



MEDIAGROUP

**KOMSOMOLSKAYA  
PRAVDA**

PRINT • WEBSITE • RADIO • BOOKS

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

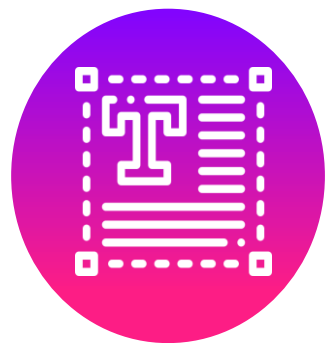
partner  
companies

13

subsidiaries  
and branches

The KP brand is **101** years old

# WE CREATE ALL TYPES OF CONTENT



Text



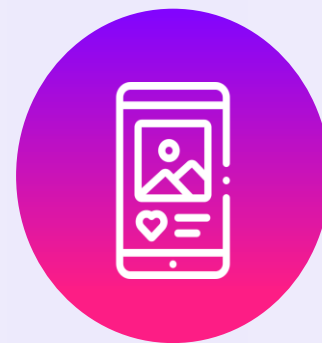
Photo



Audio



Video



Posts

# WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

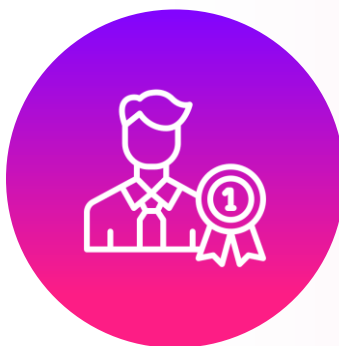


**57,2**  
**million**

# OUR CORE VALUES

## Professionalism of journalists

We quickly cover the most relevant topics in competent and understandable language

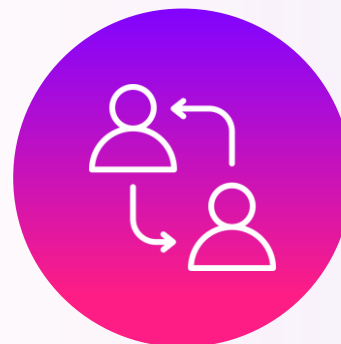


## Reliability of materials

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  | 29 376 |
| 2  | Moskovsky Komsomolets | 24 013 |
| 3  | Arguments and Facts   | 14 580 |
| 4  | ASI                   | 5 679  |
| 5  | TASS                  | 4 755  |
| 6  | Rossiyskaya Gazeta    | 4 368  |
| 7  | RBC                   | 3 720  |
| 8  | Smotrim.ru            | 3 480  |
| 9  | Moscow 24             | 2 911  |
| 10 | RIA Novosti           | 2 905  |
| 11 | Russia 24             | 2 592  |
| 12 | Gazeta.ru             | 2 580  |
| 13 | Ura.ru                | 2 528  |
| 14 | Arguments of the Week | 2 413  |
| 15 | NEWS.ru               | 2 239  |

# 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

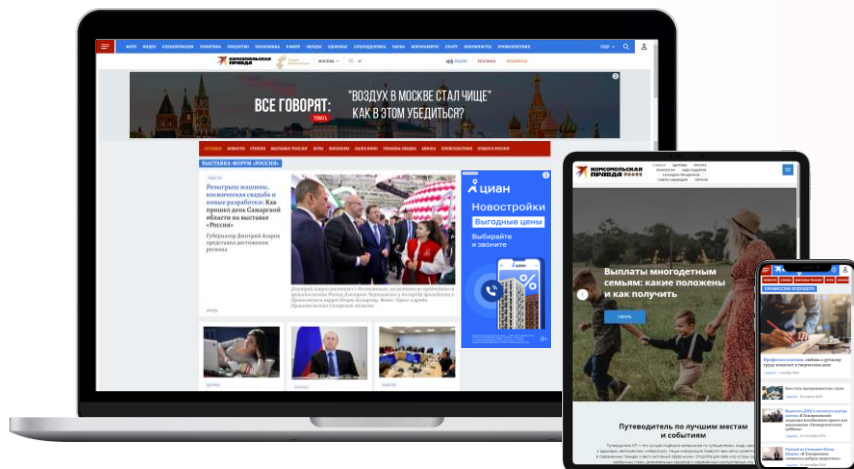


**42,5** million  
visitors per month\*

**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

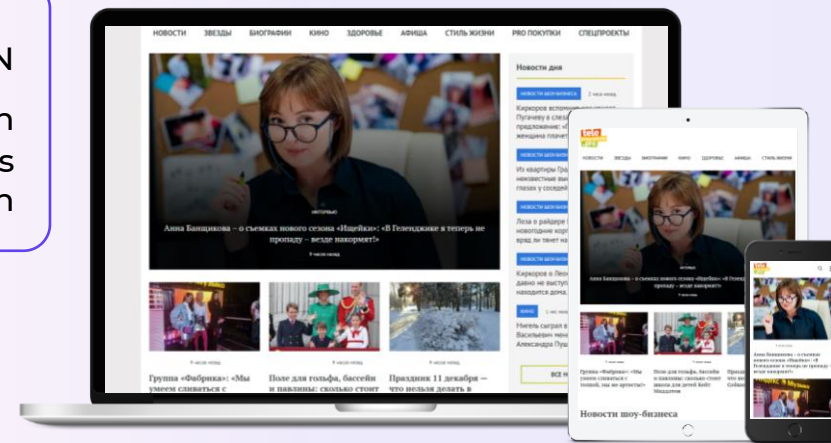


**1,4** million  
visitors per month

**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 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



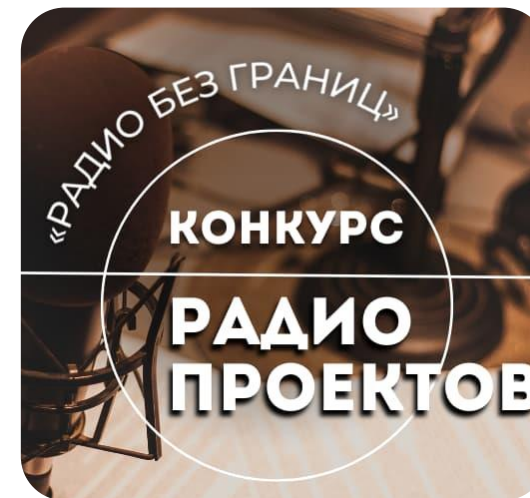
## Radiomania

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

 **40** million  
auditions  
podcasts in 2025

 **63** %  
listeners  
aged 25-44

## Radio KP podcasts on platforms



 Apple Podcasts

 mave

PODCAST.RU

Яндекс  Музыка

 3BYK

 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** <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

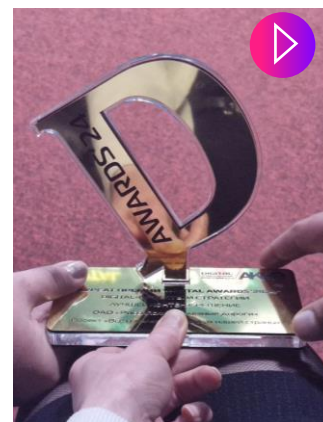
**836** mln

Total number of views of  
"KP" videos  
in 2025

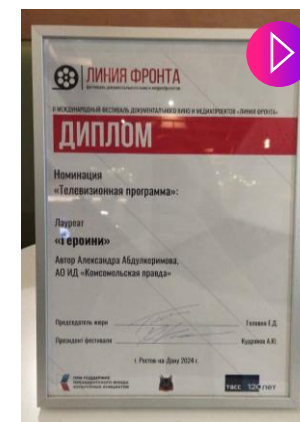
«KP» video is available  
on 16 platforms



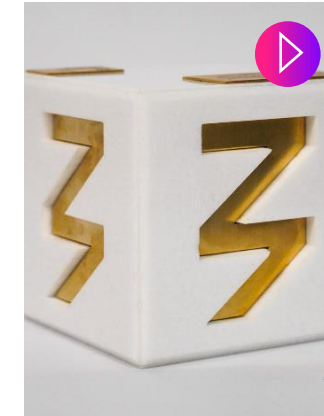
Project  
«**Safety First**» >>



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



Project  
«**Heroines**» >>



Project  
«**Cultural  
minimum**» >>

20 prestigious professional awards for video content in 5 years

Find out more



# CONDUCTING BUSINESS AND NETWORKING CONFERENCES

## P R O J E C T O P P O R T U N I T I E S

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

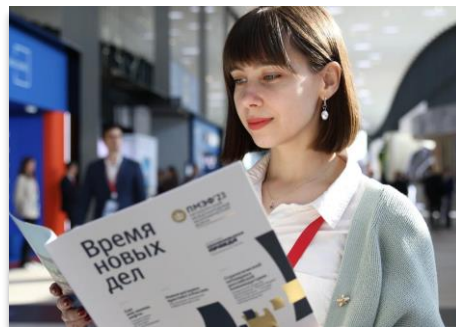
## PROJECT OPPORTUNITIES



Open studio  
at the event



Magazine  
for the event



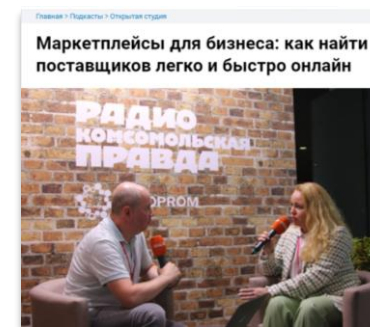
Section on  
the site [kp.ru](https://kp.ru)



Broadcast on  
radio «KP»



Podcasts



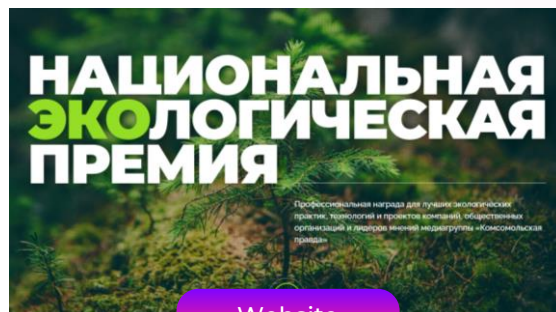
# ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary  
brands



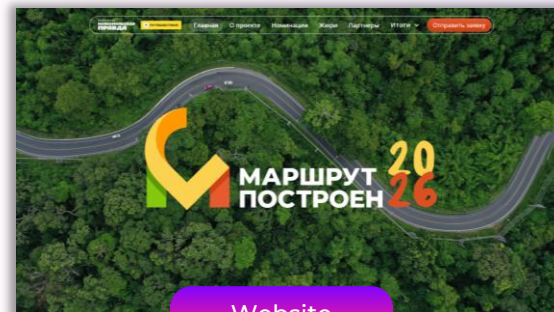
Website

National Environmental  
Award



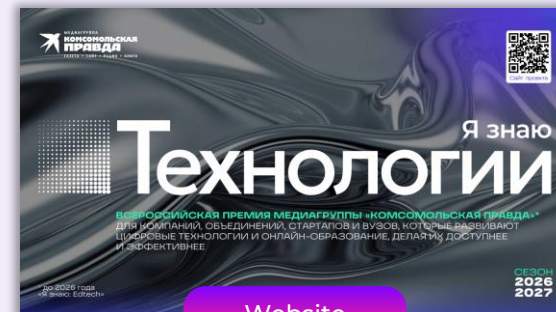
Website

The route has  
been built



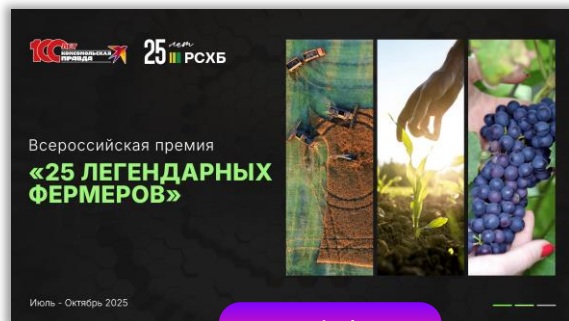
Website

I know Technology



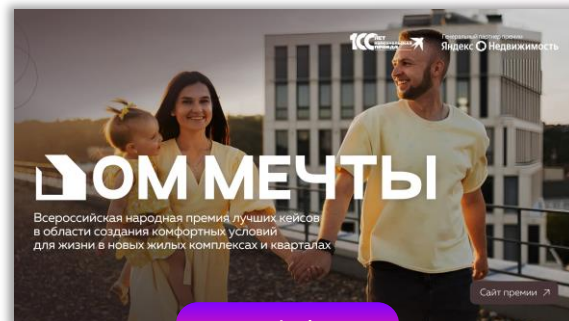
Website

25 Legendary Farmers



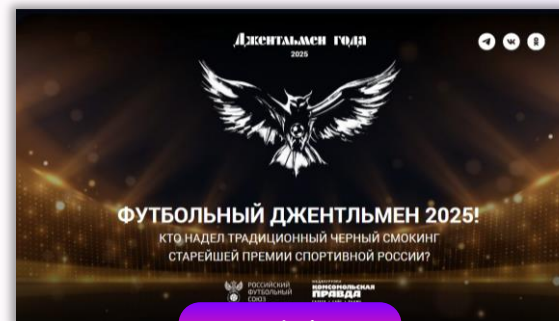
Website

Dream House



Website

Gentleman of the Year



Website

Clinic of the Year



Presentation

# EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE



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



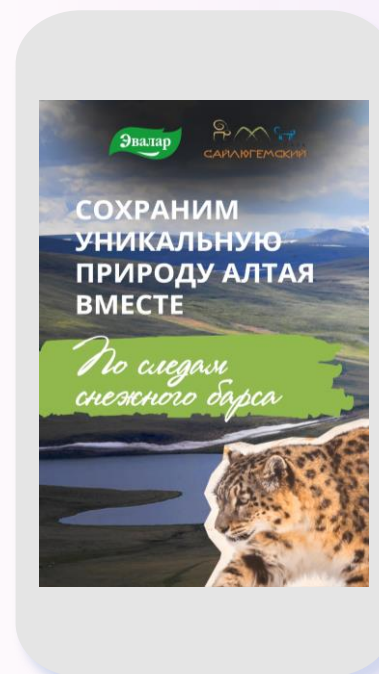
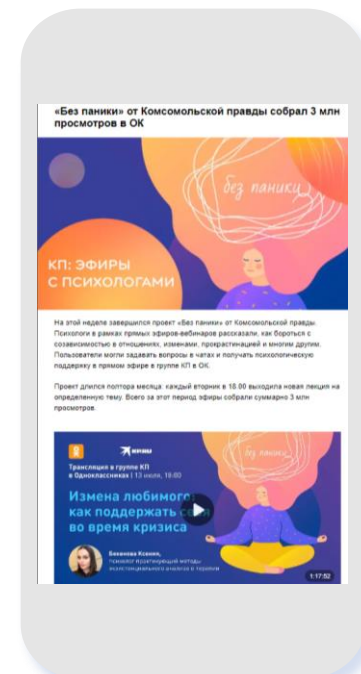
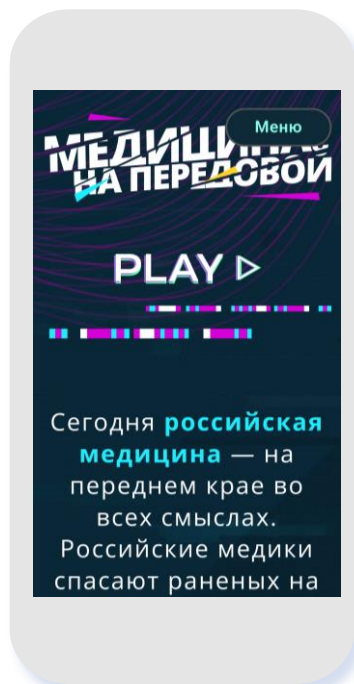
**Online  
lectures  
«Don't panic»**



**Autoexpedition  
«In the footsteps of  
the snow leopard»**



**All-Russian poster  
competition**



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**

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