

ZIMA: INDEPENDENT CULTURAL MEDIA PLATFORM

З И М А
Z I M A M A G A Z I N E

A BEACON OF RUSSIAN-
SPEAKING CULTURE ABROAD

ZIMA

Is an independent cultural media platform which includes online media and a print magazine, a comprehensive programme of events and an online book shop.

ZIMA MAGAZINE

ZIMA CLUB

ZIMA SHOP



MISSION

Zima's mission is to bring together, inspire and support the Russian-speaking community in the UK and beyond. We create projects that are of value to the community and promote the best of Russian-language culture abroad.

CLUB

300

events
since 2022

3,000

guests attended
events

120

club members
(HNWI & HNWI)

50

private events
annually

MEDIA

1.6 million

site views
in 2024

300,000

unique
visitors

8,000

subscribers
to Zima newsletter

10,000

copies of
print magazine

SOCIAL MEDIA

120,000

total audience
across social media

50,000

subscribers to three main
social media platforms

64,300

YouTube
subscribers

3.5 million

video views
on YouTube

A large, semi-transparent circular graphic on the left side of the slide. Inside the circle is a stylized letter 'Z' formed by several overlapping triangles in different shades of blue and grey.

ZIMA INTRODUCES BRANDS
TO THE RUSSIAN-SPEAKING
AUDIENCE IN THE UK AND EUROPE



AUDIENCE

People of all ages and occupations,
from students and professionals to
businesspeople and creatives

PREMIUM CLUB AUDIENCE

3,000 EVENT ATTENDEES

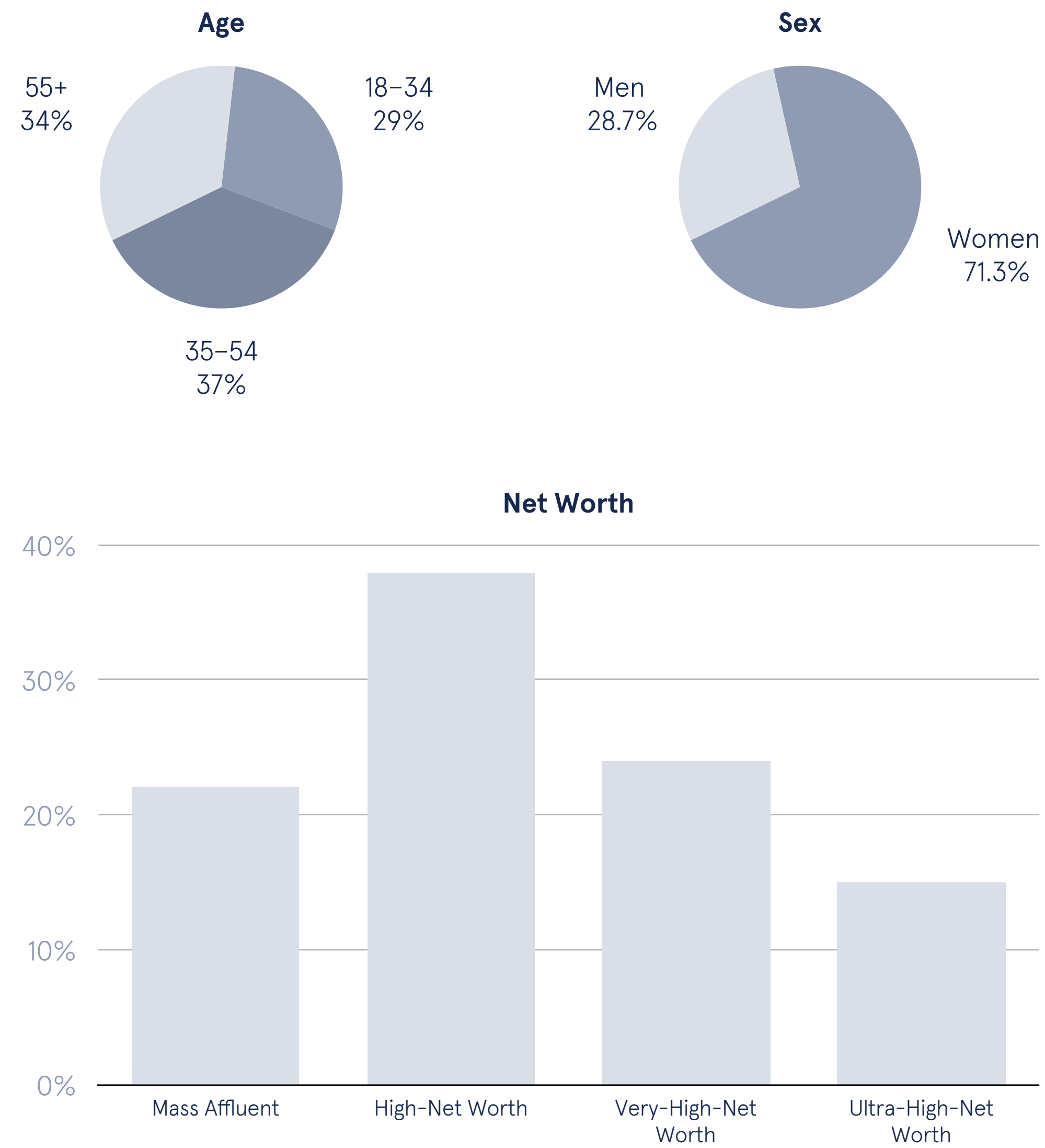
630,000 SITE USERS



We work mainly with a well-educated, active, international Russian-speaking audience. They include readers of ZIMA Magazine’s media resources and members of ZIMA Club.

Most of Zima’s audience lives in the UK, mainly in London. Zima is also a trusted resource for residents of other countries, where our most active readers are located in Europe, the Middle East and Asia.

People access the Zima site while travelling and from home. 67% of the audience uses mobile platforms and 33% desktops.



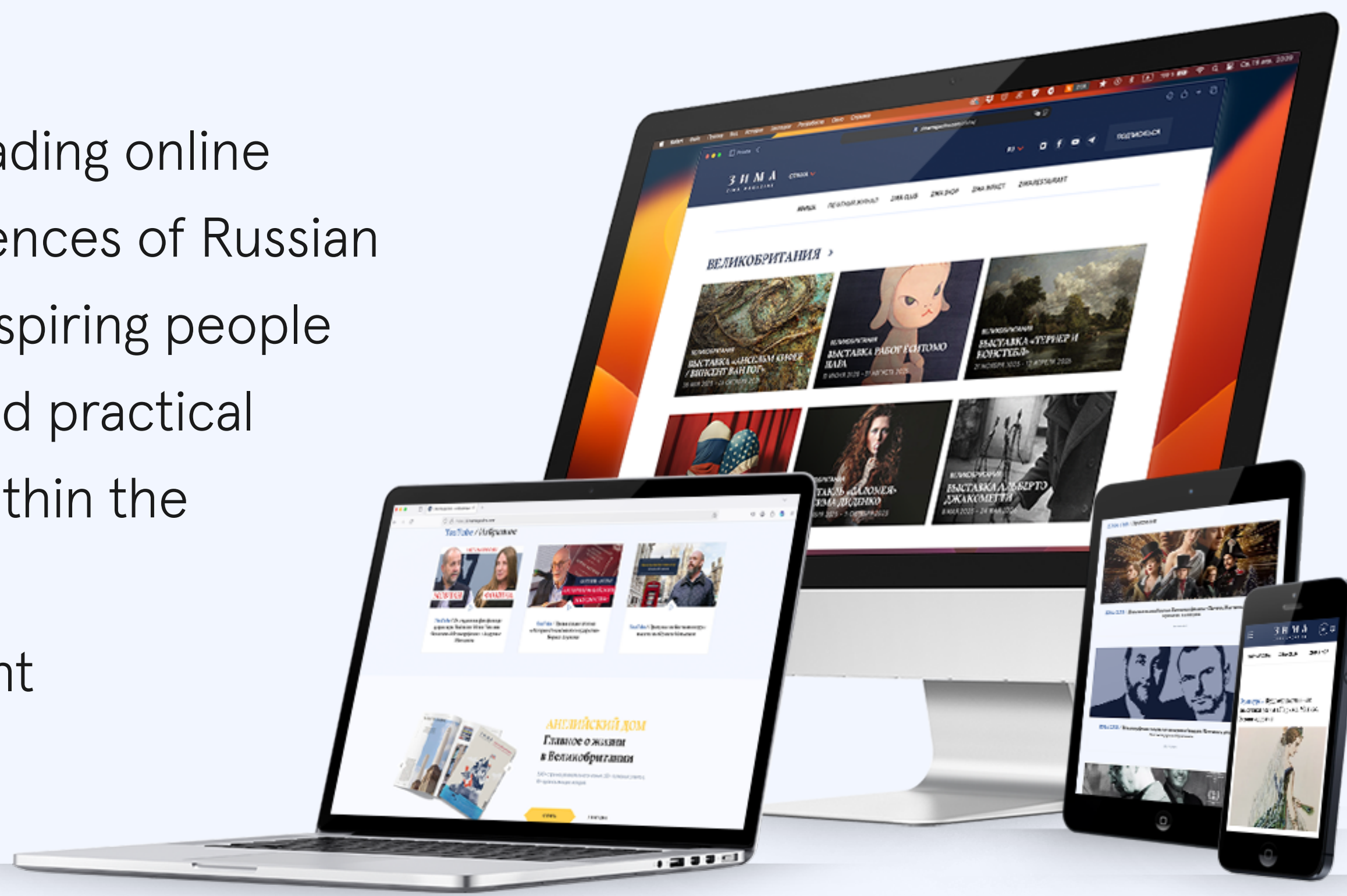
A large, semi-transparent circular graphic on the left side of the slide, containing a stylized 'Z' logo. The 'Z' is composed of several overlapping geometric shapes in shades of blue and grey.

ZIMA'S AUDIENCE
ACTIVELY READS SOCIAL
MEDIA AND PRESS



MAGAZINE: ONLINE

ZIMA Magazine (zimamagazine.com) is a leading online platform dedicated to the lives and experiences of Russian speakers around the world. We highlight inspiring people and their projects, share expert insights and practical advice, and foster the exchange of ideas within the community. The platform also features an [interactive cultural agenda](#) and global event reviews, serving as a trusted guide to Russian-speaking life abroad.





MAGAZINE: PRINT

ZIMA Print Magazine is an annual Russian-language guide to life abroad. Published in the UK but created with contributions from authors and experts worldwide, it offers a truly international perspective. Each issue brings together a diverse collection of stories — from culture, art, and business to migration and community life — alongside practical advice on relocation and everyday living.

The editor-in-chief of ZIMA magazine is Sergey Nikolaevich — journalist, theatre critic, and writer.



A large, dark blue circle on the left side of the image contains a stylized, light blue 'Z' logo. The 'Z' is composed of three chevron-like shapes pointing to the right, nested within each other.

YOU CAN MEET THE ZIMA
AUDIENCE AT CLUB EVENTS

CLUB

ZIMA Club (zima.club) is a community of people united by a love of culture, art and meeting people.



WHAT IS THE CLUB?

OPEN PROGRAMME

- Public events accessible to the wider Zima audience
- Ticketed access to events
- Weekly forthcoming events newsletter

MEMBERSHIP PROGRAMME

- Access to the club's public events
- Programme of exclusive meetings for club members only
- Access to partner events
- Private WhatsApp chat
- Concierge service
- Partner offers

CLUB: OPEN PROGRAMME

At meetings of ZIMA Club you can meet people who have become symbols of their time and ask them questions about issues of interest to you.

The club's programme of events is carefully curated by a group of trustees, including Boris Akunin, Boris Grebenshchikov, Katya Galitzine, Clementine Cecil, Owen Matthews, Andrey Movchan, Natasha Tsukanova, Alexander Rodnyansky and Vera Krichevskaya.



EVENTS 2025

Book launch by Boris Akunin —
“The Golden Chain on the Oak”, a concise
take on his 10-volume History of Russia

**Lecture series on Russian
literature** delivered by Oxford
professor Andrei Zorin

Art tour:
Frieze Masters &
Frieze London

Profession: director. A commemorative evening
dedicated to Anatoly Efros, Boris Yukhananov and
Yury Butusov. The evening will be hosted and
curated by Sergey Nikolaevich

ZIMA Shop book fair. An opportunity
to explore rare titles from our
collection

Gala evening. Presentation
of the new issue of ZIMA
Magazine — “ZIMA. Mir”



CLUB: MEMBERS' PROGRAMME

As part of an exclusive programme club members have access to unique events, including intimate meetings with well-known people, educational lectures, gastronomic dinners, art tours and thematic trips around the UK and to other countries. Members are also first to know about events and receive specially curated content through a private chat and newsletter, discounts from partners and much more.

50+ EVENTS PER YEAR

120 CLUB MEMBERS



EVENTS 2025

Art tour at the V&A: Aubrey Beardsley and his Salome with art historian Ruth Addison

“Hamlet” directed by Kirill Serebrennikov. A cultural trip to Paris with Sergey Nikolaevich


Private screening of the film about Slava Polunin – the life of the great clown and dreamer

Madrid: royal and bohemian. A trip with photographer Valery Katsuba

The culture of private clubs in England. A private dinner with historian Owen Matthews

The Russian trace in Denmark. Ratmansky’s ballet in Copenhagen



A large, stylized letter 'Z' in a light blue color, composed of several overlapping geometric shapes, is positioned on the left side of the image. It is set against a solid medium-blue background.

THE ZIMA AUDIENCE
READS AND ACTIVELY
PURCHASES BOOKS



SHOP

ZIMA Shop (zima.shop) is an online resource from Zima in London offering a wide range of books in Russian, including signed copies, special editions of Zima magazine and exclusive merch.

Worldwide delivery





OPPORTUNITIES AND PRICES



ONLINE ADVERTISING

SITE

ZIMAMAGAZINE.COM

Sponsored article
written by a Zima editor £2,000

Client's article £1,500

Banner on the main page
for one month £1,000

Integrated banner and text
in email newsletter £800

SOCIAL MEDIA

TG / IG / FB

Set of three stories (IG and Facebook) £800

Telegram post £500

Photo of video post on IG £1,500

All social media, posts and stories £2,500

Set of stories package
(3 times x 3) £2,000

All prices are exclusive of VAT at 20%. VAT is calculated based on the advertiser's location. Please ask the advertising manager for details.

YOUTUBE

A 30-second (maximum) advertisement during the show (alongside other advertisers) with a credit and link to the brand in the video description:

At the beginning	£2,115
In the middle	£1,650
At the end	£1,000
Exclusive advertising: a 30-second (maximum) advertisement included three times during the show, without other advertisers	£4,000
Sponsorship of a special project, from	£5,000

PACKAGE 1

Site (client's text) + social media (stories and post on Telegram)

£2,200

PACKAGE 2

Site (client's text) + social media (stories and post on TG and IG)

£3,000

All prices are exclusive of VAT at 20%. VAT is calculated based on the advertiser's location. Please ask the advertising manager for details.



EVENTS

ADVERTISING INTEGRATION

- Integration of the brand's logo in the event advertising
- Showing a brand advertisement of up to 30 seconds before the event
- Logo integrated on screens
- Two invitations to the event for brand representatives

from £3,000

PARTNER

Everything in the advertising integration package plus

- An invitation to the private post-event gathering for club members
- An additional two invitations to the event for brand representatives
- Branded gift bags
- Mention of the partner in all ZIMA Magazine promo materials
- Inclusion of printed materials with orders through ZIMA Shop for one month

from £5,000

All prices are exclusive of VAT at 20%. VAT is calculated based on the advertiser's location. Please ask the advertising manager for details.

GENERAL EVENT PARTNER

Everything in the advertising integration package plus

- Exclusive partnership as part of the event
- An additional invitation to the private post-event gathering for club members
- A one-year membership of ZIMA Club
- An interview with a brand representative in ZIMA Magazine
- Exclusive format of interaction with the star of the event

from £8,000

UNIQUE EVENT

Creation of a unique event based on the advertiser's requirements. Such events are usually focused on club members and involve native integration of the brand

on request

SMALL-SCALE EVENTS

- Webinar
- Masterclass

from £750

ONLINE SHOP

ADVERTISING FORMATS

Banners:

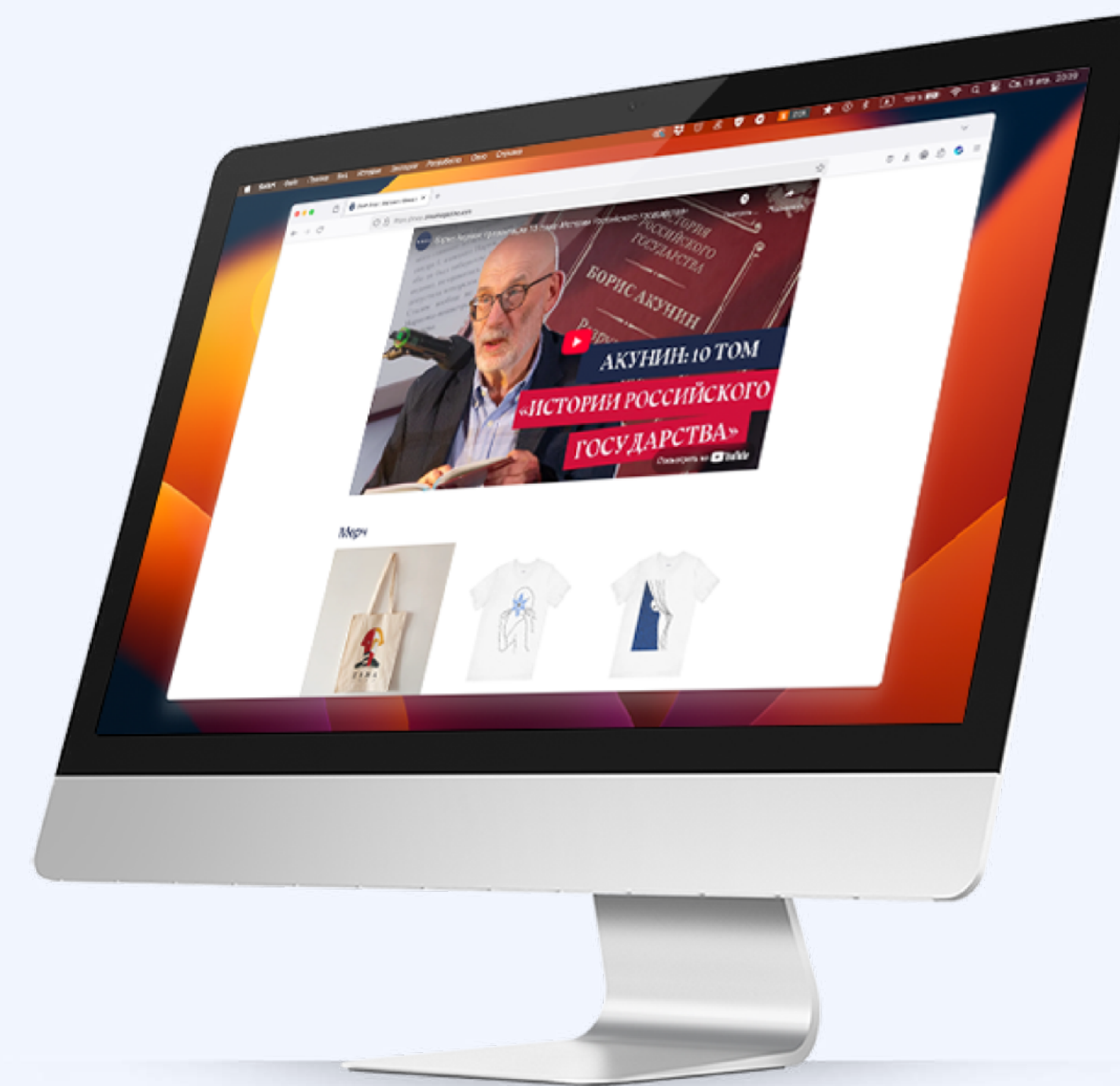
- Banner on the main page, price per month £500

Inserts:

- Inclusion of printed materials (leaflets, etc.) with shop orders orders for two weeks £680
- Leaflets with orders for a month £1,000

Sale of books:

- Exclusive collaboration on the sale of a partner's book – on request



All prices are exclusive of VAT at 20%. VAT is calculated based on the advertiser's location. Please ask the advertising manager for details.



For more information please contact:
marketing@zimamagazine.com

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