



Z I M A

A HIGH QUALITY MEDIA RESOURCE 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



**ZIMA is a high quality
lifestyle *website*, a *print
magazine* and an *offline
club* for everyone
who thinks in Russian,
launched in 2017**



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





Print Magazine

A COMPLETE THEMATIC GUIDE TO LONDON

ABOUT US

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

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

Inspiration: 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.

Readership: *50,000 people* who live in London, visit London often or just come for a short holiday or for business. They are wealthy, active and follow trends.

CONCEPT: THEMATIC MAGAZINE

Starting from September 2019, each of our issues would be dedicated to the specific topic, serving as an informative guide and collector's edition.

Issue	Theme
September 2019	Education
December 2019	Smart Home (Design & Comfort)
March 2020	Business
June 2020	Summer time (Travel, Beauty & Health)



WHAT WE WRITE ABOUT

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

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

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

AUDIENCE PROFILE

RUSSIAN-SPEAKING PEOPLE LIVING IN LONDON

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 / 375 LONDON LOCATIONS

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

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

PUBLISHING DATES & CREATIVE DEADLINES 2019

EDITION:

2019 Autumn
2019 Winter
2020 Spring
2020 Summer

CREATIVE:

15 August
15 November
15 February
15 May

ISSUE:

02 September
02 December
02 March
02 June

TECHNICAL SPECIFICATIONS

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

300 DPI, CMYK, 5mm bleed





Digital
ZIMAMAGAZINE.COM AND SOCIAL MEDIA

ZIMA

GBP 70,53 EUR 48,36

НАСТРОИТЬ →

ПРОМО

Как получить скидку и быстро оформить сделку. Советы по покупке квартиры в Лондоне

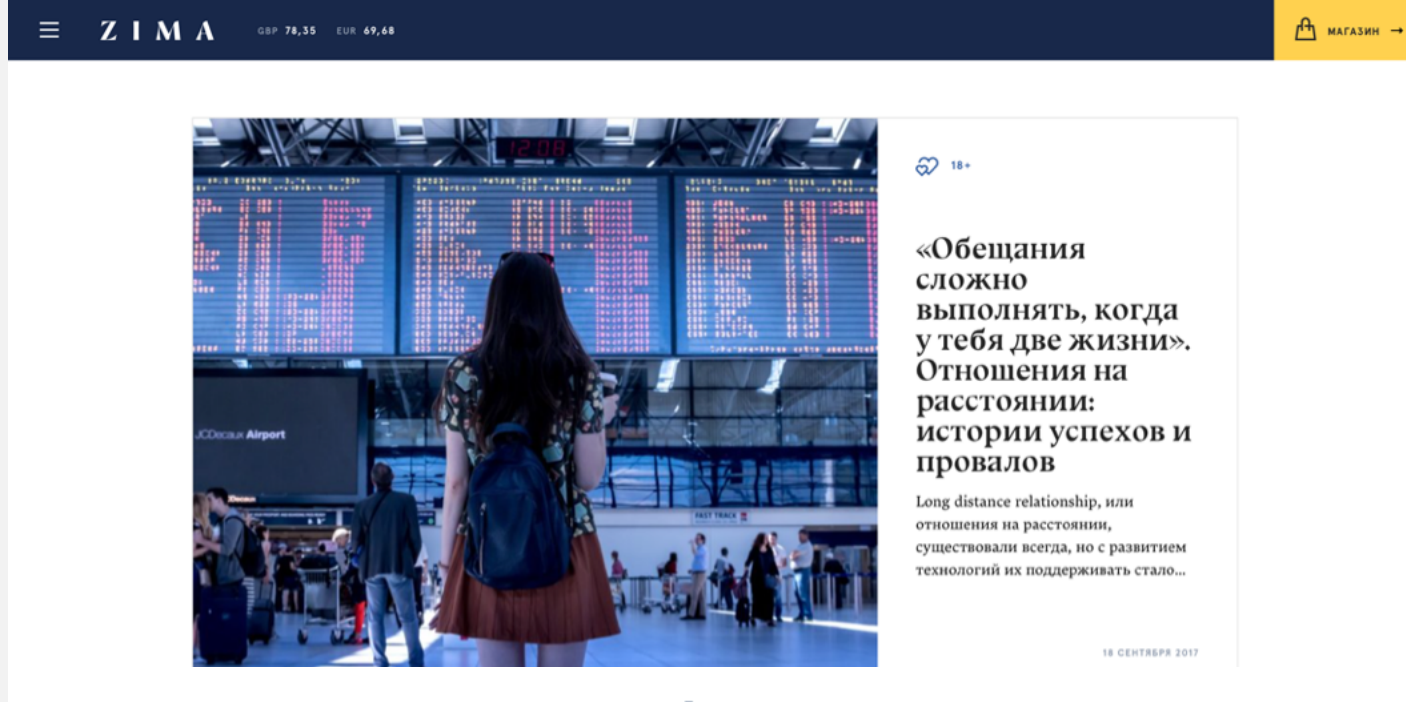
Алиса Зотимова — один из ведущих русскоязычных экспертов по недвижимости в Британии. Десять лет она проработала...

14 СЕНТЯБРЯ 2017

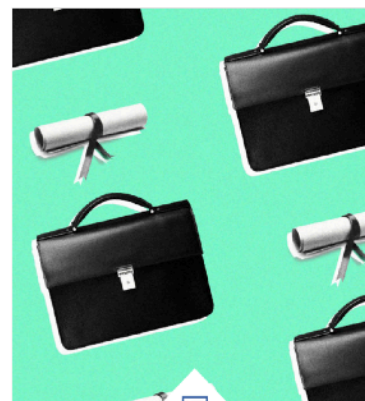
zimamagazine.com is a website in Russian featuring inspirational stories about Russian-speakers living abroad as well as practical information.

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”



Главное



ИНСТРУКЦИЯ

Бакалавр или специалист? Как подтвердить российский диплом в Великобритании

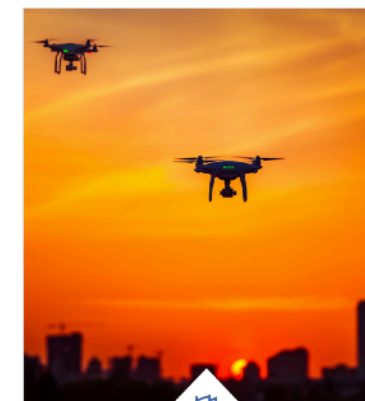
19 ИЮНЯ 2019



КАРЬЕРА

Ушли с работы и счастливы. Истории девушек, которые оставили работу в корпорациях и открыли свои проекты

19 ИЮНЯ 2019



АКТУАЛЬНО

Почему дроны вблизи аэропортов особенно опасны. И что будет, если дрон столкнется с самолетом

18 ИЮНЯ 2019

ONLINE READERSHIP

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

May 2019

368,000 page views
260,500 unique visitors
58% female, 42% - male
Average age: 25-44

social media

Facebook: 16,000 followers
Instagram: 6700 followers
Telegram: 2600 followers
Newsletter: 3200 subscribers

* website, facebook, email newsletters



ZIMA Club

OUR OFFLINE COMMUNITY

ZIMA CLUB EVENTS

Zima Club is an offline community and a meeting place for Russian speakers living in London to get to know each other, share experience and have fun.

This year, we have successfully held over 20 events on the variety of topics, from exclusive VIP-receptions and business events to club party nights with over 500 visitors.



Zima StartUp at Citibank in Canary Wharf

SOME OF OUR EVENTS

Arts Events

(An Evening with Kirill Richter at a private residence)



Business Seminars & Meetings

(A law firm event at One Blackfriars)





Price List

PRINT MAGAZINE, DIGITAL & ZIMA CLUB

PRINT MAGAZINE *

standard formats

Standard positions	Format	Price
Inside Front Cover	1/1	2,000 £
First Spread (2nd cover + 1st page)	2/1	3,000 £
Inside Back Cover	1/1	1,800 £
Back Cover	1/1	2,500 £
Spread	2/1	2,200 £
Advertising Page	1/1	1,200 £
Half Page	1/2	700 £
Classified advertising **	-	100 £

advertorials

	Format	Price
Advertorial article	1/1	1,300 £
Advertorial article	2/1	2,400 £
Advertorial article + writing	1/1	1,500 £
Advertorial article + writing	2/1	2,800 £

additional

Creative Design

upon request

PACKAGE DISCOUNTS:

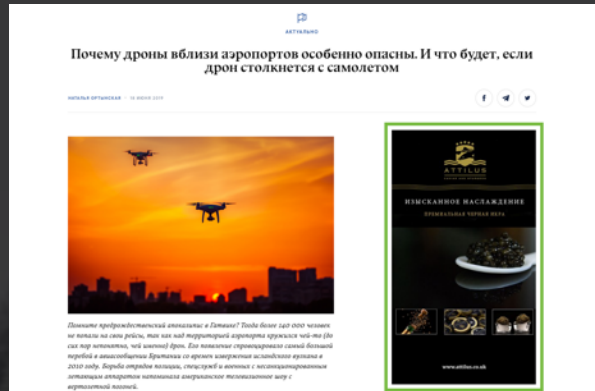
2 issues - 10%, 3 issues - 15%, 4 issues - 20%

*Prices excluding VAT and creative work. Ad positioning applies 15% surcharge

**Brief description of your company + 1 photo, amongst other companies

WEBSITE ADVERTISING OPTIONS

banners

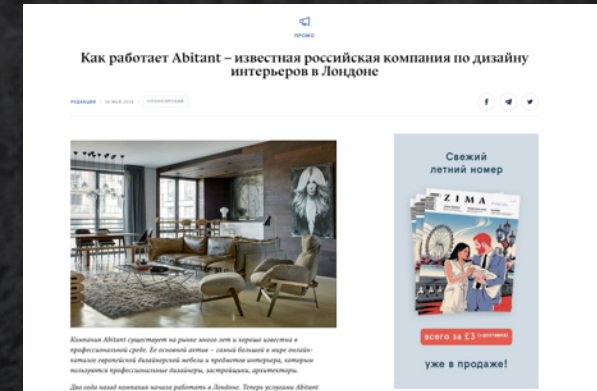


Почему дроны вблизи аэропортов особенно опасны. И что будет, если дрон столкнется с самолетом

Имбирное наслаждение
Сладкоежка поради себя

Планируете приобрести авиабилеты в Италию? Тогда более 100 000 человек не только на свои деньги, так еще и за счет территории аэропорта устремились чтобы попасть на мероприятие, где можно было...
www.abitant.ru

native advertising



Как работает Abitand – известная российская компания по дизайну интерьеров в Лондоне

Свежий летний номер
ZIMA
уже в продаже!

Компания Abitand существует на рынке более 10 лет и гордится качеством и профессионализмом своих дизайнеров интерьеров и архитекторов. Мы создаем уникальные проекты интерьеров в Великобритании и предоставляем услуги по подбору профессиональных дизайнеров, архитекторов, декораторов.

blogs



Корпоративный блог

Обзор Savills: будут ли расти цены на премиальную недвижимость в Великобритании?

На рынке премиальной недвижимости Великобритании сейчас сложилась трудная ситуация. Однако известные инвесторы продолжают расти и увеличивать портфель...

engagement / quizzes



Есть множество очень простых вещей, известных большинству лондонцев. Пройдите наш тест и узнайте, можно ли таковым считать вас.



Ваш результат: 9 / 10
Вы – лондонец

Вы набрали много баллов. Чувствуете большой опыт, огромное количество выигранных шашек и съеденных некусных сладостей.

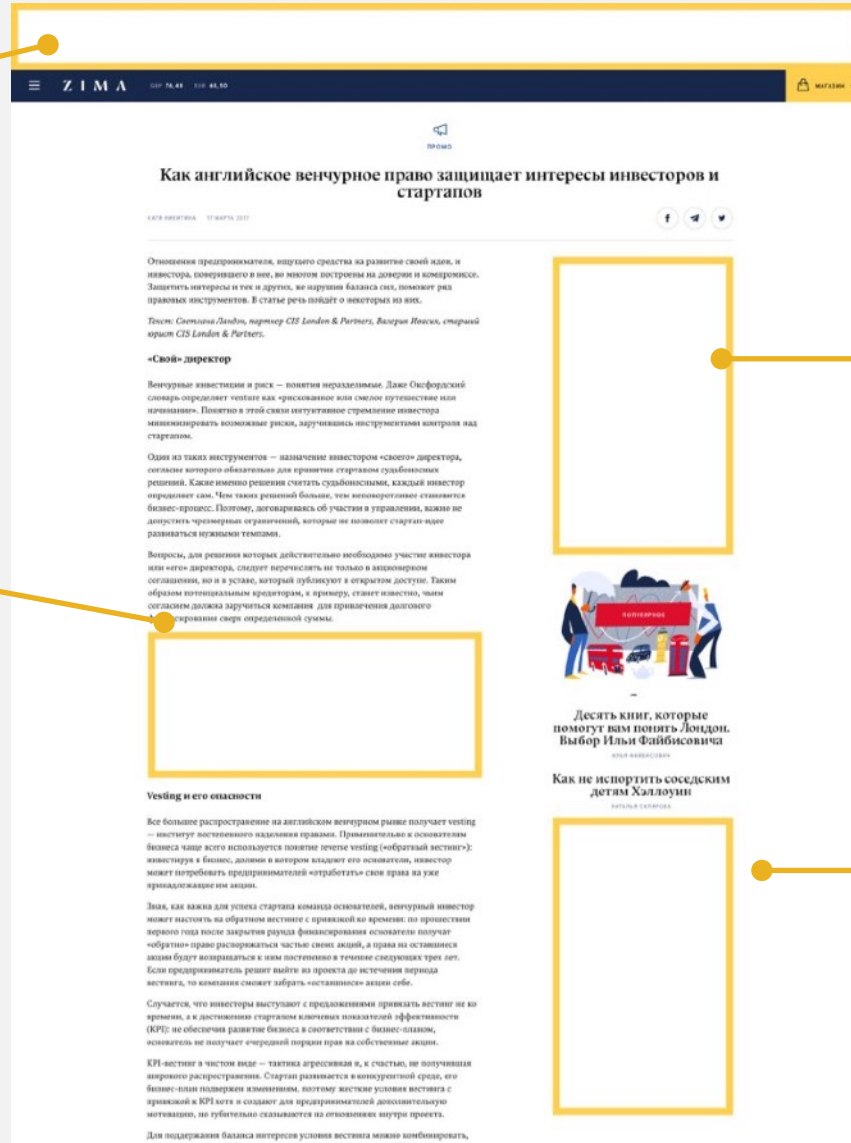
WEBSITE BANNERS PLACEMENTS

Leaderboard
100% x 240px
adaptive

Inside an article
625 x (from 625 to 400)px
adaptive

Top vertical rectangle
340px x 600px
adaptive

Middle vertical rectangle
340px x 600px
adaptive



DIGITAL *

standard formats

	Positioning	CPM	Min contract (15,000 views)
Leaderboard 100 x 240 adaptive	all pages / first screen	8 £	120 £
Side Vertical Rectangle 340 x 600 adaptive	all pages / first screen	12 £	180 £
Middle Vertical / inside article	within article	10 £	150 £

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

special formats

	Price
Native article or advertorial**	750 £
Engaging format (polls, quizzes)**	900 £
Article in 'Corporate blog'	upon request

*Prices excluding VAT and creative work. Ad positioning applies 15% surcharge

**Prices including creative work

EVENT ANNOUNCEMENT

Full pack

Events page + full social media coverage
(Facebook, Instagram, Newsletter, Telegram)

250£

Standard Pack

Events page + 1 social network of your choice
(Facebook, Instagram, Newsletter, Telegram)

150£

Extras

Additional Social Media Post

50£

Events page only

70£

Additional Features

Barter Agreements

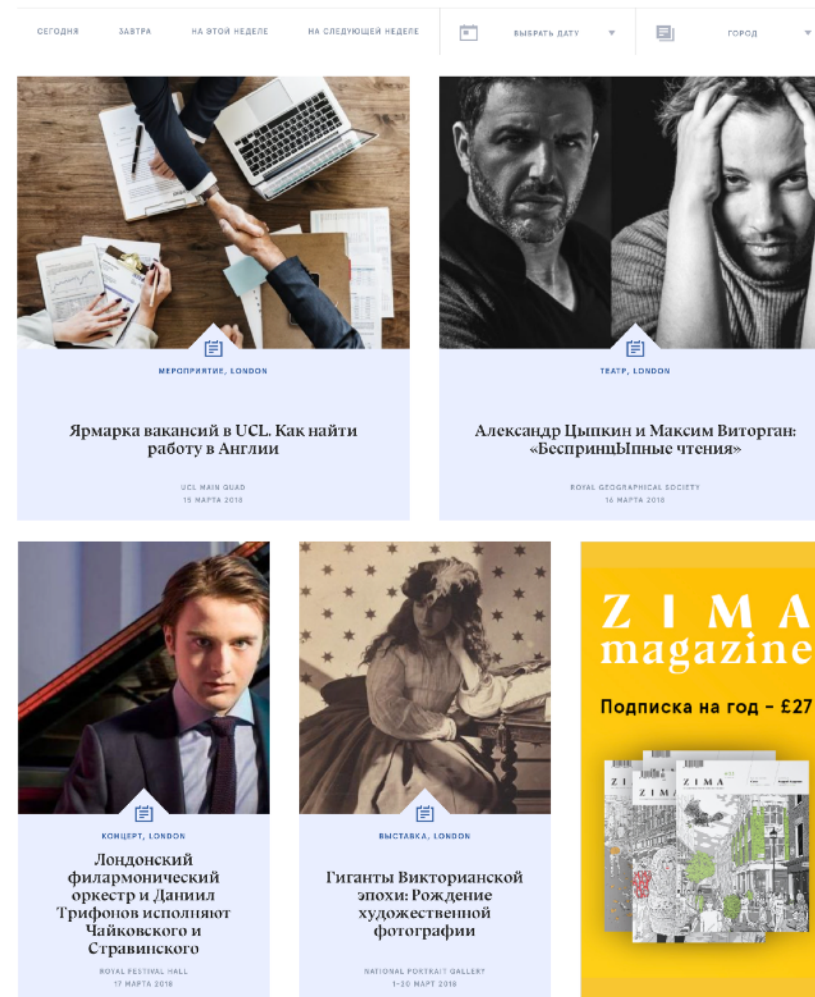
'Zima' promocode

Other partnerships

upon request



Все события



ZIMA CLUB SPONSORSHIP

ZIMA Club offers an **opportunity** to become a sponsor of our events

Amongst benefits for our sponsors:

- promotion via offline & online media platforms (advertising pages, advertorials etc.)
 - promo materials distribution
 - branding at a venue
- presence of a representative at a venue

Bespoke events
(organising events to suit your audience)

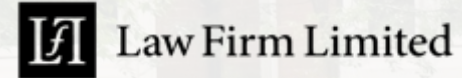
Sponsorship of our future events

Please contact us to learn more



Zima Tonight event at Under the Bridge Club

BRANDS THAT ADVERTISE WITH US



A busy city street scene in London, featuring pedestrians, cars, and various storefronts and signs. The background is slightly blurred, emphasizing the text overlaid on it. Signs for 'GALLERY', 'LONDON', 'The West End', 'GREEN', and 'LONGCHAMP' are visible.

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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