

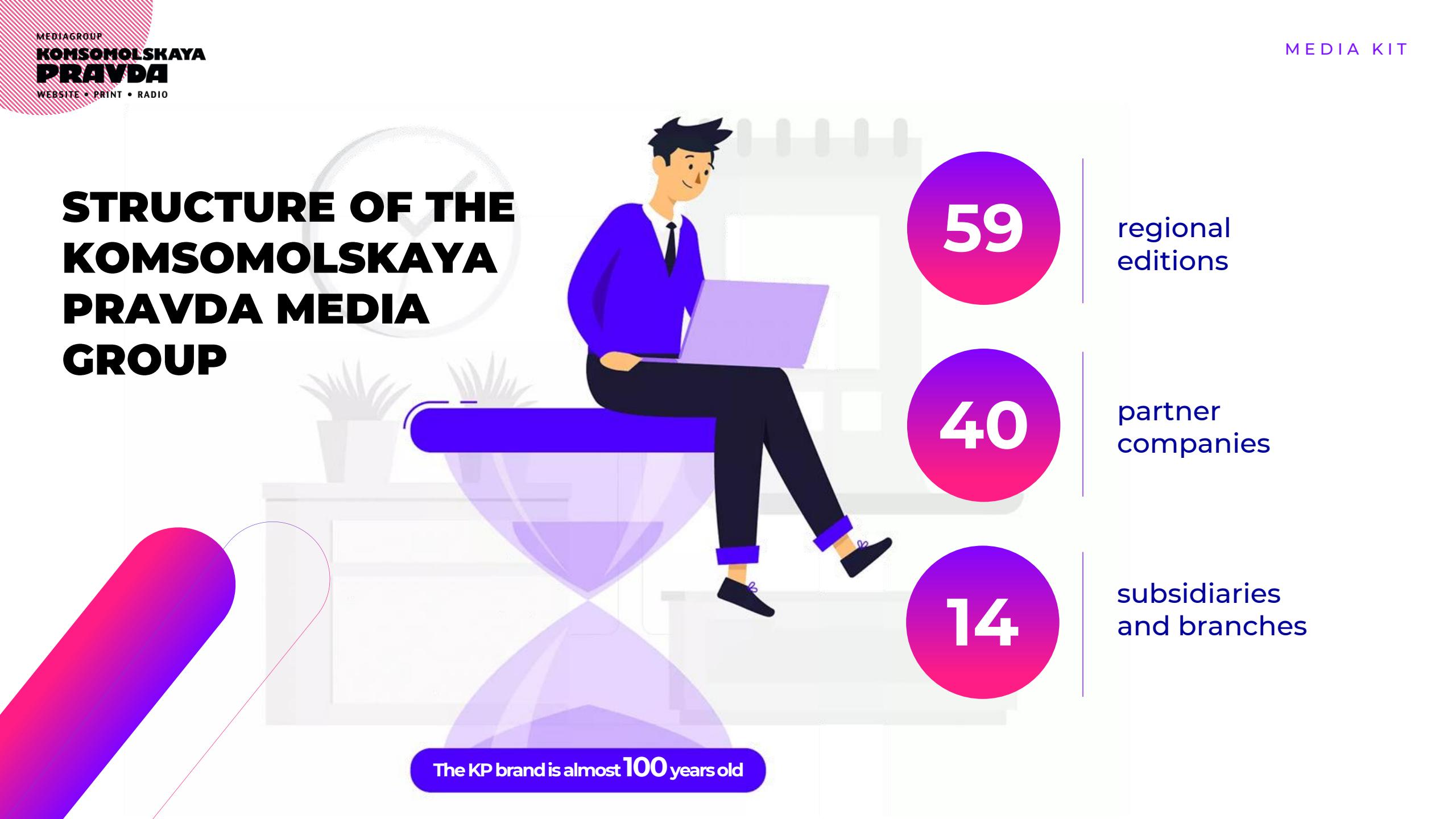
MEDIAGROUP
KOMSOMOLSKAYA
PRAVDA
WEBSITE • PRINT • RADIO

Russian media group

«KOMSOMOLSKAYA PRAVDA»

WWW.ADVERT.KP.RU

STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



The KP brand is almost 100 years old

59

40

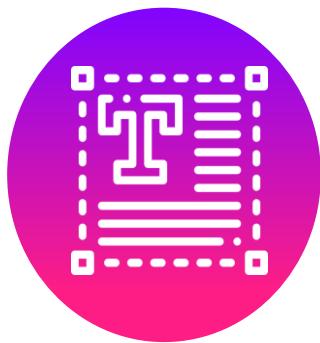
14

regional
editions

partner
companies

subsidiaries
and branches

WE CREATE ALL TYPES OF CONTENT



Text



Photo



Audio



Video



Posts

OUR MEDIA RESOURCES



«KP» (daily)
Audience of the issue –
2 755 400 people



Website kp.ru
2 821 300
visitors per day



Radio «KP»
Audience per day –
2 196 600 people



«Teleprogramma»
Audience of the issue –
4 128 800 people

«KP» (weekly)
Audience of the issue –
3 024 600 people

**«KP» communities
in social networks**
8 359 257
subscribers

Podcasts
170 530
auditions per day

«KP» abroad
Audience of the issue –
500 000 people

including in «KP»'s
Telegram- channels
464 602
subscribers

**Radio «KP»
communities
in social networks**
447 930
subscribers

Teleprogramma.pro
149 400
visitors per day

**«Teleprogramma»
communities in social
networks**
293 380 subscribers

WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

50,8
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 its 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	31,5%
2	Arguments and Facts	20,1%
3	Rossiyskaya Gazeta	8,5%
4	MK	7,4%
5	METRO	6,8%
6	Vedomosti	5,9%
7	Izvestia	5,8%
8	Kommersant	5,3%
9	Sport-Express	4,5%
10	RBC	4,2%

RATING OF MEDIA WRITING ABOUT SOCIAL RESPONSIBILITY

Data on the number of messages

1	Komsomolskaya Pravda	24 616
2	Moskovsky Komsomolets	21 300
3	Arguments and Facts	15 308
4	ASI	6 661
5	Smotrim.ru	5 819
6	Rossiyskaya Gazeta	4 606
7	TASS	4 421
8	NTV	3 697
9	RIA Novosti	2 701
10	Kommersant	2 522
11	Ura.ru	2 409
12	RBC	2 260
13	Izvestia	2 070
14	Gazeta.ru	2 061
15	Dobro.press	1 982

PRINTED EDITIONS

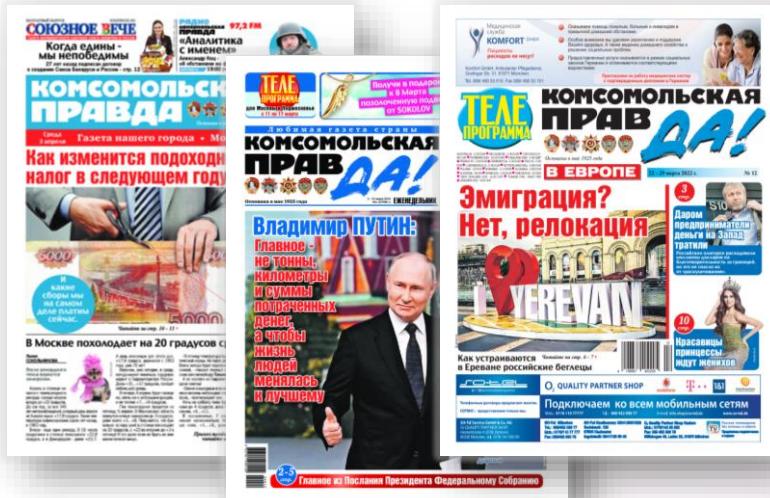
8,0 million
weekly audience
of «Komsomolskaya Pravda» editions

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



#1 among Russians' favorite newspaper brands

Sources: Mediascope NRS-Russia, Russia 0+ September 2023 – February 2024 (16+), OMI rating 2023

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

Pages:
from 32 bands

Bright
presentation:
color 4+4



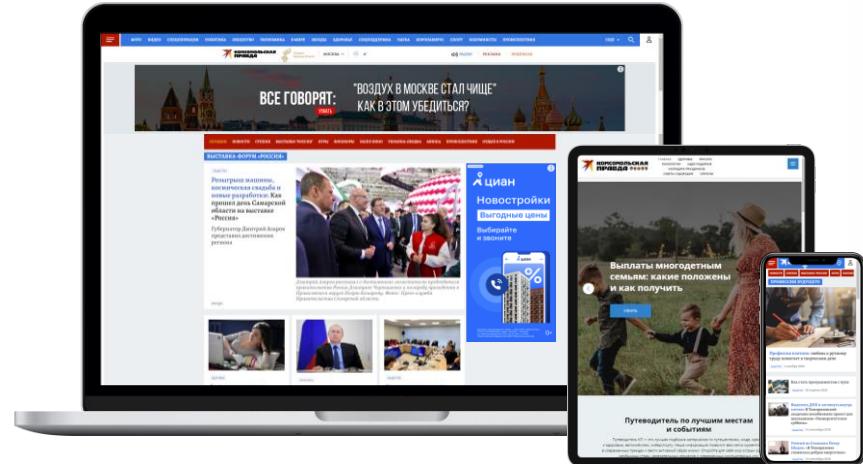
Included in the TOP-3 TV guides of the country

INTERNET RESOURCES



54,0 million
visitors per month*

142,7 million
views per month



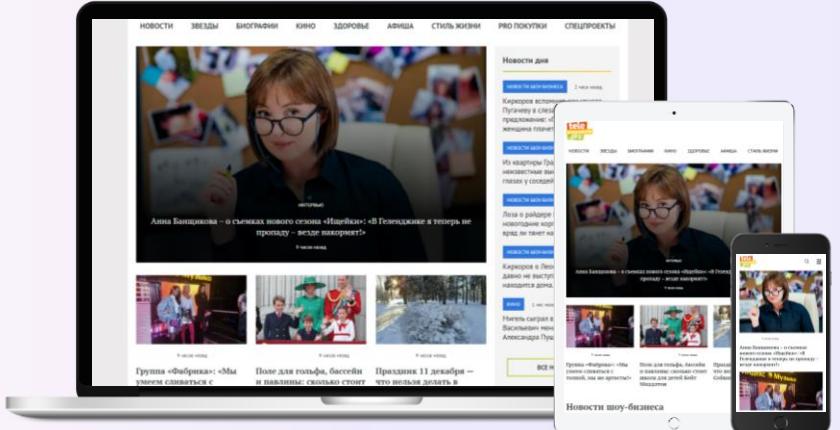
Social and political news federal portal. Leader in the «News, Media» website category (LiveInternet, 0+)

The absolute leader among information sites of RuNet (Mediascope, Russia 12+)



2,6 million
visitors per month

8,2 million
views per month



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

RADIO «KP»

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

- Winner of the national award «Radiomania-2024» in the nomination «Information and analytical program» - «FRIEDRICH SHOW»
- Winner of the national award «Radiomania-2023» 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

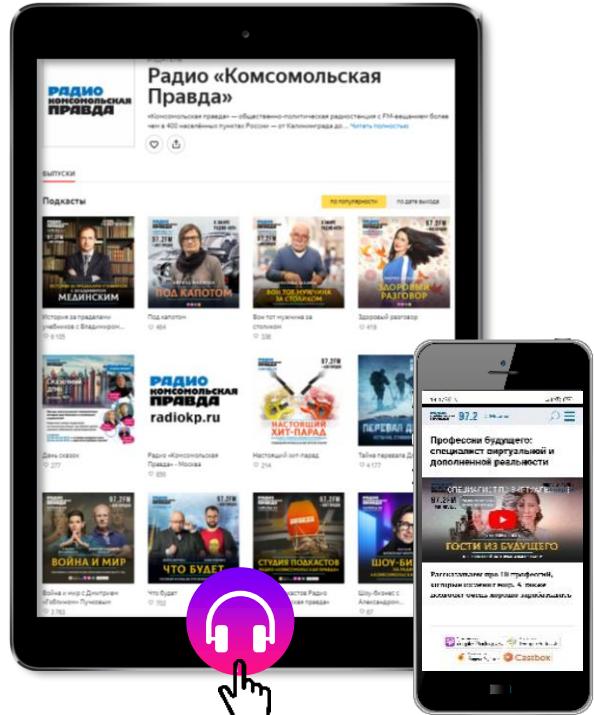
> 400

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



43 million

auditions
podcasts in 2024



72 %

listeners
aged 25-44

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

**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

OFFICIAL COMMUNITIES OF «KP» IN SOCIAL NETWORKS

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



Average daily reach: 8 million

8,6
million

total number of subscribers
in «KP» groups*

Number of subscribers in some social networks and instant messengers

 **2 455K**
Dzen subscribers

 **2 219K**
YouTube subscribers

 **1 320K**
Vkontakte subscribers

 **1 097K**
OK subscribers

 **332K**
Viber subscribers

 **527K**
Telegram subscribers

 **486K**
TikTok subscribers

Rutube 115K
RuTube subscribers

*All communities of the KP media group

VIDEO PRODUCTION «KP TV»

«KP» video is available on 16 platforms

>1,7 billion
total number of KP video views for 2024

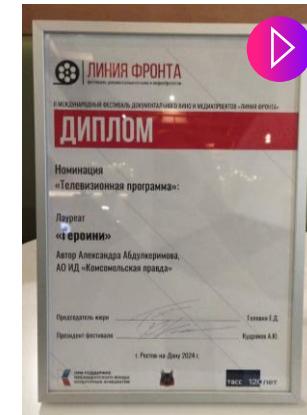
>1,45
млрд

watching videos
on the kp.ru and on social
networks «KP»



Project
«All about the railways of our country» >>

List of some KP projects,
who received awards



Project
«Heroines» >>



Project
«Cultural minimum» >>



Project
«Women on duty» >>



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

Coverage: from **450 000**

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



Project presentation

Video about the event

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



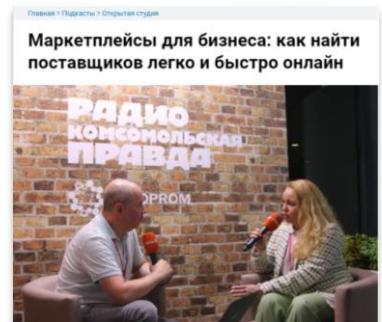
 Section on the site kp.ru



 Broadcast on radio «KP»



 Podcasts



ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands



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!

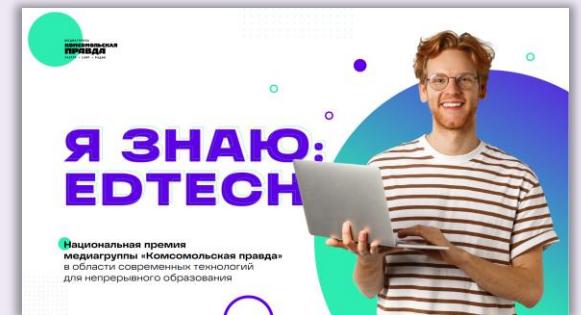
Website



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



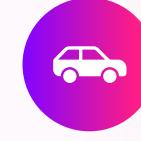
EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



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



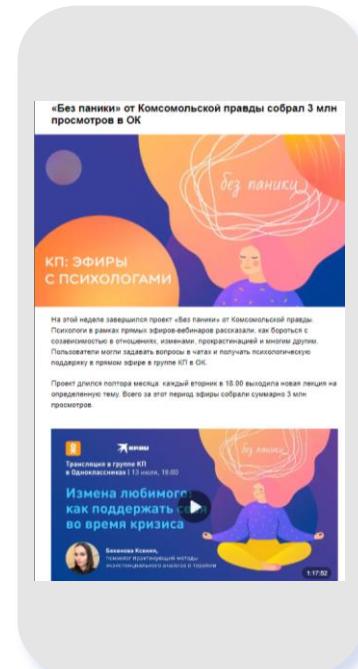
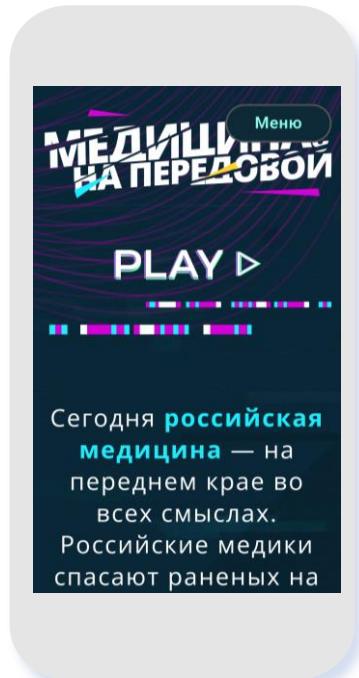
**Online
lectures
«Don't panic»**



**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

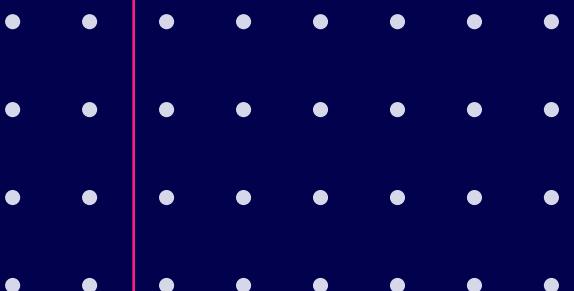
04.

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

info.reklama@phkp.ru
www.advert.kp.ru