



# ЗИМА

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

---

A KEY TO THE LIFE OF RUSSIANS IN THE UK

---

MARCH 2021

## ZIMA MAGAZINE / Who we are

- ❖ ZIMA — is a multi-channel communications platform which creates and delivers high quality content for the UK's Russian-speaking community and those who are interested in life in Britain.
- ❖ ZIMA's mission is to inspire and empower Russian-speaking people living in the UK and other countries.
- ❖ ZIMA comprises a variety of media channels: print magazine, web site, social media channels and ZIMA online and offline club.
- ❖ ZIMA project was founded in 2017 in London and turned out to be a real hub for the Russian-speaking community in the UK.

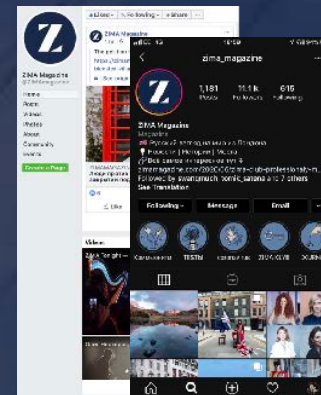




PRINT MAGAZINE



WEBSITE



SOCIAL MEDIA



CLUB



NEWSLETTER



CONCEPT-BURO



SPECIAL PROJECTS  
AND EVENTS



SHOP

**> 420 000**

Website monthly  
unique users

**> 50 000**

Social media  
followers

**> 20**

Online events  
in 2020

**3 000**

Newsletter  
subscribers

**> 30**

Offline events  
in 2019

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

**20 000**

Copies of premium  
quality magazine

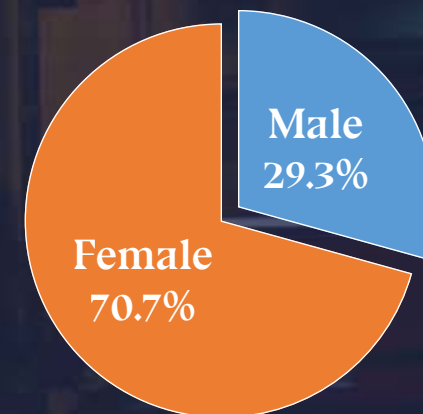
# ZIMA MAGAZINE / Who is our audience

According to ZIMA's research, 766 000 Russian-speaking people live in the UK.

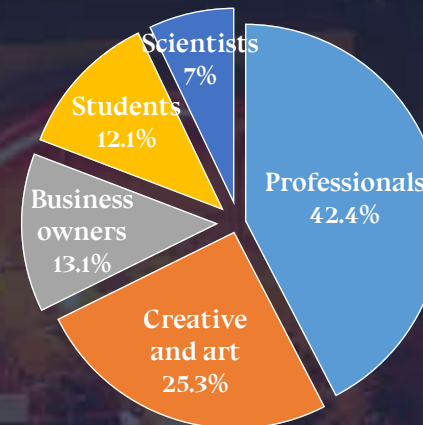
Our audience is:

- ❖ People living in the UK, predominantly in London:
  - ❖ HNWI (High Net Worth Individuals)
  - ❖ Professionals
  - ❖ Students
- ❖ Those who are planning to move to the UK or have just arrived here
- ❖ People who are interested in life in London and tourists from different countries

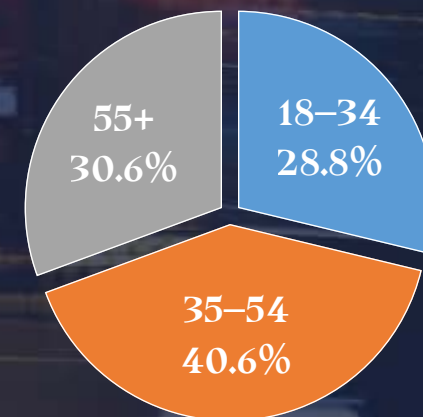
Gender Distribution



Occupation



Age Distribution





# WHAT WE OFFER

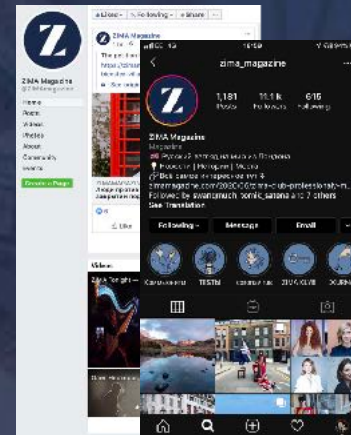
We provide our partners with 360° opportunity to engage with **selected audiences** through a **variety of channels**, including print magazine with **premium distribution**, website and social media with highly engaged readership. As a part of our bespoke packages we organise **tailored online and offline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



ONLINE



PRINT



SOCIAL



EVENTS

# 2021 ZIMA MAGAZINE PRINT EDITIONS

Building on the success of “Our London” we are working on the second part of ZIMA Magazine Special Edition — “**Our Britain**”.

The issue cover three main areas: Travel, Traditions and Russian Britain. Our authors, experts, celebrities and Russian-speaking society will share their experiences about places, travel ideas and insights about life in different UK cities. “**Our Britain**” will come out of print on 1st of June 2021 with circulation of 10 000 copies.

“**Our London – 2**” will be a continuation of our very successful guide to the British capital for Russian-speaking people. In this volume we will share even more places, stories, travel routes around London and many more. “Our London – 2” will become available on 1st December 2021 with a circulation of 10 000 copies.





# PRINT MAGAZINE / Distribution

## ❖ ZIMA Magazine distribution:

- ❖ zimamagazine.com readers (purchase from online shop);
- ❖ visitors of ZIMA Russian Restaurant in Soho;
- ❖ partners and clients of ZIMA Magazine;
- ❖ private aviation and luxury drivers services;
- ❖ businesses and locations included in the guidebook;
- ❖ premium locations with high concentration of Russian audience
- ❖ ZIMA CLUB events and other events for our audiences such as annual charity Gift of Life gala;
- ❖ Moscow-based partners of the project

## ❖ Circulation — 10 000 copies

## ❖ Print date — 1 JUNE 2021





# PARTICIPATION EXAMPLES IN 'OUR BRITAIN' / 'OUR LONDON'

Article about  
a company

½ page in the listing  
of a relevant section

Interview  
with a company's  
representative

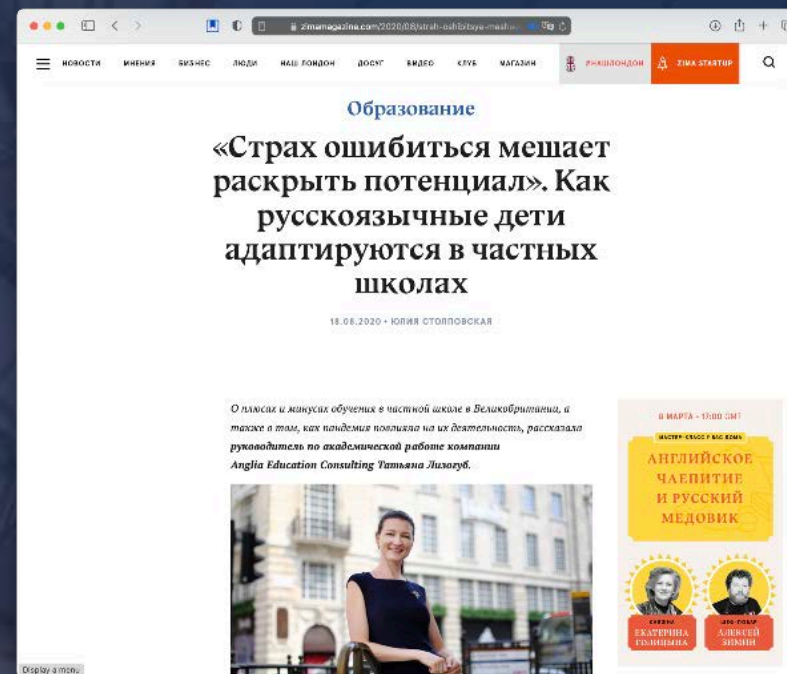


# ONLINE INTEGRATIONS EXAMPLES

Ask the expert



Website article  
on a relevant  
topic





# WEBSITE BANNERS PLACEMENT

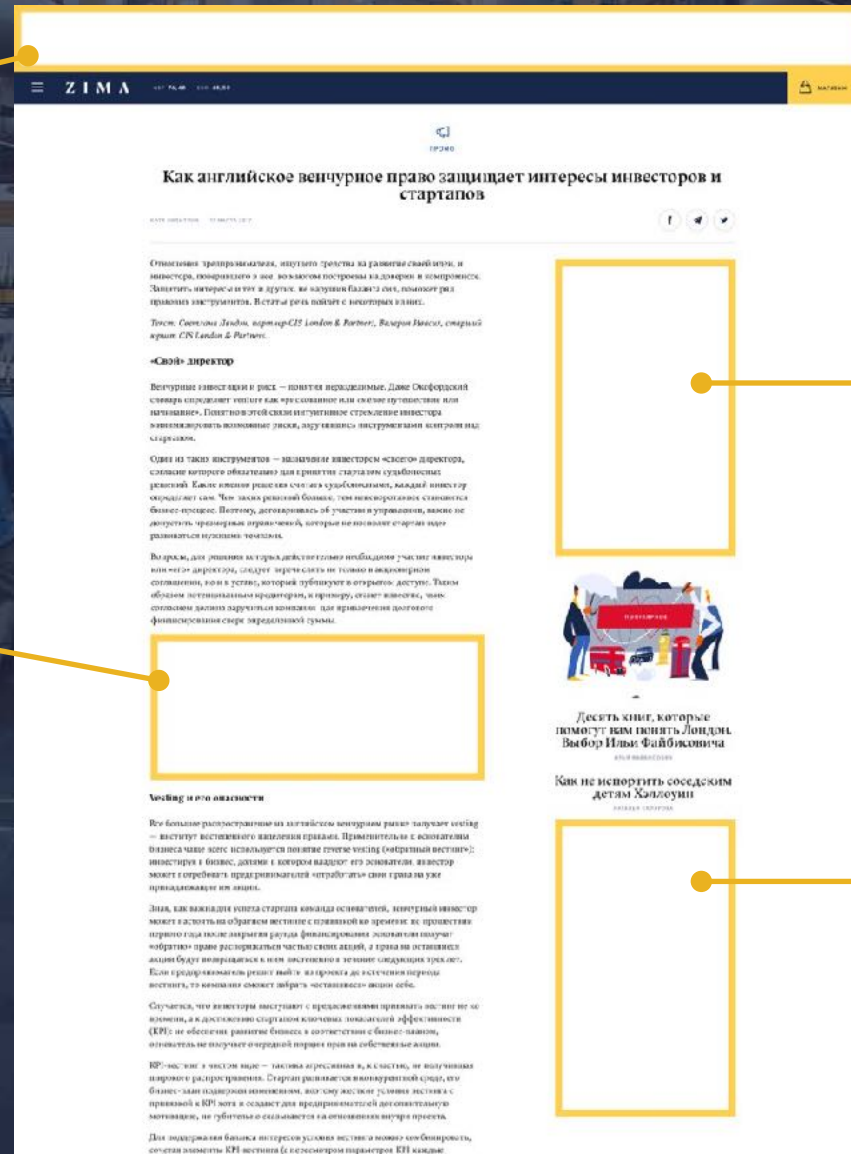
## Leaderboard

1170px × 150px  
desktop

1100px × 300px  
mobile

## Inside an article

625px × 400px  
adaptive



## Top vertical rectangle

268px × 433px  
adaptive

## Middle vertical rectangle

268px × 433px  
adaptive

# 2021 WEBINARS AND SPECIAL PROJECTS

**Webinars and live events with experts** allow us to engage with our audience and answer their most pressing questions in person.

For 2021 we have created a program of live events and webinars on the topics most relevant topics.

**ZIMA StartUp contest** will take place for the 4th time in 2021.

Since launching the contest in 2018 ZIMA StartUp demonstrated significant YoY growth and despite the pandemic attracted the highest numbers of attendees and contestants. In its third season in 2020-2021 ZIMA StartUp contest attracted 90 applications from 12 countries and over 30 industries, which shows almost 50% increase of applications compared to the previous year.





# PRICE LIST

## Website zimamagazine.com

Feature	Price
Native article on the website	From £1500
Interview	From £2000
Engagement formats (quizzes)	From £1500
Question to an expert' column	From £1000

## 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
1/2 page inside magazine	£700
1/1 page inside magazine	£1500
Advert on cover	From £2000
Interview	From £2000

## Weekly Newsletter

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

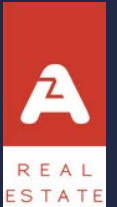
## Special Projects

Feature	Price
Online special project	Upon Request
Online and offline events	Upon Request

Special offers combining different channels will be tailored to client's individual goals. For full price list please contact us on [contact@zimamagazine.com](mailto:contact@zimamagazine.com)

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

# OUR PARTNERS





ЗИМА

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

---

PARTNERSHIP EXAMPLES

---

# ZIMA MAGAZINE X CHANEL JEWELLERY

One-year partnership covering all communication channels:

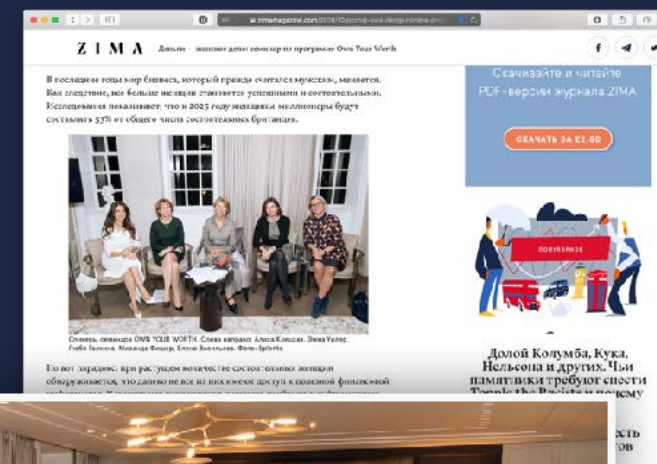
- Four magazine back covers
- Advertorials in print and online
- Two high profile events at Chanel boutique and residence of the French Ambassador with full media support
- Four sponsored interviews in print and online
- Event review on [zimamagazine.com](http://zimamagazine.com)
- Social media coverage





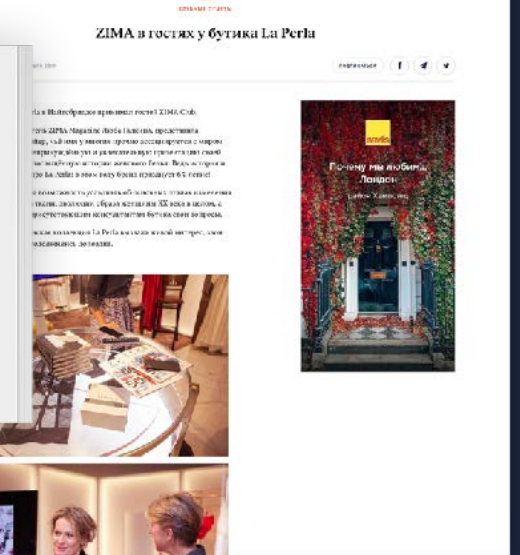
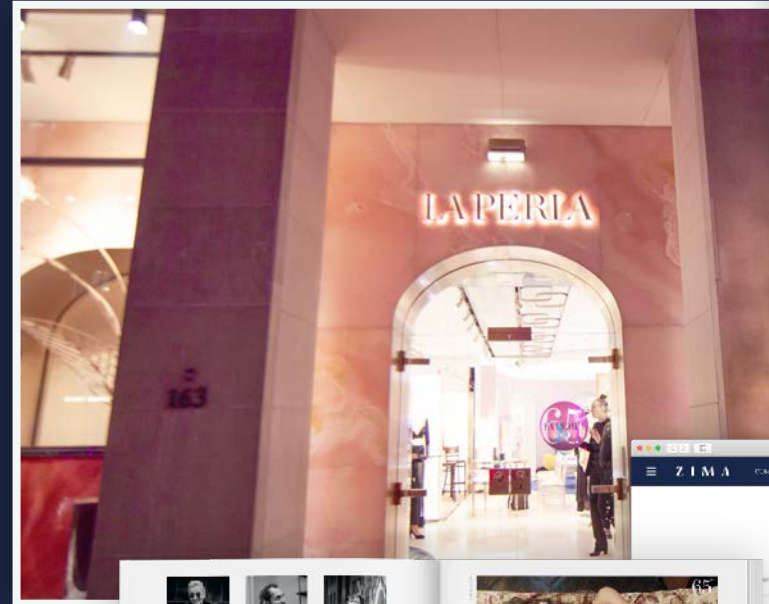
# ZIMA MAGAZINE X UBS & CHARLES RUSSELL SPEECHLYS

- Exclusive event for 20 UHNWIs: “Own your 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 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](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 General Partner status with logo included in the project's title and on all promotional 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
- Videos on ZIMA's YouTube channel

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







# ЗИМА

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

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)