



Russian media group

«KOMSOMOLSKAYA PRAVDA»

WWW.ADVERT.KP.RU

STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



59

regional
editions

40

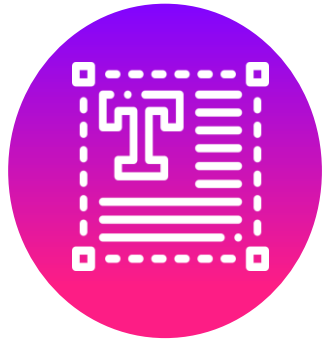
partner
companies

14

subsidiaries
and branches

The KP brand is **100** years old

WE CREATE ALL TYPES OF CONTENT



Text



Photo



Audio



Video



Posts

OUR MEDIA RESOURCES

 <p>КОМСОМЛЬСКАЯ ПРАВДА</p>	 <p>KP.RU</p>	 <p>РАДИО КОМСОМЛЬСКАЯ ПРАВДА</p>	 <p>теле программа .org</p>
<p>Newspaper «KP» Audience of the issue – 3 490 700 people</p>	<p>Website kp.ru 2 940 900 visitors per day</p>	<p>Radio «KP» Audience per day – 1 930 900 people</p>	<p>«Teleprogramma» Audience of the issue – 4 758 400 people</p>
<p>«KP» abroad Audience of the issue – 500 000 people</p>	<p>«KP» communities in social networks 8 189 100 subscribers</p>	<p>Podcasts 148 100 auditions per day</p>	<p>Teleprogramma.pro 223 500 visitors per day</p>
<p>«KP – Digest» Free distribution in business lounges, airports, railway stations, business centers, hotels, restaurants, medical centers, institutions, etc. Circulation: 35 000 copies</p>	<p>including in «KP»'s Telegram- channels 510 000 subscribers</p>	<p>Radio «KP» communities in social networks 480 800 subscribers</p>	<p>«Teleprogramma» communities in social networks 306 000 subscribers</p>

WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

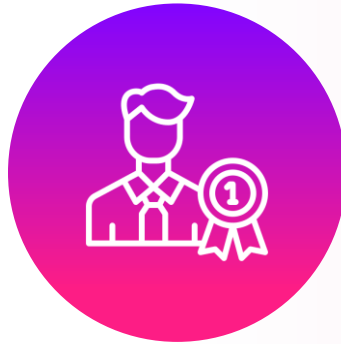
52,2
million



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	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

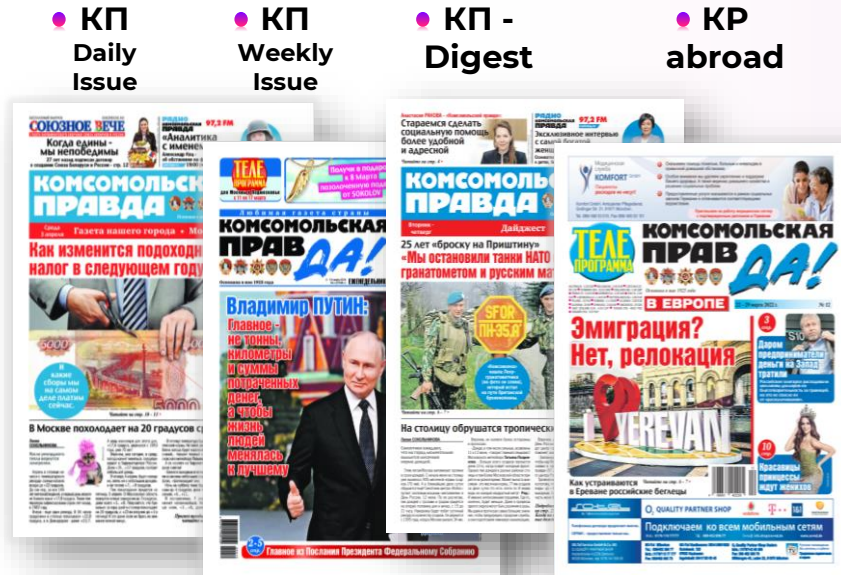
PRINTED EDITIONS

7,8 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



#1 among Russians' favorite newspaper brands

4,8 million reads an issue of the «Teleprogramma»

- Pages: from 32 bands
- Bright presentation: color 4+4



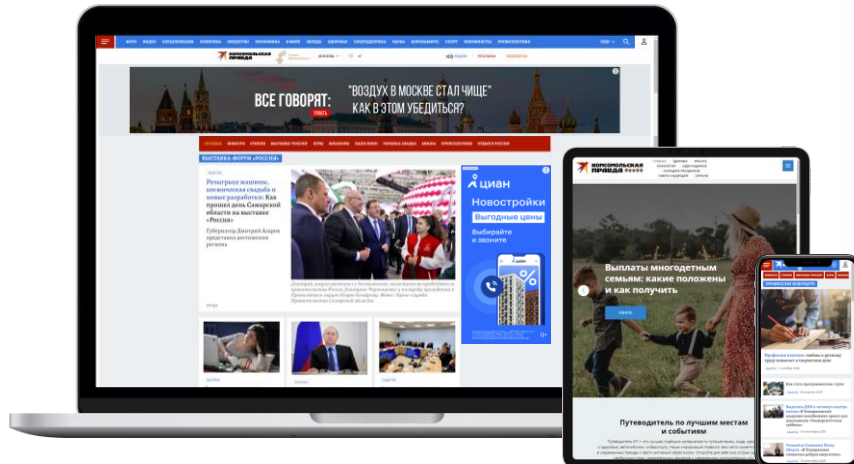
Included in the TOP-3 TV guides of the country

INTERNET RESOURCES



59,3 million
visitors per month*

145,3 million
views per month



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

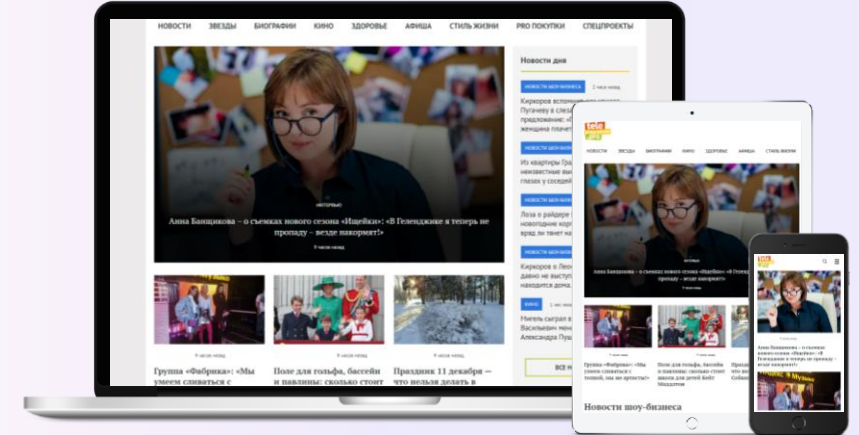
✓ The absolute leader among information sites of RuNet (Mediascope, Russia 12+)

*Source: LiveInternet



4,2 million
visitors per month

12,2 million
views per month



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

Source: Yandex Metrika

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

4,5 million
listeners
per week in Russia

190 million
average time spent
listening per week



73

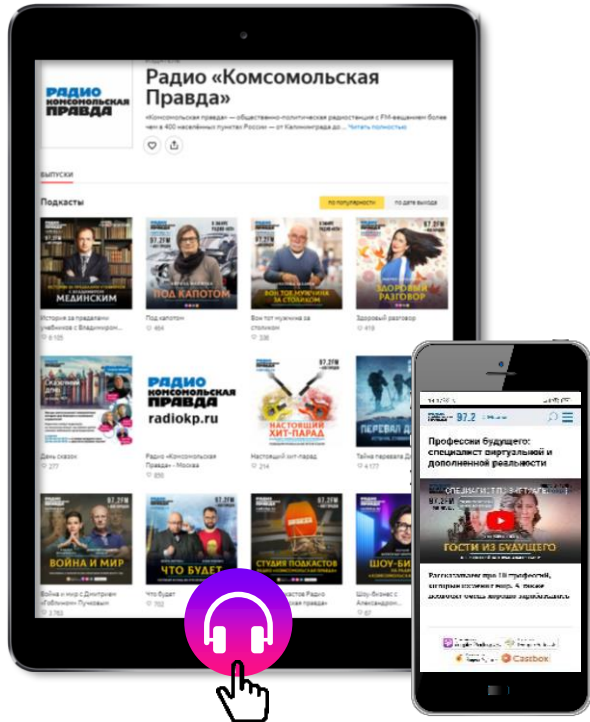
FM-transmitters
in Russia

> 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

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

9,0 million total number of subscribers in «KP» groups**

Number of subscribers in some social networks and instant messengers



Telegram channel "KP" is among the TOP-5 Telegram channels of the media*

-  **2 594K** Dzen subscribers
-  **573K** Viber subscribers
-  **2 260K** YouTube subscribers
-  **559K** Telegram subscribers
-  **1 357K** Vkontakte subscribers
-  **261K** TikTok subscribers
-  **1 130K** OK subscribers
-  **Rutube 138K** RuTube subscribers

Average daily reach: 8 million

* Source: «PUL Telegram» and «The World Inform» >>>

**All communities of the KP media group

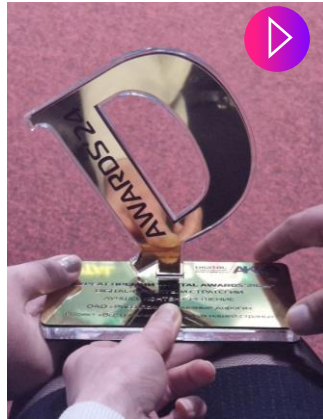
VIDEO PRODUCTION «KP TV»

«KP» video is available on 16 platforms

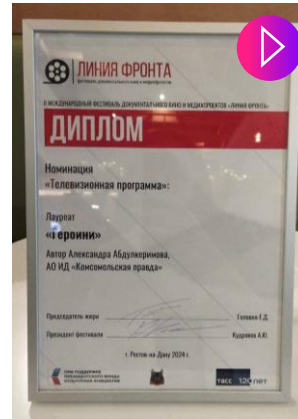
List of some KP projects, who received awards

>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» >>



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

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



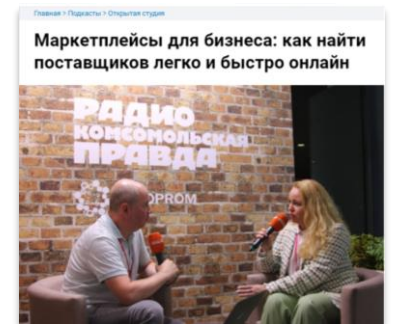
▶ Section on the site kp.ru



▶ Broadcast on radio «KP»



▶ Podcasts



ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands

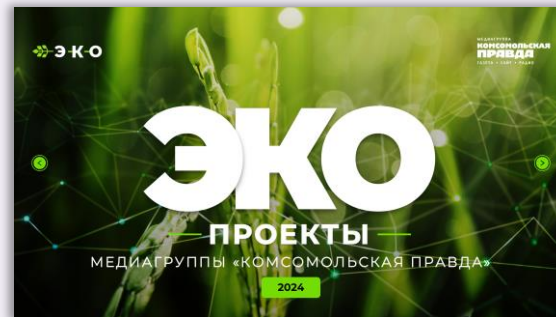


The multi-million audience of "KP" votes for the most beloved brands of Russia, and we tell how famous brands live and develop: the basis of the economy and the pride of our country!

Presentation



National Environmental Award



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

Presentation



The route has been built

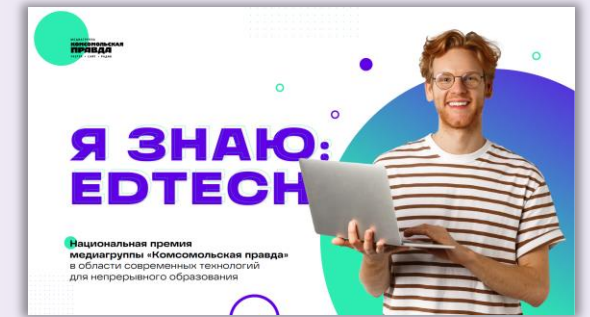


A unique award in the field of development of domestic tourism and travel. It is also a complete guide to all the most interesting places of our huge country!

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

Presentation



EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



Multi-format project «Medicine on the Front Line»



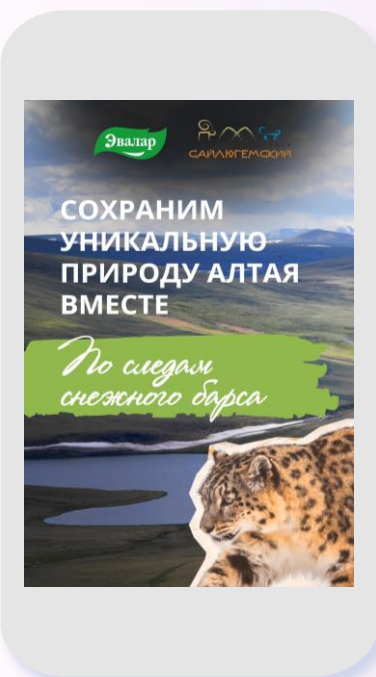
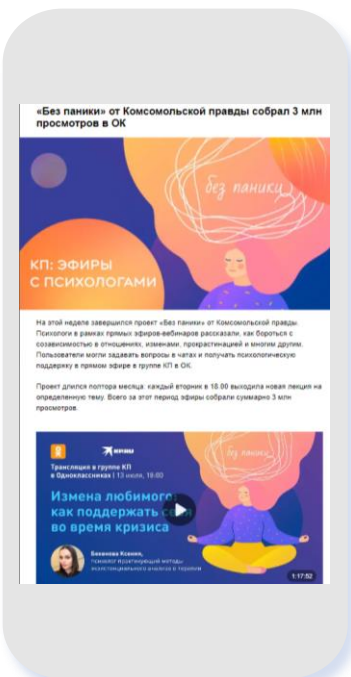
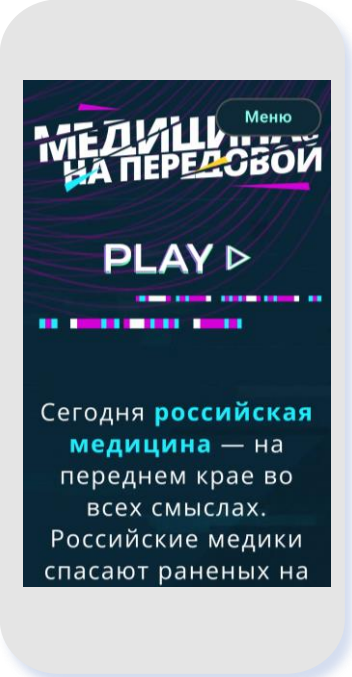
Online lectures «Don't panic»



Autoexpedition «In the footsteps of the snow leopard»



All-Russian poster competition



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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www.advert.kp.ru