



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**

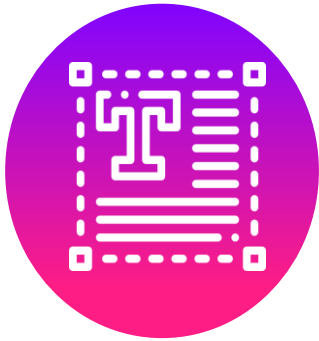
partner  
companies

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

## WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

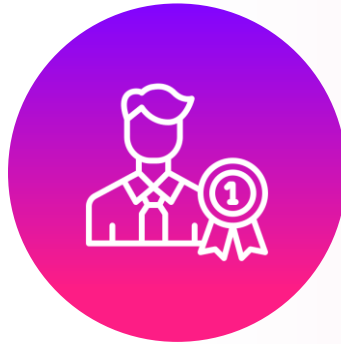
**57,2**  
**million**



# 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

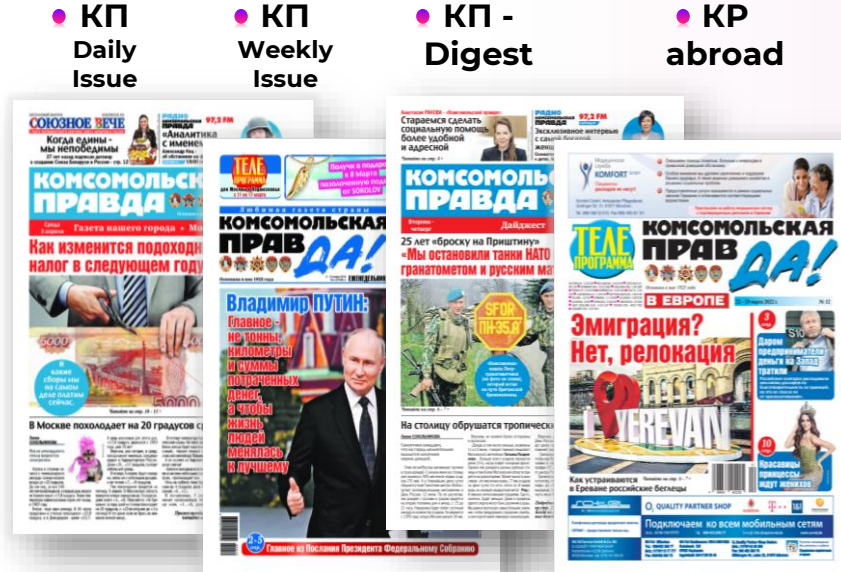
|                               |               |
|-------------------------------|---------------|
| <b>1 Komsomolskaya Pravda</b> | <b>25 757</b> |
| 2 Moskovsky Komsomolets       | 22 966        |
| 3 Arguments and Facts         | 14 802        |
| 4 Smotrim.ru                  | 6 777         |
| 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 and **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

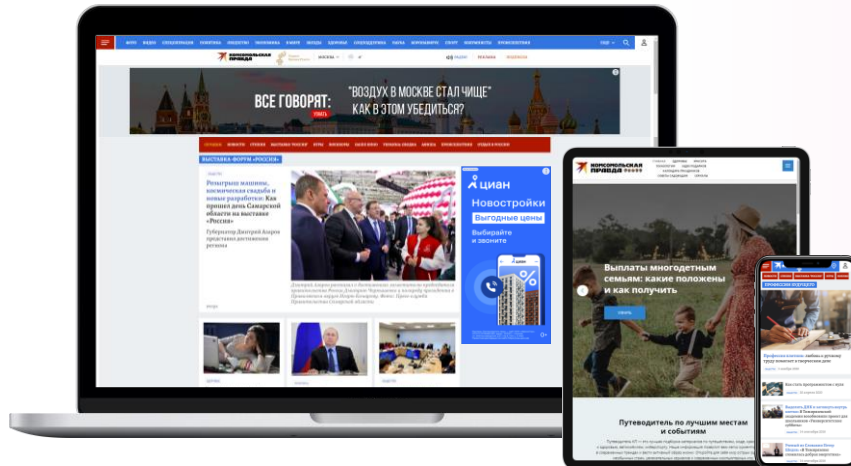
# INTERNET RESOURCES



**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+)

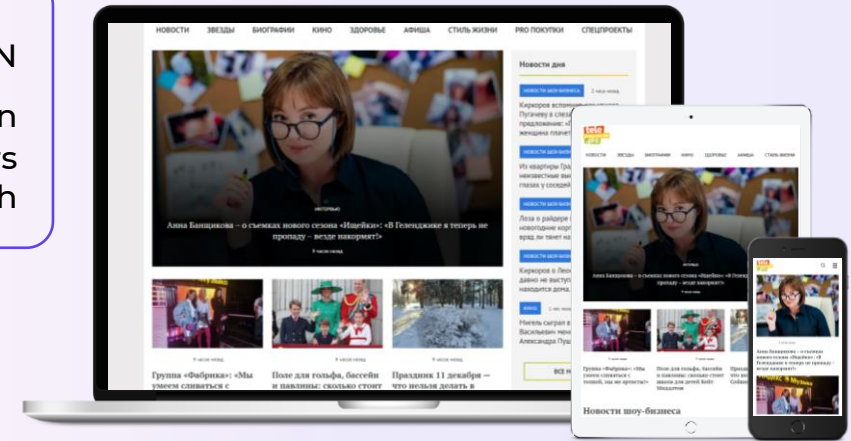
Source: Yandex Metrica



**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 Moscow \*

**78** FM-transmitters  
in Russia

**> 400** settlements  
in the FM broadcast zone

**4,5** million  
listeners  
per week in Russia

Radio KP is listened to  
in **210**  
countries\*\*



# RADIO «KP»'S AWARDS



## Radiomania

Five-time winner of the Radiomania award, including «Best News Radio Station» and «Best Interview»



## StreamPeak

Winner of the StreamPeak award in the categories «Most Popular Program» and «Most Global Radio Station»



## Radio Without Borders

Three-time winner of the Radio Without Borders award, including a special prize for the high quality of its programming.

> 15 prestigious professional awards in 10 years

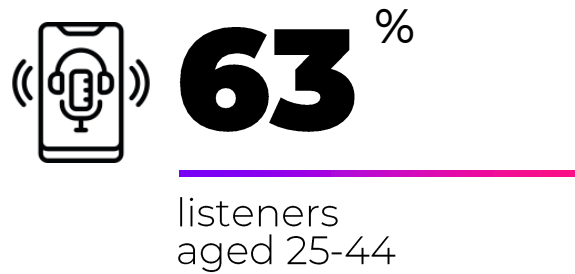
More awards here



# PODCAST STUDIO RADIO «KP»











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



## Radio KP podcasts on platforms



|  |  |  |   |
|--|--|--|---|
|  Apple Podcasts |  mave     |  PODCAST.RU  |  Яндекс Музыка |
|  ЗВУК           |  PlayerFM |  SOUNDSTREAM |  CastBox       |

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 THE «KP» MEDIA GROUP IN SOCIAL NETWORKS

There are KP communities in 12 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



**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

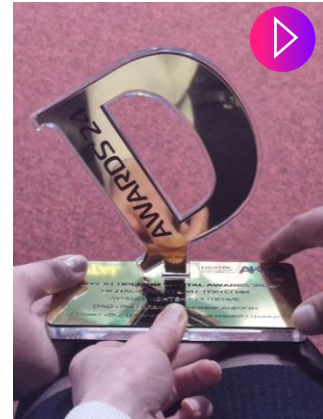
**836** mln

Total number of views of "KP" videos in 2025

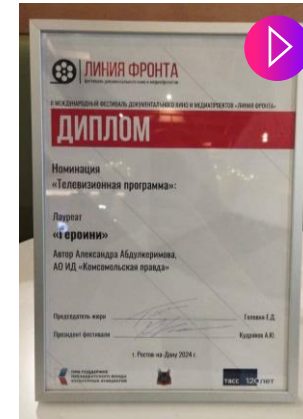
«KP» video is available on 16 platforms



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



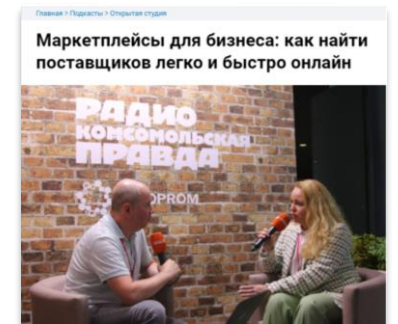
▶ Section on the site [kp.ru](http://kp.ru)



▶ Broadcast on radio «KP»



▶ Podcasts



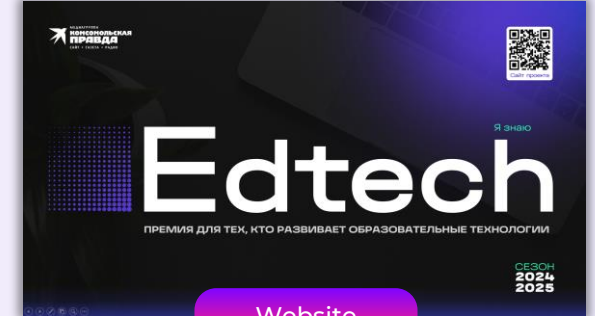
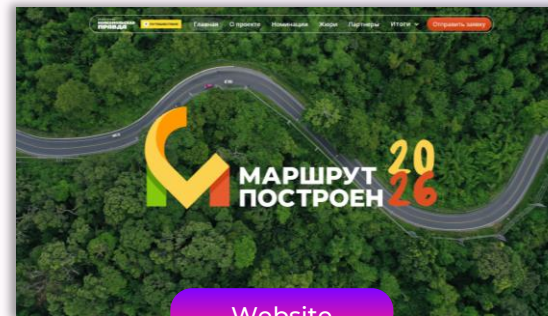
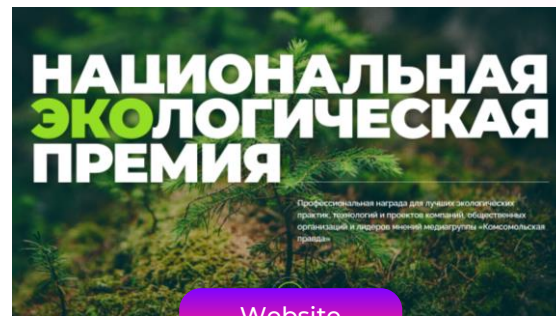
# ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands

National Environmental Award

The route has been built

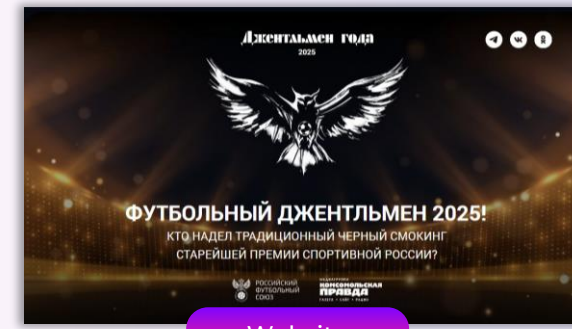
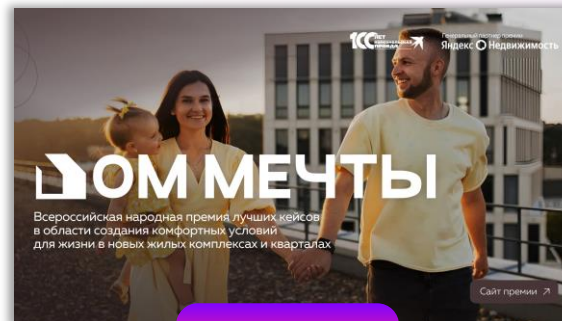
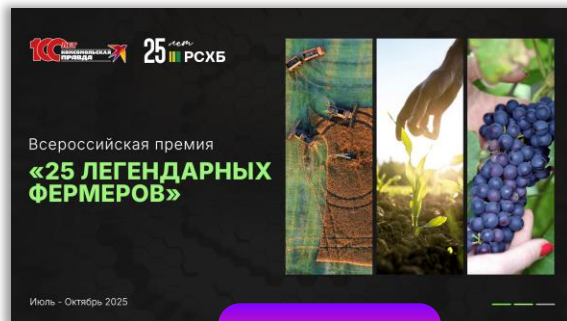
I know: Edtech



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»**



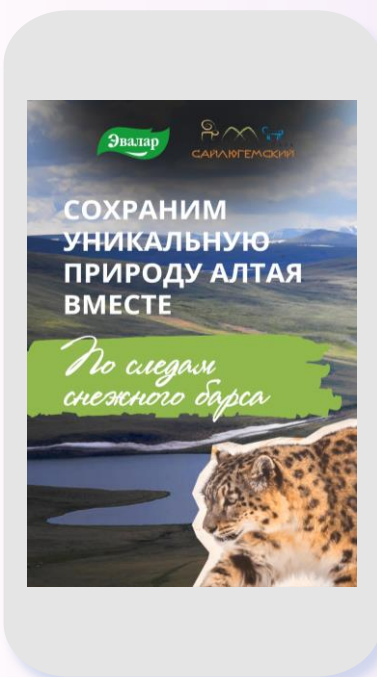
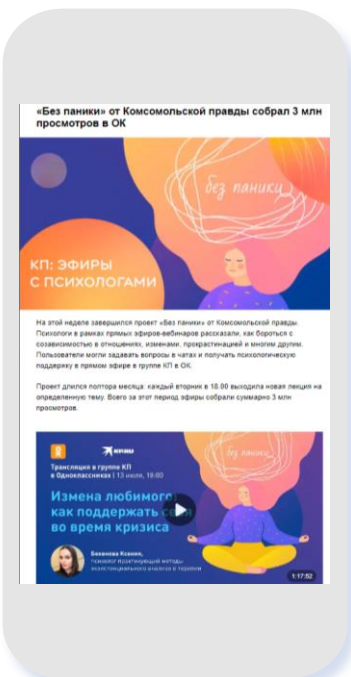
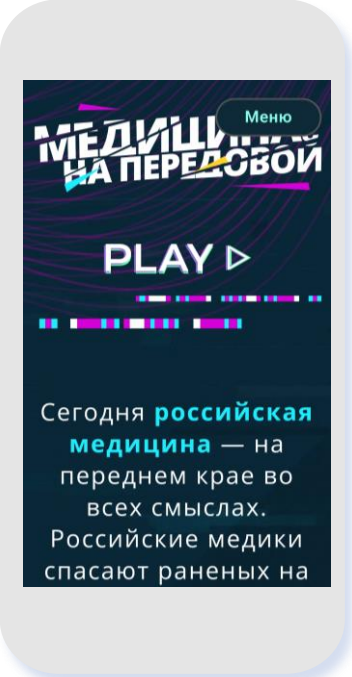
**Online lectures «Don't panic»**



**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

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