

A woman with blonde hair and sunglasses is walking across a city street. She is wearing a light-colored button-down shirt and dark pants. The background shows a busy urban environment with cars, a white van, and buildings. The entire image has a dark blue overlay. The word 'ZIMA' is written in large, white, serif capital letters across the center of the image.

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

The background of the slide is a photograph of a cafe interior, featuring people sitting at tables and large windows. A semi-transparent yellow overlay covers the entire image. Centered on this background is a text block in a bold, black, sans-serif font. The text is arranged in six lines, with the first three lines in a regular weight and the last three in a bold weight. The words 'website', 'print', 'magazine', and 'offline' are italicized.

**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.



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;
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:

2020 Spring
2020 Summer
2020 Autumn
2020 Winter

CREATIVE:

15 February
15 May
15 August
15 November

ISSUE:

02 March
02 June
02 September
02 December

TECHNICAL SPECIFICATIONS

Page - 230 x 270mm
DPS - 460 x 270mm
Half page - 235 x 135mm

300 DPI, CMYK, 5mm bleed



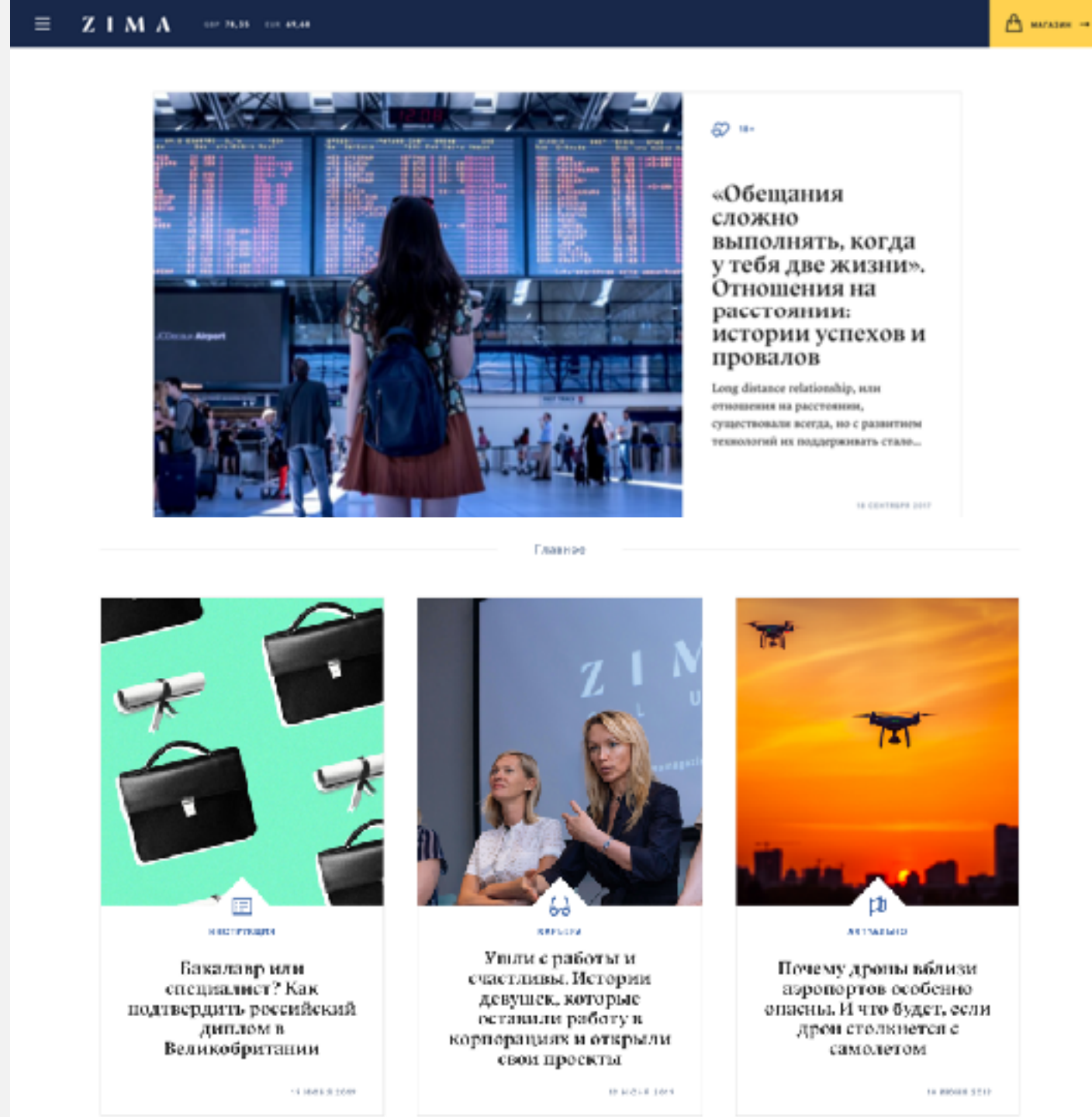
Digital

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.

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.

March 2020

~500,000 page views
~350,000 unique visitors
66% female, 34% - male
Average age: 25-44

Social media channels

Facebook: 16,000 followers
Instagram: 9,200 followers
Telegram: 2700 followers
Newsletter: 3300 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

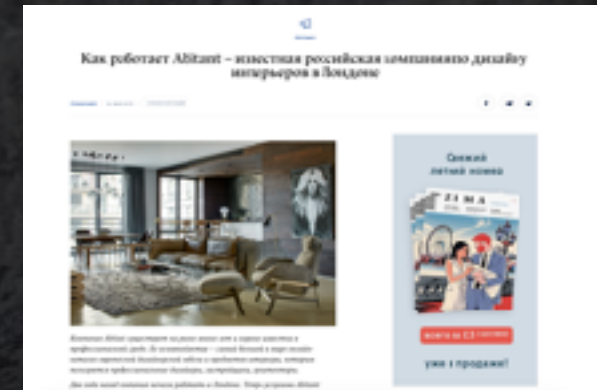
PRINT MAGAZINE, DIGITAL & ZIMA CLUB

WEBSITE ADVERTISING OPTIONS

banners



native advertising



blogs



engagement / quizzes



WEBSITE BANNERS PLACEMENTS

Leaderboard

100% x 240px
adaptive

Inside an article

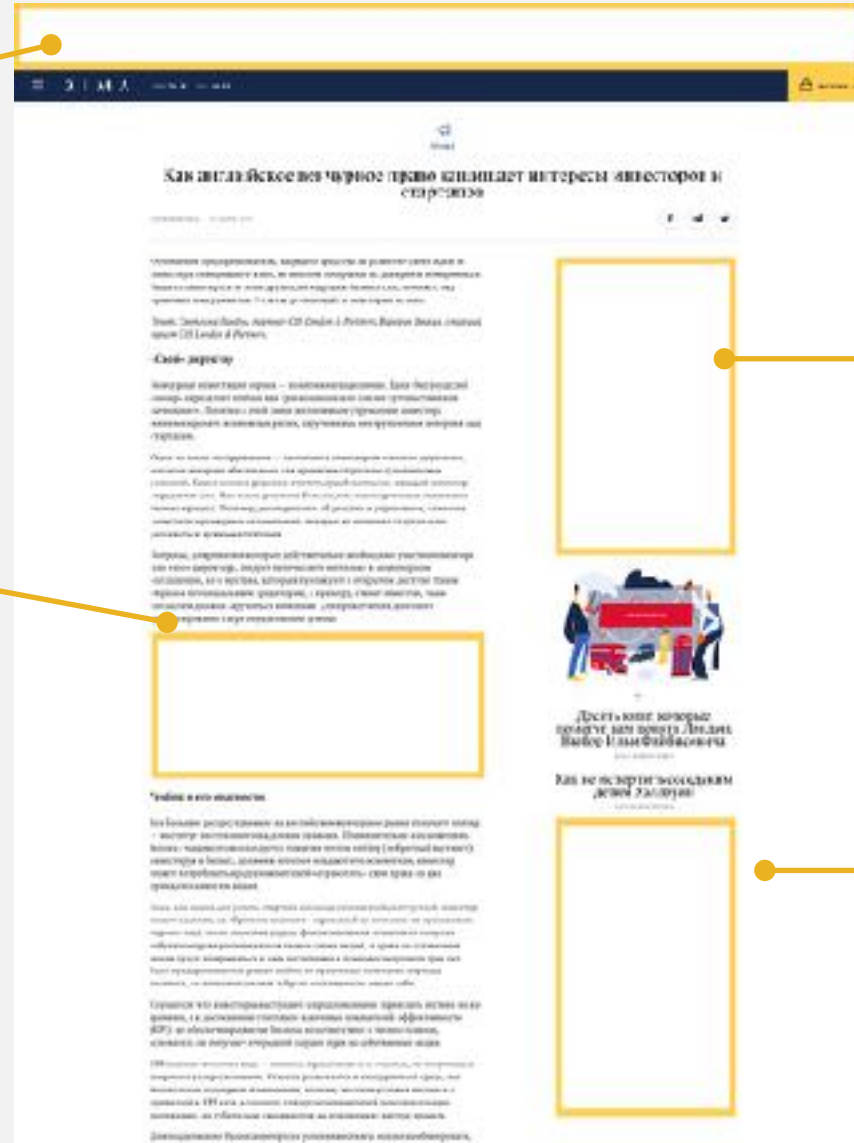
625 x (from 625 to 400)px
adaptive

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 'Corporative blog'	upon request

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

**Prices including creative work

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

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

£250

Events page + 2 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 - £140 + VAT

Additional Features

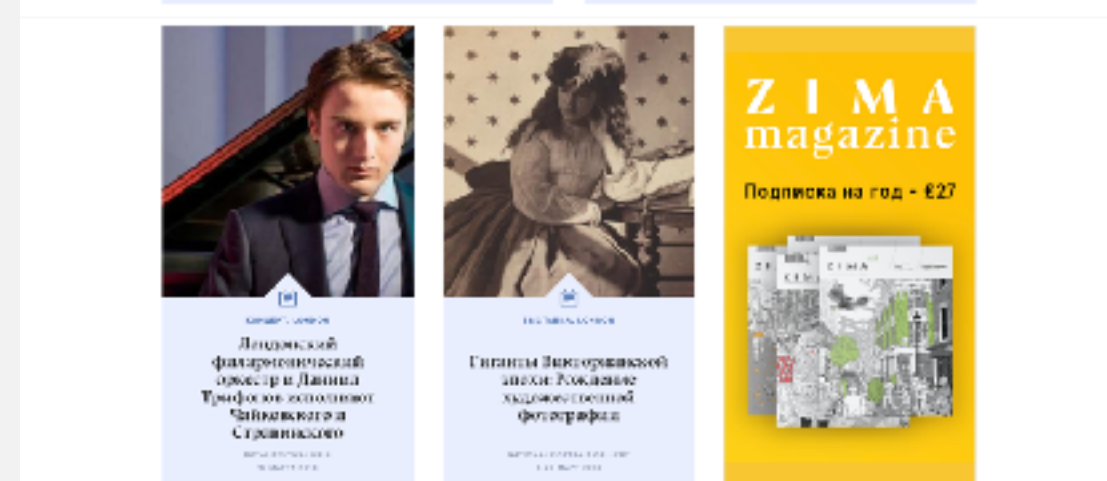
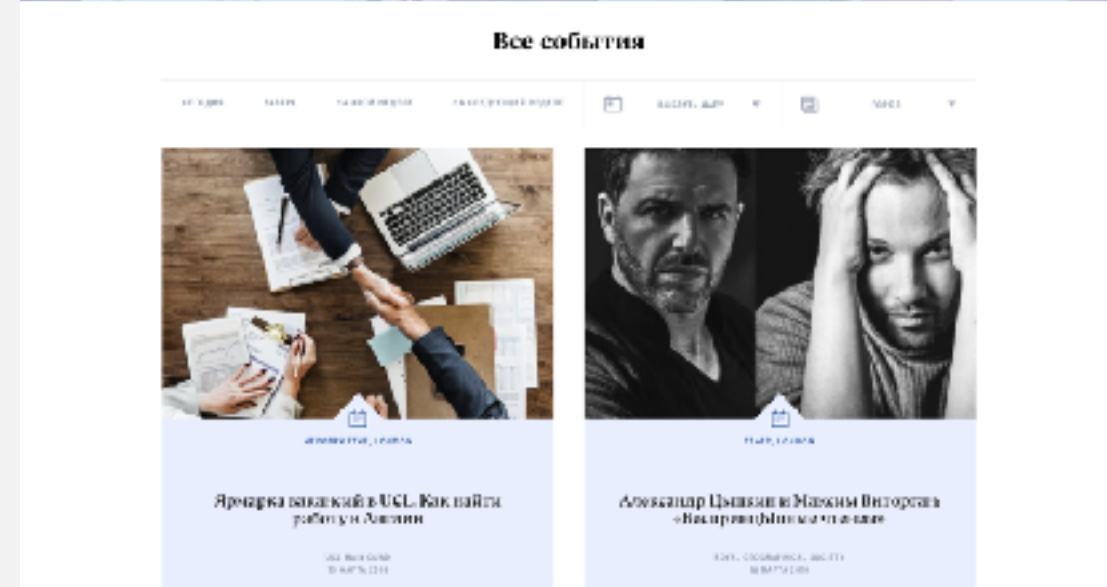
Barter Agreements

‘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

OUR PARTNERS





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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