ZAMA

LONDON-BASED MEDIA FOR GLOBAL-MINDED RUSSIANS

ZIMA Magazine is a media platform connecting the Russian-speaking community in London and across the world.

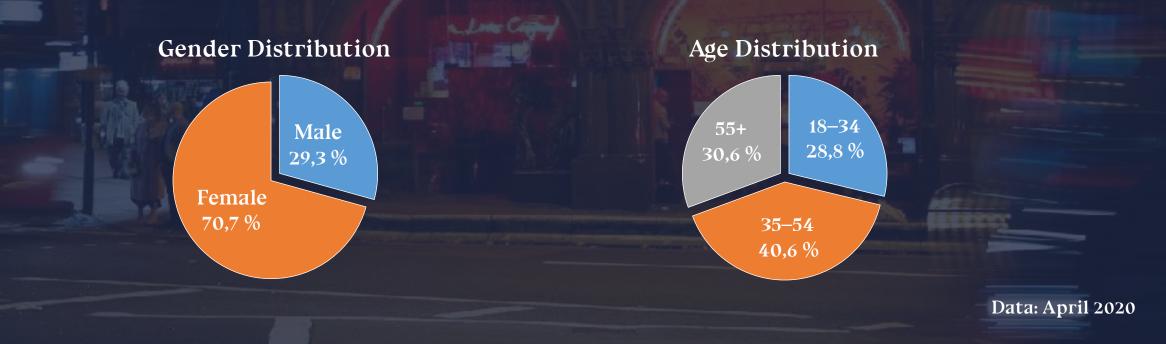
Launched in 2017, ZIMA is an online magazine, an upscale print magazine and an offline club.

Our mission is to inspire and empower Russian-speaking people living abroad.

AUDIENCE PROFILE

Our target audience consists of London-based Russian-speaking HNWIs, professionals, and people who are considering moving to London.

We also have a wider following outside of the UK: our website and social media channels attract Russian-speakers from all over the word.



FACTS AND FIGURES

> 630 000

website's monthly views

> 11 000

Instagram followers

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weekly newsletter readers > 420 000

unique monthly visitors

17 000

Facebook followers

> 30

offline events last year

WHAT WE OFFER

We provide our partners with 360° opportunity to engage with selected audiences through a variety of channels, including print magazine with premium distribution, website and social media with highly engaged audience. As a part of our bespoke packages we organise tailored events and offer sponsorships of ZIMA's special projects.









ONLINE

PRINT

SOCIAL

EVENTS

PRICE LIST

Advertising

Special Projects

| Feature | Price | Feature | Price |
|-------------------------------------|------------|---------------------------------------|-----------------|
| Standard print | From £1200 | Tailored event + media coverage | from £3500 |
| Advertorials (print & online) | From £1000 | ZIMA Event Sponsorship + media covera | ge Upon Request |
| Engagement formats (print & online) | From £1000 | Print + Online package | Upon Request |
| Website Banners | | Social Media | |
| Feature | СРМ | Feature | Price |
| Website banners | from £10 | Newsletter link | from £600 |
| Banners package | from £20 | Social Media Posts | from £500 |
| | | | |

Final prices to be confirmed according to specific offers. For full price list please contact us on <u>contact_a_zimamagazine.com</u>

WEBSITE BANNERS PLACEMENT

Leaderboard

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Inside an article

INING ROOM

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OUR PARTNERS



ZIMA

PARTNERSHIP EXAMPLES

ZIMA MAGAZINE X CHANEL JEWELLERY

One-year partnership covering all communication channels:

- Four magazine back covers
- Advertorials in print and online
- Two high profile events at Chanel boutique and residence of the French Ambassador with full media support
- Four sponsored interviews in print and online
- Event review on zimamagazine.com
- Social media coverage





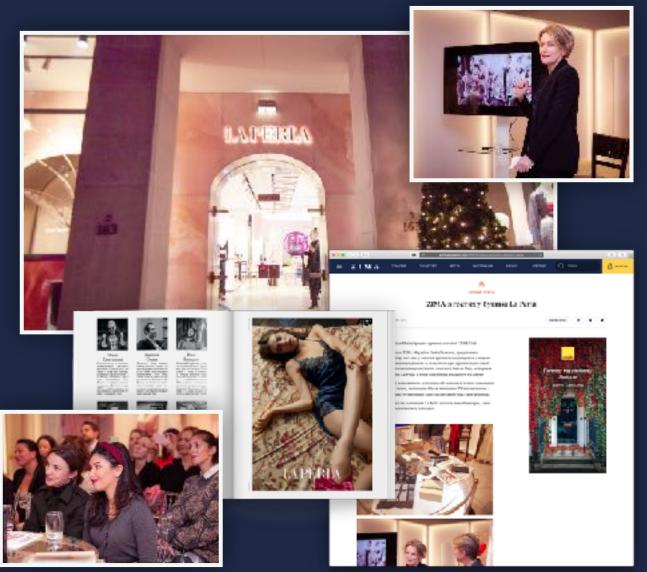
ZIMA MAGAZINE X UBS & CHARLES RUSSELL SPEECHLYS

- Exclusive event for 20 UHNWIs:
 "Own you Worth" at a private location
- Event review on zimamagazine.com and in social media
- UBS Financial report publication in print and online
- Video on ZIMA's YouTube channel



ZIMA MAGAZINE X LA PERLA

- Exclusive event for HNWIs:
 an evening with Anna Cryer, former
 editor of British Vogue, Tatler and
 Harper's Bazaar, dedicated to her
 recently published book "Vogue
 Lingerie"
- Advertising in ZIMA's print issue (premium positioning)
- Event review on zimamagazine.com
- Extensive social media coverage

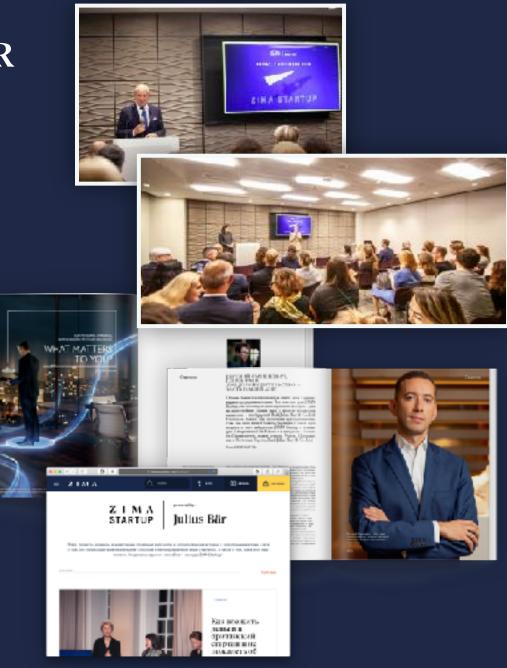


ZIMA STARTUP X JULIUS BAER

One year partnership in ZIMA StartUp project aimed at supporting Russian-speaking startups entering the UK market including:

- The status of the General Partner and logo included in the project's name as well as on all related materials
- Advertising in ZIMA print magazine
- Series of events (three) during the course of the project with selected audience from 30 to 100 guests
- Full coverage of the events online and in print
- Interview with Julius Baer's representative in print and online
- Special branded section on zimamagazine.com
- Extensive social media coverage
- Video on ZIMA's YouTube channel

Due to the success of the previous competition the partnership has been extended for another year



ZIMA

To learn more about the most effective ways we can advertise your brand, please, get in touch with our team. contact@zimamagazine.com