



Russian media group

# «KOMSOMOLSKAYA PRAVDA»

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

# STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



**56**

regional  
editions

**40**

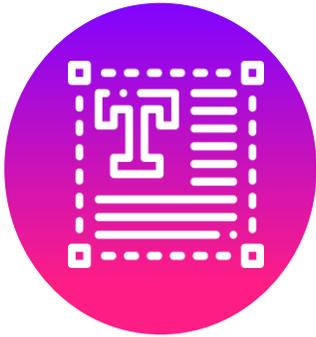
partner  
companies

**13**

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

**WEEKLY AUDIENCE**

**PRINT • DIGITAL • RADIO**

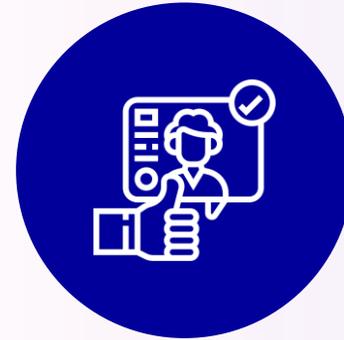
**57,2 million**



# 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

	2025	2024	2023
<b>1 Komsomolskaya Pravda</b>	<b>37%</b>	<b>31,5%</b>	<b>22,1%</b>
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

<b>1 Komsomolskaya Pravda</b>	<b>25 757</b>
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

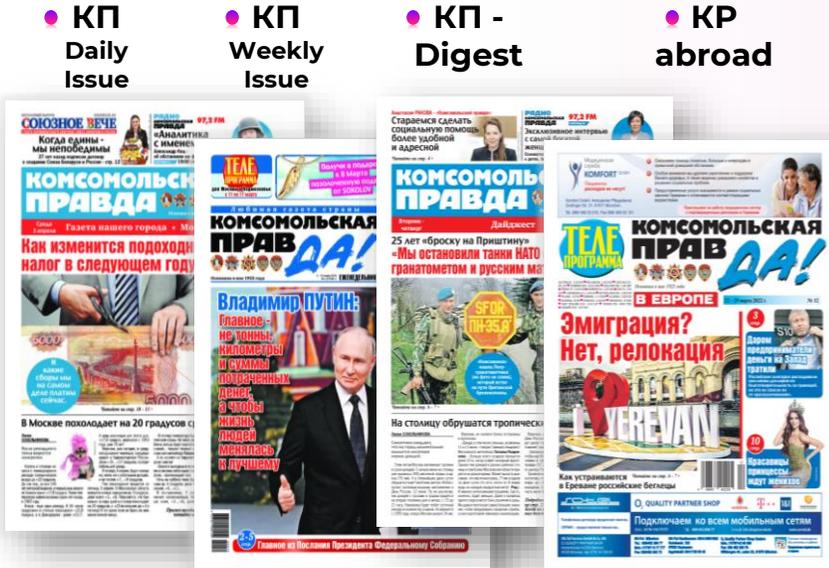
# PRINTED EDITIONS

**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



**#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**

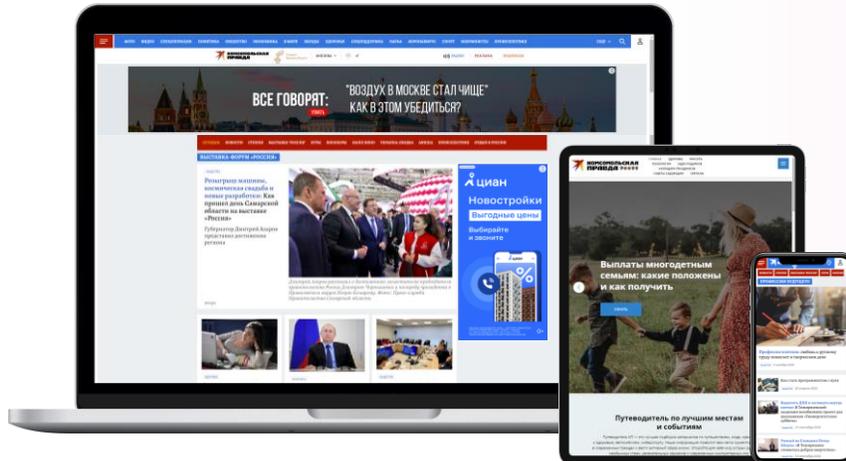
# INTERNET RESOURCES



**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+)

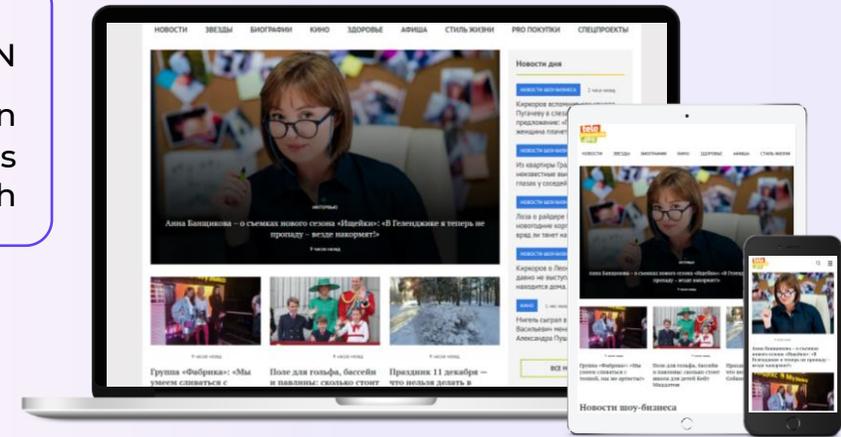
Source: Yandex Metrica



**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**

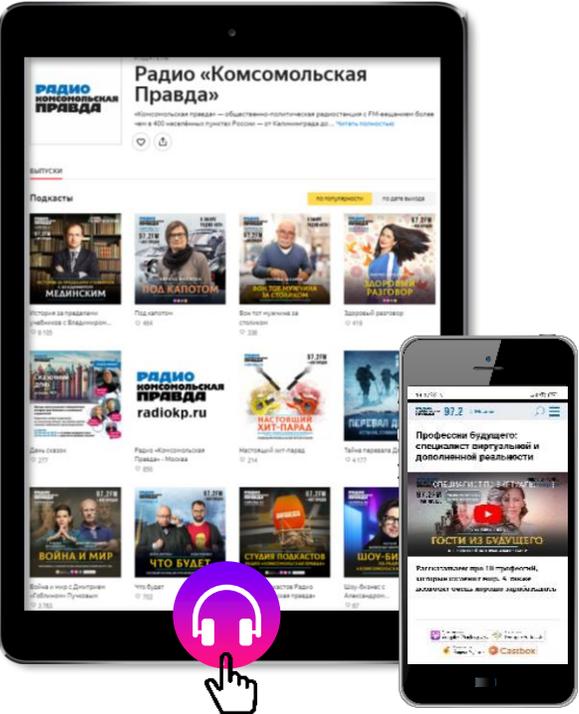
FM-transmitters  
in Russia

**> 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 12 social networks,  
instant messengers and video hosting sites

**9,6** <sup>million</sup>  
total number of subscribers\*

Number of subscribers in some social networks and instant messengers



**2 836K**

Dzen subscribers



**648K**

Telegram subscribers



**2 329K**

YouTube subscribers



**161K**

TikTok subscribers



**1 464K**

Vkontakte subscribers

**Rutube**

**166K**

RuTube subscribers



**1 162K**

OK subscribers



**67K**

Max subscribers

**+ 3.7 million subscribers in regional KP groups**

\*All communities of the KP media group



# VIDEO PRODUCTION «KP TV»

List of some KP projects, who received awards

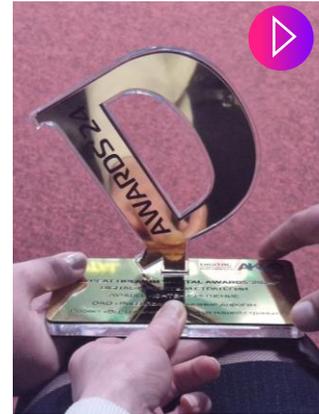
**836** mln

Total number of views of "KP" videos in 2025

«KP» video is available on 16 platforms



Project «**Safety First**» >>



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



Project «**Heroines**» >>



Project «**Cultural minimum**» >>



# 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

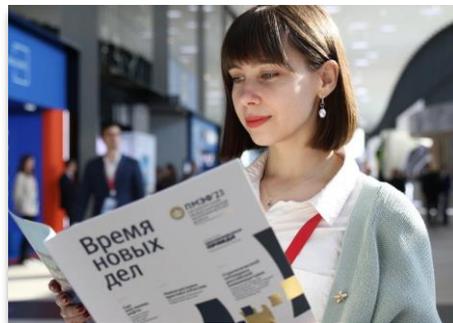
THIS IS A GREAT OPPORTUNITY TO DECLARE YOURSELF → EXPAND YOUR RANGE OF PARTNERS → EXCHANGE EXPERIENCE

## PROJECT OPPORTUNITIES

▶ Open studio at the event



▶ Magazine for the event



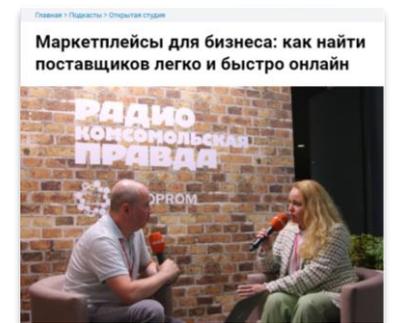
▶ Section on the site [kp.ru](http://kp.ru)



▶ Broadcast on radio «KP»



▶ Podcasts



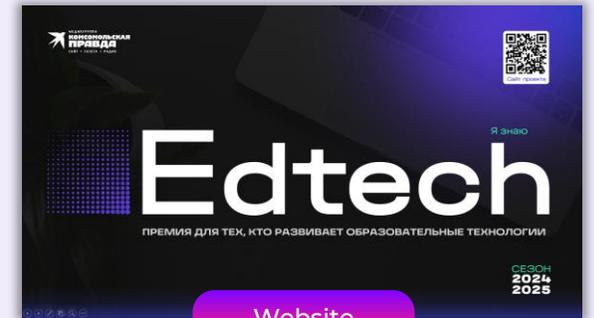
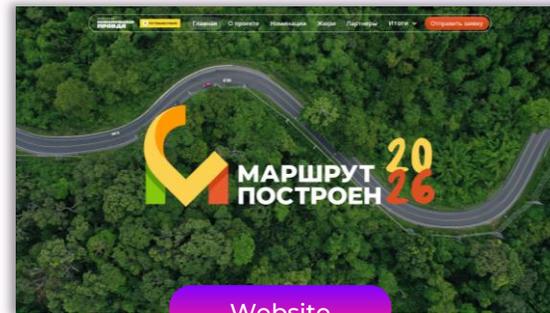
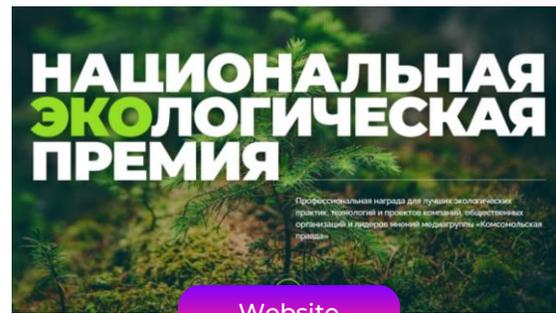
# ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands

National Environmental Award

The route has been built

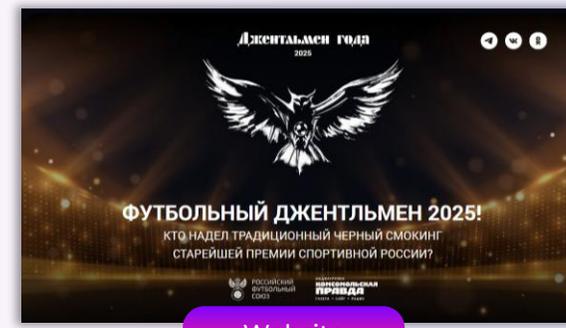
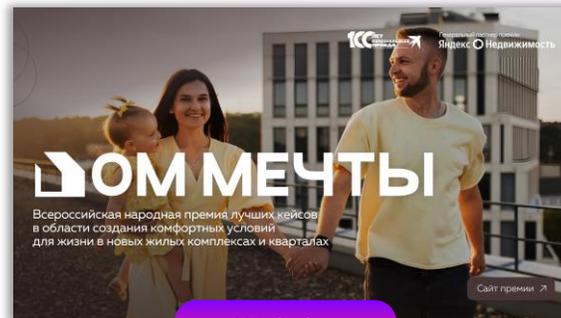
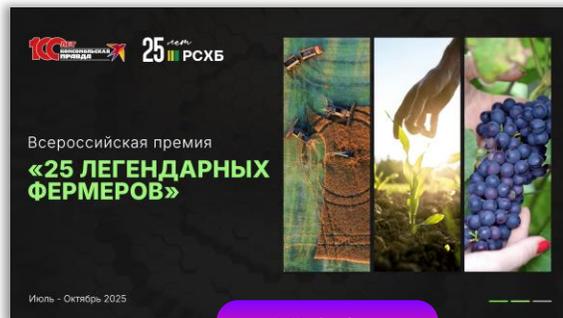
I know: Edtech



25 Legendary Farmers

Dream House

Gentleman of the Year



# EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



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



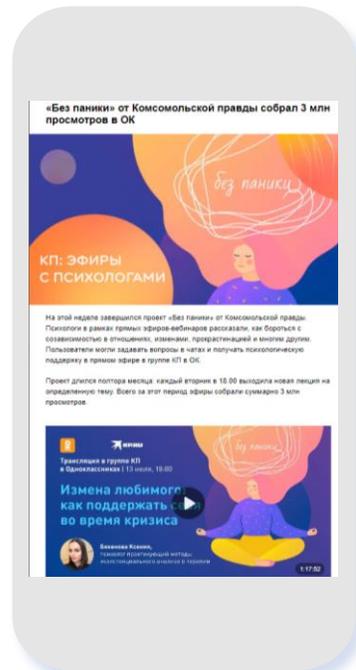
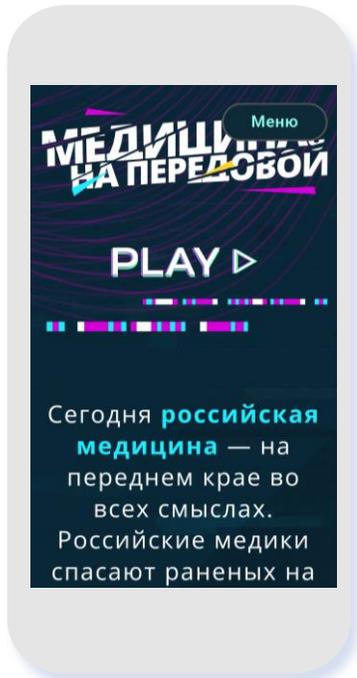
**Online  
lectures  
«Don't panic»**



**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](mailto:info.reklama@phkp.ru)

[www.advert.kp.ru](http://www.advert.kp.ru)