



**ОК!**

15  
years!

**MEDIA KIT 2021**

OK-MAGAZINE.RU



VLADIMIR MASHKOV  
№08-09 (687-688)  
20 FEBRUARY 2020

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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 the eponymous website became part of the ZHARA media holding.

## OK! MAGAZINE CROCUS TV

OTHER PROJECTS ARE ALSO BEING  
DEVELOPED UNDER THE ZHARA

**brand name, such as:**

- ZHARA energy drink
- ZHARA Music Label
- ZHARA International Music Festival
- ZHARA MUSIC AWARDS
- ZHARA LIVE promotion company
- ZHARA Kids Awards

## MEDIA PROJECTS BY ZHARA

### RADIO ZHARA FM

[zharafm.ru](http://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/](http://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

[@zharamagazine](https://www.instagram.com/zharamagazine)

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.



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



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 2020 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

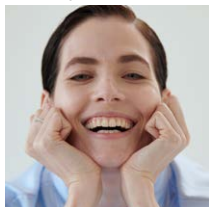
#### EDITOR-IN-CHIEF LETTER



PERSON  
Yulia Peresild



PERSON  
Yulia Snigir



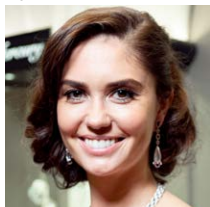
#### LIFE STYLE



PERSON  
Vladimir Mashkov



PERSON  
Agata Muceniece



PERSON  
Milosh Bikovich



#### GUILD



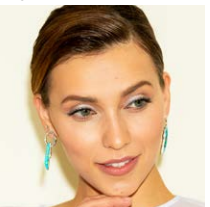
PERSON  
Irina Gorbacheva



PERSON  
Renata Litvinova



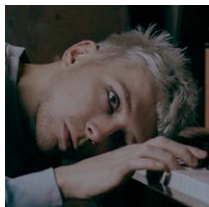
PERSON  
Regina Todorenko



EVENT  
«Kinotavr»



PERSON  
Alexander Gorchilin



PERSON  
Maxim Matveev



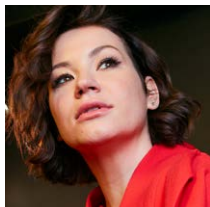
#### BEAUTY



PERSON  
Natasha Davydova



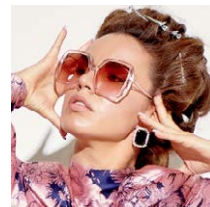
PERSON  
Ida Galich



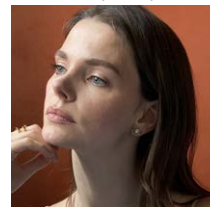
#### FASHION



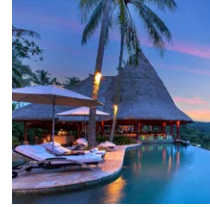
PERSON  
Zivert



PERSON  
Elizaveta Boyarskaya



#### TRAVEL

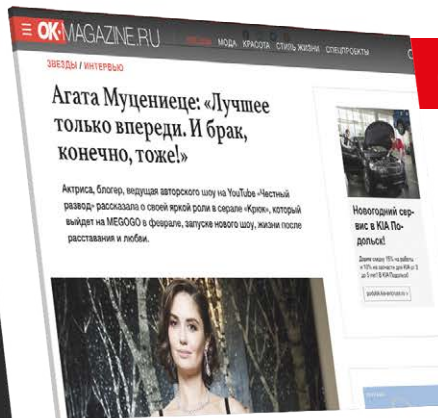
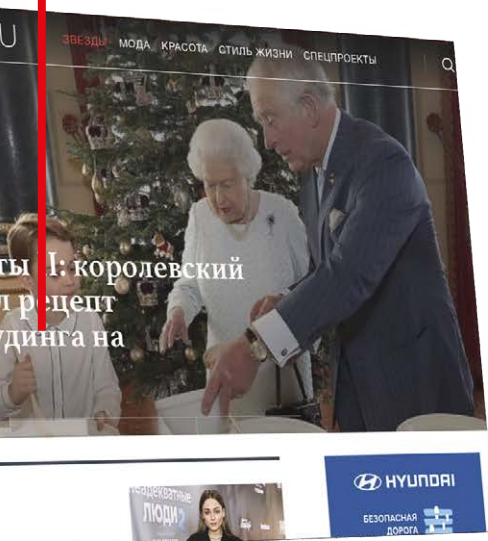


## SECTIONS



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.





## THE PRODUCT

**OK! MAGAZINE.RU**

The best online source on the life of stars. Interviews, reports and useful tips as well as behind-the-scenes secrets that readers will reveal together with stars, browsing through the digital platforms of the OK! magazine.

## SOCIAL NETWORKS

MORE THAN **400K**

PRESS  
social  
network  
data

okmagazine\_ru



275K

www.ok-magazine.ru



65K

okrussia



35K

okmagazinerussia



8,5K

@OKmagazineRu



5K

zen.yandex.ru/ok



18K

ALEXANDRA REBENOK  
№30-31 (709-710)  
23 JULY 2020



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





LEONID BICHEVIN  
№22-23 (701-702)  
28 MAY 2020

DISTRIBUTION

CIRCULATION

**100,000**  
COPIES

MOSCOW

**46%**

SAINT PETERSBURG

**6%**

REGIONS

**48%**

DISTRIBUTION SITES:

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



## EVENTS

# OK! *Dorbulë reën zhëzgjë* OK! AWARDS

#okawards2020 | #morethanstars

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.

### PARTNERS OF OK! AWARDS 2020:

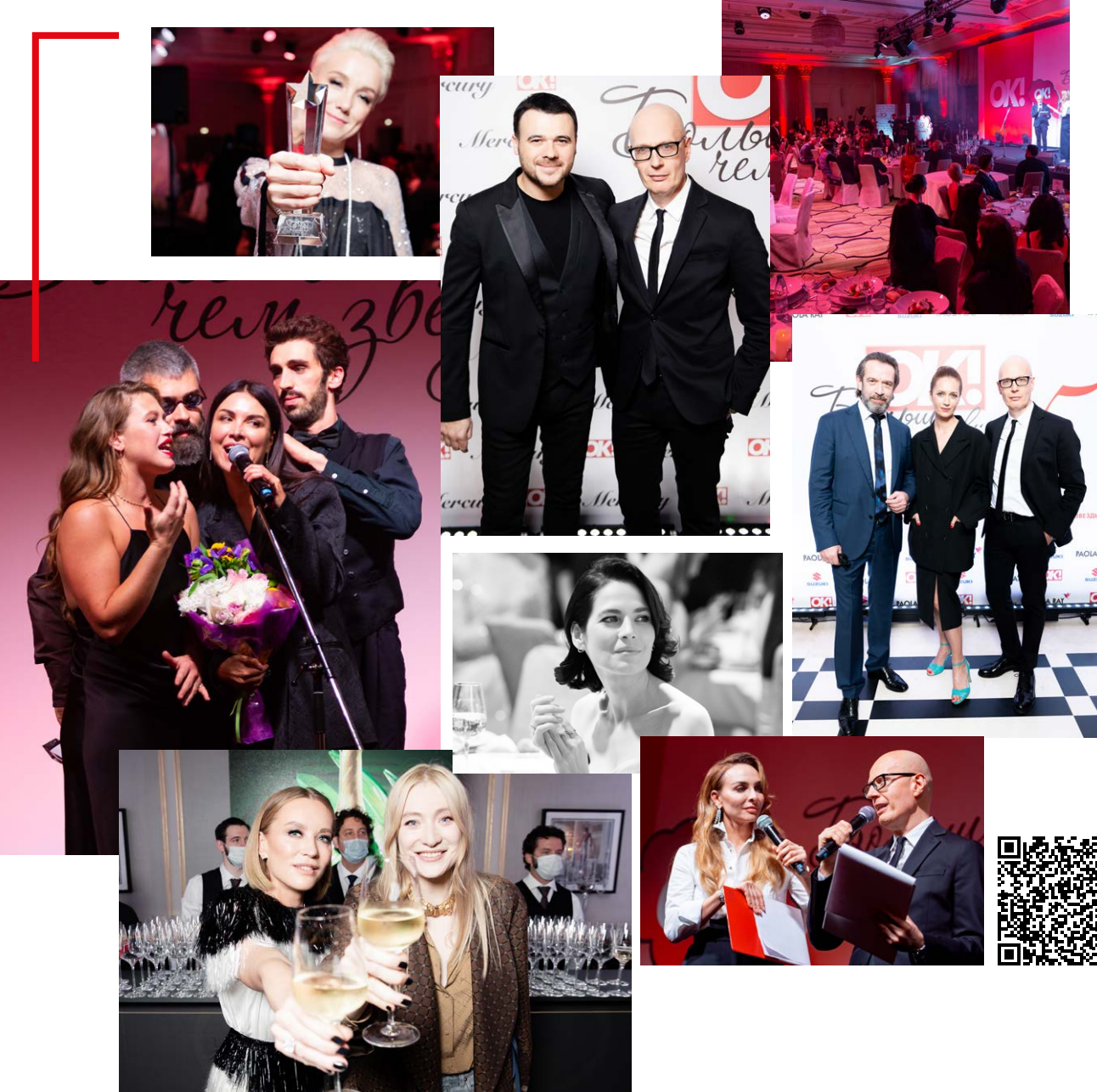
Mercury, Mondoro, Paola Ray, Suzuki, Artistry

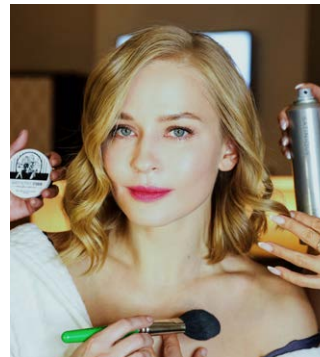
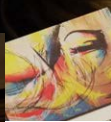
2 million live viewers

Over 80,000 participants in the online vote

Project page coverage: 150,000 unique users

Project Announcement Coverage: over 15,000,000





A man with short brown hair and a beard, wearing a black tuxedo jacket, a white dress shirt, and a black bow tie. He is holding a microphone with a green and black handle in his right hand. He is standing in a dimly lit room, possibly a stage or a performance space, with other people and lights visible in the background. On the left side of the image, there is a red vertical bar with a white circle and the letter 'K' inside it.

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

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

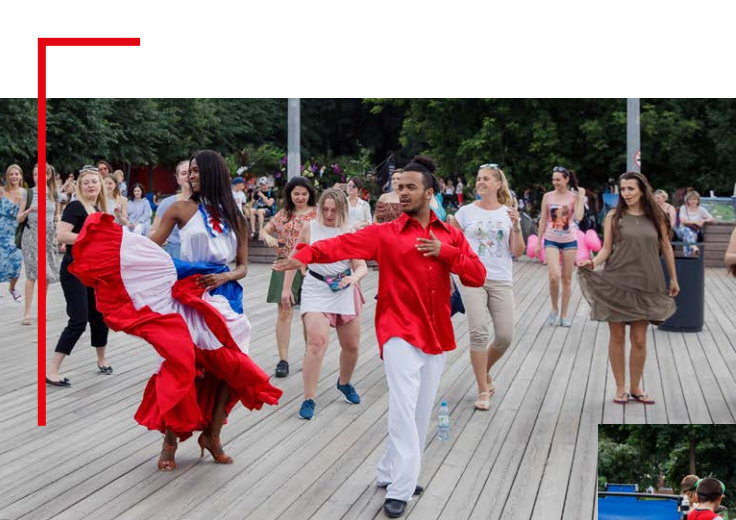
- Luxury Jewellery.
- Make-up by top artists.
- Hair by the best stylists.

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.



## 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..



## PANDORA



## AUDI





# SPECIAL PROJECTS/DIGITAL

PRESS  
the brand  
to see the  
project

CELEBRITY PROJECT **SEPHORA**

EXCLUSIVE LONGREAD **INGOS**

PUBLIC-TALK **GENESIS**

LOOKBOOK **PAOLA RAY**

PERFORMANCE-MARKETING **STORYTEL**

INTERACTIVE PRODUCT BLOCKS **AUDI**

SPECIAL PROJECT **#BUDSOBOI**

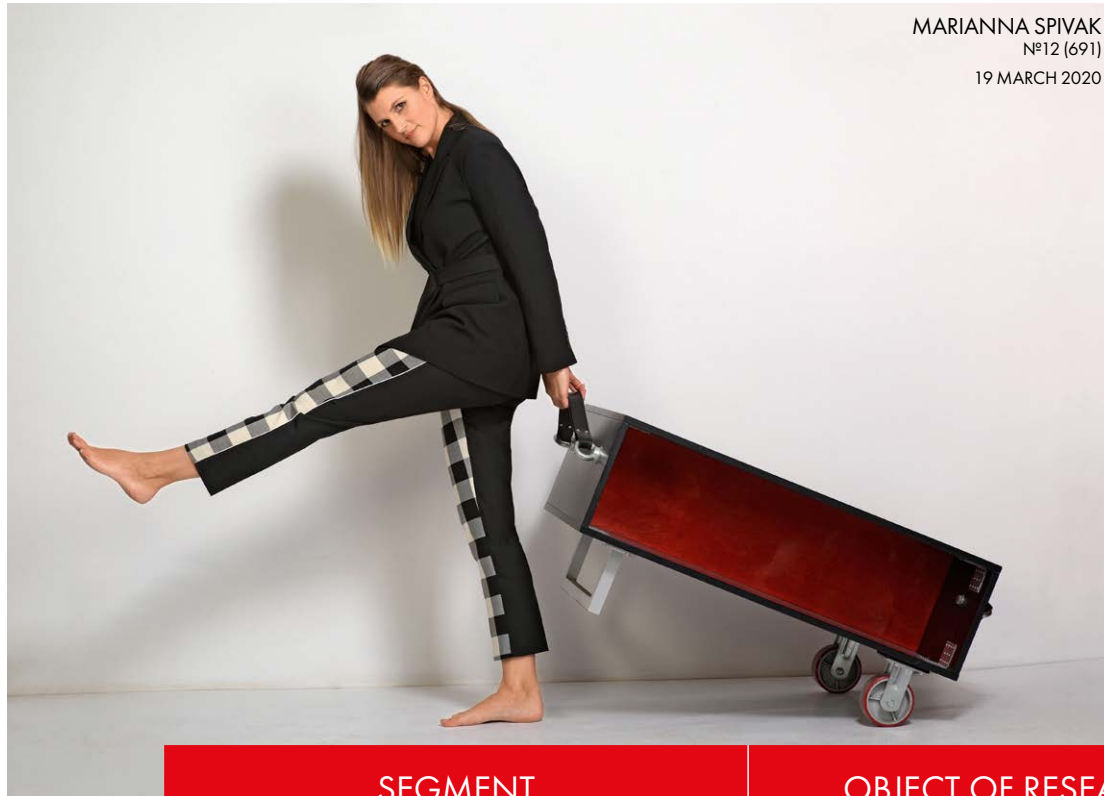
SPECIAL CONTEST **LIOTON**





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





## 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 campaign.

SEGMENT	OBJECT OF RESEARCH	COVERAGE (UNIQUE MAC-ADRESSES)
SUPER - PREMIUM	AGALAROV ESTATE, YACHT-CLUB, AGALAROV CLUB	25 000
PREMIUM	CROCUS CITY MALL	100 000
BASIC	VEGAS, TVOY DOM	800 000





VICTORIA ISAKOVA  
№ 11 (690)  
12 MARCH 2020

## EDITORIAL CALENDAR 2021

NUMBER	MAGAZINE	GOING ON SALE	ISSUE THEME
#1	OK! Magazine No. 4-6 (736-737)	Thursday January 28, 2021	Golden Eagle
#2	OK! Magazine No.7 (738)	Thursday 11 February 2021	St' Valentine's Day
#3	OK! Magazine No. 8-9 (739-740)	Thursday February 18, 2021	Male number
#4	Magazine OK! No. 10-11 (741-742)	Tuesday March 4, 2021	Beauty number + March 8
#5	Magazine OK! No. 12-13 (743-744)	Thursday 18 March 2021	Fashion issue
#6	Magazine OK! No. 14-15 (745-746)	Thursday 01 April 2021	Ironie issue
#7	Magazine OK! No. 16-17 (747-748)	Thursday April 15, 2021	Accessories + Travel
#8	OK! Magazine No. 18-20 (749-751)	Thursday April 29, 2021	OSCAR
#9	OK! Magazine No. 21-23 (752-754)	Thursday May 20, 2020	Children's issue
#10	OK! Magazine No. 24-25 (755-756)	Thursday June 10, 2021	KINOTAVR
#11	OK! Magazine No. 26-28 (757-759)	Thursday June 24, 2021	Healthy issue
#12	OK! Magazine No. 29-31 (760-762)	Thursday July 15, 2021	SPORT, for the Olympics



RINAL MUKHAMETOV  
№ 18-19 (697-698)  
30 APRIL 2020

## EDITORIAL CALENDAR 2021

#13	OK! Magazine No. 32-34 (763-765)	Thursday August 5, 2021	Preparing for school
#14	OK! Magazine No. 35-36 (766-767)	Thursday August 26, 2021	Children's issue
#15	OK! Magazine No. 37-38 (768-769)	Thursday September 9, 2021	Fashion issue
#16	OK! Magazine No. 39-40 (770-771)	Thursday September 23, 2021	Kinotavr + Accessories + Watches
#17	OK! Magazine No. 41-42 (772-773)	Thursday October 7, 2021	Beauty issue
#18	OK! Magazine No. 43-45 (774-776)	Thursday October 21, 2021	Jewelry & Fur
#19	OK! Magazine No. 46 (777)	Thursday November 11, 2021	Birthday OK!
#20	OK! Magazine No. 47-48 (778-779)	Thursday 18 November 2021	OK Awards!
#21	OK! Magazine No. 49 (780)	Thursday 02 December 2021	BUSINESS issue
#22	OK! Magazine No. 50-51 (781-782)	Thursday 09 December 2021	Christmas gifts
#23	OK! Magazine No. 52-03 (783-786)	Thursday December 23, 2021	NEW YEAR





YULIA PERESILD  
№45-46 (724-725)  
6 NOVEMBER 2020

## PRINT\* ADVERTISING RATES 2021

REGULAR PAGE	530 000
REGULAR SPREAD	890 000
1ST SPREAD	1 050 000
2ND SPREAD	950 000
4TH COVER	850 000
3RD COVER	560 000

RIGHT PAGE NEXT TO THE ADDRESS OF THE EDITOR-IN-CHIEF LETTER	560 000
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1/2 page	300 000
1/3 page	230 000
1/4 page	160 000
1/3 page in the Gala Outing section	250 000

\*Excluding 20% VAT **21**



SERGEY BURUNOV  
№30, 31 (709-710)  
23 JULY 2020



## 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:

CUT SIZE: 105 x 295 mm (BLEED: +5 mm)

### 1/2 PAGE HORIZONTAL:

CUT SIZE: 210 x 148 mm (BLEED: +5 mm)

### 1/3 PAGE VERTICAL:

CUT SIZE: 70 x 295 mm (BLEED: +5 mm)

### 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\* RATES 2021

### Seasonal coefficients

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

### Markups

ТАРГЕТИНГИ	НАЦЕНКА
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! 2021/DIGITAL\*



We are  
always  
open to new  
**INTERESTING**  
**IDEAS!**

## BANNER ADVERTISING \* DESKTOP

FORMAT	POSITION ON THE SITE	CPM
Top banner 100%x250	All free pages, above the site header	1040 rub.
First screen, side banner 300x600	All free pages, on right	910 rub.
Second screen, side banner 300x600	All free pages, on right	650 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)	1950 rub.
Branding	Home page	1950 rub.
In-Read (video advertising inside thematic editorial materials)	All free pages	1950 rub.
Full Screen	All free pages	2900 rub.
Rich Media non-standard interactive formats	All free pages	2900 rub.

\* Markups and seasonal coefficients applied to the base price



# PRICE LIST OK! 2021/DIGITAL\*

## MOBILE

FORMAT	POSITION ON THE SITE	CPM
Top banner 100%x250	All pages	1040 rub.
First screen 300x250	All pages	910 rub.
Second screen 300x250	All pages	650 rub.
Interscroller 300x600	All pages	1200 rub.
Slim banner 320x100	All pages	1950 rub.
Full Screen	All pages	1950 rub.
In-Read (video advertising inside thematic editorial materials)	All free pages	1950 rub.
Rich Media non-standard interactive formats	All free pages	2500 rub.



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

## PACKAGE OFFERS\*\*

PACKAGE NAME, FORMAT	SECTION	CPM	PACKAGE CAPACITY, VIEWS placement period: 1 week	PACKAGE COST
Branding Desktop: 100%x250 + 300x600 Mobile: Interscroller	All pages, dynamics	1575 rub.	500,000	787 500 rub.
Billboards Desktop: 100%x250 Mobile: 300x250	All pages, dynamics	975 rub.	500,000	487 500 rub.
Standard Desktop: 300x600, 1 экран Mobile: 300x250	Top banners. All pages, dynamics	910 rub.	500,000	455 000 rub.

\*\* Discounts, markups and seasonal coefficients are not applied to packages.

\*Excluding 20% VAT **25**

# PRICE LIST OK! 2021/DIGITAL\*

## NATIVE ARTICLE/NEWS/PROMO PROJECT

FORMAT	SECTION	UNIT COST
PR - News	Inner Pages, statics	170 000 rub.
PR - Article Author's material with interactive layout	Inner Pages, statics	380 000 rub.
Landing page Special project landing page	Inner Pages, statics	500 000 rub.
Menu button Announcement button - additional section in the menu	All free pages, desktop	200 000 rub.

## SOCIAL NETWORKS

FORMAT	SECTION	COST
Post in accounts OK!	Facebook, Instagram, Vkontakte, Odnoklassniki	300 000 rub.
Live on Instagram OK!	Instagram	250 000 rub.
Post + Stories in Instagram OK!	Instagram	150 000 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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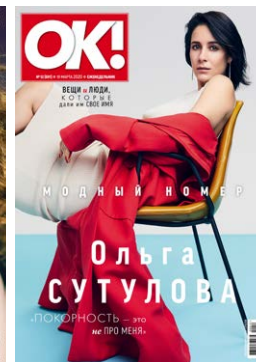
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