





OUR MISSION IS TO CONNECT, INSPIRE AND EMPOWER

Founded in 2017 with the goal to provide local news and promote cultural events to Russian-speakers in the UK, in just 5 years ZIMA grew into an important community hub with the audience spreading far outside the UK, including countries like Germany, Poland, Netherlands and France.

Throughout this evolution, our goal has remained the same: to bring together the Russian-speaking community through culture and conversation, helping them transition to life outside their respective countries.

WHO WEARE



We are an INDEPENDENT cultural media and community hub uniting creative and ambitions individuals of Russian-speaking diaspora in the UK and beyond.



We provide access to NOTABLE

EXPERTS AND LEADING OPINION-MAKERS in the

fields of culture, travel, lifestyle and leisure, careers, wealth management and immigration.



A TRUSTED FRIEND

to a diverse community of numerous nationalities, ages and social and professional backgrounds.

DIGITAL + SOCIAL

CLUB

MAGAZINE

MULTIPLE PLATFORMS

THAT ENABLE RUSSIAN-

SPEAKING BUSINESS LEADERS,

BRANDS AND FORWARD-

THINKING INDIVIDUALS

TO COME TOGETHER

FOR CONNECTION
AND SHARED
POSITIVE VISION

1,500,000+

site visitors per year

70,000+

social media followers

10+

highly engaged WhatsApp groups

4,000+

subscribers of weekly newsletter > 50% open rate 100+

live & online events in 2022

3,000+

participants
of events
(from exclusive ones
for 10 people
up to 300)

PRIVATE MEMBERSHIP

scheme with exclusive programme

10,000+

circulation magazine

ANNUAL GUIDES

2 SPECIAL

editions of
'Our London'
'Our Britain'
with over

1000 places 600 pages

300 experts

DIGITAL

zimamagazine.com covers
independent perspective on
cultural and business news and
provides practical advice, guides
and nspiring personal stories.

VIDEO

Our video series are curated around empowering content (recorded club lectures, webinars and tours) and inspiring stories of diaspora's opinion-makers (interviews and commentary)

OUR EDITORIAL PLATFORMS CREATE UNRIVALLED ENGAGEMENT OPPORTUNITIES

CLUB EVENTS

Our events team brings the stories and heroes of Zima to life through extraordinary experiences. Growing both ticket-sale and membership models, we deliver a wide range of events for each group from intimate (10 ppl) to large scale (500+ ppl).

SOCIAL MEDIA







@ZIMAMAGAZINE

Zima's storytelling reaches a luxurypassionate community via WhatsApp Groups: British Chic, News Chic, Marketplace, as well as local chats for Côte d'Azur, Cyprus, Italy, Spain, Dubai and USA communities

PRINT

'Our London' and 'Our Britain' are two unique limited edition guides to British life and culture providing travel ideas and insights into life in the UK from insiders and experts.

E-MAIL MARKETING

Our weekly newsletter offers a digest of the most interesting online articles, tips and reviews of the must-attend events and offers from our partners. ZIMA BRINGS TOGETHER

GLOBALLY-MINDED

RUSSIAN-SPEAKING

DIASPORA

THE READERSHUR

OUR READERS ARE:

- INTELLIGENT
- INFORMED
- AFFLUENT
- WELL TRAVELLED

A VARIED MIX OF AGES

AND PROFESSIONAL

BACKGROUNDS:

from students and highly-skilled specialists to entrepreneurs and socialites, as well as some of the biggest names of arts and culture and opinion-leaders living abroad, such as writer BORIS AKUNIN, musician BORIS GREBENSHCHIKOV, princess KATYA GALITZINE, ballerina NATALIA OSIPOVA and many more.

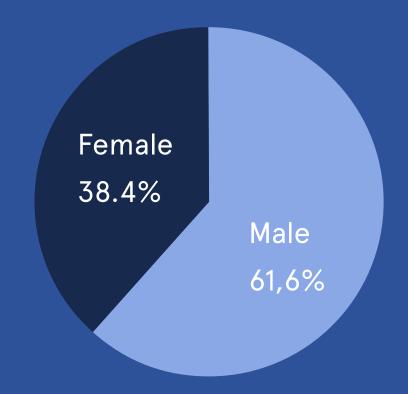
ZIMA CHAMPIONS THE ISSUES AND TOPICS OF RUSSIAN-SPEAKERS ABROAD, WITH THEIR DIVERSE VOICES, OPINIONS AND CONCERNS WITHOUT BIAS TO ORIGIN

COMMITED TO INCLUSION

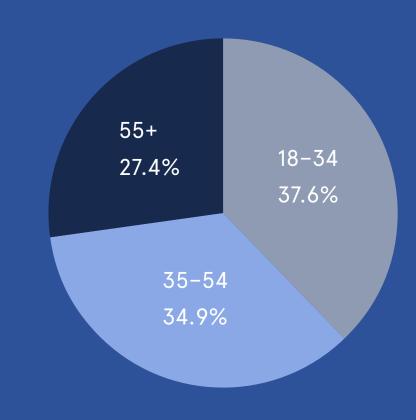
Our contributors and audiences are comprised with equity of many different ethnic backgrounds including Belarus, Ukraine, Georgia, Moldova, Kazakhstan, Azerbaijan, Uzbekistan, Latvia, Israel, Russia, as well as westerners who speak Russian as a foreign language.

We tailor our content to suit different age groups and cover a wide range of topics not often highlighted by other Russian-speaking media, such as sustainability, LGBTQ+, BLM and disability. Our events are centred not only around Russian traditions but also celebrate different national and religious holidays.

Gender Distribution



Age Distribution



WE ARE A RESPONSIBLE BUSINESS WITH A STRONG SOCIAL MISSION



Over 35 charity events in aid of Gift of Life were supported by ZIMA, generating hundreds of thousands GBP to help children beat cancer. Zima also consistently covers topics related to other initiatives by UK charities with Eastern European founders, including TrueRussia, helping Ukrainian refugees.



STARTUPS

3 years of support for young entrepreneurs with Russianspeaking backgrounds. Offering unique networking opportunities and access to leading experts in the area. Over 200 companies took part. 18 winners were awarded.



NEW VOICES

ZIMA gives platform to emerging writers and creators, and highlights new faces of Russian-speaking diaspora in the UK and EU via ZIMA Photo contests, club events and website. We're committed to editorial integrity, even as we work in partnership with brands and advertisers where appropriate.

WE'VE PARTNERED WITH

















the family law firm











CURZON



































ADVERTISING OPTIONS



ZIMAMAGAZINE.COM

Customized article written by our editor £1500 Self-written article of your choice £1000 Banners £500/month



SOCIAL MEDIA

Instagram (stories), Facebook, Telegram £500 Instagram stories (bundle X3) £500 Photos/videos Upon request



WEEKLY NEWSLETTER

Event announcement/banner £500 Self-written article + social media + newsletter £1200



ZIMA CLUB EVENTS

Webinar £1000 Exclusive events for ZIMA Club members From £3000

SOME PARTNERSHIP EXAMPLES

ZIMA MAGAZINE X SAVILLS

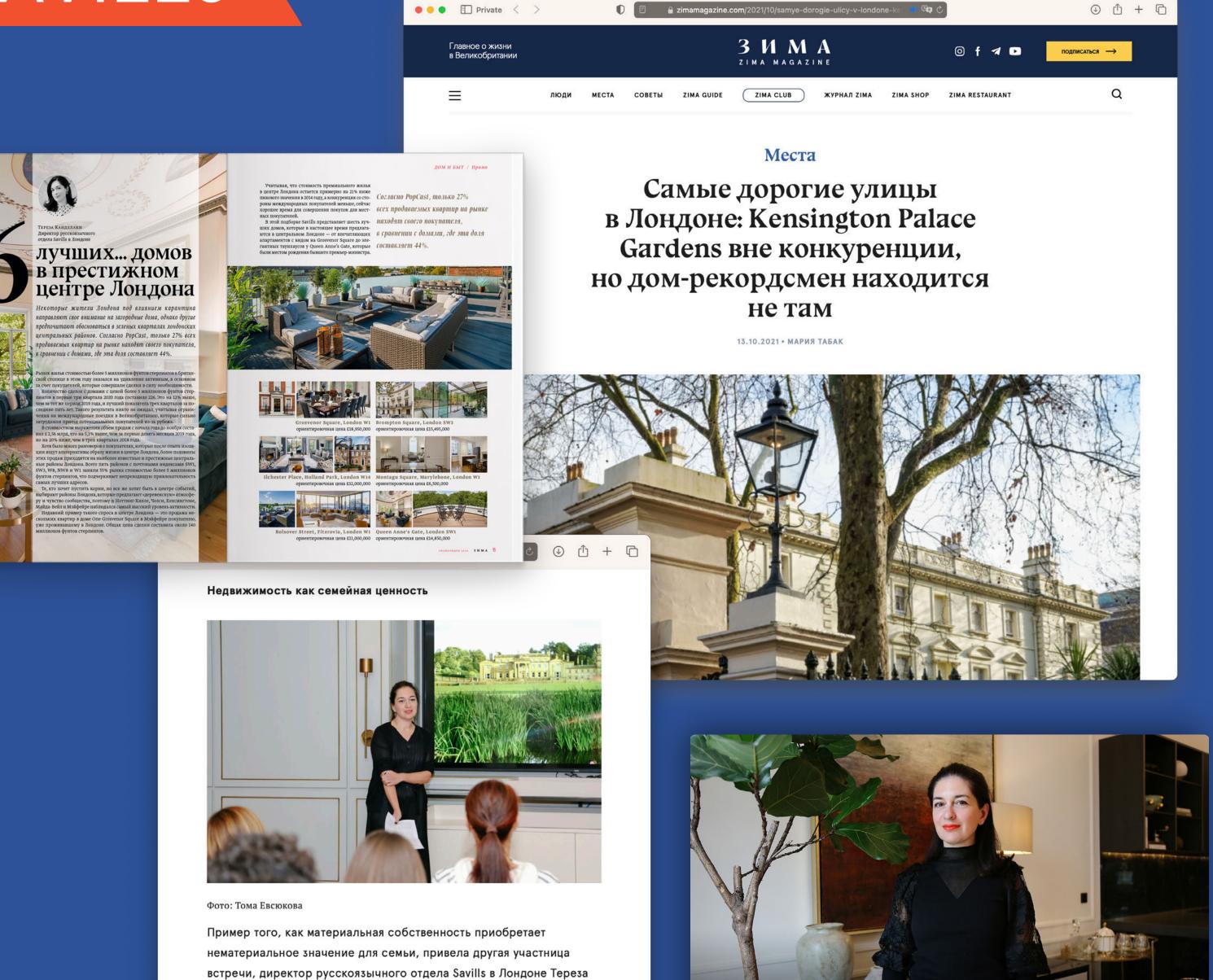
Series of articles about real estate in London

Events of ZIMA Club at the partner's luxury venues

YouTube interview with the <u>director Tereza Kandelaki</u>

Printed spread in a special issue of ZIMA Magazine

Social media coverage



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Канделаки.

ZIMA MAGAZINE X CHANEL JEWELLERY

2 high-profile events

at Chanel boutique and residence of the French Ambassador with full media support

Back covers

in four printed editions of ZIMA Magazine

Advertorials

in print editions <u>and online</u>

4 sponsored interviews

in printed editions and online

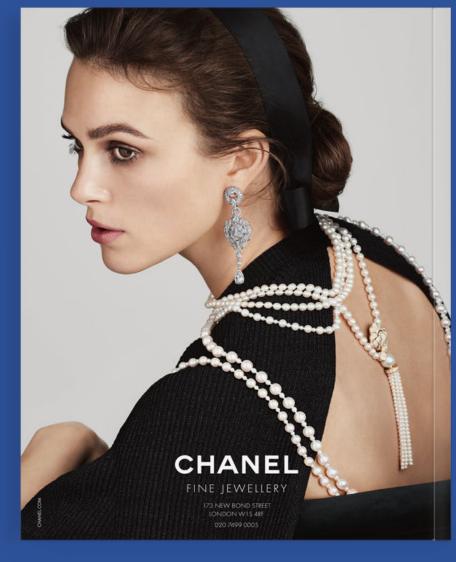
Event review

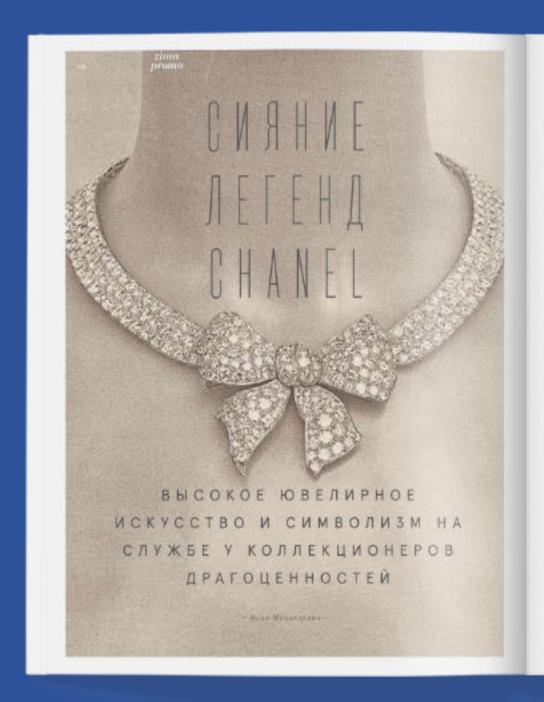
on zimamagazine.com

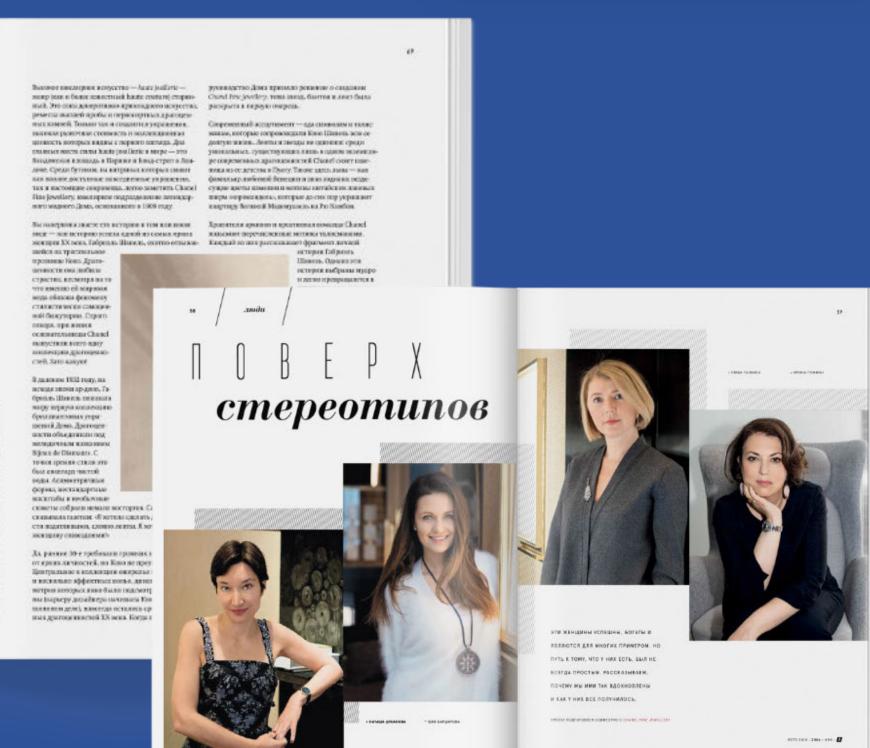
Social media coverage











ZIMA MAGAZINE X ARS VITAE

Presentation event

of <u>Chenot Palace Weggis</u> at South Kensington Club

Interviews and articles

about the hotels <u>on the website</u> and in the printed magazine

Press tours

with media coverage



ZIMA MAGAZINE X JULIUS BAER

Advertising

in ZIMA printed magazine

Series of events

for ZIMA StartUp contest

Interview

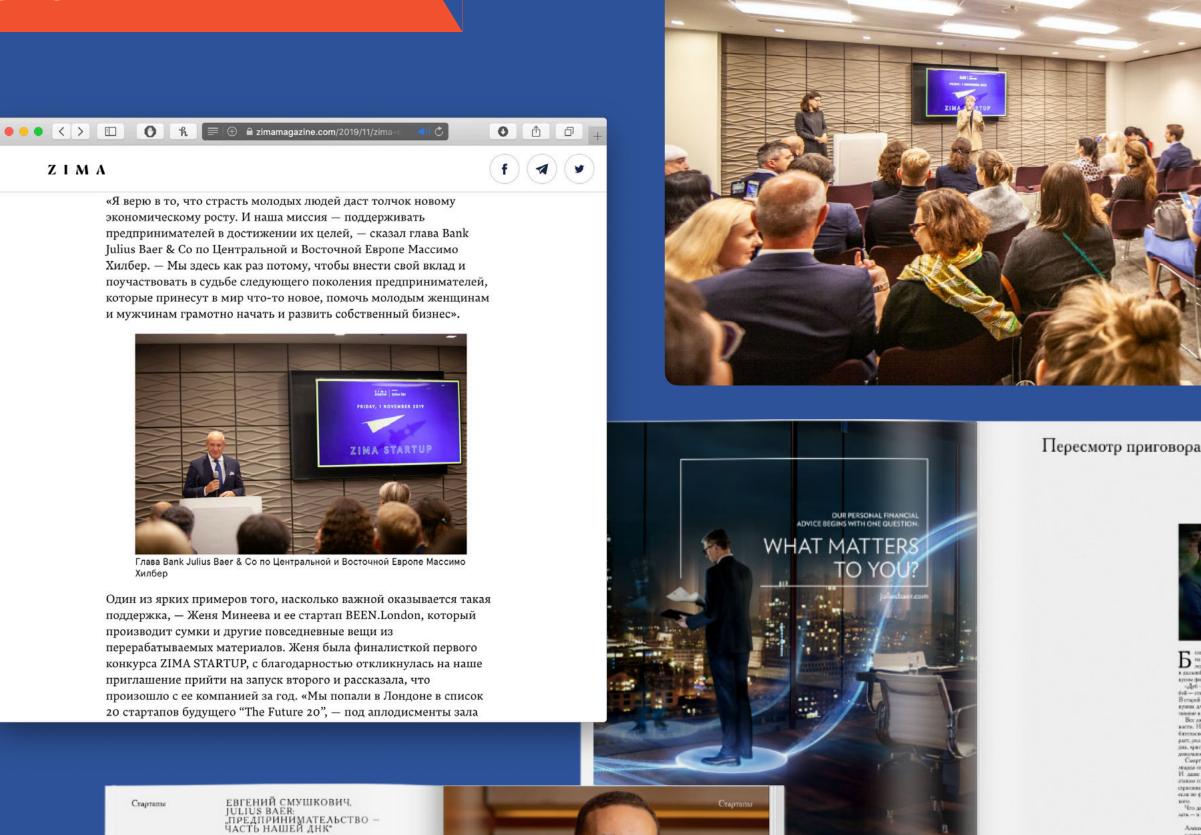
with Julius Baer's representative in printed magazines <u>and online</u>

A special branded section

on zimamagazine.com

Webinars

on ZIMA's YouTube channel





ZIMA MAGAZINE X CIS LONDON

Exclusive private event

for ZIMA Club members on family governance

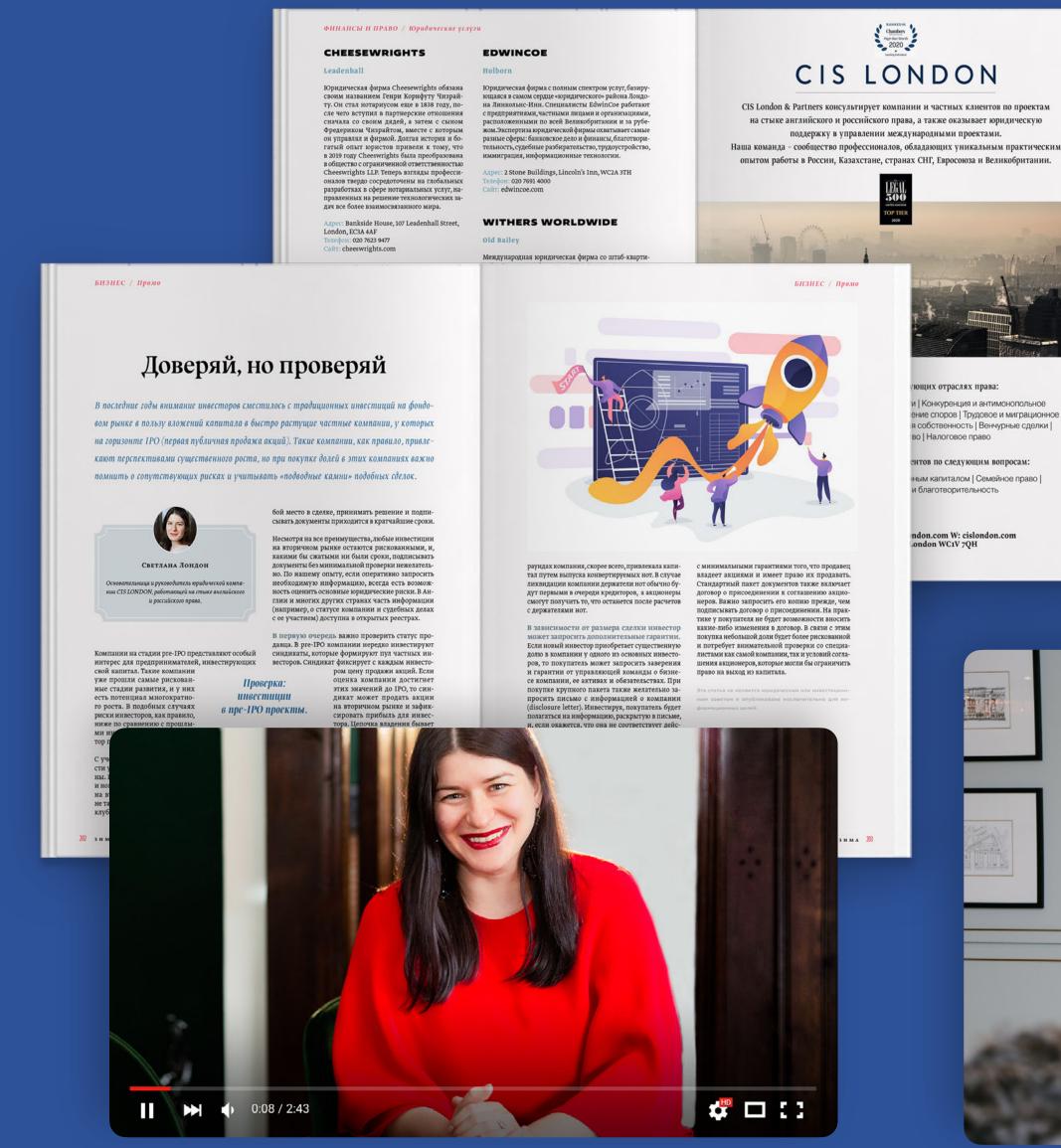
YouTube video with Svetlana London

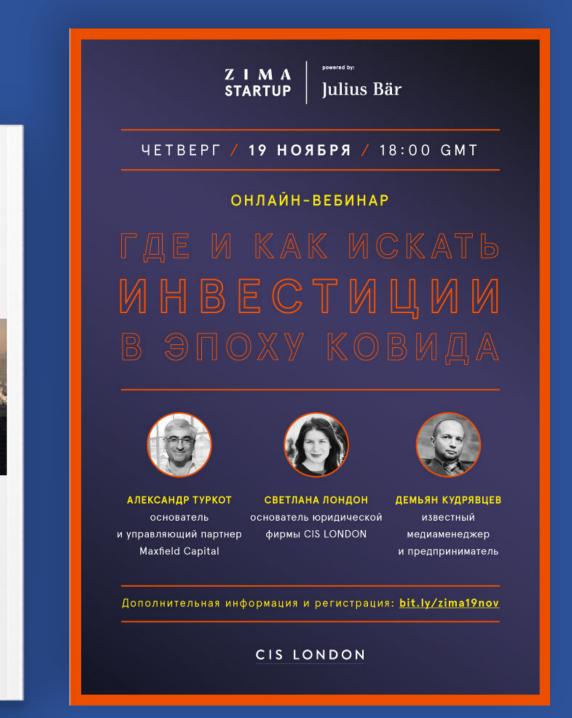
Articles and banners

on the website and in the printed magazine

Sponsorship of ZIMA StartUp contest

Webinar on how to reach the UK market







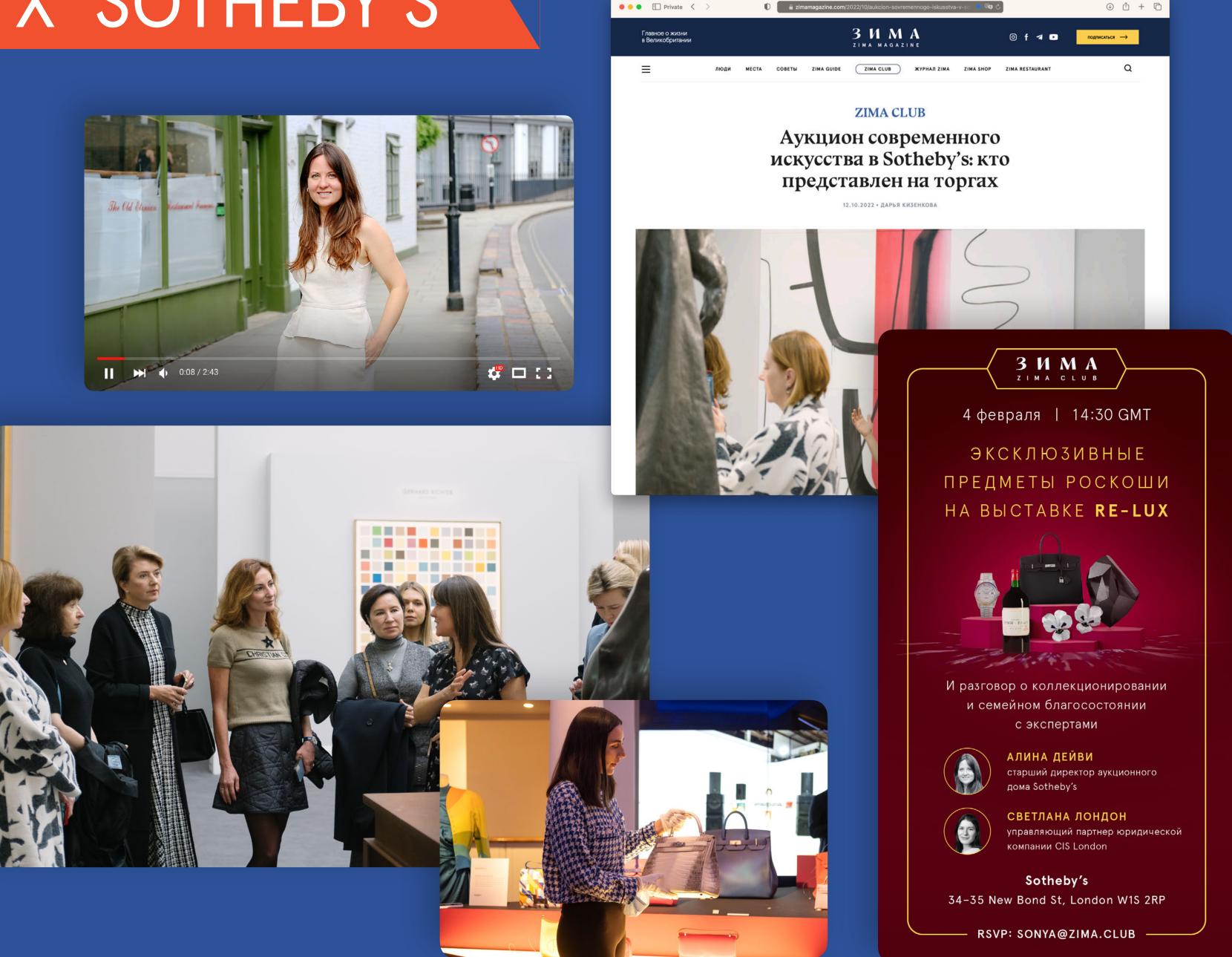
ZIMA MAGAZINE X SOTHEBY'S

Private auction tours for ZIMA Club members

Articles on the website

YouTube video
with Sotheby's
senior director Alina Davey

Social media coverage





ZIMA is happy to hear your thoughts and find the best possible solution to meet your needs and to improve the life of the Russian-speaking community in the UK

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