



Russian media group

«KOMсомOLSKAYA PRAVDA»

WWW.ADVERT.KP.RU

STRUCTURE OF THE КОМСОМОЛЬСКАЯ ПРАВДА MEDIA GROUP

59

regional
editions

40

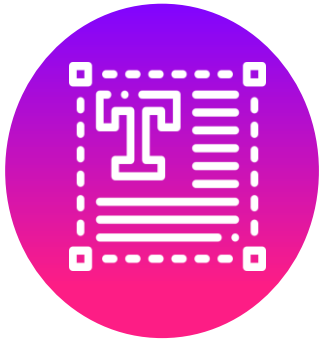
partner
companies

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

 КОМСОМОЛЬСКАЯ ПРАВДА	 KP.RU	 РАДИО КОМСОМОЛЬСКАЯ ПРАВДА	 TELE программа .org
Newspaper «KP» Audience of the issue – 3 611 700 people	Website kp.ru 2 009 900 visitors per day + in DZEN – 1 261 300 visitors per day	Radio «KP» Audience per day – 1 797 400 people	«Teleprogramma» Audience of the issue – 4 055 700 people
«KP» abroad Audience of the issue – 500 000 people	Federal «KP» communities in social networks 8 706 576 subscribers	Podcasts 158 250 auditions per day	Teleprogramma.pro 51 334 visitors per day + in DZEN – 186 800 visitors per day
«KP – Digest» Free distribution in business lounges, airports, railway stations, business centers, hotels, restaurants, medical centers, institutions, etc. Circulation: 35 000 copies	Regional «KP» communities in social networks 3 743 492 subscribers	Radio «KP» communities in social networks 526 817 subscribers	«Teleprogramma» communities in social networks 321 000 subscribers

WEEKLY AUDIENCE

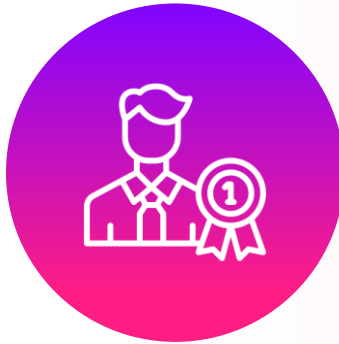
PRINT • DIGITAL • RADIO



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

		2025	2024	2023
1	Komsomolskaya Pravda	37%	31,5%	22,1%
2	Arguments and Facts	20,7%	20,1%	15,2%
3	MK	11,6%	7,4%	16,7%
4	RBC	7%	4,2%	6,5%
5	METRO	6,2%	6,8%	5,8%
6	Sport-Express	4,2%	4,5%	7,1%
7	Kommersant	4,1%	5,3%	8%
8	Izvestia	3,1%	5,8%	5,5%
9	Rossiyskaya Gazeta	3%	8,5%	5,5%
10	Vedomosti	3%	5,9%	7,3%

RATING OF MEDIA WRITING ABOUT SOCIAL RESPONSIBILITY

Data on the number of messages

1	Komsomolskaya Pravda	25 757
2	Moskovsky Komsomolets	22 966
3	Arguments and Facts	14 802
4	Smotrim.ru	6 777
5	ASI	6 137
6	TASS	4 637
7	Rossiyskaya Gazeta	4 532
8	Moscow 24	4 120
9	Russia 24	3 587
10	RBC	3 376
11	NTV	2 962
12	Kommersant	2 916
13	RIA Novosti	2 864
14	Ura.ru	2 828
15	Gazeta.ru	2 216

PRINTED EDITIONS

8,2 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

- КП Daily Issue
- КП Weekly Issue
- КП - Digest
- KP abroad



#1 among Russians' favorite newspaper brands

4,0 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

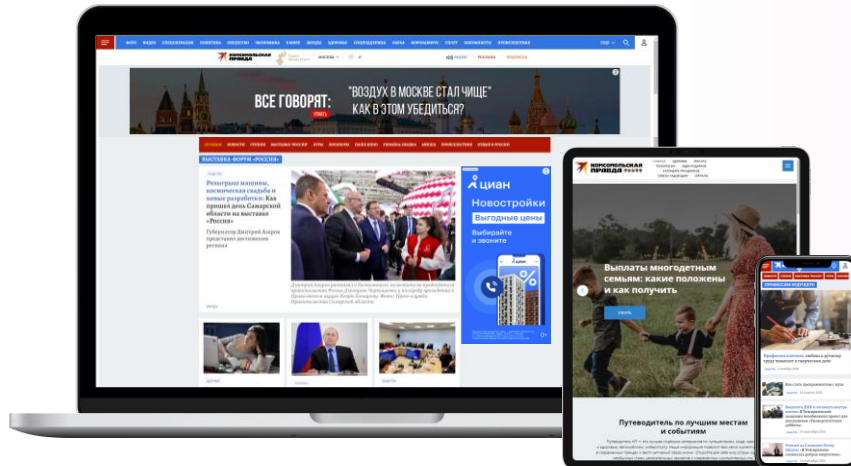


42,5 million
visitors per month*

103,3 million
views per month



+ on DZEN
12,9 million
visitors
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: Yandex Metrica

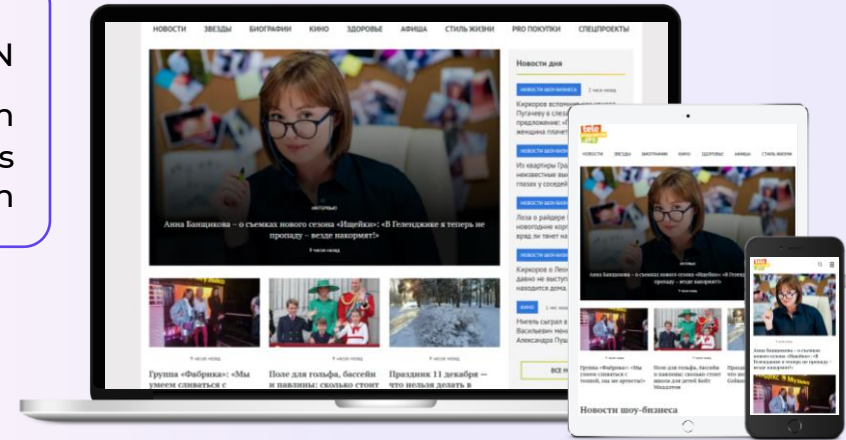


1,4 million
visitors per month

3,4 million
views per month



+ on DZEN
3,2 million
visitors
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-2025» in the nomination «Progress of the Year in Digital Broadcasting»
- ✓ 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

184 million
average time spent
listening per week



78

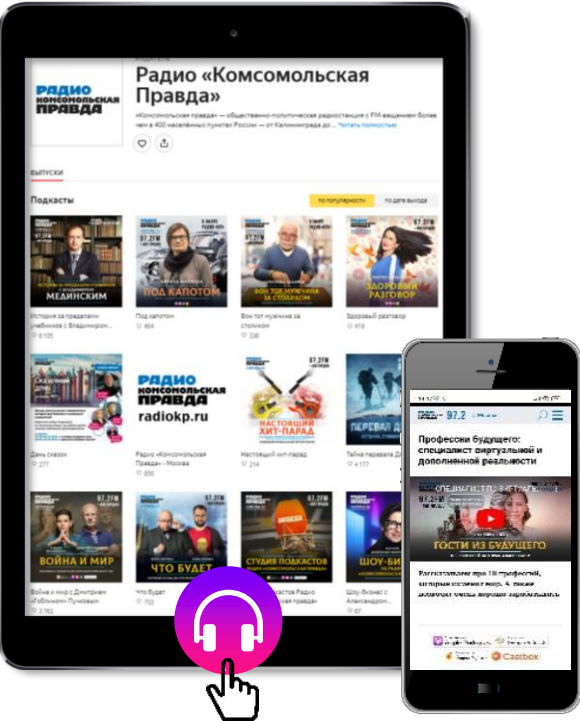
FM-transmitters
in Russia

> 400

settlements
in the FM broadcast zone

PODCASTS «KP»

▶ Radio KP podcasts took the first three places in the TOP-10 radio podcasts in 2025, according to Yandex Music



 **40** million
auditions
podcasts in 2025

 **63** %
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 THE «KP» MEDIA GROUP IN SOCIAL NETWORKS

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

9,6 ^{million} total number of subscribers*

Number of subscribers in some social networks and instant messengers

	2 836K Dzen subscribers		626K Viber subscribers
	2 329K YouTube subscribers		648K Telegram subscribers
	1 464K Vkontakte subscribers		161K TikTok subscribers
	1 162K OK subscribers		166K RuTube subscribers

+ 3.7 million subscribers in regional KP groups

Average daily reach: 8 million

*All communities of the KP media group

VIDEO PRODUCTION «KP TV»

List of some KP projects,
who received awards



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



Project
«Heroines» >>



Project
**«Cultural
minimum»** >>



Project
**«Women
on duty»** >>

836 mln

Total number of views of
"KP" videos
in 2025

**«KP» video is available
on 16 platforms**



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» AND MAGAZINE AT THE LARGEST FORUMS IN THE COUNTRY

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

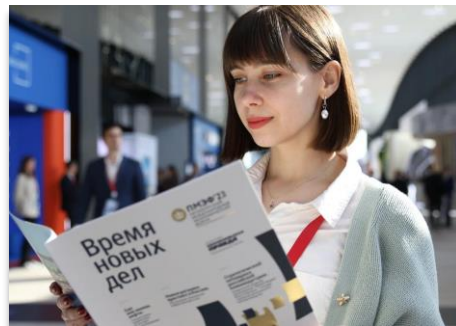
PROJECT OPPORTUNITIES



Open studio
at the event



Magazine
for the event



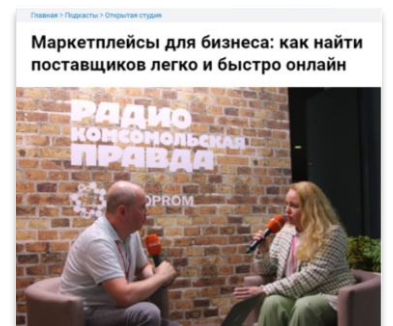
Section on
the site kp.ru



Broadcast on
radio «KP»



Podcasts



ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands

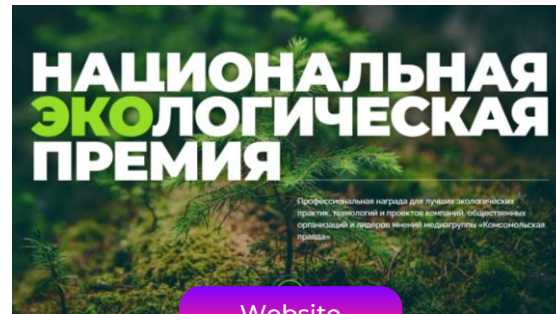
National Environmental
Award

The route has
been built

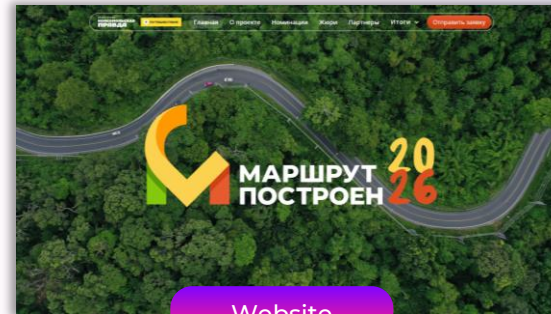
I know: Edtech



Website



Website



Website



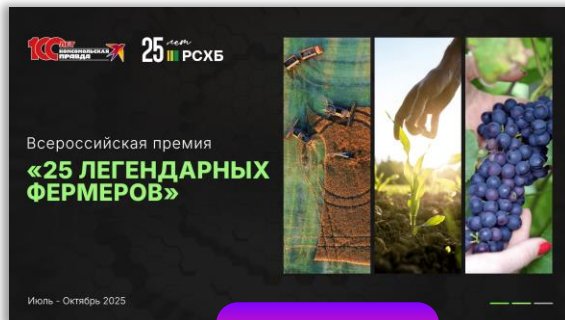
Website



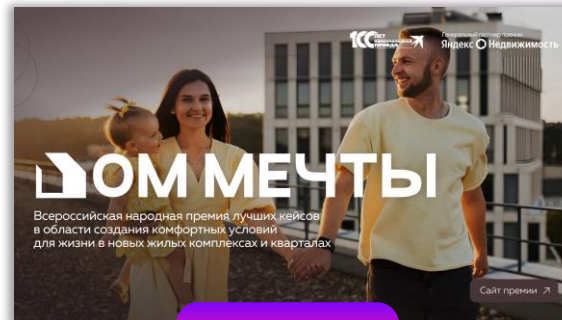
25 Legendary Farmers

Dream House

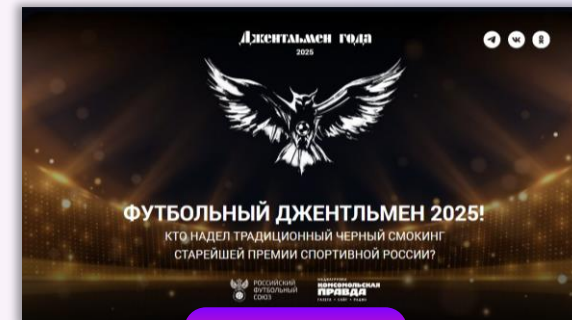
Gentleman of the Year



Website



Website



Website



EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



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



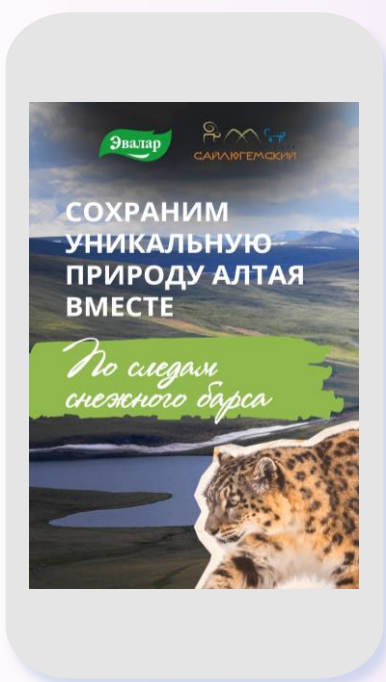
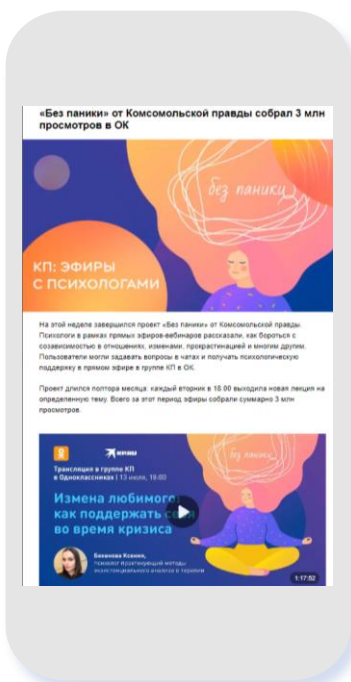
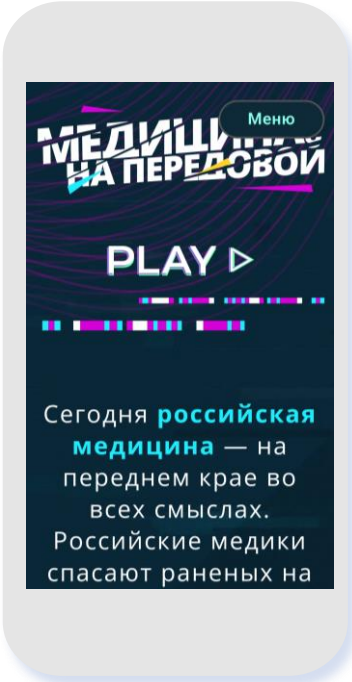
**Online
lectures
«Don't panic»**



**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

+7 495 777-27-72

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