

A woman with blonde hair, wearing sunglasses, a white button-down shirt, and black leggings, is walking across a city street. The background is 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

***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**

The background is a blurred night photograph of a city street. On the left, a blue tram is visible. In the center, a group of people is standing on a sidewalk. On the right, a brightly lit storefront with a red neon sign is visible. A large, semi-transparent red 'X' is overlaid in the bottom right corner of the image.

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, Canary Riverside Plaza, Conrad London St James, Conrad Westminster, Crowne Plaza Docklands Excel, Draycott Hotel, Egerton House Hotel, Four Seasons Park Lane, Grosvenor House, Halkin Hotel, Hilton Aldwych Waldorf, Hilton Hyde Park, Hilton Park Lane London, Hilton Trafalgar, Hyatt Regency (Churchill) London, Hyde Park Residences, Intercontinental London O2, Intercontinental Park Lane, Landmark Hotel, Lanesborough Hotel, 11 Cadogan Gardens, London Marriott Grosvenor House Hotel, London Marriott West India Quay, Lowndes Hotel, Mandarin Oriental, ME London Hotel, Metropolitan Hotel, Milestone Hotel, Montcalm London City, Montcalm London Hotel, One Aldwych Hotel, Shangri-La Hotel at The Shard, Sheraton Park Lane, Sofitel London St James, South Place Hotel, St Martins Lane Hotel, St Pancras Renaissance Hotel, Stafford Hotel, Sunborn London Hotel, The Ampersand Hotel, The Kensington Hotel (Doyle), The Lalit, The Mayfair (Radisson), The Montcalm Royal London House, The Park Tower Knightsbridge (was Sheraton), The Savoy Hotel, The Wellesley Hotel, York and Albany Hotel, DoubleTree by Hilton Hotel Tower of London, DoubleTree by Hilton Hotel Marble Arch, DoubleTree by Hilton Hotel West End, The Laslett **EMBASSIES AND VISA SERVICES** Russian Embassy, Embassy of the Republic of Kazakhstan, Embassy of the Republic of Ukraine, Embassy of the Republic of Uzbekistan, Georgian Embassy, Republic of Azerbaijan, Russian Tourist Office **CULTURAL CENTERS AND GALLERIES** Rossotrudnichestvo, Pushkin House. Photographer's Gallery, GRAD, Montpeliano, Calvet, Tate **HEALTH AND BEAUTY** Sakurami, Regency Aesthetics, Vinokurov Studio London, Banya 1, Hala Beauty, Oblique Nails, AngloMedical, Gennaro Dell'Aquila, Dessange, Rakushka clinic, Charles Worthington, W1, Charles Worthington, WC1, Errol Douglas, Fresh Lifestyle Salon, Gentlemen's Tonic, Giannasso, Gielly Green Boutique, Jones and Payne, Regent Street, Jones and Payne, Regent Street, Jones and Payne, St Martins Lane, Murdock London, Regent Street, Murdock London, Sloane Square, Percy and Reed, Richard Ward, Stuart Phillips, Taylor Taylor London, Ted's Grooming Room, The Chapel Hairdressers, The Refinery, Vos Beauty Salon, Windle and Moodie, Medispa Technologies Limited, Le Beautique Spa, Aenea, Aquilla Health & Fitness Club, Body Works West, Boutique Spa, Casa Spa, Chelsea Health Club and Spa, COMO Shambhala Urban Escape, Cowshed Carnaby, Equinox, Grace Belgravia, Harbour Club SW6, Harbour Club SW7, Harbour Club, W2, Imagine Health Club and Spa, K Spa, Le Kalon Spa, N Spa, O Spa London Emporium, Pfeffer Sal, Saibai Leela, Santi, Savana Urban Spa, Spa Illuminata, The Berkley Health Club and Spa, The House of Elemis, Third Space, Bulstrode Street, Third Space, Canada Square, Third Space, London Riverside, Ushvani **RESTAURANTS, BARS AND PRIVATE CLUBS** Mari Vanna, L'Eto, Stolle, Baltic Restaurant, Borscht and Tears, Bar 45 Park Lane, Mortons Club, South Kensington Club, Open Russia **MEDICAL** Boston House Clinic, Happy Kids Dental, Askinology, Blossoms Healthcare, BMI City Medical, Cosmedics, Dr Joney de Souza Skin Clinic, Dr Leah Cosmetic Skin Clinic, Eden Skin Clinic, Harley Street Skin Clinic, London Bridge Hospital, Mayfair Doctors, The Cosmetic Skin Clinic, The London City Skin Clinic, The London Clinic, BUPA Health Centre (Battle Bridge House), Cromwell Hospital, The London Clinic, Private Patients Wing, c/o Barts Charity, T12 South Adolescent Unit, Urology Clinic, Josephine Lawson Physio Clinic, BUPA The Energy Den (Bloomsbury Way) **LUXURY BOUTIQUES** 40 Savile Row, Alain Ducasse at The Dorchester, Alyn Williams at the Westbury, Amanda Wakley, Amaya, Barrafin, Soho, Benares, Bonhams Mayfair, Breitling, Bremont boutique Mayfair, Cad & The Dandy, Calleija, Cartier, Boutique Cartier Selfridges, Chester Barrie, Chittleborough & Morgan at Nutters Ltd, Dabbous, Fitzrovia, Dege & Skinner, Diane Von Furstenberg, Fera at Clardige's Mayfair, Fortnum & Masons client services & restaurant, Galvin at Windows (at London Hilton Hotel), Gymkhana, H Huntsman & Sons, Hakkasan Hanway Place\*, Hakkasan Mayfair, Hélène Darroze at The Connaught, Hibiscus, Kai, Kitchen Table at Bubbledogs, Bloomsbury, Lalique Ltd, L'Autre Pied, Le Gavroche, Abitant, Lima, Regents Park, Locanda Locatelli, Marylebone, Marina Rinaldi, Maurice Sedwell, Maze, Miason Margiela, Monica Vinader, Montblanc, Nobu (at The Metropolitan Hotel), Channel **BUSINESS CLASS LOUNGES AND FLIGHTS** BA Gatwick Lounge, BA Moscow Lounge, BA T3 Lounge Heathrow, BA T5A North Domestic Lounge Heathrow, BA T5A South Arrivals, BA T5A South Club Lounge Heathrow, BA T5A South Concorde Lounge Heathrow, BA T5A South First, Eurostar/KL SkyTeam Lounge ASPIRE Gatwick Lounges, BA0232 Flight, BA0233 Flight, BA0234 Flight, BA0235 Flight, BA0237 Flight, BA0878 Flight, BA0879 Flight **PRIVATE JET** Airports 24-7, FlyMeNow Limited, London Heliport, Oxford Kidlington Airport **OFFICES** 200 Aldersgate Street, 70 Gracechurch Street, 80 Cheapside, Acuity Services, Aker Solutions, AON - The Cheese Grater Building, Barclays -10 South Colonnade - 5 North Colonnade- 20 Cabot Square - Wealth & Investment Management, CBRE - St James - One America Square, CLS Holdings, Credit Suisse - 1 Cabot Square - 5 Canada Square, Exchequer Court Ground Floor Reception, Harbour Exchange - St James Facilities, HSBC Bank Plc -Reception, Invesco, JLL - 1 Westferry Circus - Merchant Square, Metrus, Paddington Central, Perception Receptions 14 Ryder Street - Grosvenor Place, S & P Global, Savills - 99 Gresham Street, South Quay Plaza 3, Standard Chartered Bank, The Gherkin, Twenty Old Bailey, Zurich Insurance, Badoo, Data art, Splento, Mate and Mate, AZ Real Estate, Knight Frank - Russian Desk **LEGAL SERVICES AND PRIVATE BANKING** Barclays Private Bank, EFG Private Bank, Falcon Private Bank, Citi bank, UBS bank, HSBC, RGL Capital, Talan, Law Firm, Cheeswrights, Legal Solicitors **TV & MEDIA** Kartina TV, BBC World Service, Celebro Media, Loxwood Media **RETAIL** Penhaligons, Promenade Bar, Mayfair Design Studio, Rigby and Peller, St James Bar, Temperley London, The Donovan Bar, Hedonism Wines, Bar 45 Park Lane, WHSmith Heathrow T4 Airside NE Central, WHSmith Heathrow T5 airside Gate Level, WHSmith Heathrow T3 Main IDL, WHSmith Heathrow terminal 2 Airside IDL, WHSmith Gatwick North Airside CTN, WHSmith Manchester Air T1 Airside main, WHSmith The SHARD London Bridge Main Unit, Eurostar St Pancras Lounge, and 74 independent press stores across London.

# 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





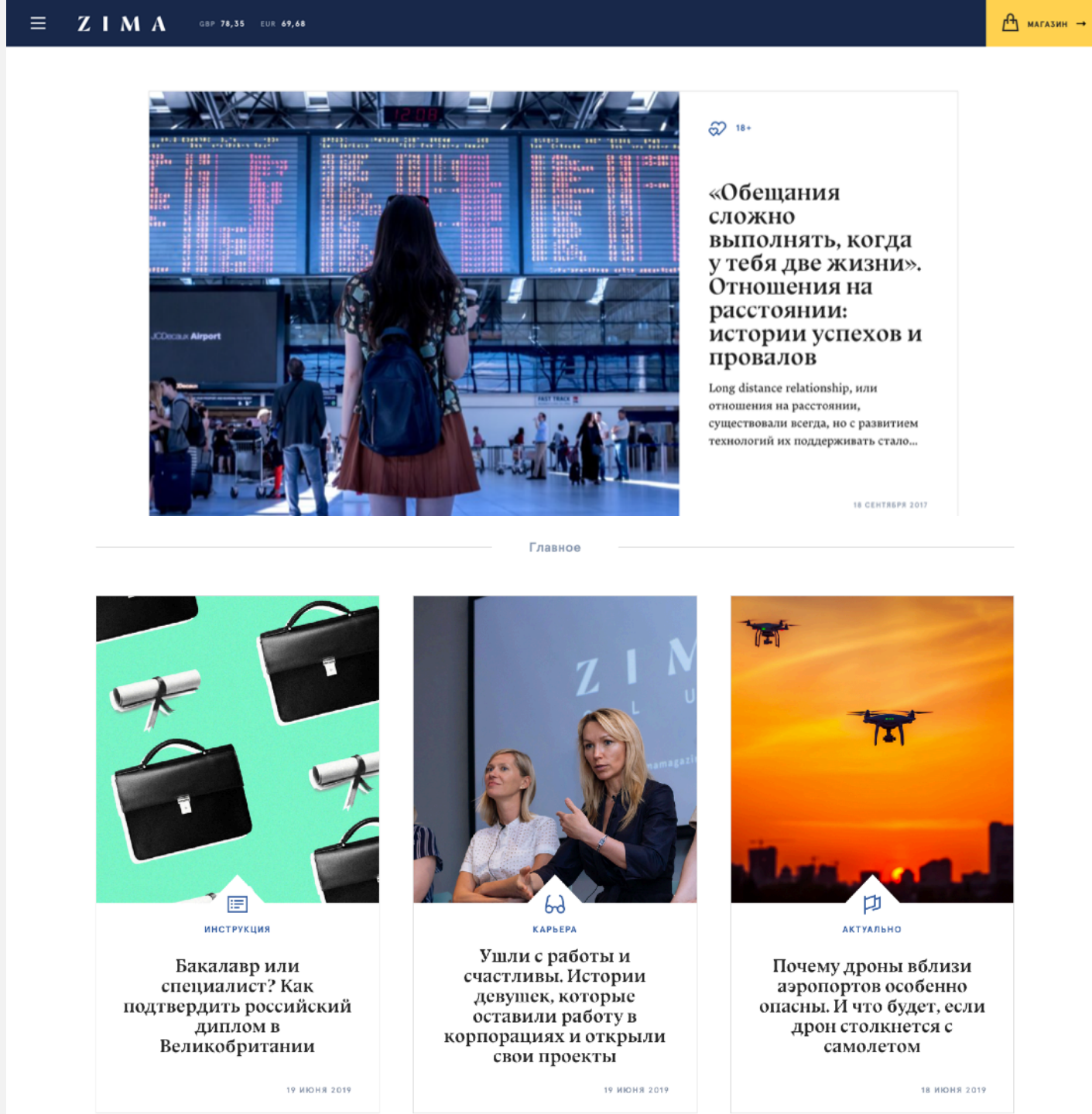
# Digital

ZIMAMAGAZINE.COM AND SOCIAL MEDIA

[zimamagazine.com](http://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”





# ONLINE READERSHIP

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

May 2019

social media

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

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

\* website, facebook, email newsletters



The background image is a photograph of an art studio, heavily tinted with a yellow color. It shows a room with large windows on the left, several easels with canvases, a blackboard on the right wall, and various art supplies scattered around. The text is overlaid in the center.

# **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)*





The background is a photograph of an art studio, featuring large windows, easels, and various art supplies. The entire image is covered with a semi-transparent yellow overlay. The text is centered over this background.

# 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 £
<b>additional</b>		
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

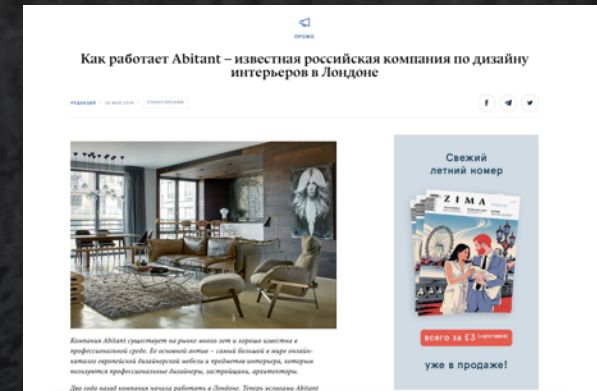
\*\*Brief description of your company + 1 photo, amongst other companies

# WEBSITE ADVERTISING OPTIONS

## banners



## native advertising



## blogs



## engagement / quizzes





# 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

## 'All Inclusive' pack

£500

'Events' page in print magazine + website + 3 social media posts of your choice (Facebook, Instagram, Newsletter, Telegram)

## 'Online' pack

£230

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

## Partnership Option\*

*First partnership - standard rate*

*Second and further partnership:*

- 'All Inclusive' pack - £375 + VAT
- 'Online' pack - £120 + VAT

## Additional Features

Barter Agreements

'Zima' promocode

Other partnerships

\* Partnership starts working from August 2019

*upon request*





# 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**

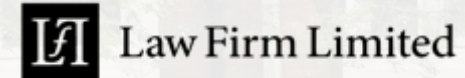
**Please contact us to learn more**



*Zima Tonight event at Under the Bridge Club*



# BRANDS THAT ADVERTISE WITH US





A faded background image of a busy London street, likely Covent Garden, with many pedestrians and cars. Overlaid on this image are three paragraphs of text in a dark blue, sans-serif font. The text is centered and uses bolding and underlining for emphasis.

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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