



Russian media group

«KOMSOMOLSKAYA PRAVDA»

WWW.ADVERT.KP.RU

STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



56

regional
editions

40

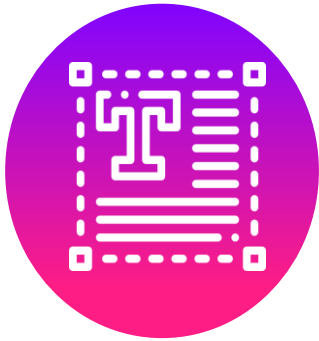
partner
companies

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>КОМСОМЛЬСКАЯ ПРАВДА</p>	<p>KP.RU</p>	<p>РАДИО КОМСОМЛЬСКАЯ ПРАВДА</p>	<p>теле programma .org</p>
<p>Newspaper «KP» Audience of the issue – 3 611 700 people</p>	<p>Website kp.ru 2 009 900 visitors per day + in DZEN – 1 261 300 visitors per day</p>	<p>Radio «KP» Audience per day – 1 797 400 people</p>	<p>«Teleprogramma» Audience of the issue – 4 055 700 people</p>
<p>«KP» abroad Audience of the issue – 500 000 people</p>	<p>Federal «KP» communities in social networks 8 706 576 subscribers</p>	<p>Podcasts 158 250 auditions per day</p>	<p>Teleprogramma.pro 51 334 visitors per day + in DZEN – 186 800 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>Regional «KP» communities in social networks 3 743 492 subscribers</p>	<p>Radio «KP» communities in social networks 526 817 subscribers</p>	<p>«Teleprogramma» communities in social networks 321 000 subscribers</p>

WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

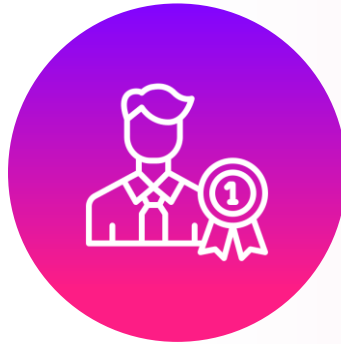
57,2
million



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
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



#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

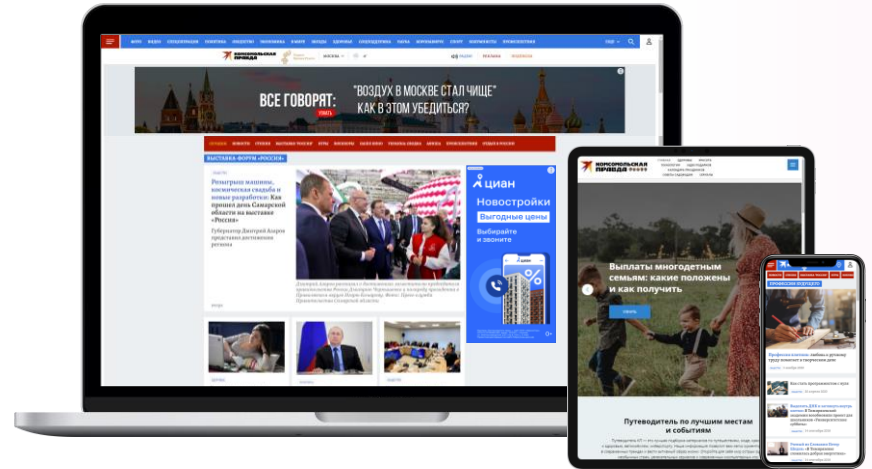
INTERNET RESOURCES



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+)

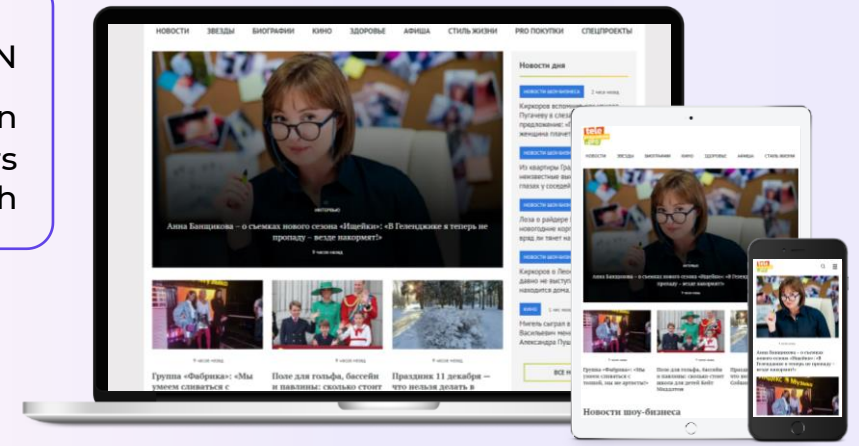
Source: Yandex Metrica



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 «КР»'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

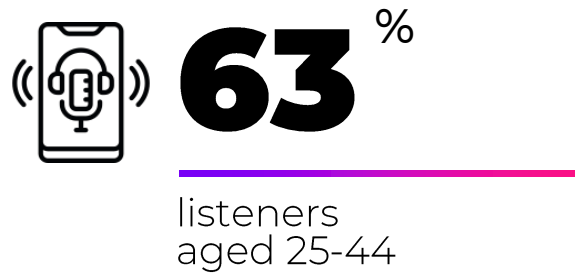
More awards here



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

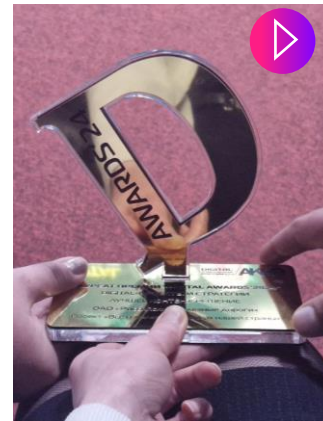
836 mln

Total number of views of "KP" videos in 2025

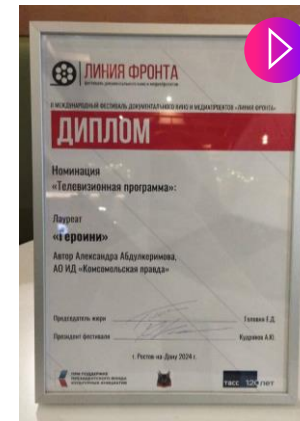
«KP» video is available on 16 platforms



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



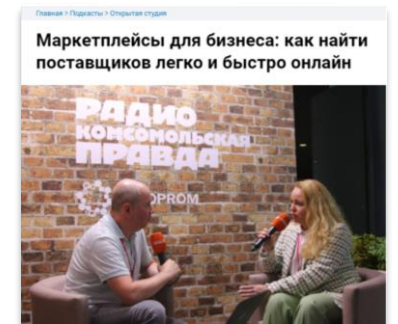
▶ Section on the site kp.ru



▶ Broadcast on radio «KP»



▶ Podcasts



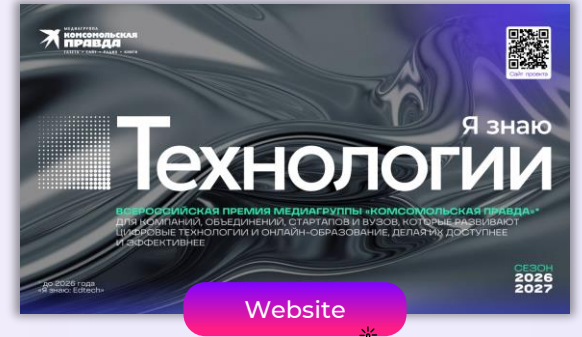
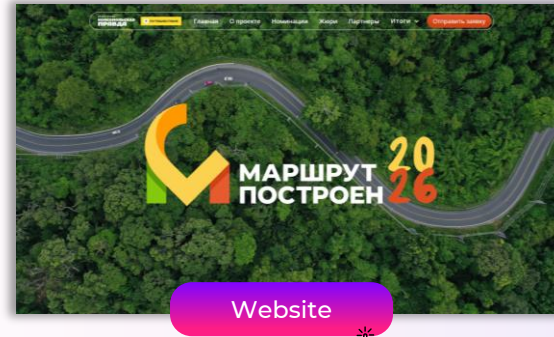
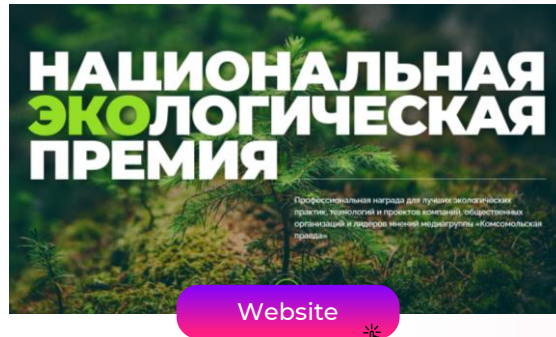
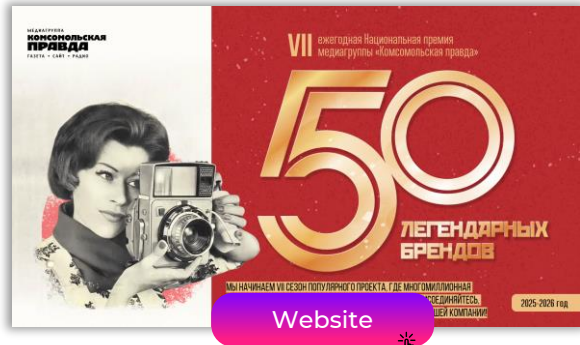
ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands

National Environmental Award

The route has been built

I know Technology

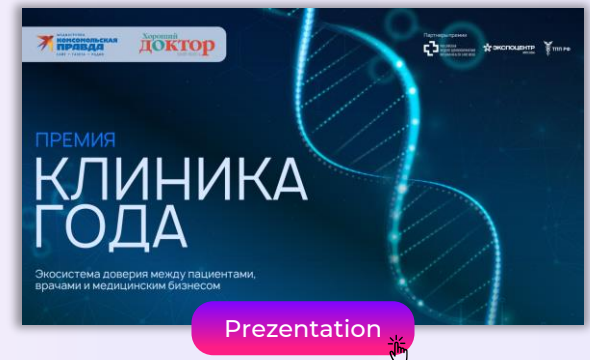
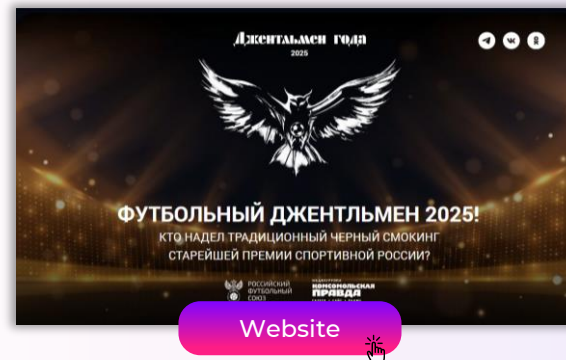
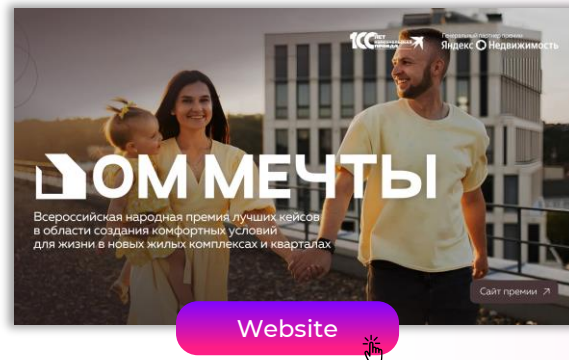
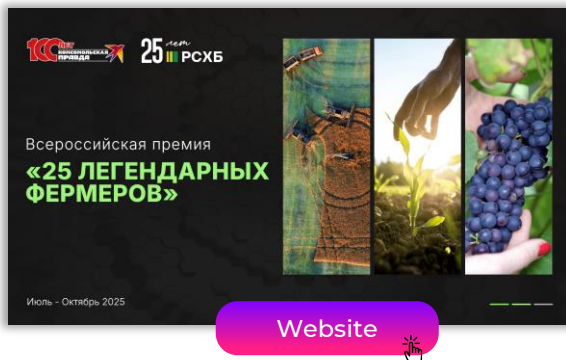


25 Legendary Farmers

Dream House

Gentleman of the Year

Clinic of the Year



EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



Multi-format project «Medicine on the Front Line»



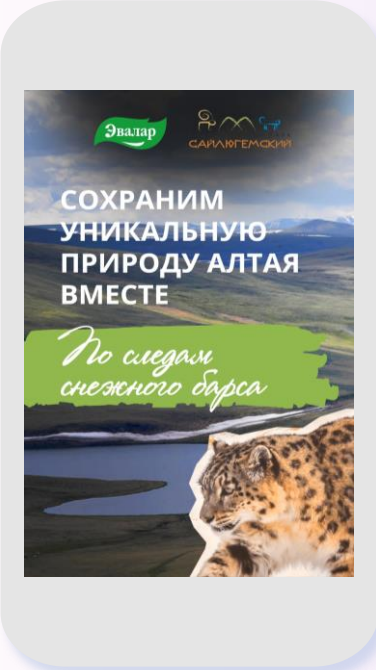
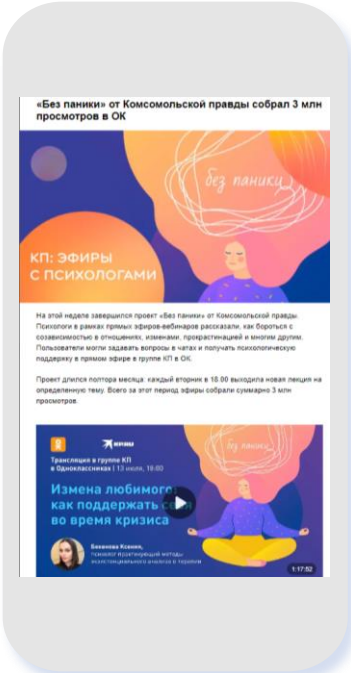
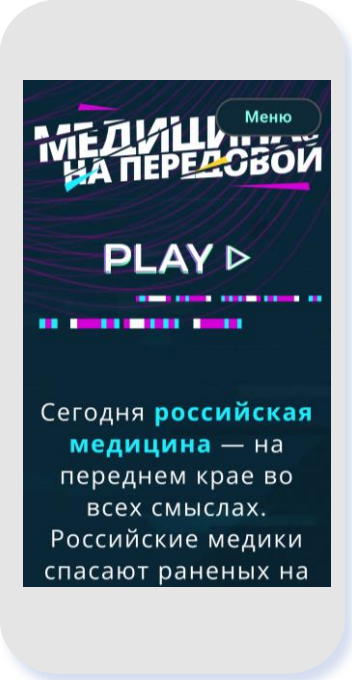
Online lectures «Don't panic»



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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