOUR  
1/4  
ADVERT  
HERE



## SPECIAL OFFER FOR SMALL BUSINESS

**£500 + vat\***

1/4 page +  
post on Instagram or Facebook

**£600 + vat\***

1/4 page +  
post on Instagram or Facebook +  
online banner (15,000 views)

\*Ads and banner design included

# ZIMAMAGAZINE.COM FOR EVENTS ORGANISERS

Including your event to Events section on the site

## website readership

215,972 website monthly views

127,496 website unique visitors

2 min average session duration

26.99% bounce rate

## on social media

Facebook 14,000+ followers

Instagram 3,000+ followers

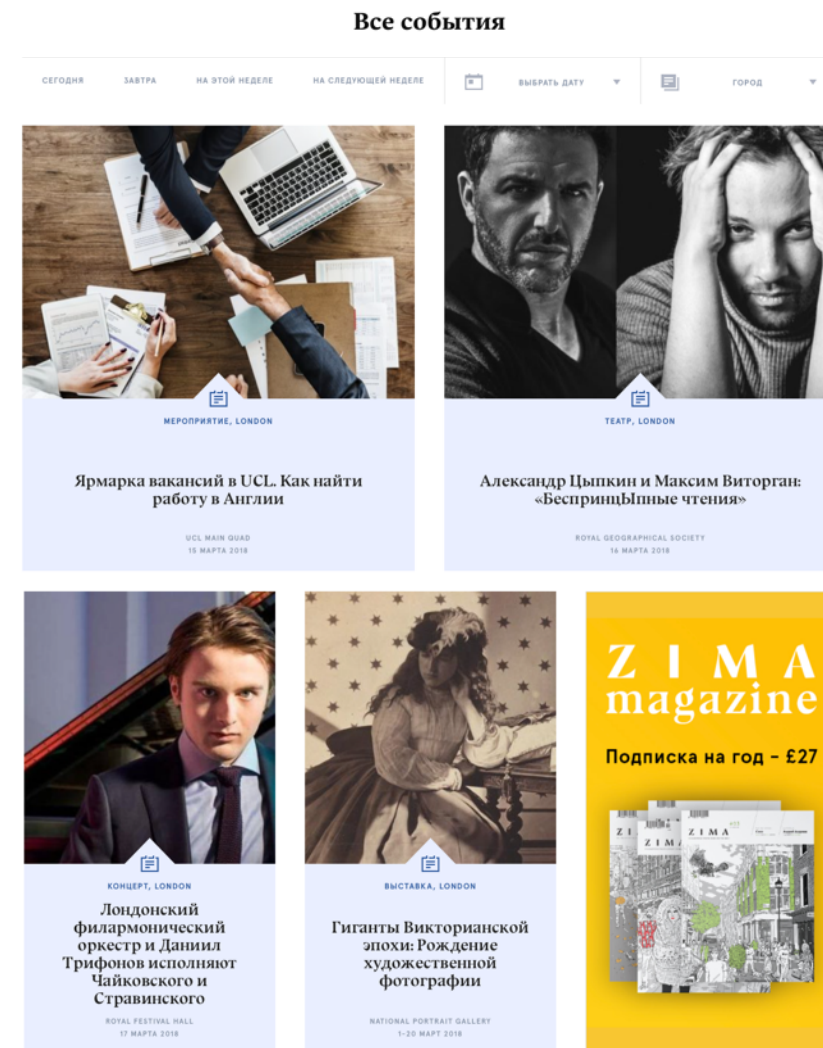
Telegram 2,000+ followers

## whole package

£120 + VAT

## in the newsletter

3,500+ subscribers







# Other Opportunities

EVENTS, AGENCY

# ZIMA CAN CONTRIBUTE TO YOUR GROWTH

## *agency*

Strategy, target audience  
insights generation, PR,  
content and creative

\*by ZIMA in-house team and outsource  
experts

## *events*

ZIMA seasonal events, up to  
600 professionals and HNWI





**We are a group of journalists, marketing, creative and business professionals combining diverse expertise.**

**With success track record in building blooming business we are passionate about what we do.**

**With our experience and connections we can reach out to the best creative talents and highly-regarded target audience in the UK and beyond.**

# CONTACT US

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