



OK!

MEDIAKIT 2023

OK-MAGAZINE.RU



LUKERYA ILIASHENKO

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ZHARA MEDIA HOLDING

The ZHARA holding was created in 2016 by Emin Agalarov, entrepreneur and musician. All areas of the holding are actively developing with Emin's direct involvement. Each project is implemented under his leadership and close personal control.

All the projects by the holding share a target audience— that is, young, active people who are open to new things, are fond of gadgets and music and enjoy following their idols. In 2019 the OK! Magazine and its website became part of the ZHARA media holding

OK! MAGAZINE CROCUS TV

MEDIA PROJECTS BY ZHARA

RADIO ZHARA FM

zharafm.ru

100.5 FM airs independent hits from streaming services such as Apple Music, Yandex Music, VK Music and Spotify.

TV CHANNEL ZHARA TV

zhara.tv

A musical TV channel for the young, active audience broadcasts the most popular music videos and the latest, hyped-up news.

MAGAZINE ZHARA MAGAZINE

@zharamag

The first Russian monthly entertainment magazine boasting live reports and interactive materials on music, film, entertainment, healthy lifestyle and useful tips and tricks for different aspects of modern life.

ZHARA MODELS – model agency by Emin Agalarov

this is a new step in the development of the fashion and beauty industry, we offer a wide range of services and development opportunities, as well as monetization of creativity for everyone.

This is an agency that works according to the European standard, and our team consists of professionals with more than 15 years of experience in the modeling business. Our projects: ZHARA MODELS SCHOOL is a network of model schools with the best teachers and an integrated approach to learning for everyone, as well as the MISS ZHARA competition.

OTHER PROJECTS ARE ALSO BEING DEVELOPED UNDER THE ZHARA BRAND NAME, SUCH AS:

- ZHARA drinks • ZHARA International Music Festival • ZHARA MUSIC AWARDS
- ZHARA events promotion company • ZHARA Kids Awards



As an important part
OF THE CONCEPT, many issues
of OK! are themed

OK!

OK! magazine is an intelligent glossy magazine trusted by both stars and our numerous readers. In OK! one can find cover-stories of famous actors who otherwise very rarely appear on printed pages. We are happy to have many stars let us know their life stories. The stars know that we only print verified first-hand information, and we remain true to this principle at all times. An important indicator of the attitude towards our magazine was the unprecedented number of superstars who attended the annual OK! AWARDS 2022 ceremony. As an important part of the concept, many issues of OK! are themed. Our readers can learn the latest news from the world of fashion, beauty industry and travel; through the Guide section they get informed about the most relevant upcoming events in film, theatre and show business. Reports from film sets, relevant interviews with stars, and many other themed materials can be found in each issue of OK!

Our creative search never stops, and we are always open
to new interesting ideas!

Vadim Vernik
OK! magazine Editor-in-Chief

BEST MATERIALS ABOUT THE LIFE OF STARS ONLINE. NOT ONLY INTERVIEWS, REPORTS AND USEFUL ADVICE, BUT ALSO BEHIND THE SECRETS WHICH READERS LIVE TOGETHER WITH STAR HEROES THROWING THE DIGITAL PLATFORMS OF OK!

AUDIENCE OK! MAGAZINE



80%
women



20%
men

AGE
25-34 years old

INCOME
average, above-



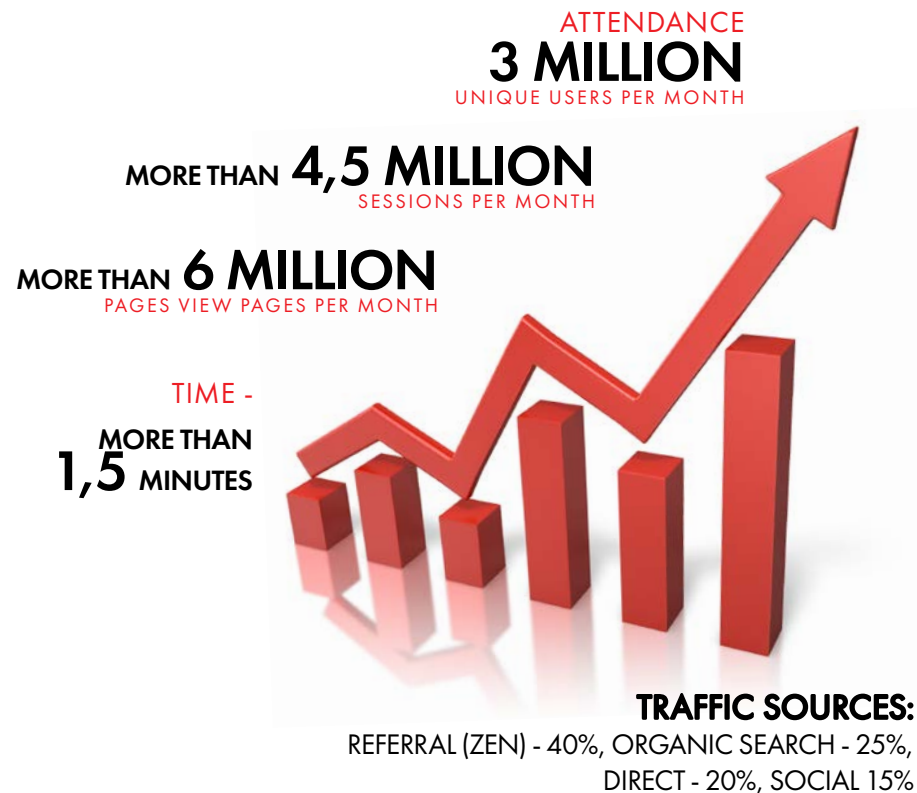
Moscow
Saint Petersburg

60%



Regions

40%





SOCIAL NETWORKS
MORE THAN **500K**



t.me.okmagazine



ok.ru/okrussia



okmagazinerussia



@OKmagazineRu



zen.yandex.ru/ok



AUDIENCE SINGLE ISSUE

432 000

PEOPLE

WOMEN

66%

MEN

32%

AGE

25-34 YEARS OLD **40%**

35-44 YEARS OLD **25%**

18-24 YEARS OLD **20%**

45+ **15%**

INCOME

52%

AVERAGE/ABOVE AVERAGE

READERS' INTERESTS:

CURRENT NEWS AND TRENDS, TRENDY AND SOCIAL EVENTS,
FASHION AND BEAUTY, TRAVEL, PHARMACY, CARS, REAL ESTATE



DISTRIBUTION

CIRCULATION

100 000

COPIES

MOSCOW

46%

SAINT PETERSBURG

6%

REGIONS

48%

DISTRIBUTION LOCATIONS:

SUPERMARKETS, GAS STATIONS, KIOSKS, BUSINESS CENTRES,
AIRPORTS, SHOPPING MALLS, BOOKSTORES

МЕРОПРИЯТИЯ

OK! Борьба рем збёзды

OK! Awards 'More than Stars' is an annual awards ceremony by the OK! magazine, first held in 2016. The process includes an open public vote on the website in several categories ('Main hero. Music', 'Main hero. Cinema' etc); the results are revealed at the Ceremony

[#okawards2022](#) | [#morethanstars](#)

PARTNERS OF OK! AWARDS 2022:

Mercury, Rive Gauche, Marc Cain, Tochka na karte, Genius Lutronic, Chateau Tamagne, Latte Beauty, Keune

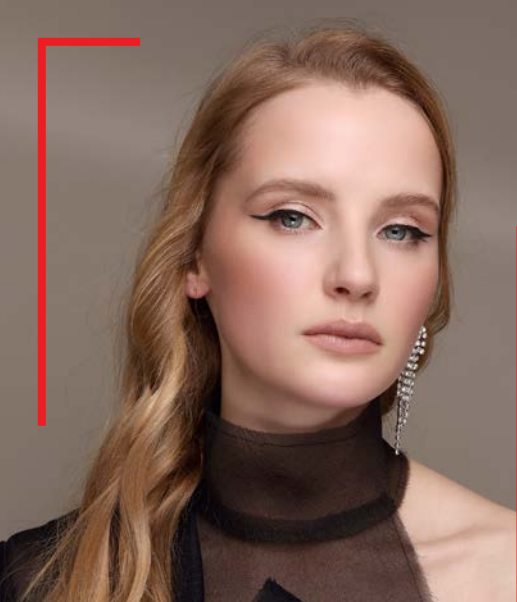
MORE THAN **2 MILLION LIVE VIEWERS**

Over **120,000 PARTICIPANTS** in the online vote

Project page coverage: **200,000 unique users**

Project Announcement Coverage: **OVER 20,000,000**





2022

OK! STYLE STUDIO

as part of the Golden Mask
Theatre Awards,
TEFI Television
Awards, OK! Awards,
Kinotavr film festival,
Moscow Film Festival



OK!
Client day

A customer event organised by the OK! magazine, aimed at increasing the recognition of our partners' brands and attracting the attention of the target audience

OK!
Style Studio

Giving stars their looks for red carpets, ceremonies and events:

- Luxury Jewellery
- Make-up by top artists
- Hair by the best stylists

EVENTS



A summer entertainment event by the OK! magazine dedicated to the Day for Protection of Children/ Knowledge Day



A lunch by the OK! magazine as part of the Zhara International Music Festival





OK! *Public talk*

Public meetings and interviews
with Vadim Vernik, editor-in-chief
of the OK! magazine, on current topics



EVENTS



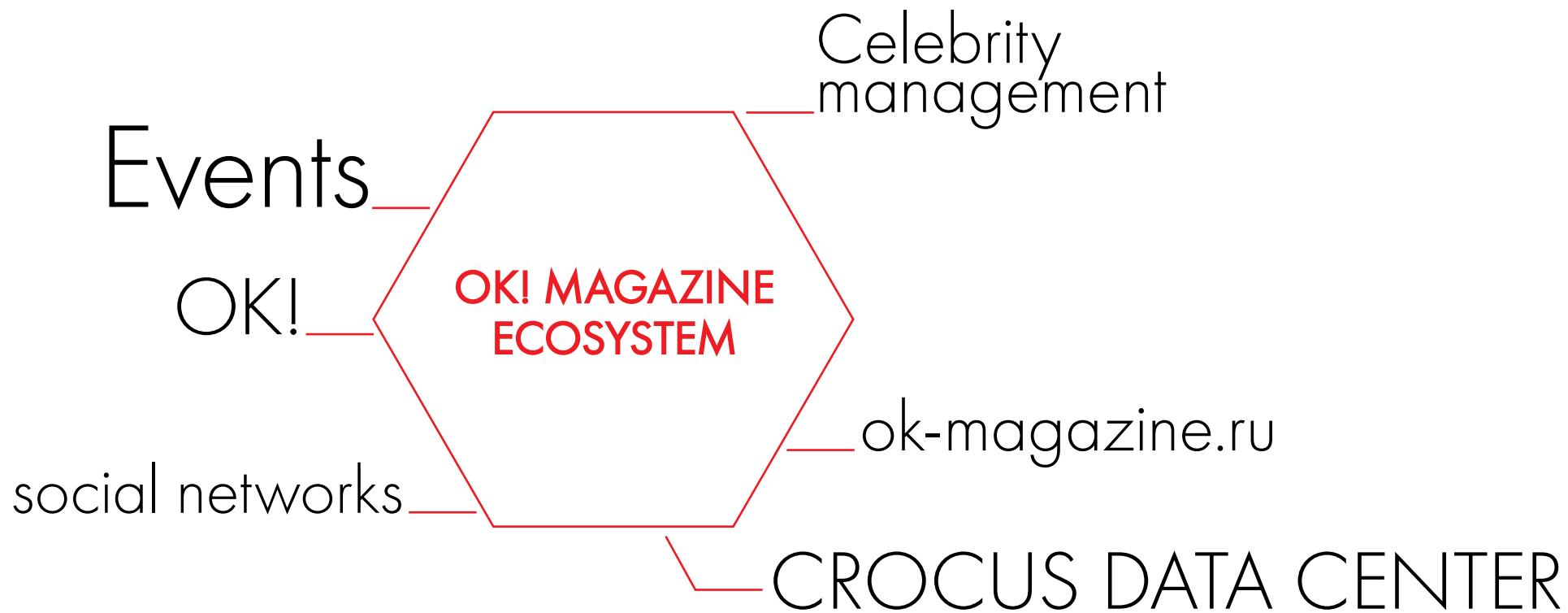
OK! *Dinner*

An exclusive dinner with Vadim Vernik, editor-in-chief of the OK! magazine as well as theatre and film actors and public figures.



OK! *Cocktail*

OK! Cocktail - OK! magazine informal evening event

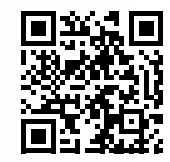


SPECIAL PROJECTS/DIGITAL



Нажмите на бренд, чтобы увидеть спецпроект

- WAY TO SUCCESS **INSIGHT PEOPLE**
- BE ON THE DRIVE! **AUDI A3**
- CAT FOOTPRINT **DREAMIES**
- CELEBRITY PROJECT **PEDIGREE**
- PERFORMANCE-MARKETING **ТОЧКА НА КАРТЕ**
- EXCLUSIVE LONGREAD **ИНГОССТРАХ**
- PUBLIC-TALK **GENESIS**
- SPECIAL PROJECT **#БУДСОБОЙ**
- SPECIAL CONTEST **ФЛОТИЛИЯ**



EDITORIAL MATERIAL AND ITS LAYOUT ARE CREATED INDIVIDUALLY FOR THE BRAND GOALS

Digital formats:

- custom special projects
- interactive special projects
- partnership projects involving celebrities
 - involving mechanics
- social networks campaigns
 - live broadcasts

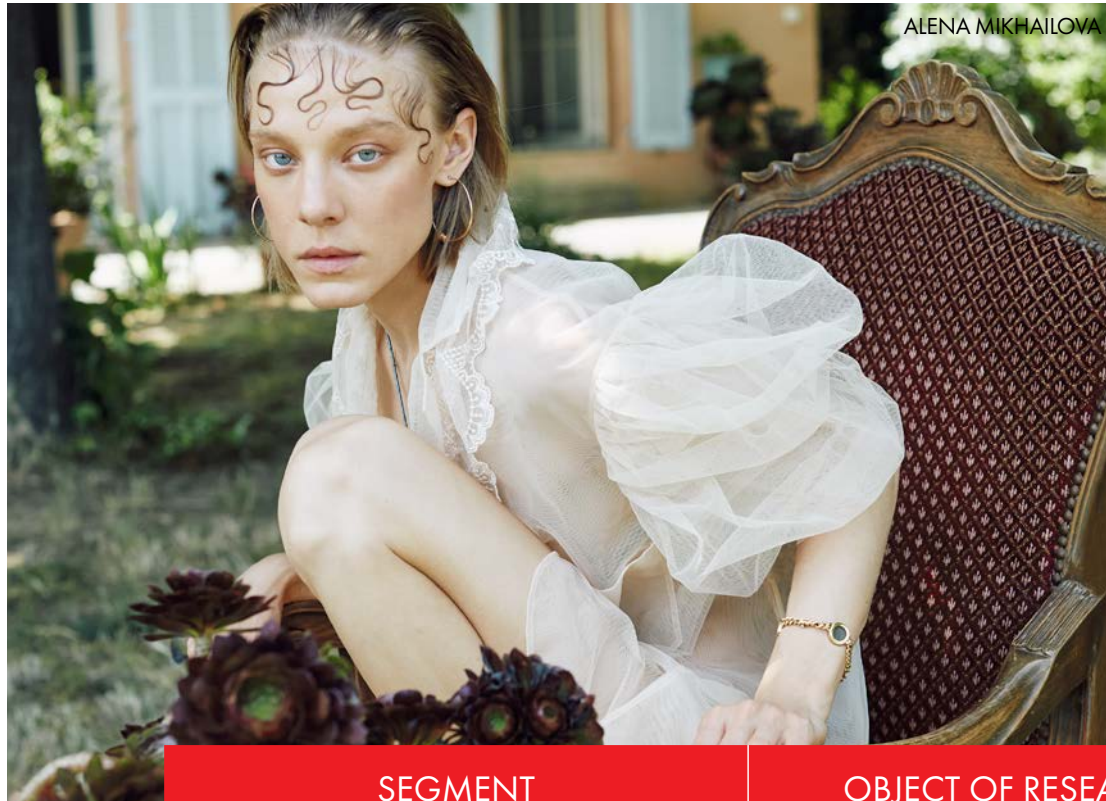
CROCUS DATA CENTER – COMPETITIVE ADVANTAGE

Data hypermarket launched in September 2020 Crocus Data Center – database of unique MAC addresses by strictly purified and filtered segments (b2b, VIP audience, premium, mass market, HORECA, SPA, fitness), mac address owners – audience, who visited shopping centers Crocus Group and other assets of the holding.

Contacts are collected at Crocus Group resources: Crocus City Mall (premium audience), VEGAS, «TVOY DOM» (mass market audience), Crocus Expo (b2b audience), Agalarov Estate, yacht club, Agalarov Golf and Country Club (VIP audience).



CROCUS DATA CENTER/IN NUMBERS



SALE MODELS

- Segment sale for long-term use.
 - Update package
- Sale of one-time segment use for advertising campaign
- Getting a bonus to purchase big special project
- Revenue Share. Partner network
- Crocus Data Service — help and expertise in the collection of segments, setting up and maintaining advertising

SEGMENT	OBJECT OF RESEARCH	COVERAGE (UNIQUE MAC-ADRESSES)
SUPER - PREMIUM	AGALAROV ESTATE, YACHT-CLUB, AGALAROV CLUB	40 000
PREMIUM	CROCUS CITY MALL	2 000 000
BASIC	VEGAS, TVOY DOM	5 000 000

CALENDAR 2023

	ISSUE	DATE	THEME
Nº1	OK! Magazine № 4-5 (839-840)	26 January 2023	Winter and sport
Nº2	OK! Magazine № 6-7 (841-842)	9 February 2023	Golden Eagle
Nº3	OK! Magazine № 8-10 (843-845)	23 February 2023	Men's issue
Nº4	OK! Magazine № 11-14 (846-849)	16 March 2023	Beauty & Fashion
Nº5	OK! Magazine № 15-16 (850-851)	13 April 2023	Jewerelly
Nº6	OK! Magazine № 17-20 (852-855)	27 April 2023	Moscow International Film Festival
Nº7	OK! Magazine № 21-24 (856-859)	25 May 2023	Children
Nº8	OK! Magazine № 25-27 (860-862)	22 June 2023	ZHARA MUSIC FEST
Nº9	OK! Magazine № 28-33 (863-868)	13 July 2023	Summer, beach, travel
Nº10	OK! Magazine № 34-36 (869-871)	24 August 2023	Kinotavr, Jewerelly



ALEXANDRA REVENKO

CALENDAR 2023

Nº11	OK! Magazine № 37-38 (872-8873)	14 September 2023	Moscow International Film Festival
Nº12	OK! Magazine № 39-40 (874-875)	28 September 2023	Fashion issue
Nº13	OK! Magazine № 41-42 (876-877)	12 October 2023	Business issue
Nº14	OK! Magazine № 43-45 (878-880)	26 October 2023	Furs
Nº15	OK! Magazine № 46-47 (881-882)	16 November 2023	OK! Awards
Nº16	OK! Magazine № 48-49 (883-884)	30 November 2023	Auto, tech
Nº17	OK! Magazine №50-51 (885-886)	14 December 2023	Gifts
Nº18	OK! Magazine № 52-03 (887-890)	28 December 2023	New Year



VICTORIA SINITSINA and NIKITA KATSAPOV

PRINT/PRICE LIST

REGULAR PAGE	730 000
REGULAR SPREAD	1 230 000
1ST SPREAD	1 450 000
2ND SPREAD	1 300 000
4TH COVER	1 200 000
3RD COVER	772 800



LIZA SHAKIRA

TECH REQUIREMENTS

2/1 SPREAD

CUT SIZE: 420 x 295 mm (BLEED: +5 mm)

1/1 PAGE

CUT SIZE: 210 X 295 MM (BLEED: +5 MM)

1/2 PAGE VERTICAL

CIT SIZE: 105 X 295MM (BLEED: +5MM)

1/2 PAGE HORIZONTAL

CUT SIZE: 210 X 148 MM (BLEED: +5 MM)

1/3 PAGE VERTICAL

CUT SIZE: 70 X 295MM (BLEED: +5MM)

1/3 PAGE HORIZONTAL

CUT SIZE: 210 X 98 MM (BLEED: +5 MM)

1/4 PAGE VERTICAL

CUT SIZE: 105 X 148 MM (BLEED: +5 MM)

1/6 PAGE VERTICAL

CUT SIZE: 70 X 148 MM (BLEED: +5 MM)



DIGITAL/PRICE LIST

Seasonal coefficients

MONTH	MULTIPLIER
January	1
February	1,2
March	1,3
October	1,3
November	1,3
December	1,4

Markups

TARGETING	EXTRA CHARGE
ScreenGlide 100%x250/300x600	50%
Geography	30%
Section targeting	30%
Mobile operator	30%
Operating system	30%
Device type	30%
Times of Day/Day of week	20%

PRICE LIST OK! 2023/DIGITAL*

BANNER ADVERTISING * DESKTOP

FORMAT	POSITION ON THE SITE	CPM
Top banner 100%x250	All free pages, above the site header	1 500 rub.
First screen, side banner 300x600	All free pages, on right	1 100 rub.
Second screen, side banner 300x600	All free pages, on right	900 rub.
Side banner 300x250	All free pages, on right	520 rub.
Synchron 100%x250 + 300x600	All internal pages, 100%x250 (above the site header) + 300x600 (on right)	2600 rub.
Branding	Home page	2750 rub.
In-Read (video advertising inside thematic editorial materials)	All free pages	2600 rub.
Full Screen	All free pages	3800 rub.
Rich Media non-standard interactive formats	All free pages	3800 rub.

* Markups and seasonal coefficients applied to the base price



We are always
open to new

INTERESTING
IDEAS!

PRICE LIST OK! 2022/DIGITAL*

MOBILE

FORMAT	POSITION ON THE SITE	CPM
Top banner 100%x250	All pages	1600 rub.
First screen 300x250	All pages	1200 rub.
Second screen 300x250	All pages	1000 rub.
Interscroller 300x600	All pages	1600 rub.
Slim banner 320x100	All pages	2600 rub.
Full Screen	All pages	3800 rub.
In-Read (video advertising inside thematic editorial materials)	All free pages	3800 rub.
Rich Media non-standard interactive formats	All free pages	3800 rub.



All the projects
by the holding
share a target audience —
that is, **YOUNG,**
ACTIVE PEOPLE

PRICE LIST OK! 2022/DIGITAL*

NATIVE ARTICLE/NEWS/PROMO PROJECT

FORMAT	SECTION	UNIT COST
PR - News	Internal page, static/ Announcement on social networks	200 000 rub.
PR - Article Author's material with interactive layout	<ul style="list-style-type: none"> • 1 week teaser announcement on the main page and in the relevant section • Vertical Banner Mobile/ Desktop Dynamics • Announcement on social networks 	400 000 rub.
Landing page Special project landing page	<ul style="list-style-type: none"> • 1 week announcement on the main page and in the relevant section, the button • Vertical Banner/ Interscroller/ Mobile and Desktop speaker • Announcement on social networks 	500 000 rub.
Menu button Announcement button - additional section in the menu	<ul style="list-style-type: none"> • 1 week announcement on the main page and in the relevant section, the button • Vertical Banner/ Interscroller/ Mobile and Desktop speaker • Announcement on social networks 	от 700 000 rub.

SOCIAL NETWORKS

FORMAT	SECTION	COST
Post + Stories in OK!Magazine social networks	Vkontakte, Odnoklassniki	250 000 rub.

IMPORTANT !

1. All prices are in rubles excluding VAT and possible discounts.
2. Markups are applied consistently (not cumulative).
3. The reservation is canceled without a penalty if the placement is canceled no later than 1 month in advance.
4. When posting through a third-party system, delegation of access to statistics is required.
5. Price list is valid until 31.12.2021.
More detailed information on each of the advertising formats listed in this price list, as well as information on non-standard solutions and special projects is provided/calculated upon request to the advertising department.



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