



# ЗИМА


Z I M A M A G A Z I N E

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LONDON-BASED MEDIA FOR GLOBAL-MINDED RUSSIANS

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AUGUST 2020



**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.

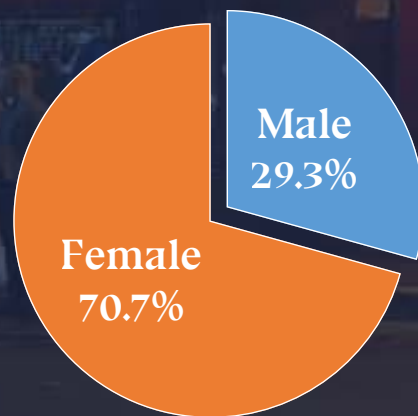
**Our mission** is to inspire and empower  
Russian-speaking people living abroad.

# OUR AUDIENCE

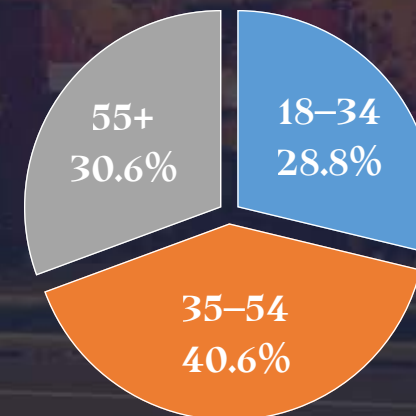
**Our target audience consists of London-based Russian-speaking HNWIs, professionals, and people who are considering moving to London.**

**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**



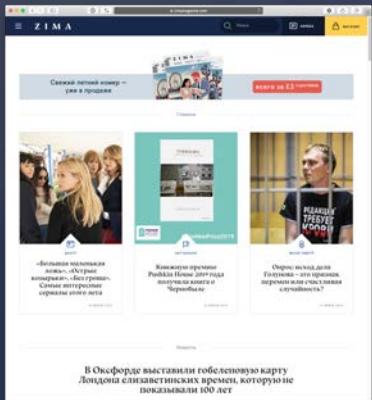
**Age Distribution**





# WHAT WE OFFER

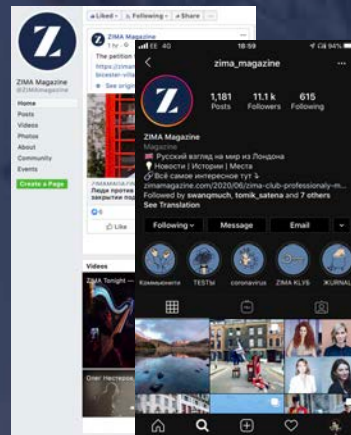
We provide our partners with 360° opportunity  
to engage with **selected audiences** through a **variety of channels**



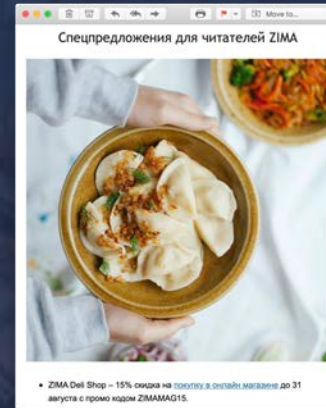
ONLINE



PRINT



SOCIAL



NEWSLETTER



EVENTS

# FACTS AND FIGURES

**630 000**

website's monthly  
views

**420 000**

unique monthly  
visitors

**11 600**

Instagram  
followers

**17 000**

Facebook  
followers

**3 100**

Telegram  
followers

**3 000**

weekly newsletter  
readers

**> 30**

offline events  
last year

# PRICE LIST

## Website zimamagazine.com

Feature	Price
Native article on the website	From £1500
Interview	From £2000
Engagement formats (quizes)	From £1500

## Website Banners

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

## Social Media

Feature	Price
Instagram / Facebook / Telegram post	From £500
Instagram stories	From £200

## Print Magazine

Feature	Price
1/1 page inside magazine	From £1500
Advert on cover	From £1800
Advertorial	From £1500

## Weekly Newsletter

Feature	Price
Special offer for subscribers	From £500
Event announcement	From £500

## Special Projects

Feature	Price
Online special project	From £3500
Online and offline events	Upon Request

Special offers combining different channels can be tailored for your goals. For full price list please contact us on [contact@zimamagazine.com](mailto:contact@zimamagazine.com)

Final prices to be confirmed according to specific offers. All prices are exclusive of VAT



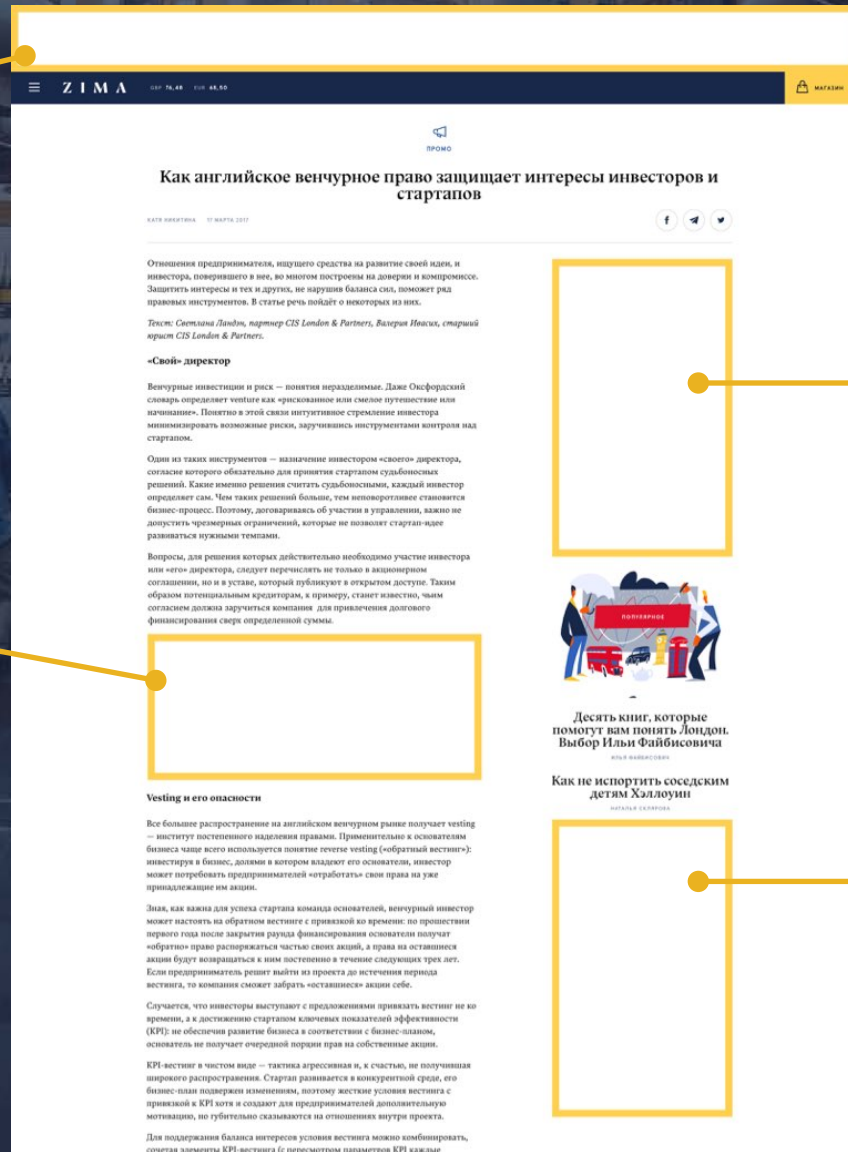
# WEBSITE BANNERS PLACEMENT

## Leaderboard

1000px × 150px  
adaptive

## Inside an article

625px × 400px  
adaptive



## Top vertical rectangle

340px × 600px  
adaptive

## Middle vertical rectangle

340px × 600px  
adaptive

# OUR PARTNERS





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PARTNERSHIP EXAMPLES

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# ZIMA MAGAZINE X CHANEL JEWELLERY

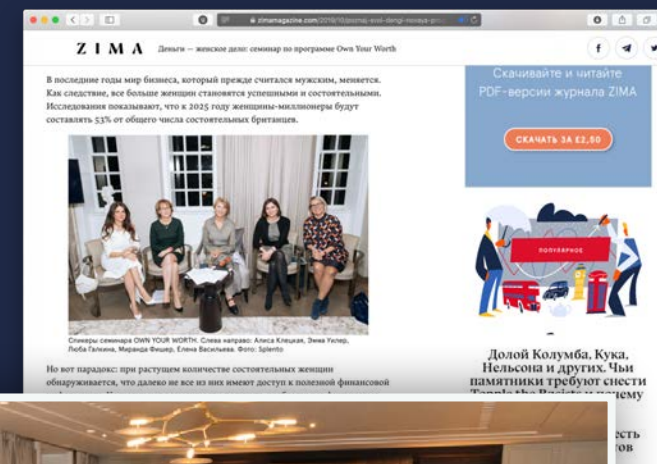
One-year partnership covering all communication channels:

- 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](http://zimamagazine.com)
- Social media coverage



# ZIMA MAGAZINE X UBS & CHARLES RUSSELL SPEECHLYS

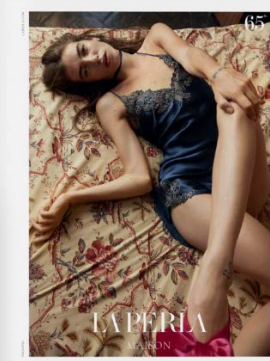
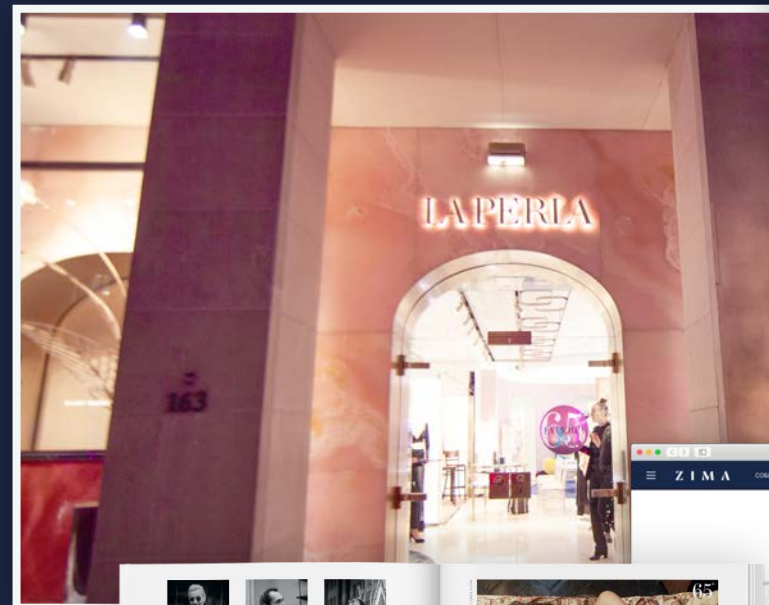
- Exclusive event for 20 UHNWIs: “Own you Worth” at a private location
- Event review on [zimamagazine.com](https://zimamagazine.com) and in social media
- UBS Financial report publication in print and online
- Video on ZIMA’s YouTube channel





# ZIMA MAGAZINE X LA PERLA

- Exclusive event for HNWI's:  
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](http://zimamagazine.com)
- Extensive social media coverage

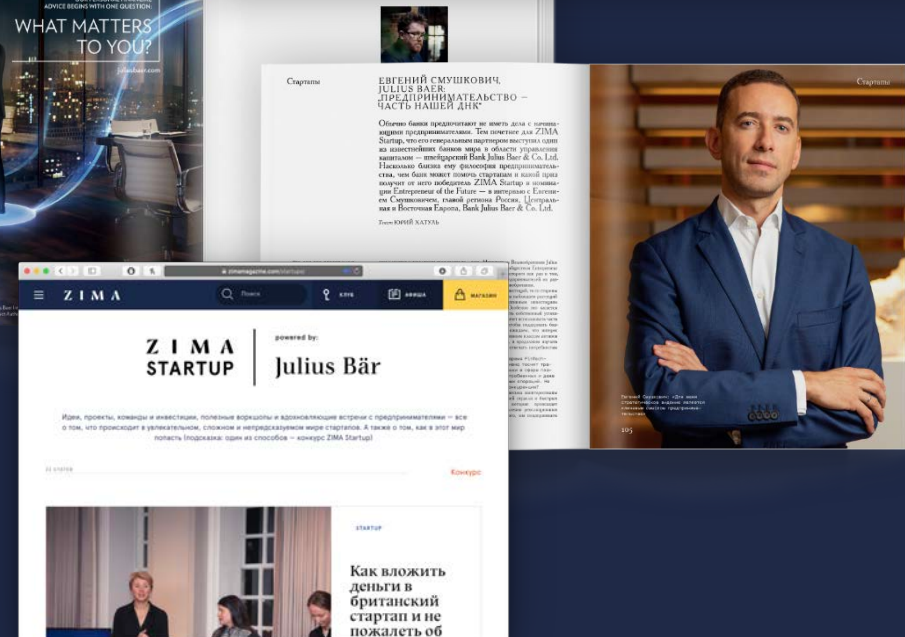


# ZIMA STARTUP X JULIUS BAER

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](http://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





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

[contact@zimamagazine.com](mailto:contact@zimamagazine.com)