



ЗИМА
Z I M A M A G A Z I N E

A beacon for Russian-speaking diaspora in the west

ZIMA MISSION



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 WE ARE



We are an **INDEPENDENT** cultural media and community hub uniting creative and ambitious 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.

ZIMA DELIVERS

MULTIPLE PLATFORMS

THAT ENABLE RUSSIAN-
SPEAKING BUSINESS LEADERS,
BRANDS AND FORWARD-
THINKING INDIVIDUALS
TO COME TOGETHER

FOR CONNECTION
AND SHARED
POSITIVE VISION

DIGITAL + SOCIAL

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

CLUB

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

MAGAZINE

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 inspiring 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)

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).

OUR EDITORIAL PLATFORMS CREATE UNRIVALLED ENGAGEMENT OPPORTUNITIES

SOCIAL MEDIA

    @ZIMAMAGAZINE

Zima's storytelling reaches a luxury-passionate 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 READERSHIP



OUR READERS ARE:

- INTELLIGENT
- INFORMED
- AFFLUENT
- WELL TRAVELLED

ZIMA AUDIENCE INCLUDES
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.



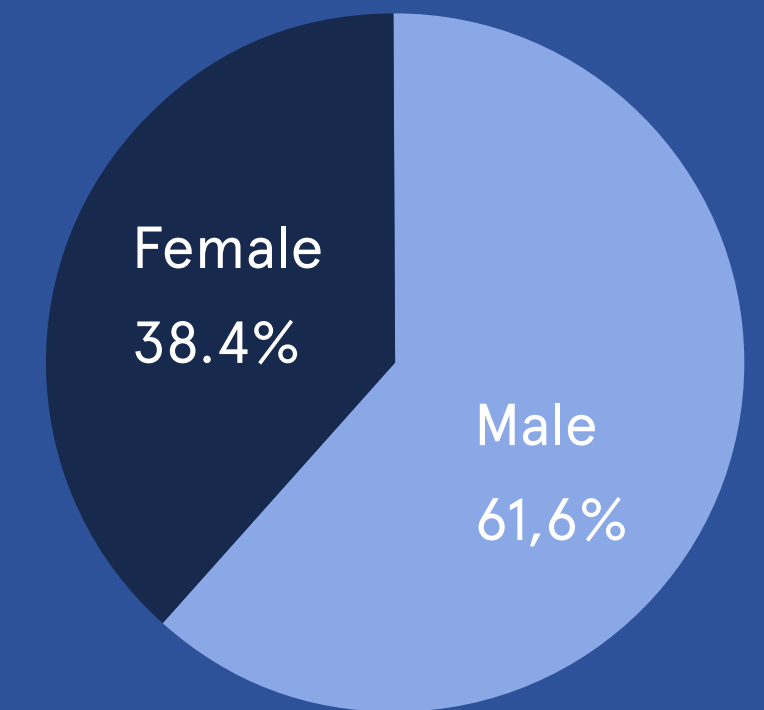
ZIMA CHAMPIONS THE ISSUES AND TOPICS OF RUSSIAN-SPEAKERS ABROAD, WITH THEIR DIVERSE VOICES, OPINIONS AND CONCERNS WITHOUT BIAS TO ORIGIN

COMMITTED TO INCLUSION

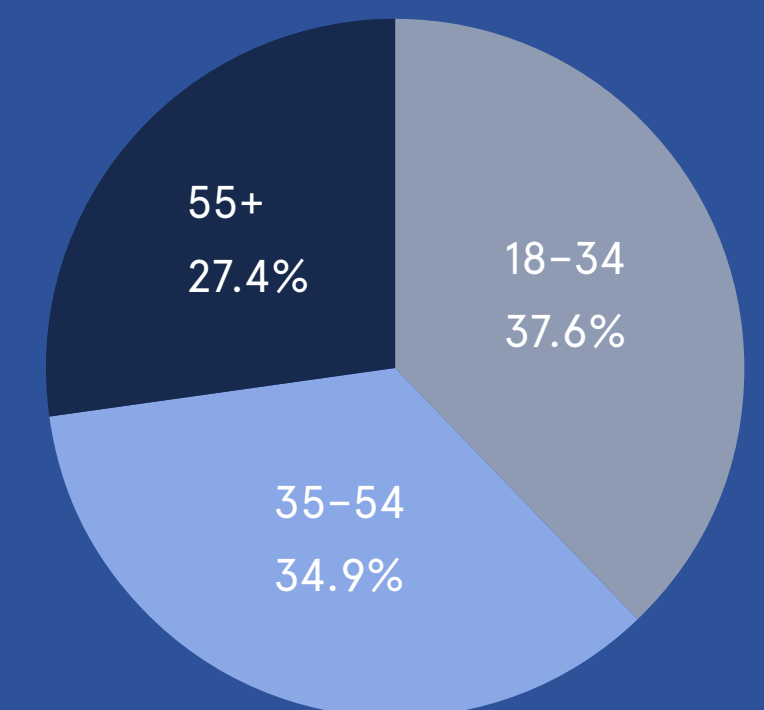
Our contributors and audiences are comprised with equity of many different ethnic backgrounds including Belarus, Ukraine, Georgia, Moldova, Kazakhstan, Azerbaijan, Uzbekistan, Latvia, Israel, Russia, as well as westerners who speak Russian as a foreign language.

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



CHARITY

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 Russian-speaking 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



CHANEL
FINE JEWELLERY

Julius Bär

 **UBS**

MOVCHAN 
G R O U P

PAYSEND

 CharlesRussell
Speechlys

Dawson Cornwell | the
family law firm

CIS LONDON

CDS Mayfair


savills

 Knight
Frank

Sotheby's

CURZON

London **Philharmonic** Orchestra

 **CELEBRO**

BARNES | New York
INTERNATIONAL REALTY


ATTILUS


BELUGA
NOBLE RUSSIAN VODKA


CHAMPAGNE
POMMERY
A REIMS-FRANCE


THE
GRANGE
FESTIVAL

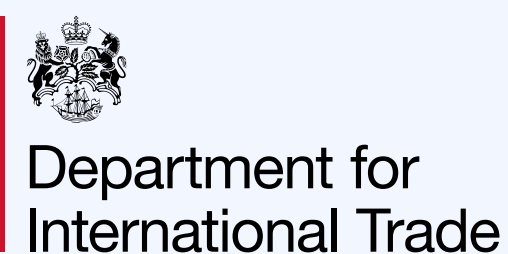

CHENOT


SHA
WELLNESS CLINIC


SOUTH KENSINGTON CLUB
S.K.C.

oblique
BEAUTY HOUSE


BRITISH
COUNCIL


Department for
International Trade


RBCC

RUSSO-BRITISH
CHAMBER OF COMMERCE

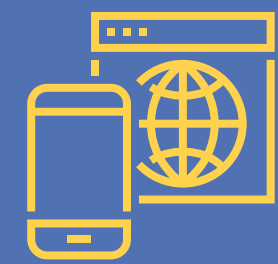
PUSHKIN
HOUSE

RUSSIANART+CULTURE


Gift
of
Life

truerussia

ADVERTISING OPTIONS



ZIMAMAGAZINE.COM

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



WEEKLY NEWSLETTER

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



SOCIAL MEDIA

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



ZIMA CLUB EVENTS

Webinar £600
Exclusive events for ZIMA Club
members From £3000

SOME PARTNERSHIP EXAMPLES

ZIMA MAGAZINE X SAVILLS

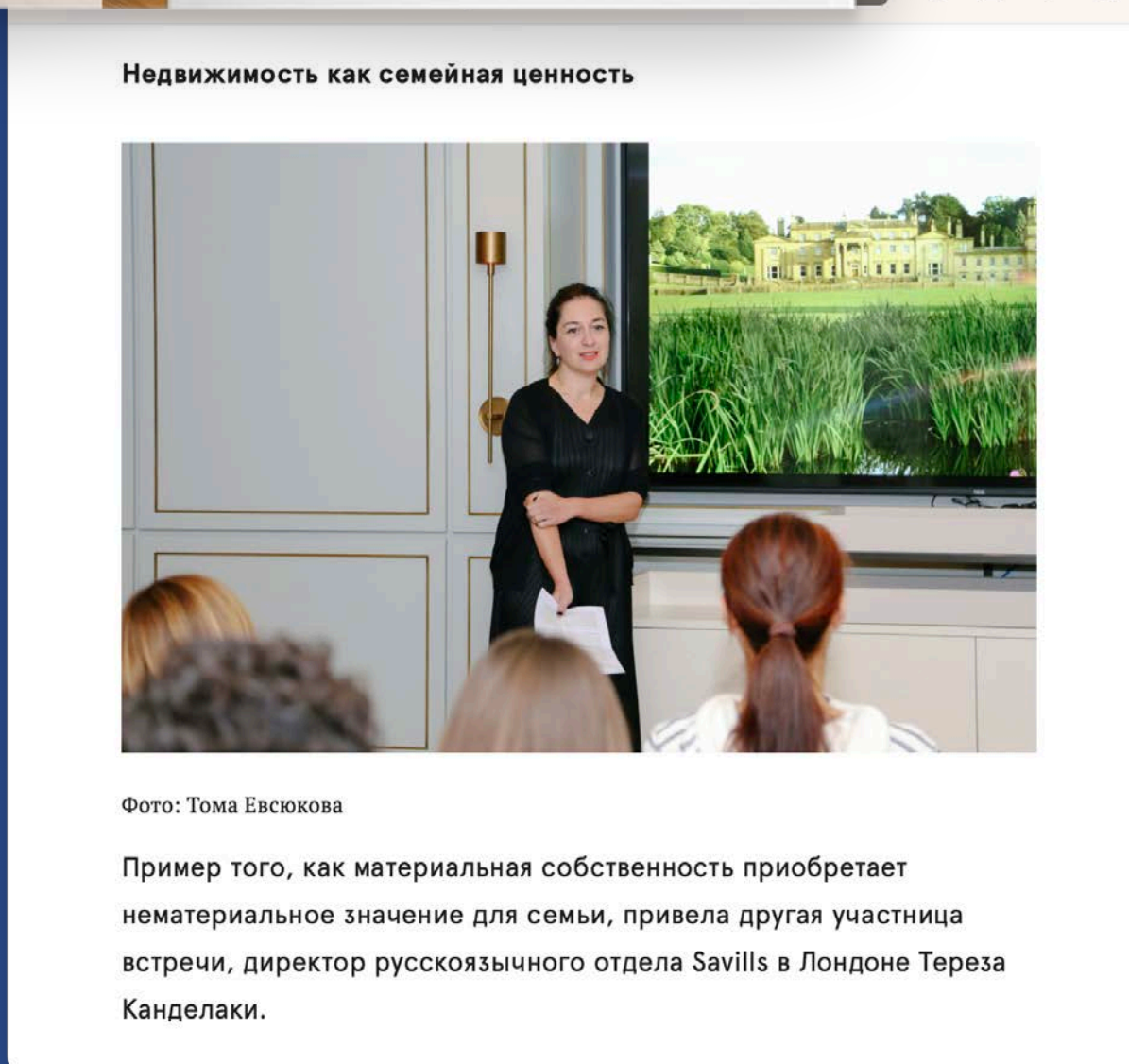
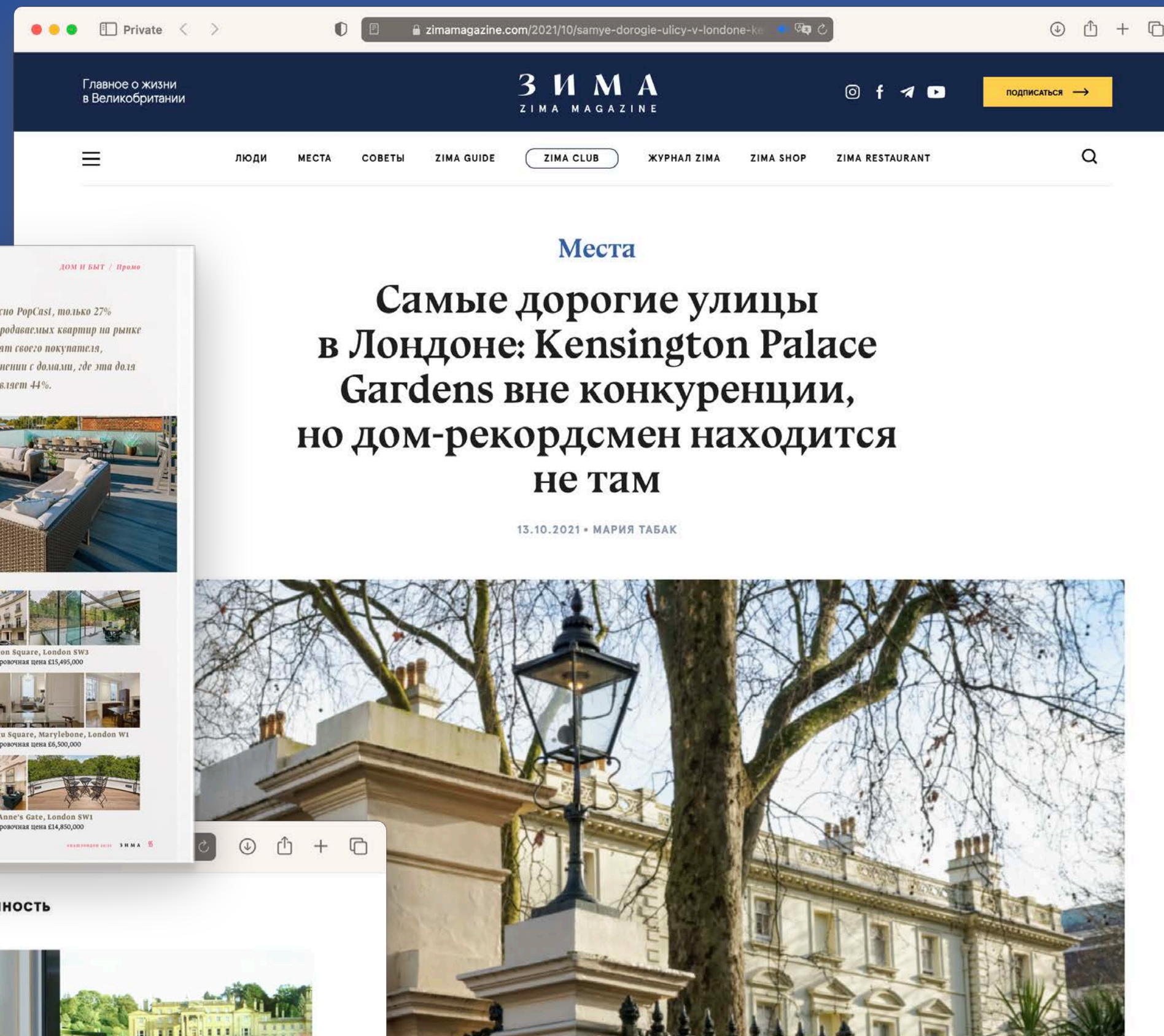
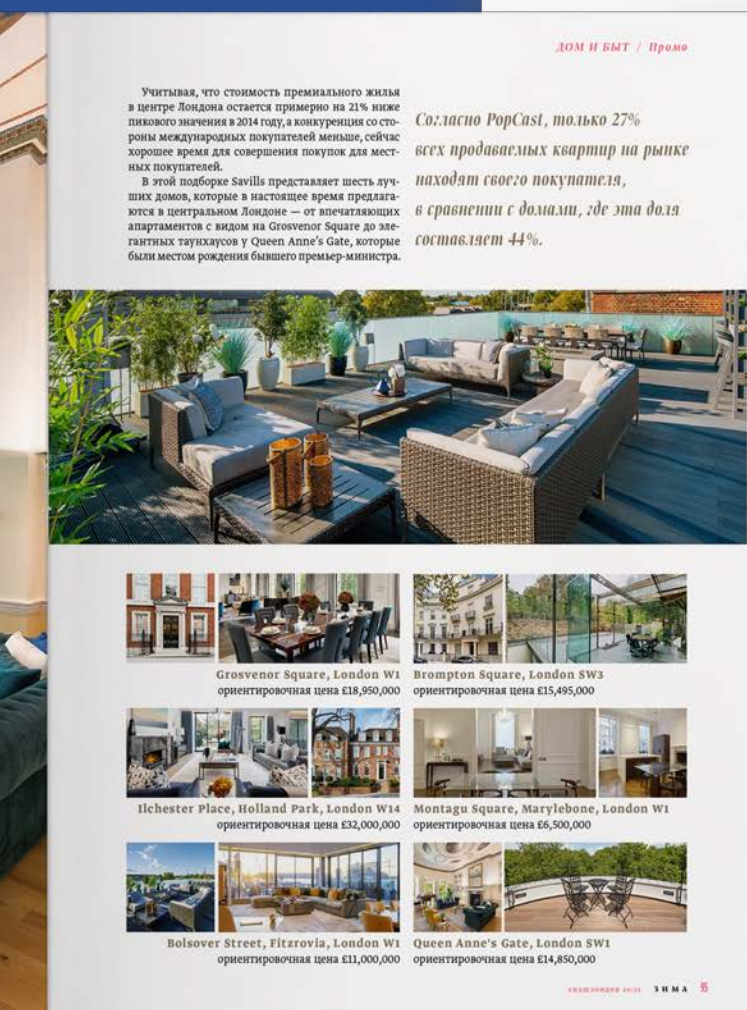
Series of articles
about real estate in London

Events of ZIMA Club
at the partner's luxury venues

YouTube interview
with the director Tereza Kandelaki

Printed spread
in a special issue of ZIMA Magazine

Social media coverage



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 and online

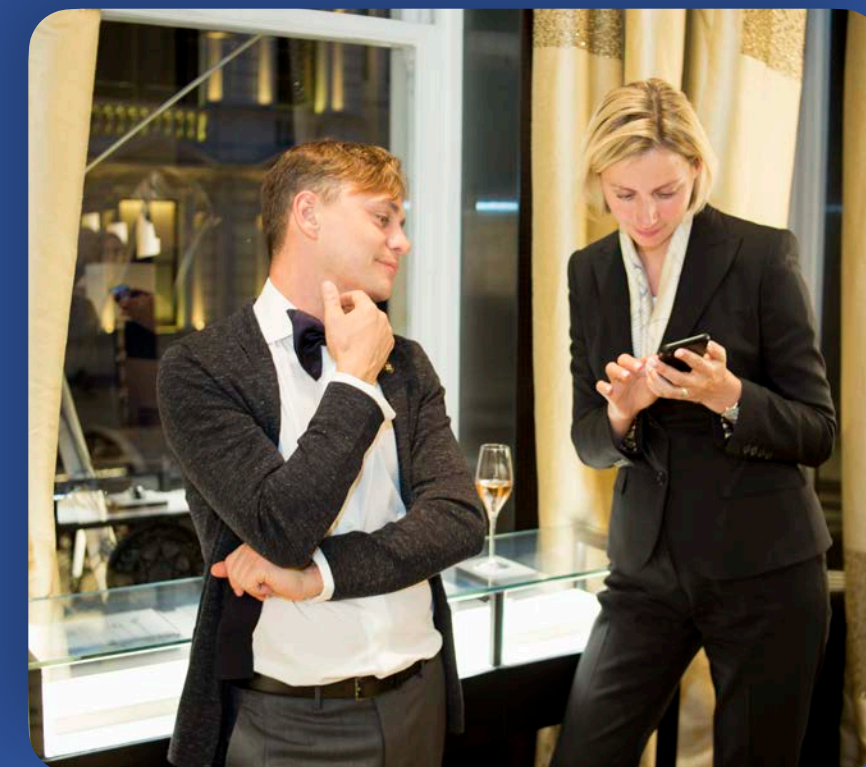
4 sponsored interviews

in printed editions and online

Event review

on zimamagazine.com

Social media coverage



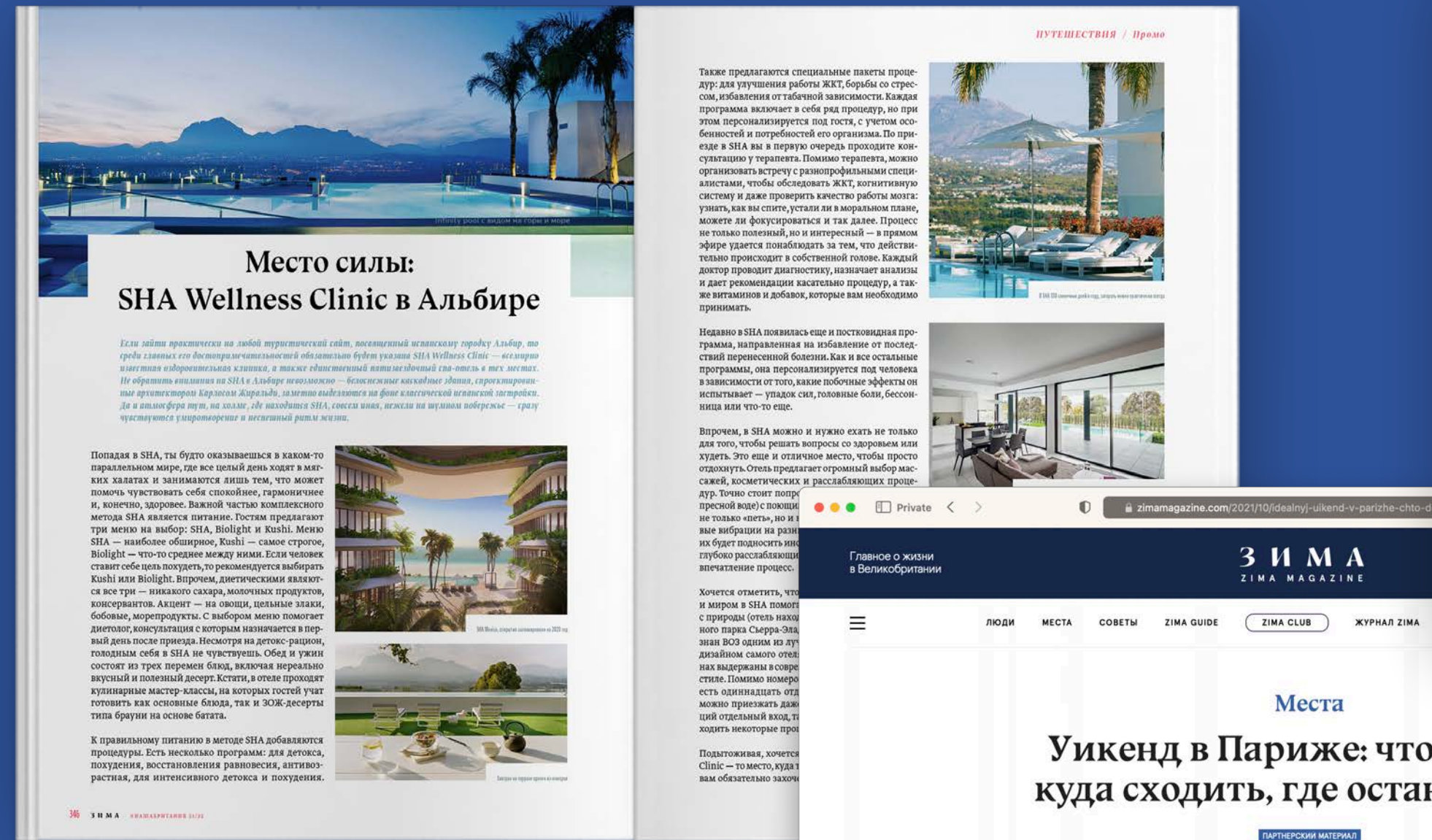
ZIMA MAGAZINE X ARS VITAE

Presentation event
of Chenot Palace Weggis
at South Kensington Club

Interviews
and articles

about the hotels on the website
and in the printed magazine

Press tours
with media coverage



ZIMA MAGAZINE X JULIUS BAER

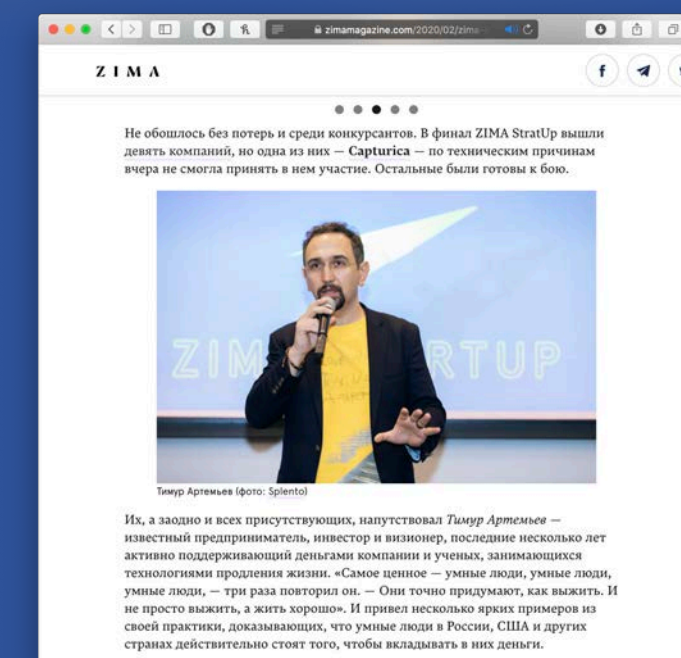
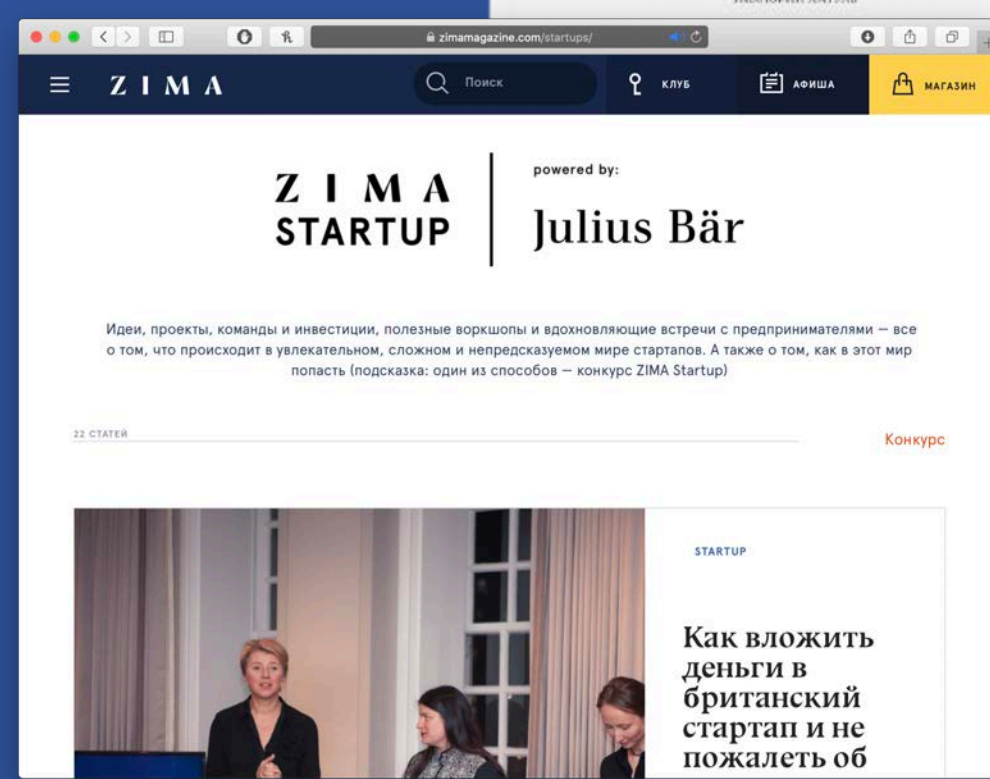
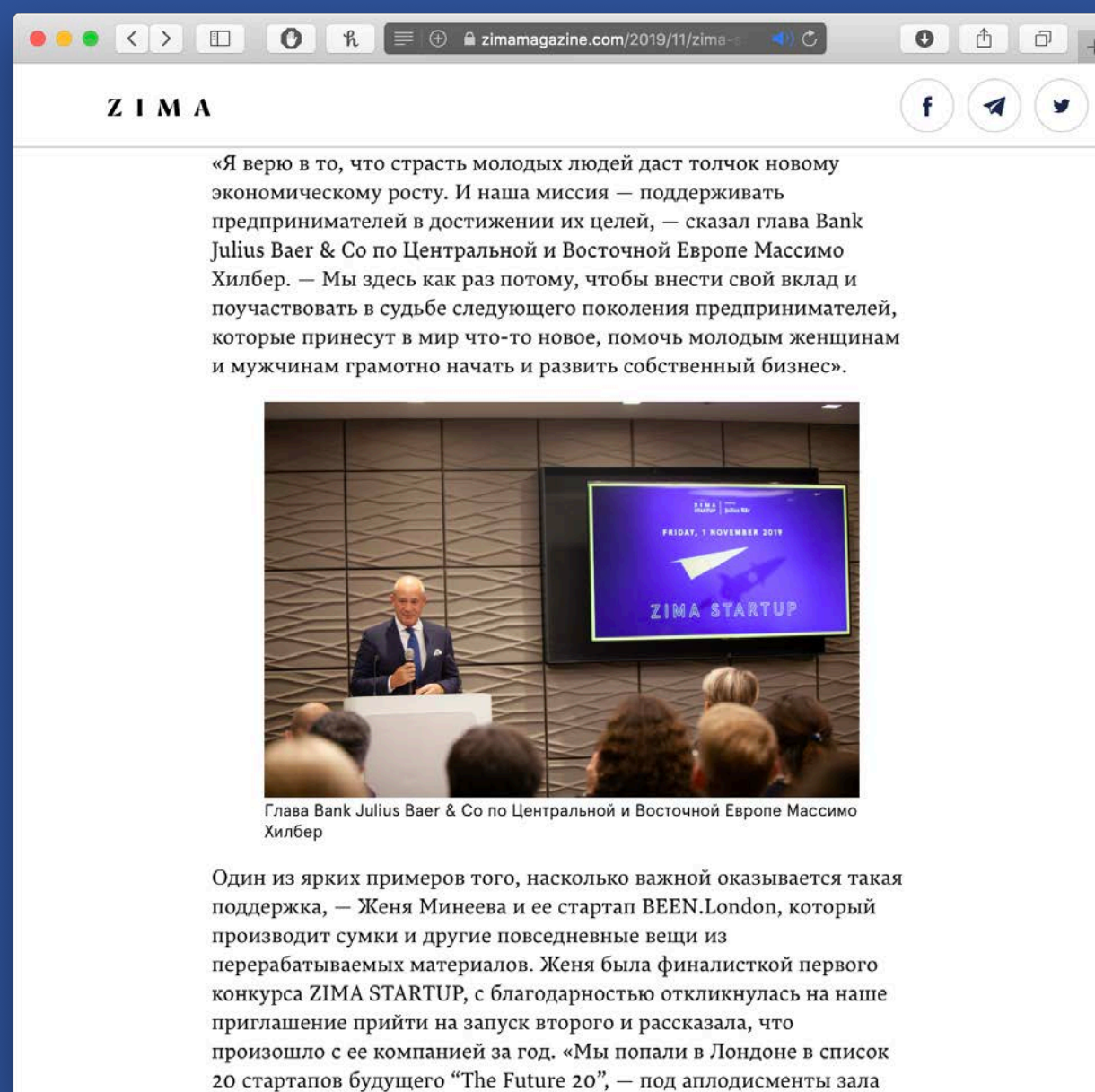
Advertising
in ZIMA printed magazine

Series of events
for ZIMA StartUp contest

Interview
with Julius Baer's representative
in printed magazines and online

A special branded section
on zimamagazine.com

Webinars
on ZIMA's YouTube channel



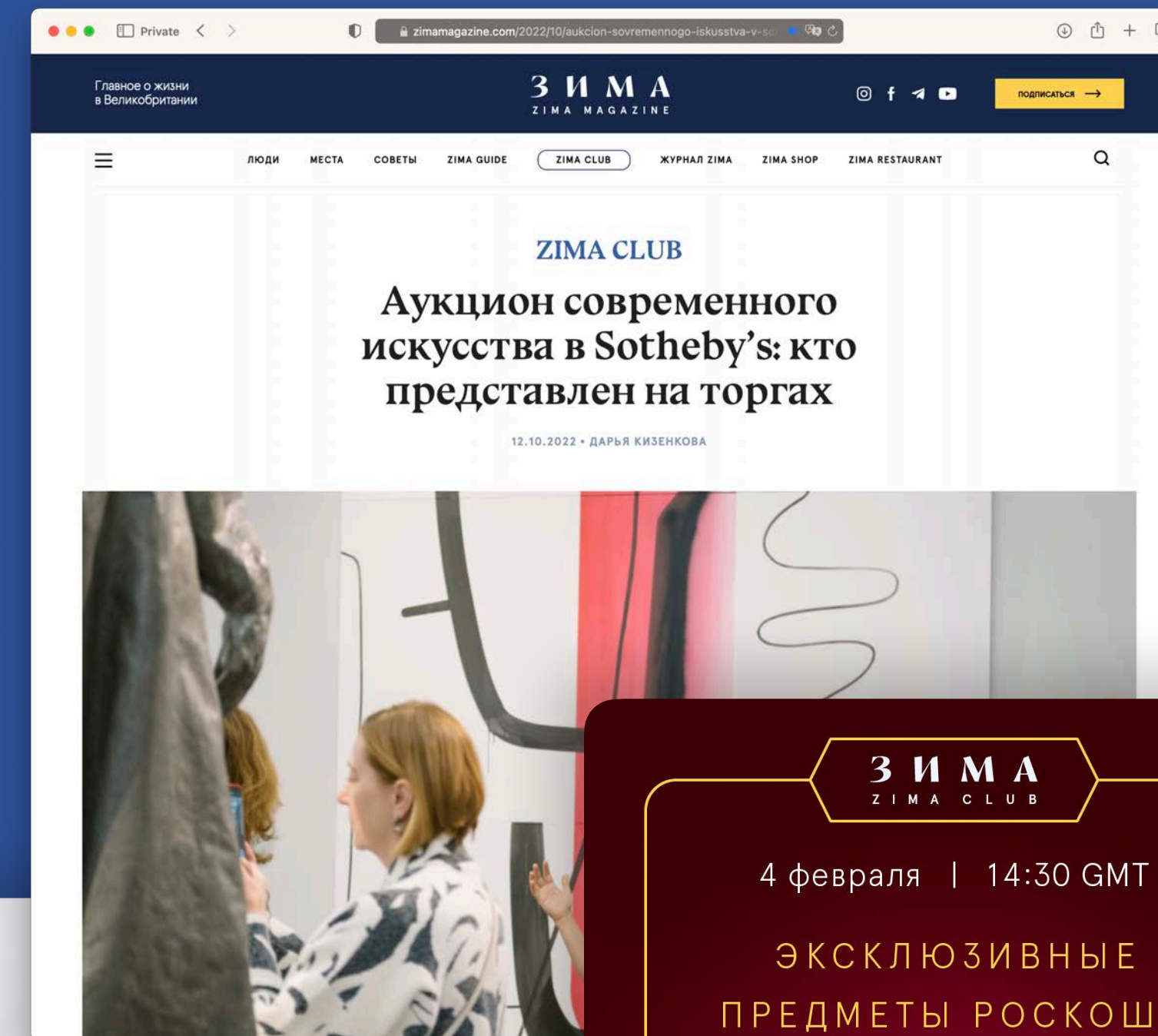
ZIMA MAGAZINE X SOTHEBY'S

Private auction tours
for ZIMA Club members

Articles
on the website

YouTube video
with Sotheby's
senior director Alina Davey


Social media coverage



З И М А
Z I M A C L U B

4 февраля | 14:30 GMT

ЭКСКЛЮЗИВНЫЕ
ПРЕДМЕТЫ РОСКОШИ
НА ВЫСТАВКЕ **RE-LUX**



И разговор о коллекционировании
и семейном благосостоянии
с экспертами

АЛИНА ДЕЙВИ
старший директор аукционного
дома Sotheby's


СВЕТЛАНА ЛОНДОН
управляющий партнер юридической
компании CIS London

Sotheby's
34-35 New Bond St, London W1S 2RP

RSVP: SONYA@ZIMA.CLUB



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



Business Development Manager
marketing@zimamagazine.com

TOGETHER WE CAN DO MORE. LET'S TALK.