

MEDIAGROUP

**KOMSOMOLSKAYA  
PRAVDA**

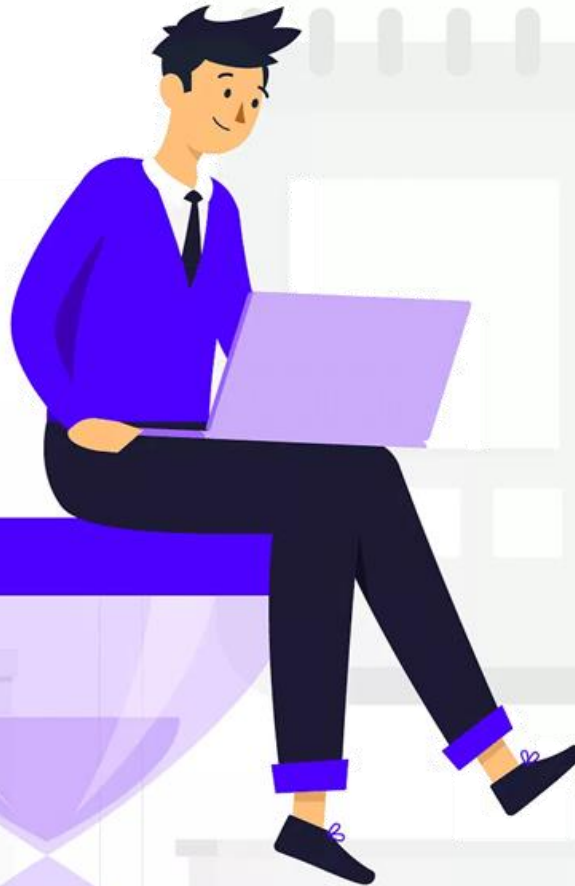
WEBSITE • PRINT • RADIO

Russian media group

# «KOMSOMOLSKAYA PRAVDA»

[WWW.ADVERT.KP.RU](http://WWW.ADVERT.KP.RU)

# STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



59

regional  
editions

40

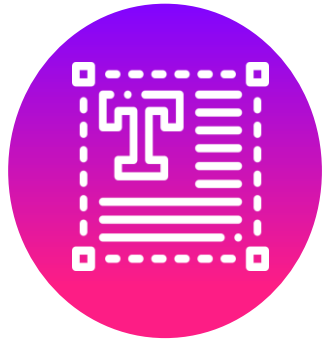
partner  
companies

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 – <b>2 755 400</b> people</p>	<p>Website kp.ru <b>3 172 500</b> visitors per day</p>	<p>Radio «KP» Audience per day – <b>2 196 600</b> people</p>	<p>«Teleprogramma» Audience of the issue – <b>4 128 800</b> people</p>
<p>«KP» (weekly) Audience of the issue – <b>3 024 600</b> people</p>	<p>«KP» communities in social networks <b>8 058 750</b> subscribers</p>	<p>Podcasts <b>170 530</b> auditions per day</p>	<p>Teleprogramma.pro <b>68 090</b> visitors per day</p>
<p>«KP» abroad Audience of the issue – <b>500 000</b> people</p>	<p>including in «KP»'s Telegram- channels <b>457 325</b> subscribers</p>	<p>Radio «KP» communities in social networks <b>429 970</b> subscribers</p>	<p>«Teleprogramma» communities in social networks <b>287 890</b> subscribers</p>

## WEEKLY AUDIENCE

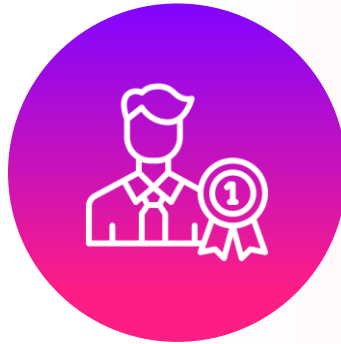
PRINT • DIGITAL • RADIO

**54,7**  
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

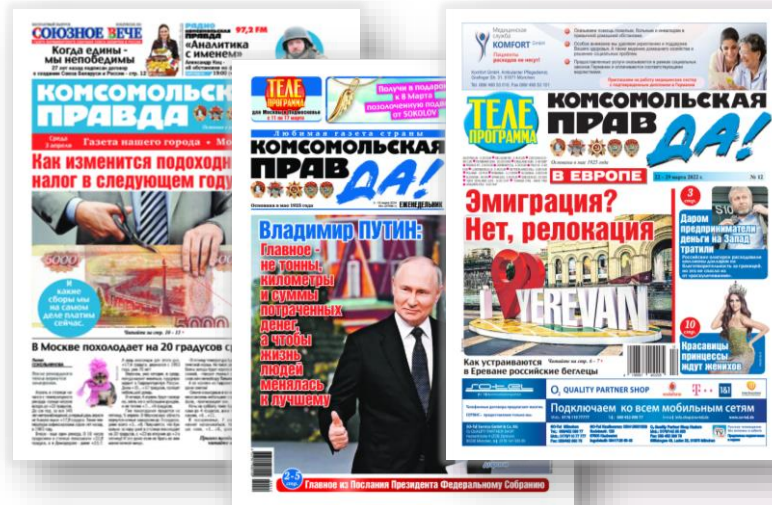
Distributed in

**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

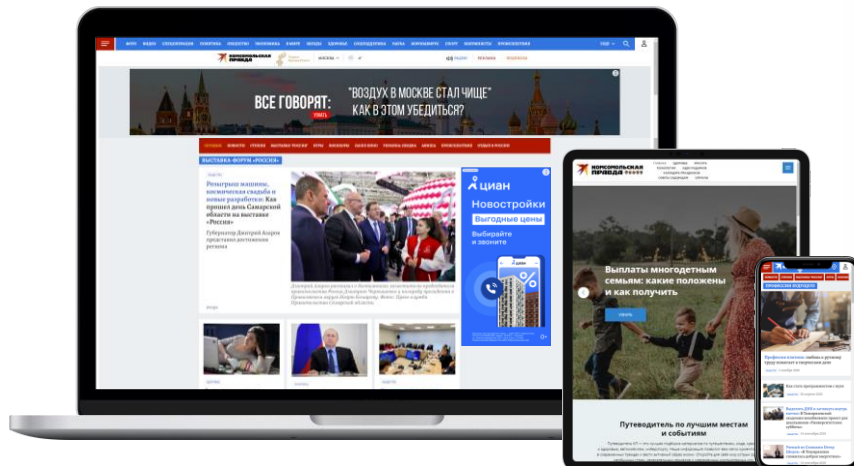
Included in the TOP-3 TV guides of the country

# INTERNET RESOURCES



**62,9** million  
visitors per month

**161,9** million  
views per month



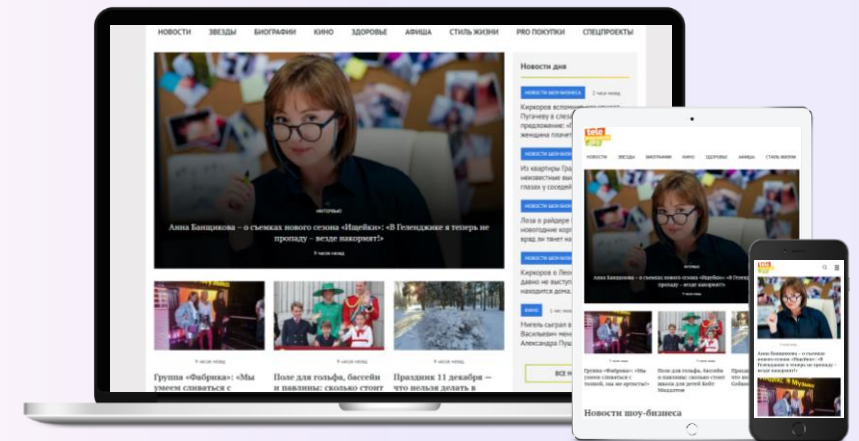
✓ Social and political news federal portal. Leader in the «News, Media» website category (LiveInternet)

Source: LiveInternet



**1,6** million  
visitors per month

**5,2** 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



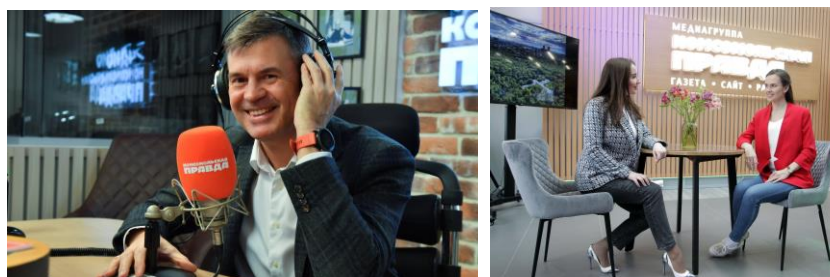
# RADIO «KP»

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**

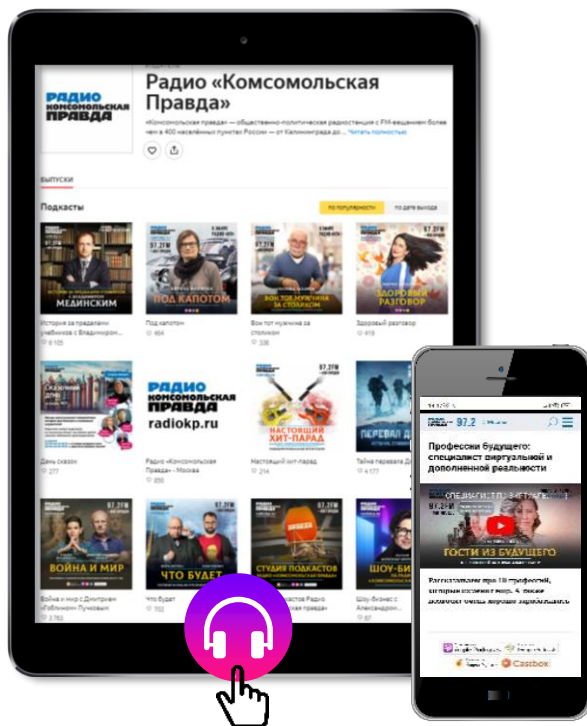
FM-transmitters  
in Russia

**> 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 Podcast, Yandex Music, mave, podcast.ru, Zvuk, Soundstream, Castbox, Player FM

# OFFICIAL COMMUNITIES OF «KP» IN SOCIAL NETWORKS

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

**8,3** million  
total number of subscribers  
in «KP» groups\*

Number of subscribers in some social networks and instant messengers



**2 285K**

Dzen subscribers



**360K**

Viber subscribers



**2 188K**

YouTube subscribers



**520K**

Telegram subscribers



**1 305K**

Vkontakte subscribers



**456K**

TikTok subscribers



**1 070K**

OK subscribers

**Rutube 95K**

RuTube subscribers

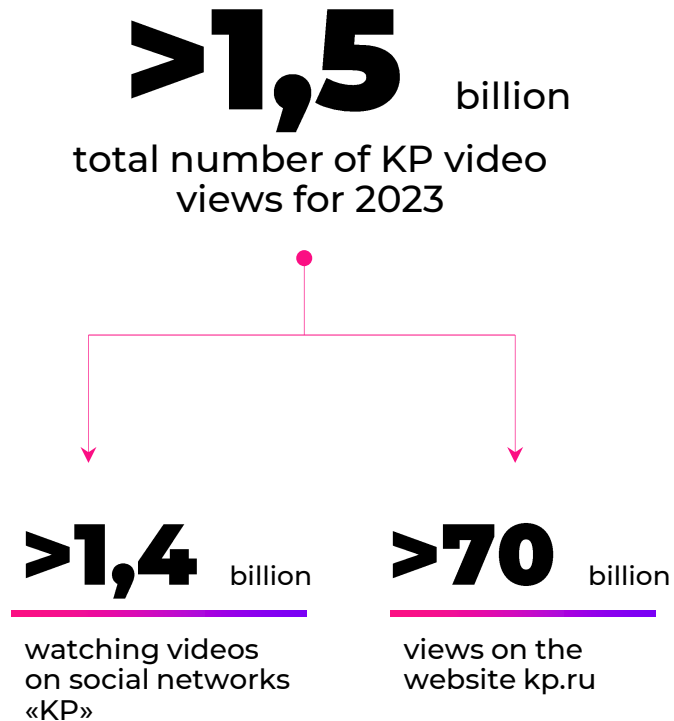
Average daily reach: 8 million

\*All communities of the KP media group

# VIDEO PRODUCTION «KP TV»

«KP» video is available on 16 platforms

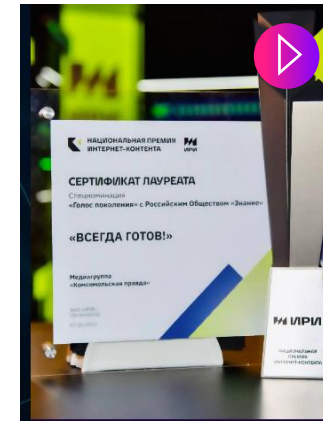
List of some KP projects,  
who received awards



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

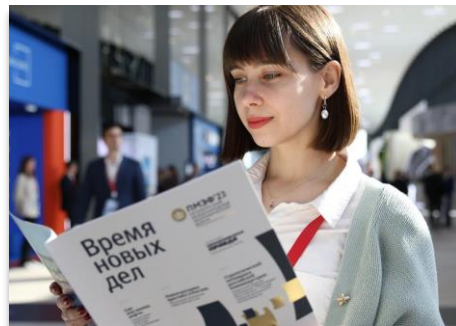
THIS IS A GREAT OPPORTUNITY TO DECLARE YOURSELF → EXPAND YOUR RANGE OF PARTNERS → EXCHANGE EXPERIENCE

## PROJECT OPPORTUNITIES

 Open studio  
at the event



 Magazine  
for the event



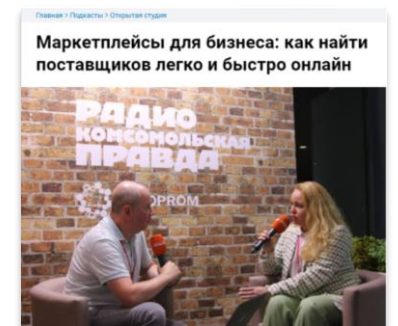
 Section on  
the site [kp.ru](https://kp.ru)



 Broadcast on  
radio «KP»



 Podcasts



# ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

## 50 legendary brands

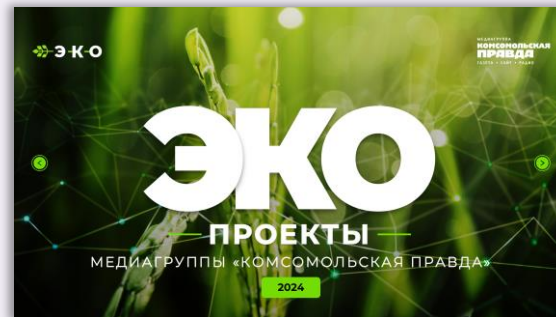


The multi-million audience of "KP" votes for the most beloved brands of Russia, and we tell how famous brands live and develop: the basis of the economy and the pride of our country!

Website

Presentation

## National Environmental Award



We identify, reward and popularize the best environmental practices of Russian enterprises, regions, business representatives, public organizations and opinion leaders

Website

Presentation

## The route has been built

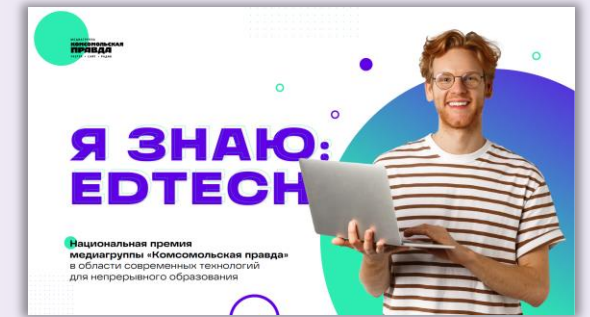


A unique award in the field of development of domestic tourism and travel. It is also a complete guide to all the most interesting places of our huge country!

Website

Presentation

## I know: Edtech



Award in the field of modern technologies for continuous education. For those who develop online education and make it more technological, accessible and of higher quality

Website

Presentation

# EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



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



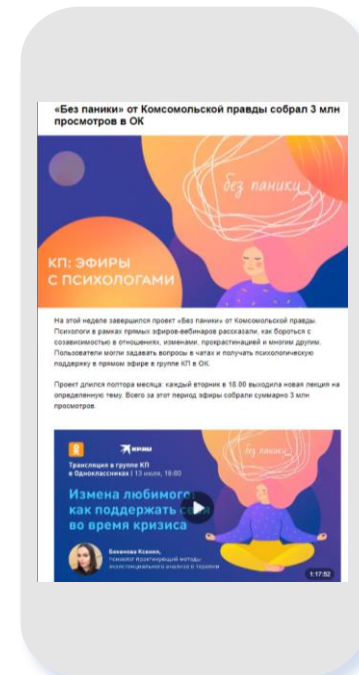
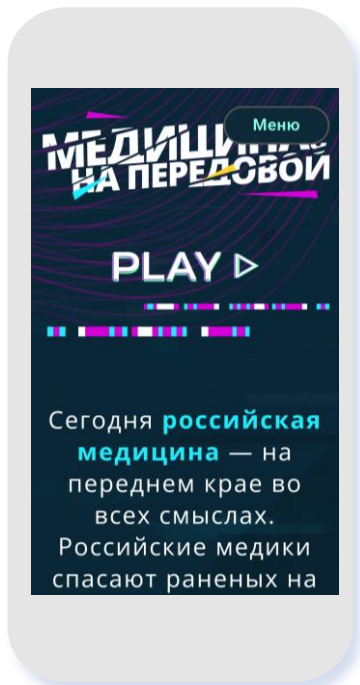
**Online  
lectures  
«Don't panic»**



**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

**+7 495 777-27-72**

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