

MEDIAGROUP

**KOMSOMOLSKAYA
PRAVDA**

WEBSITE • PRINT • RADIO

Russian media group

«KOMSOMOLSKAYA PRAVDA»

WWW.ADVERT.KP.RU

STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



59

regional
editions

40

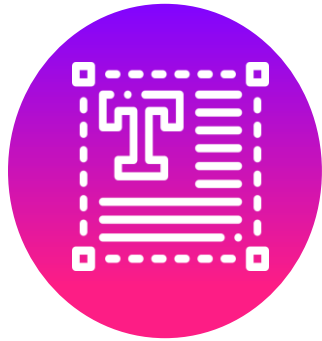
partner
companies

14

subsidiaries
and branches

The KP brand is almost **100** years old

WE CREATE ALL TYPES OF CONTENT



Text



Photo



Audio







Video



Posts

OUR MEDIA RESOURCES

			
<p>«KP» (daily) Audience of the issue – 2 755 400 people</p>	<p>Website kp.ru 3 172 500 visitors per day</p>	<p>Radio «KP» Audience per day – 2 196 600 people</p>	<p>«Teleprogramma» Audience of the issue – 4 128 800 people</p>
<p>«KP» (weekly) Audience of the issue – 3 024 600 people</p>	<p>«KP» communities in social networks 7 119 330 subscribers</p>	<p>Podcasts 170 530 auditions per day</p>	<p>Teleprogramma.pro 61 830 visitors per day</p>
<p>«KP» abroad Audience of the issue – 500 000 people</p>	<p>including in «KP»'s Telegram- channels 417 360 subscribers</p>	<p>Radio «KP» communities in social networks 384 600 subscribers</p>	<p>«Teleprogramma» communities in social networks 270 570 subscribers</p>

WEEKLY AUDIENCE

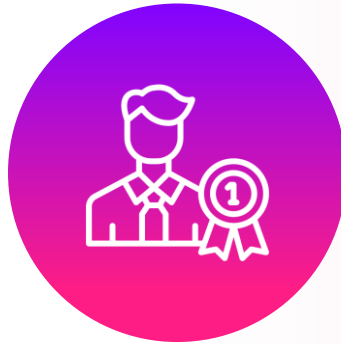
PRINT • DIGITAL • RADIO

54,2
million

OUR CORE VALUES

Professionalism of journalists

We quickly cover the most relevant topics in competent and understandable language



Reliability of materials

We link only to competent sources and verify all information

Product development

We are constantly improving, but we keep their traditions



Feedback from the audience

We communicate with our audience, find out what they want to see our media

RATING OF RUSSIANS' FAVORITE BRANDS

% of people who named one of the brands

1	Komsomolskaya pravda	22,1%
2	MK	16,7%
3	Argumenty i fakty	15,2%
4	Kommersant	8,0%
5	Vedomosti	7,3%
6	Sport-Express	7,1%
7	RBK	6,5%
8	METRO	5,8%
9	Rossiyskaya gazeta	5,5%
10	Izvestiya	5,5%

RATING OF MEDIA WRITING ABOUT SOCIAL RESPONSIBILITY

Data on the number of messages

1	Komsomolskaya pravda	33 765
2	Argumenty i fakty	22 165
3	Agency for Strategic Initiatives	9 881
4	Smotrim.ru	7 545
5	Rossiyskaya gazeta	6 619
6	TASS	6 130
7	NTV	5 311
8	IA Regnum	3 811
9	RIA Novosti	2 883
10	Gazeta.Ru	2 855
11	Ura.ru	2 744
12	Rossiya 1	2 666
13	Izvestiya	2 455
14	FederalPress	2 401
15	RBK	2 033

PRINTED EDITIONS

8,0 million
weekly audience
of «Komsomolskaya Pravda» editions

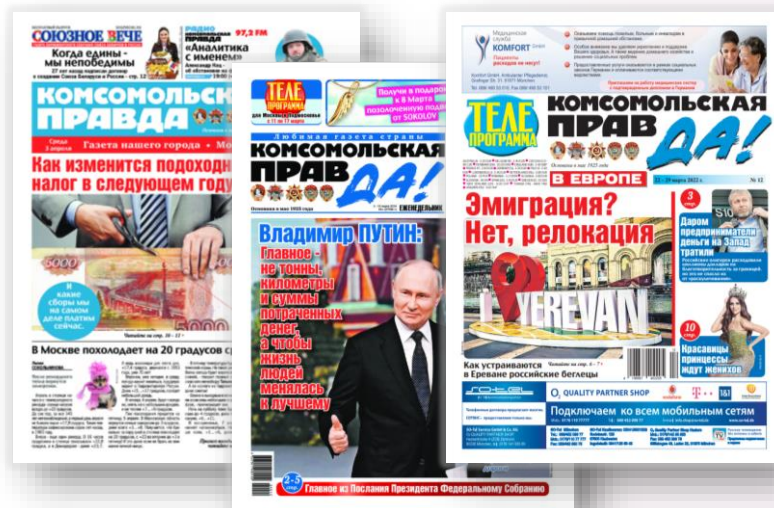
Distributed in

89 regions of the RF
13 foreign countries

✓ Addressed VIP-
mailing of the
newspaper

✓ Presence in all
major retail chains
in Russia

● KP (d) ● KP (w) ● KP abroad



4,1 million
reads an issue of the
«Teleprogramma»

✓ Pages:
from 32 bands

✓ Bright
presentation:
color 4+4



#1 among Russians' favorite newspaper brands

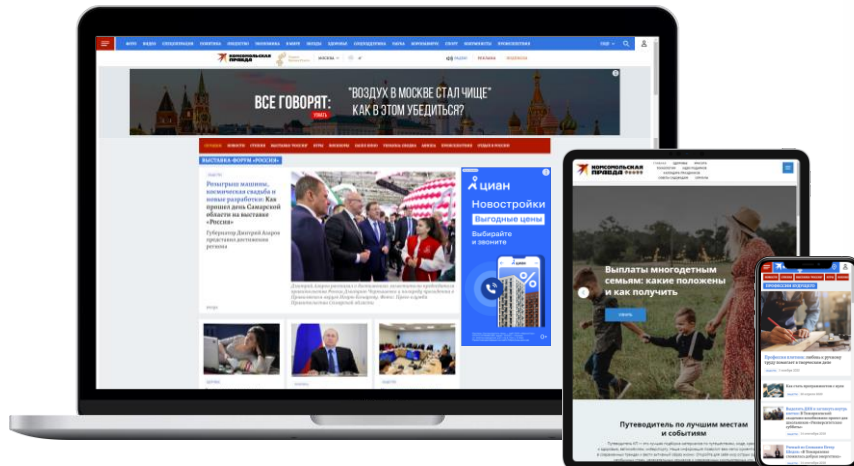
Included in the TOP-3 TV guides of the country

INTERNET RESOURCES



62,9 million
visitors per month

161,9 million
views per month



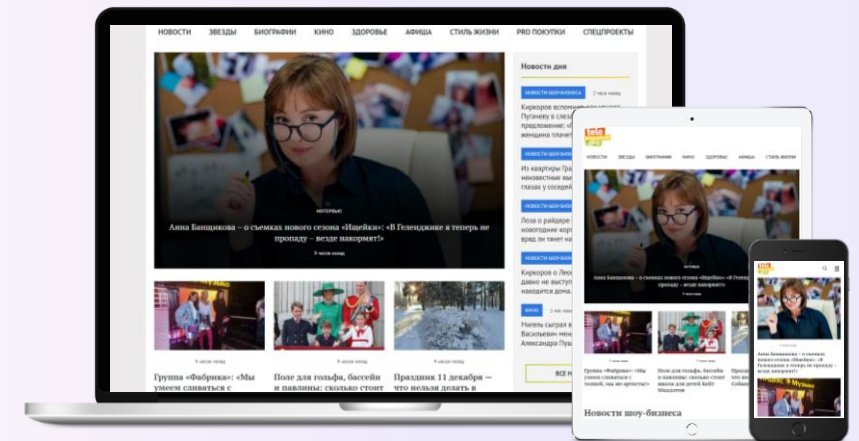
✓ Social and political news federal portal. Leader in the «News, Media» website category (LiveInternet)

Source: LiveInternet



1,7 million
visitors per month

3,1 million
views per month



✓ Entertainment and information site about movie and show business stars, TV, recreation, beauty, fashion, healthy lifestyle and shopping

Source: Yandex Metrica

RADIO «KP»

Included in the **TOP-3** most cited radio stations in Russia and around Moscow (Medialogy)

- ✓ Winner of the national award «Radiomania» in the «News» category
- ✓ «Best News Radio», «Best Business Radio» (RSA)
- ✓ Award in the category «Socially Responsible Media»
- ✓ The program «On Live» won the «In the Union of Word and Good» award
- ✓ The program about science «Data Transfer» received the All-Russian Award «For Fidelity to Science»
- ✓ «Heroes of the Pen» Award, winner in the category «For Social Partnership»
- ✓ Winner of the «Media Creator» competition

5,0 million
listeners
per week in Russia

217 million
average time spent
listening per week



73

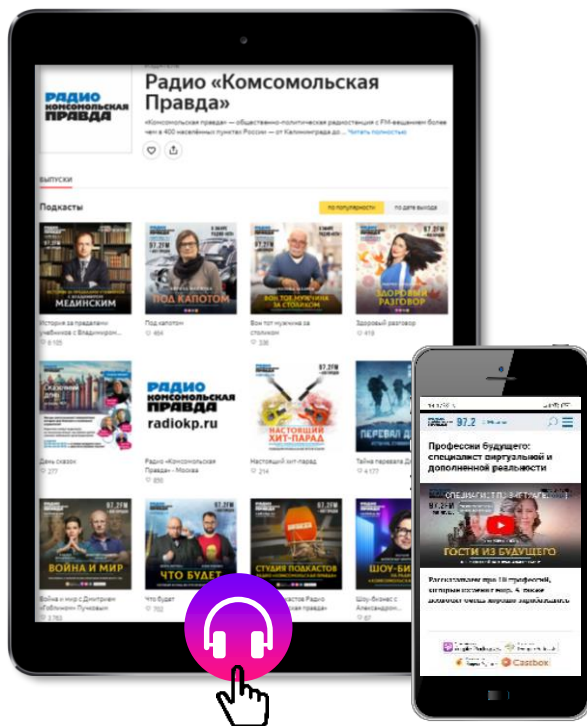
FM-transmitters
in Russia

> 400

settlements
in the FM broadcast zone

PODCASTS «KP»

▶ Podcasts «KP» are included in the TOP-10 most listened to in 2023 according to Podcast.ru



39 million

auditions
podcasts in 2023



72 %

listeners
aged 25-44

Unique technology for creating and promoting podcasts



Podcast creation

professional
Creative team



Broadcast on air

on a federal radio station
throughout the country



Promotion

on the website radiokp.ru, kp.ru
and on podcast platforms

Podcasts of radio «KP» on platforms:

Website radiokp.ru, Mobile application of radio «KP», Apple Podcasts, Yandex, Music, Player FM, Mave, Pocket Casts, Castbox, VKontakte, RuTube

OFFICIAL COMMUNITIES OF «KP» IN SOCIAL NETWORKS

There are KP communities in 13 social networks,
instant messengers and video hosting sites

7,8 million
total number of subscribers
in «KP» groups*

Number of subscribers in some social networks and instant messengers



2 144K

Dzen subscribers



410K

Viber subscribers



1 895K

YouTube subscribers



478K

Telegram subscribers



1 282K

Vkontakte subscribers



413K

TikTok subscribers



992K

OK subscribers

Rutube 68K

RuTube subscribers

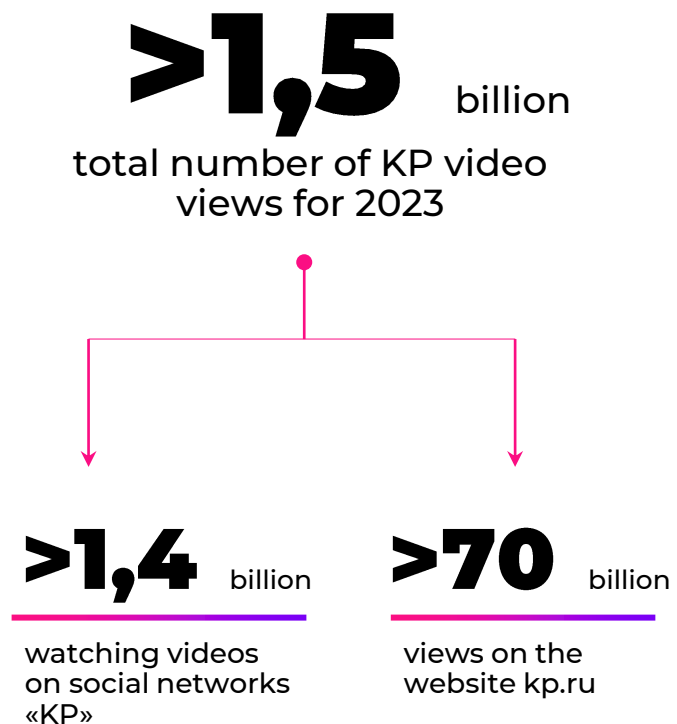
Average daily reach: 8 million

*All communities of the KP media group

VIDEO PRODUCTION «KP TV»

«KP» video is available on 16 platforms

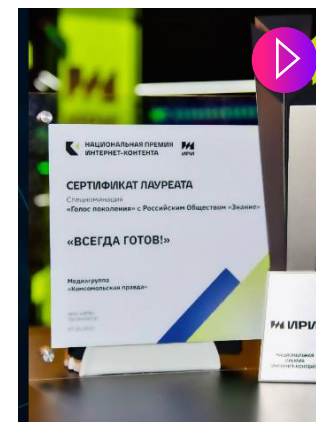
List of some KP projects,
who received awards



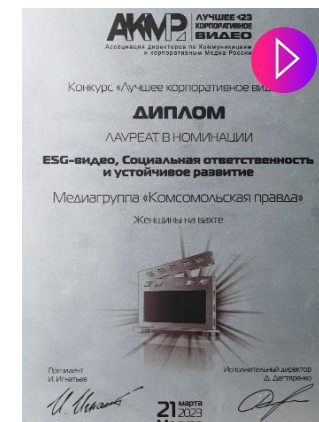
Video project
«**Cultural
Minimum**» >>



Video project
«**Heroes Z**» >>



Video project
«**Always Ready**» >>



Video project
«**Women
on watch**» >>

10 prestigious professional awards for video content in 2023

Find out more



CONDUCTING BUSINESS AND NETWORKING CONFERENCES

PROJECT OPPORTUNITIES

Formats: offline, online and hybrid

- ✓ Attention to problematic or controversial issues in different industries
- ✓ **B2B2C** communication
- ✓ Formation of the necessary information field around the topic under discussion
- ✓ Promoting your interests in one of the most cited federal media

On-line translation
from **30 000** views

Media center «KP»
Guests are invited
and media representatives



Project presentation



Video about the event



Coverage: from **450 000**

For partners:



Post release
on the websites
kp.ru and
radiokp.ru



Publication
post-release
on third-party
media resources



Promotion
on social
networks of
radio «KP»



Landing
conferences



Event branding
with logo
partner




Broadcast on radio
«KP» and podcast

OPEN STUDIO «KP» AT THE LARGEST FORUMS IN THE COUNTRY

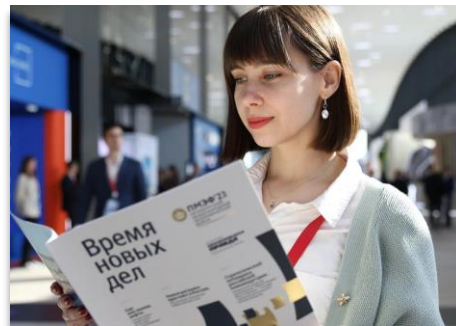
THIS IS A GREAT OPPORTUNITY TO DECLARE YOURSELF → EXPAND YOUR RANGE OF PARTNERS → EXCHANGE EXPERIENCE

PROJECT OPPORTUNITIES

 Open studio
at the event



 Magazine
for the event



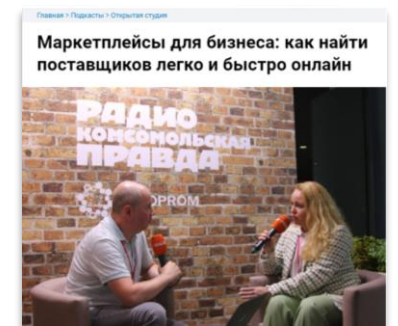
 Section on
the site kp.ru



 Broadcast on
radio «KP»




 Podcasts

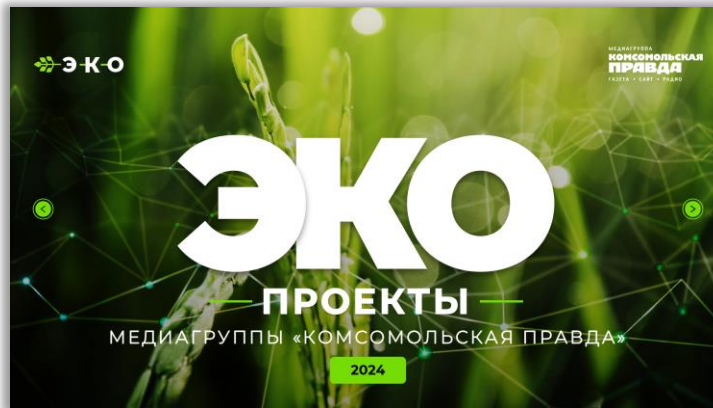


ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

 50 legendary
brands

 National Environmental
Award

 The route has
been built



Project website



Presentation



Project website



Project website



Presentation



EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



**Multi-format project
«Medicine on the
Front Line»**



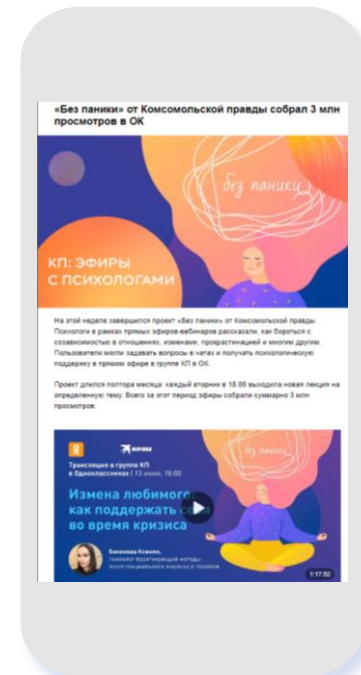
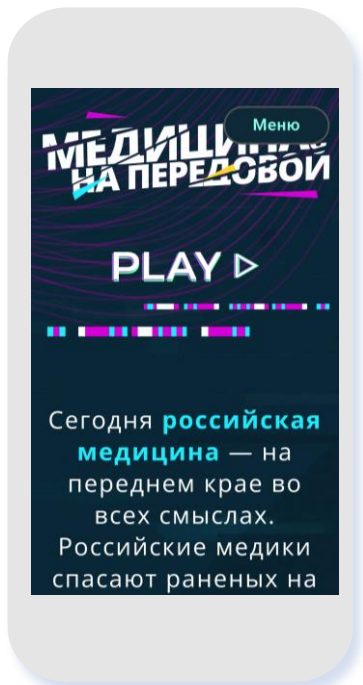
**Online
lectures
«Don't panic»**



**Autoexpedition
«In the footsteps of
the snow leopard»**



**All-Russian poster
competition**



More cases here



WHAT DO OUR PARTNERS GET FROM COOPERATION?

01. Individual approach

Your project will be developed by the creative team of our media group

02. Multiplatform

Your project will receive maximum coverage, promotion and coverage on selected media platforms

03. Current submission formats

Your project will interact with your audience in a language they understand in the optimal format

04. Content production

Your project will be created by the hands of talented designers, cameramen, directors and scriptwriters from our media group

WE LOOK FORWARD TO COLLABORATING!

Sincerely, team of the Komsomolskaya Pravda media group

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