MEDIAGROUP
KOMSOMOLSKAYA PRAVDA
PRINT • WEBSITE • RADIO • BOOKS

Russian media group

«KOMSOMOLSKAYA PRAVDA»

WWW. ADVERT.KP.RU

STRUCTURE OF THE KOMSOMOLSKAYA PRAVDA MEDIA GROUP



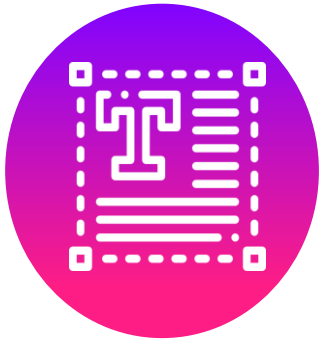
56 regional editions

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

OUR MEDIA RESOURCES

КОМСОМОЛЬСКАЯ ПРАВДА	KP.RU	РАДИО КОМСОМОЛЬСКАЯ ПРАВДА	ТЕЛЕ ПРОГРАММА / tele programma .org
Newspaper «KP» Audience of the issue – **3 611 700** people	**Website kp.ru** **2 009 900** visitors per day **+ in DZEN – 1 261 300 visitors per day**	**Radio «KP»** Audience per day – **1 797 400** people	**«Teleprogramma»** Audience of the issue – **4 055 700** people
«KP» abroad Audience of the issue – **500 000** people	**Federal «KP» communities in social networks** **8 706 576** subscribers	**Podcasts** **158 250** auditions per day	**Teleprogramma.pro** **51 334** visitors per day **+ in DZEN – 186 800 visitors per day**
«KP – Digest» Free distribution in business lounges, airports, railway stations, business centers, hotels, restaurants, medical centers, institutions, etc. Circulation: 27 500 copies	**Regional «KP» communities in social networks** **3 743 492** subscribers	**Radio «KP» communities in social networks** **526 817** subscribers	**«Teleprogramma» communities in social networks** **321 000** subscribers

WEEKLY AUDIENCE

PRINT • DIGITAL • RADIO

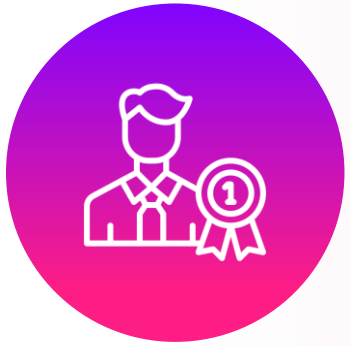
57,2 million

Mediascope, Radio Index – Russia 100K+ April-September 2025 (12+), NRS-Russia, Russia 0+ May-October 2025 (16+), LiveInternet, Komsomolskaya Pravda Publishing House

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 we are improving, but we keep it 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%

Online market intelligent, 2023-2025

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**

Medialogy, June 2025 – May 2026

PRINTED EDITIONS

8,2 million

weekly audience
of «Komsomolskaya Pravda» editions

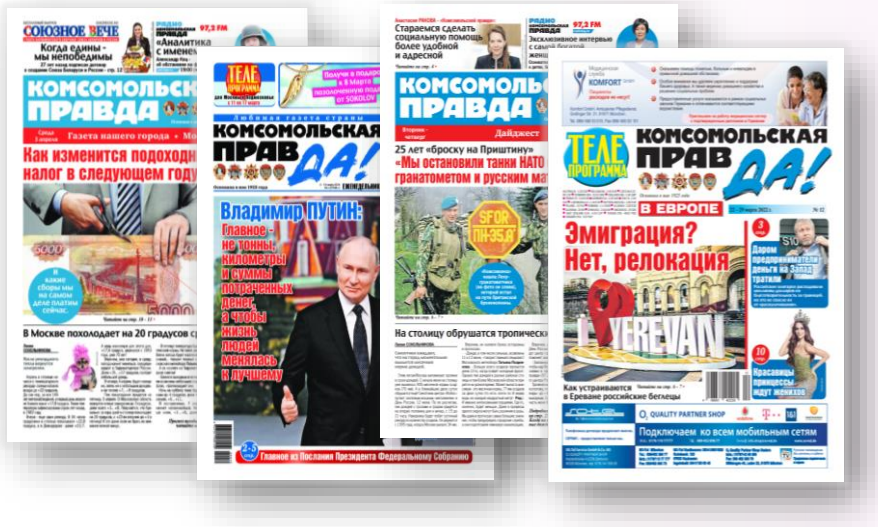
Distributed in

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
- **КР** 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

Sources : Mediascope NRS-Russia, Russia 0+ May-October 2025 (16+), OMI rating 2025

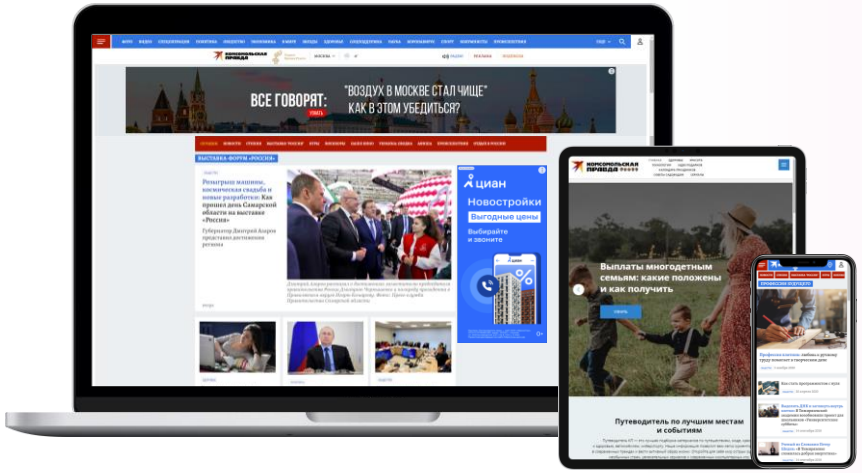
INTERNET RESOURCES

KP.RU

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+)

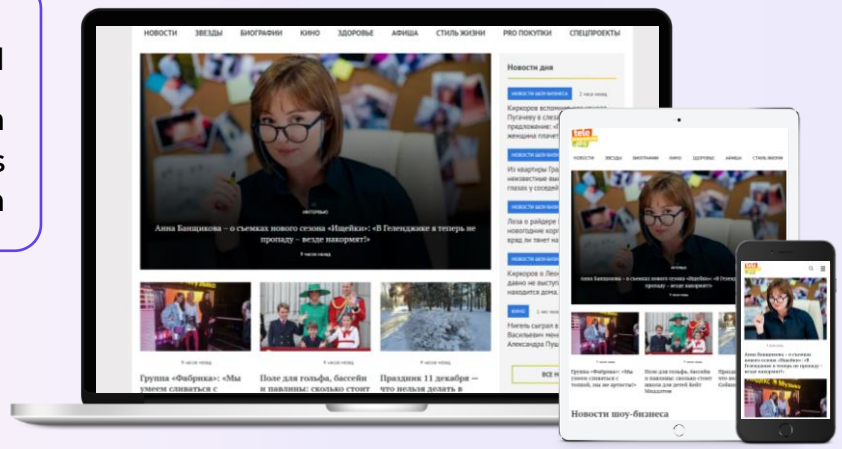
Source: Yandex Metrica

tele programma .org

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 *

80 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**










YandexMetrica, Mediascope, Radio Index – Russia 100K+, April-September 2025 (12+)
*Source: Medialogia, 2025 (Russia, Moscow)
**Based on data from the Radiostatistics service for 2025

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

MEDIAGROUP KOMSOMOLSKAYA PRAVDA
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MEDIA KIT

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
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

2 329K
YouTube subscribers

1 464K
Vkontakte subscribers

1 162K
OK subscribers

648K
Telegram subscribers

161K
TikTok subscribers

166K
RuTube subscribers

67K
Max subscribers

+ 3.7 million subscribers in regional KP groups

*All communities of the KP media group

VIDEO PRODUCTION «KP TV»

836 mln

Total number of views of "KP" videos in 2025

«KP» video is available on 16 platforms

List of some KP projects, who received awards



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

MEDIAGROUP KOMSOMOLSKAYA PRAVDA
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MEDIA KIT

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

Coverage: from **450 000**

On-line translation

from **30 000** views

Media center «KP»

Guests are invited and media representatives



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

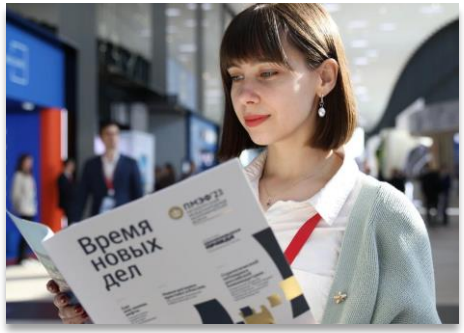
OPEN STUDIO «KP» AND MAGAZINE AT THE LARGEST FORUMS IN THE COUNTRY

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

PROJECT OPPORTUNITIES

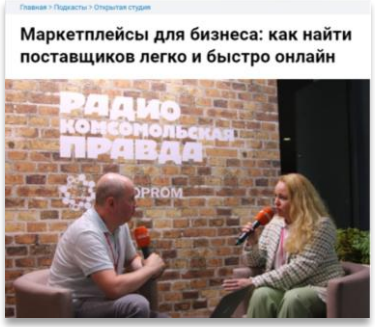
- **Open studio at the event**
- **Magazine for the event**
- **Section on the site kp.ru**
- **Broadcast on radio «KP»**
- **Podcasts**











ANNUAL NATIONAL AWARDS OF THE «KP» MEDIA GROUP

50 legendary brands



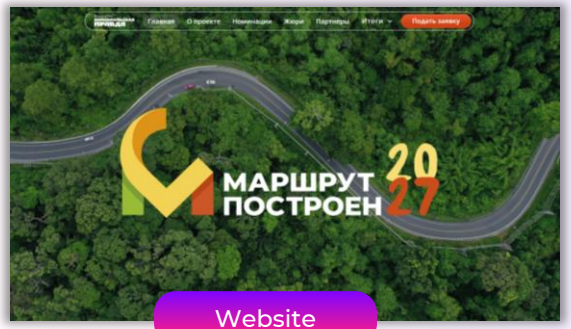
Website

National Environmental Award



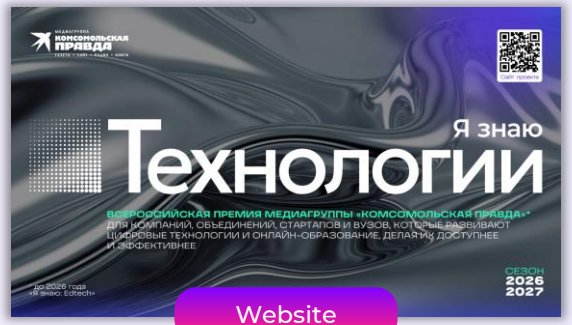
Website

The route has been built



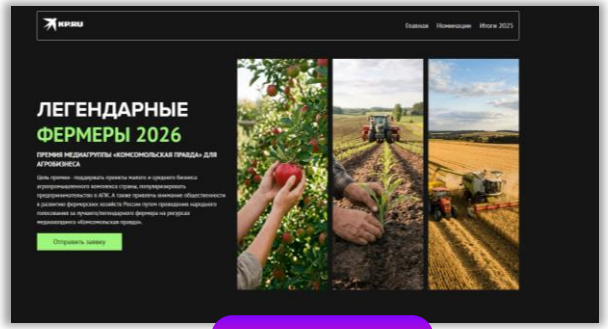
Website

I know Technology



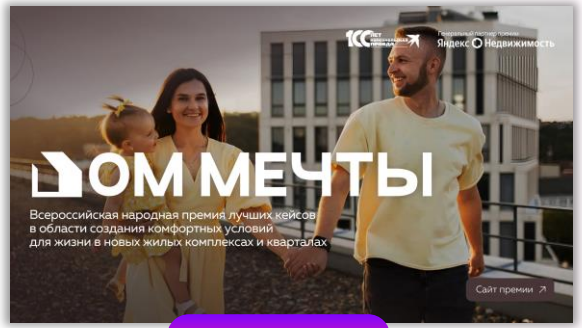
Website

Legendary Farmers



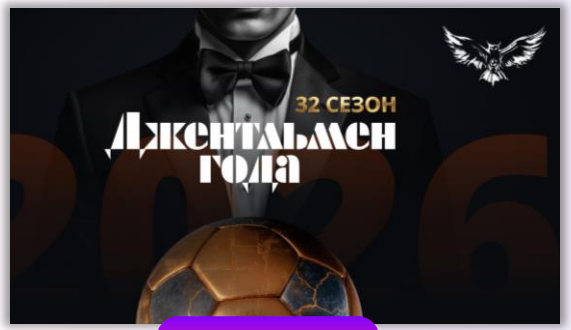
Website

Dream House



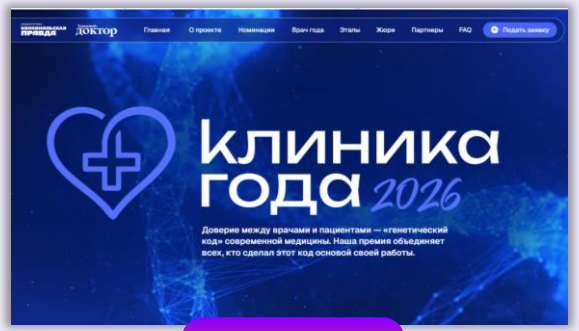
Website

Gentleman of the Year



Website

Clinic of the Year



Website

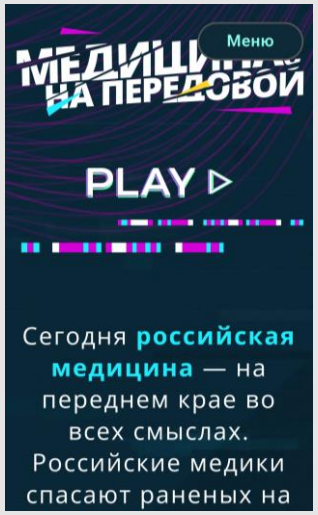
EXAMPLES OF MODERN FORMATS FOR INTERACTION WITH THE AUDIENCE

Multi-format project «Medicine on the Front Line»

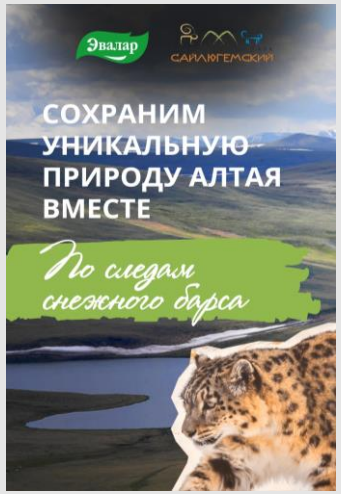
Online lectures «Don't panic»

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

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WE LOOK FORWARD TO COLLABORATING!

Sincerely, team of the Komsomolskaya Pravda media group

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