

A woman with blonde hair, wearing sunglasses, a white button-down shirt, and dark trousers, is walking across a city street. She is carrying a black bag. The background shows a busy London street with cars, a white van, and orange construction barriers. The image has a blue tint and the ZIMA logo is overlaid in white.

Z I M A

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.

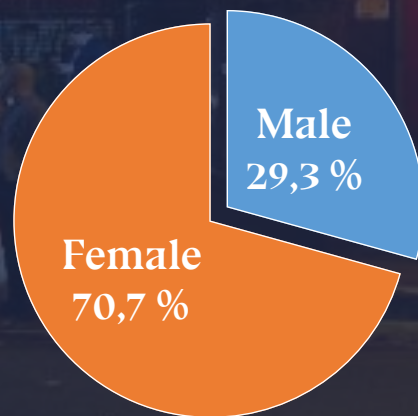
Our mission is to inspire and empower
Russian-speaking people living abroad.

AUDIENCE PROFILE

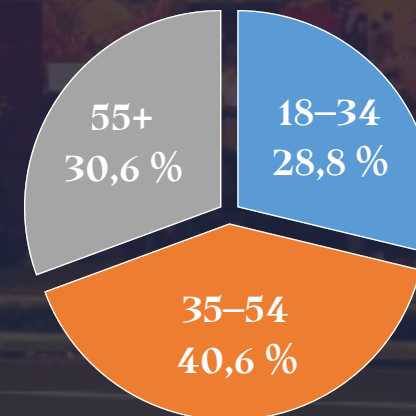
Our target audience consists of London-based Russian-speaking HNWIs, professionals, and people who are considering moving to London.

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

Gender Distribution



Age Distribution



FACTS AND FIGURES

> 630 000

website's monthly
views

> 11 000

Instagram followers

3 000

weekly newsletter
readers

> 420 000

unique monthly visitors

17 000

Facebook followers

> 30

offline events
last year

WHAT WE OFFER

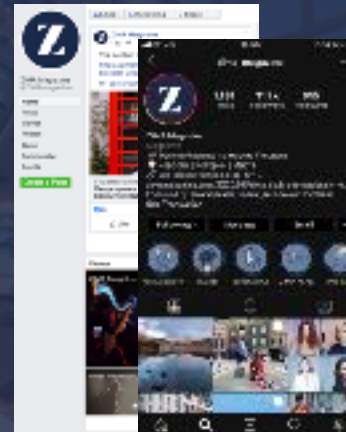
We provide our partners with 360° opportunity to engage with **selected audiences** through a **variety of channels**, including print magazine with **premium distribution**, website and social media with highly engaged audience. As a part of our bespoke packages we organise **tailored events** and offer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



ONLINE



PRINT



SOCIAL



EVENTS

PRICE LIST

Advertising

Feature	Price
Standard print	From £1200
Advertorials (print & online)	From £1000
Engagement formats (print & online)	From £1000

Website Banners

Feature	CPM
Website banners	from £10
Banners package	from £20

Special Projects

Feature	Price
Tailored event + media coverage	from £3500
ZIMA Event Sponsorship + media coverage	Upon Request
Print + Online package	Upon Request

Social Media

Feature	Price
Newsletter link	from £600
Social Media Posts	from £500

Final prices to be confirmed according to specific offers.
For full price list please contact us on contact@zimamagazine.com

WEBSITE BANNERS PLACEMENT

Leaderboard

1000px × 150px
adaptive

Inside an article

625px × 400px
adaptive



Top vertical rectangle

340px × 600px
adaptive

Middle vertical rectangle

340px × 600px
adaptive

OUR PARTNERS



Z I M A

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



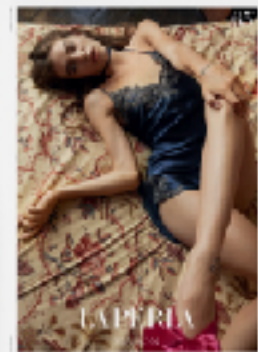
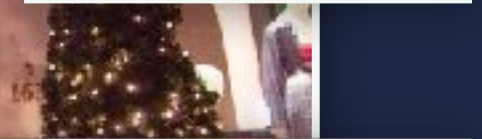
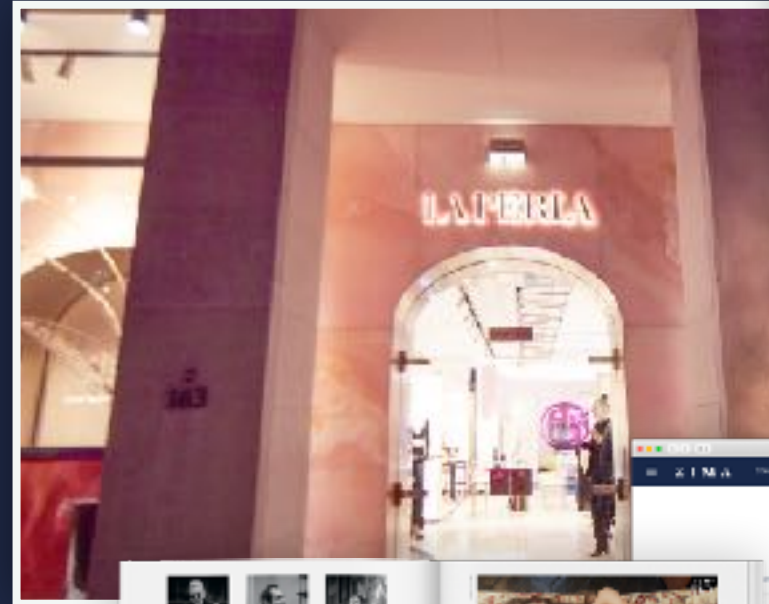
ZIMA MAGAZINE X UBS & CHARLES RUSSELL SPEECHLYS

- 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





Z I M A

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

contact@zimamagazine.com