



Как потратить

ВЕДОМОСТИ

MEDIA KIT
2024



«Kak potratit»

It is a glossy magazine aimed at an audience that provides itself with elite leisure and surrounds itself with exclusive, expensive things

Covers a diverse range of topics to cater for both male and female audiences:

gourmet
journeys
people
technopark
deluxe
home and interior
art-guide
design
fashion

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«Vedomosti»

47 000
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RELEASE DATES

16.02.2024 16.01.2024 23.01.2024

Men. Style

01.03.2024 30.01.2024 06.02.2024

Spring. New Collections

12.04.2024 12.03.2024 19.03.2024

Design and Lux Projects

03.06.2024 03.05.2024 08.05.2024

Summer. Watches & Jewelry.

06.09.2024 06.08.2024 13.08.2024

Autumn. New Collections

11.10.2024 10.09.2024 17.09.2024

Design and Lux Projects

08.11.2024 08.10.2024 15.10.2024

Style and Trends

06.12.2024 05.11.2024 12.11.2024

Gifts and collections for the New Year

RELEASE DATES

1. RELEASE DATE

2. CLOSING DATE

3. AD MATERIALS DEADLINE





16.02.2024

Men. Style

The issue is dedicated to business representatives of the stronger sex and their achievements in all areas of life - business, sports, culture, science, etc. — and also offers a selection of exclusive interviews and news in the field of style, an overview of fashion, watches and accessories' collections for men. Gifts for special men.

ВЕДОМОСТИ Как потратить

#08 (242) Сентябрь 2021 | kp.vedomosti.ru

МОДНЫЙ БИЗНЕС

16+

ВЗЯТИЕ ПАРИЖА

БРЕНД ULYANA SERGEENKO
ПОКОРИЛ ВЫСОКУЮ МОДУ

06.03.2023

Spring. New Collections

Our last edition is dedicated to the spring collections, women's day gifts and travel to exciting destinations.

An overview of beauty products and spa procedures.

You will find exclusive interviews and reports, biographical and historical features, as well as latest hot trends in women's fashion, overview of women's jewelry and watches, exclusive collections and techniques and materials. Also materials about hot trends for the season as well as recommendations of experts for the gifts for Women's day.



12.04.2024/ 11.10.2024

Design and Luxury Projects

All about exclusive techniques, famous designers and new collections and luxury projects.

Distributed among professionals in architectural and design offices, developers and groups of interior and development companies.

ВЕДОМОСТИ Как ПОТРАТИТЬ

#06 (240) Май 2021 | kp.vedomosti.ru

ЧАСЫ • УКРАШЕНИЯ

16+



**ВРЕМЯ
ЖИТЬ**

СЧАСТЛИВЫЕ
БРИЛЛИАНТЫ
ДЖУЛИИ РОБЕРТС

03.06.2024

Summer. Watches & Jewelry

All About Summer. Travelling , leisure, fashionable trends.

Reports from watches and jewellery factories with and in-depth coverage of some exclusive techniques. A diverse variety of products of limited series and editions presented at the expos. Trends in watchmaking and jewelry manufacturing techniques. Exclusive articles and interviews with the leading masters in the industry.*

*Expanded distribution during the SPIEF Economic Forum in St. Petersburg

ВЕДОМОСТИ Как потратить

#07 (24) Сентябрь 2021 | kp.vedomosti.ru

ОСЕНЬ • СТИЛЬ

16+



КАПСУЛА ВРЕМЕНИ

ИДЕАЛЬНЫЕ ПУТЕШЕСТВЕННИКИ:
ВЕРСИЯ 2021 ГОДА

06.09.2024

Autumn. New Collections

This issue will be covering the trends and tendencies for the season, not only in fashion world, but also in the high jewelry sphere.

Exclusive interviews with representatives of brands, reports from fashion shows, a selection of key news of the season from leading brands. News in retail market.

ВЕДОМОСТИ Как ПОТРАТИТЬ

#11 (245) Ноябрь 2021 | p.vedomosti.ru

СТИЛЬ & ИМЕНА

16+



**ВРЕМЯ
ЧЕМПИОНОВ**

НОВАК ДЖОКОВИЧ –
АМБАССАДОР HUBLOT

08.11.2024

Style & Trends

Exclusive interviews, reports, biographical and historical features, a selection of news, as well as a separate block of materials about trends in fashion and other areas.

ВЕДОМОСТИ

Как ПОТРАТИТЬ

#11 (233) Декабрь 2020 k.p. vedomosti.ru

16+

ПОДАРКИ & ИДЕИ

ЗИМА
ПРИХОДИ

ГЛОБАЛЬНЫЕ
УТЕПЛЕННЫЕ
ОХВАТЫВАЮЩИЕ



06.12.2024

Gifts and collections for the New Year

Looking forward to the Holiday Season we are preparing the most magical and luxurious edition dedicated to the gifts for the New Year and Christmas, holiday travel destinations, home decorations, etc. Gifts for him, for her, for children and for loved ones.



AUDIENCE PROFILE*

202 200

RUSSIA

70 700

MOSCOW

48%

MEN

52%

WOMEN

62%

HIGH INCOME

47%

BUSINESSMEN AND
TOP-MANAGERS

43.5%

16-34 Y.O.

29 %

35-54 Y.O.

27.5%

55+Y.O.

ADVERTISING OPTIONS

PRINT / DIGITAL



PRINT

First Spread	1 470 000
Second and third Spread	1 330 000
Spread before TOC 1	1 330 000
Spread between Contents	1 330 000
Central Spread	1 330 000
Back Cover	820 000
Inside Back Cover	580 000
Page	580 000
½ Page	350 000
RH Page Opposite Content	677 000
RH Page Opposite Editor's Letter	677 000
Page Accent	677 000



Cover Gatefolder (with outer fold)

Format	2 pages, 272 (fold)+278+276) x 350 mm, Color 4+4
Number of pages	2/1
Ad placement price*	1 500 000



Supercover

Format	2 pages, format (240+240) x 350 mm, color 4+4
Number of pages	2/1
Ad placement price*	1 500 000

Formats

Premium

Billboard 100%x250 & 300x250, All pages, First screen	150 000
300x600 & 300x200, All pages, First screen	150 000
Billboard 100%x250 & 300x250, All pages, Second screen	110 000
300x600 & 300x200, All pages, Second screen	110 000

Rich media

Pushdown 100%x250 down to 100%x415px, auto, once per day	170 000
Fullscreen 800x600	100 000
Branding	200 000

Native

Partner's material	150 000
Partnership in Editorial Section	300 000
Integration in GIFTS Gallery, 1 block	100 000

NON-Standart

Takeover from Billboard, once per day	220 000
Sidekick from 300x600	220 000
Cube	220 000

Static, 1 week

Coefficients

Targeting on main page	25%
Targeting on section	20%
Geo Moscow + Saint Petersburg	50%
Geo regions	20%
October - December	20%
January, July, August	- 20%

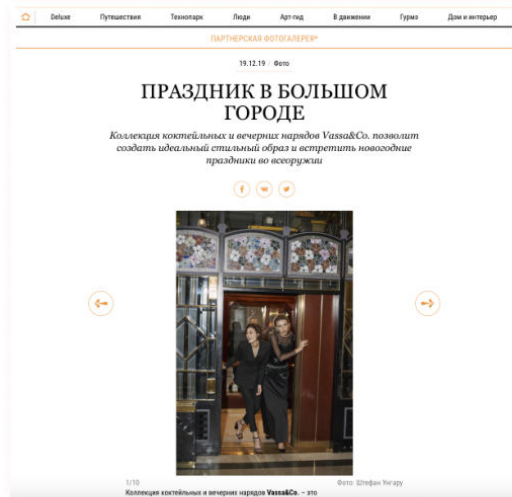
DIGITAL
kp.vedomosti.ru

CREATIVE ADVERTISING OPTIONS in the magazine and on the site

«Vedomosti» special projects — a non-standard form of implementing advertising tasks using unique creative, design and modern advertising technologies.

Our professional team has the best expertise in creating high-quality content for luxury companies and other important business areas.

«Vedomosti» does not disguise special projects as editorial materials. Readers make a conscious decision to read a special project, being interested in the content and advanced formats of information presentation.



KEY ADVERTISERS

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Lanvin
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Prada
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Parure Atelier
Ralph Laurent

Ritz Carlton
Rolex
Roust
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Saeco
Samsung
Savio Firmino
Sberbank
Scavolini
Smalto
Sony
Sotheby's
Tag Heuer
Tiffany
Tissot
Tod's
Toyota
Troika Dialog
Trussardi
Vacheron Constantin
Van Cleef & Arpels
Vertu
Visa
Visionnaire
WWTS
Whirlpool
Yves Saint Laurent
Yves Solomon
Zenith
Zilli
Uomo Collezioni
Ulysse Nardin

Adamas
ALROSA Diamonds
Beauty salons and
aesthetic medicine
clinics
Dom Farfora
Eurodom
MIUZ diamonds
SC Grand
SC Evropeiskiy
SC Vremena Goda

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