



MEDIAGROUP

**KOMSOMOLSKAYA
PRAVDA**

PRINT • WEBSITE • RADIO • BOOKS

Russian media group

«KOMSOMOLSKAYA PRAVDA»

WWW.ADVERT.KP.RU

STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP

56

regional
editions

40

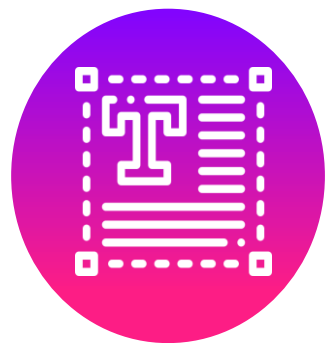
partner
companies

13

subsidiaries
and branches

The KP brand is **101** years old

WE CREATE ALL TYPES OF CONTENT



Text



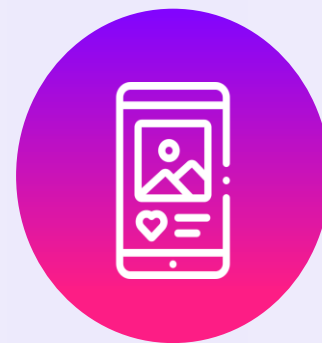
Photo



Audio



Video



Posts

WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

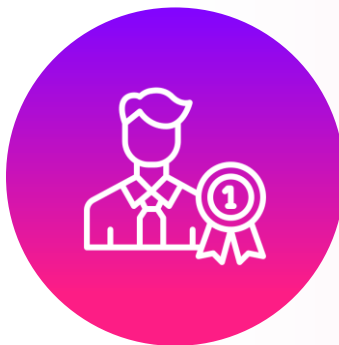


57,2
million

OUR CORE VALUES

Professionalism of journalists

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

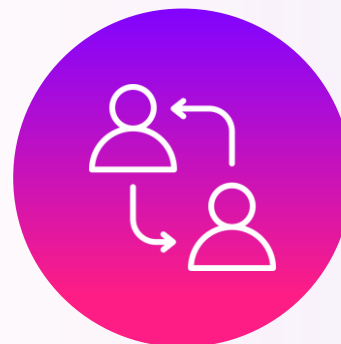


Reliability of materials

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

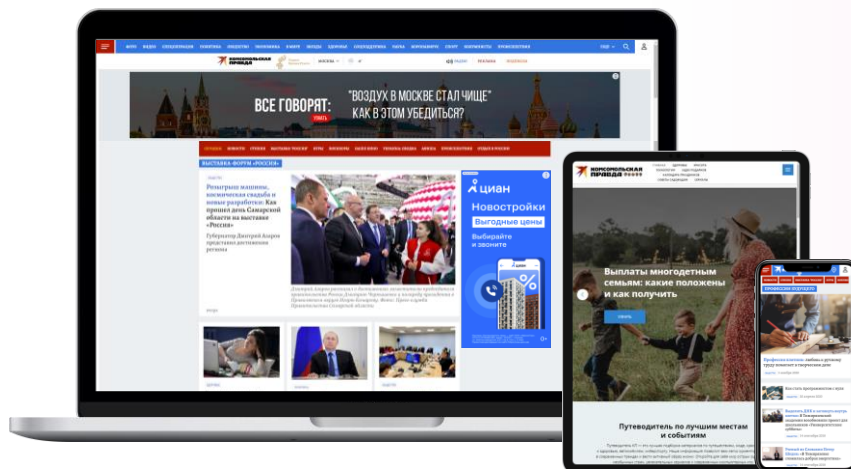


42,5 million
visitors per month*

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

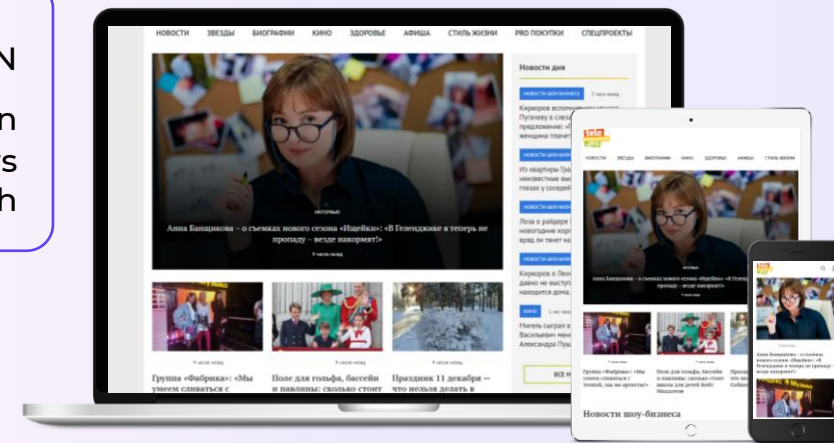


1,4 million
visitors per month

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

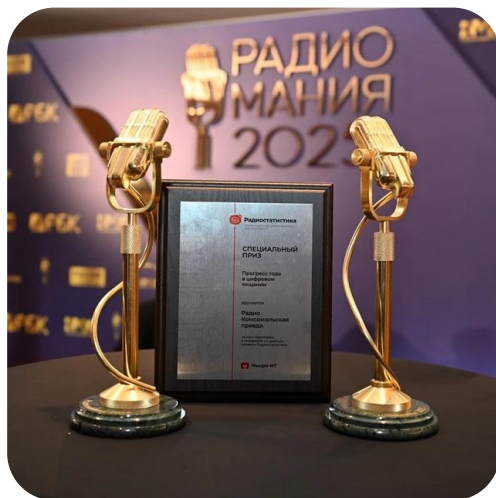
> 400 settlements
in the FM broadcast zone

4,5 million
listeners
per week in Russia

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



RADIO «KP»'S AWARDS



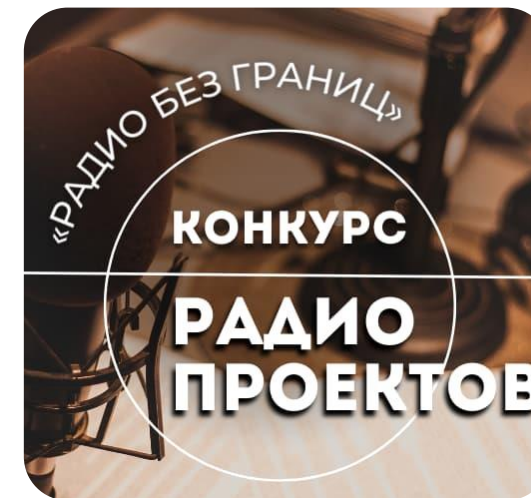
Radiomania

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
PODCAST
2025

▶ 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 ^{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

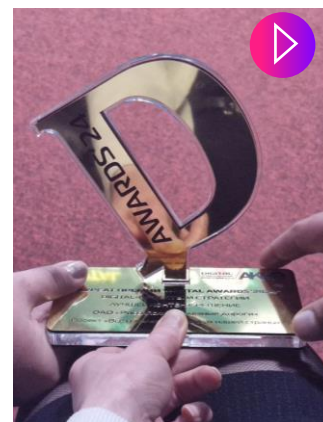
836 mln

Total number of views of
"KP" videos
in 2025

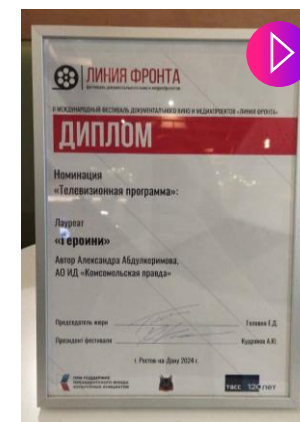
«KP» video is available
on 16 platforms



Project
«**Safety First**» >>



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



Project
«**Heroines**» >>



Project
«**Cultural
minimum**» >>

20 prestigious professional awards for video content in 5 years

Find out more



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



Coverage: from **450 000**

Project presentation



Video about the event



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

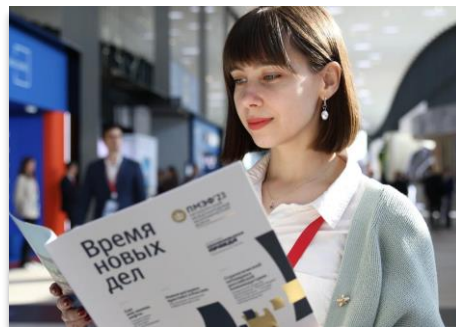
PROJECT OPPORTUNITIES



Open studio
at the event



Magazine
for the event



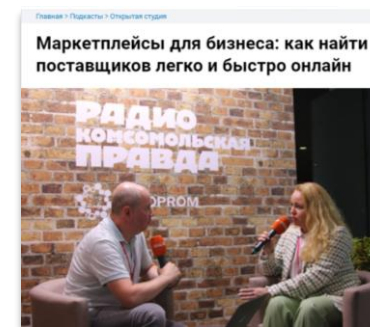
Section on
the site kp.ru



Broadcast on
radio «KP»



Podcasts



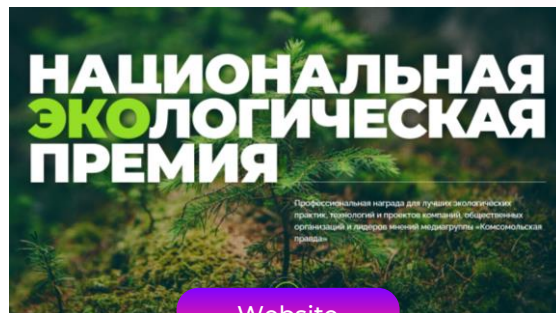
ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary
brands



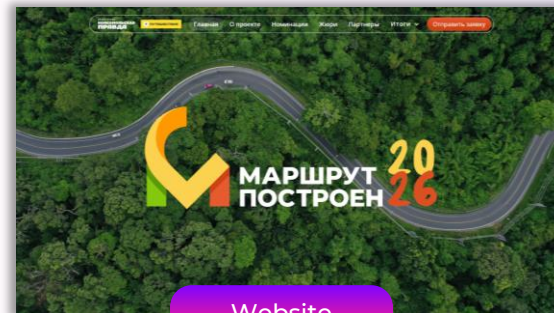
Website

National Environmental
Award



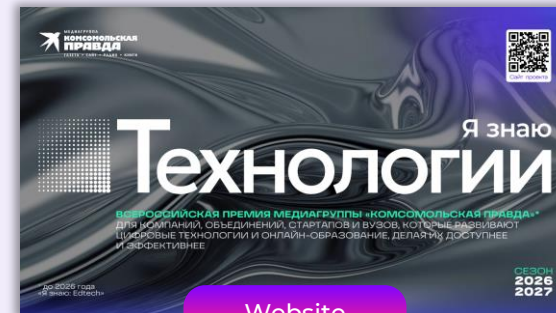
Website

The route has
been built



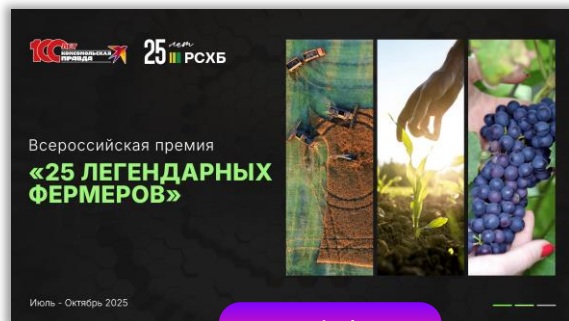
Website

I know Technology



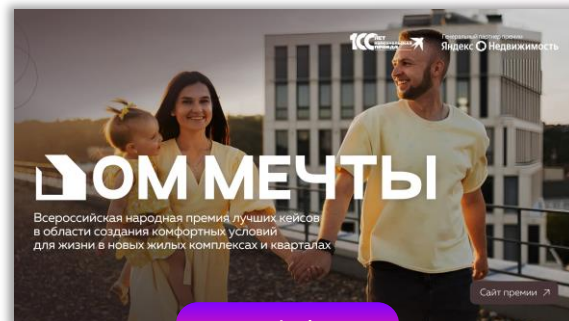
Website

25 Legendary Farmers



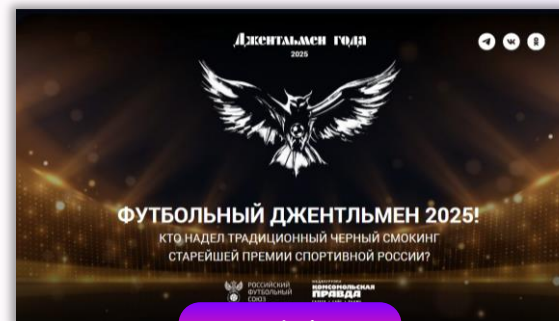
Website

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»**



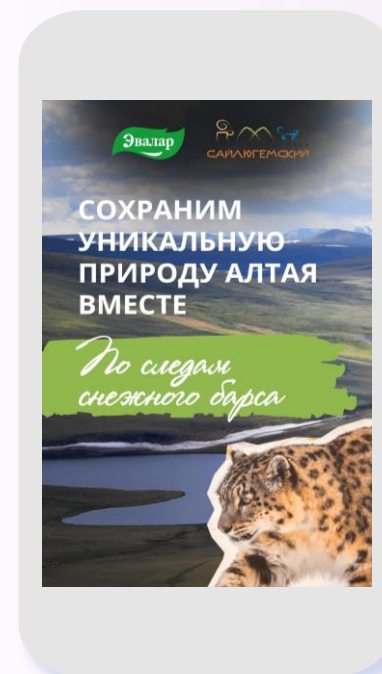
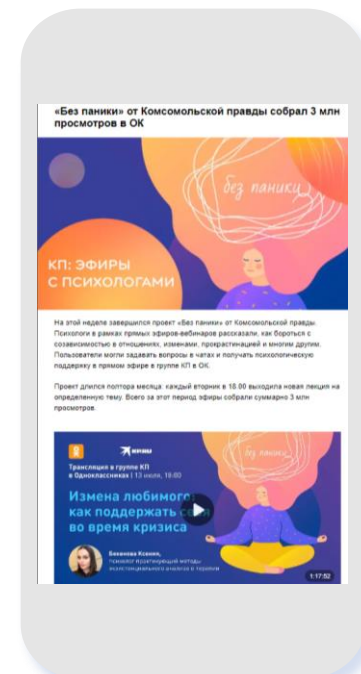
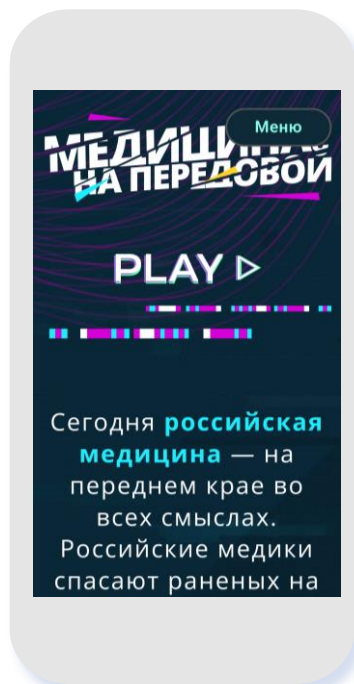
**Online
lectures
«Don't panic»**



**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



MEDIAGROUP

**KOMSOMOLSKAYA
PRAVDA**

PRINT • WEBSITE • RADIO • BOOKS

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