



# OK!

## MEDIAKIT 2022

OK-MAGAZINE.RU



REGINA TODORENKO & VLAD TOPALOV  
№7 (738)  
11 FEBRUARY 2021

## CONTENT:

ZHARA MEDIA HOLDING	3
EDITOR-IN-CHIEF LETTER	4
OK-MAGAZINE.RU	5-6
AUDIENCE	7
DISTRIBUTION	8
SERVICES	
EVENTS	9-14
ECOSYSTEM	15
SPECIAL PROJECTS	16-18
CROCUS DATA CENTER	19-20
PRINT ADVERTISING RATES	21
TECHNICAL REQUIREMENTS	22
DIGITAL QUOTES	23-26
CONTACTS	27





## 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

## 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

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



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 2021 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-average



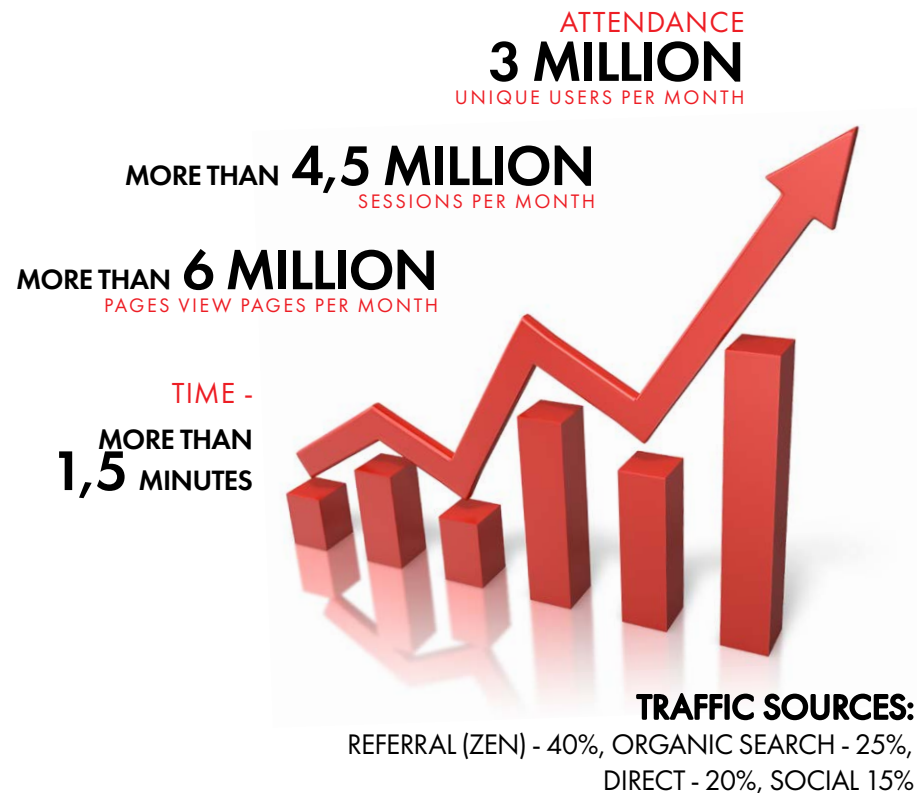
Moscow  
Saint Petersburg

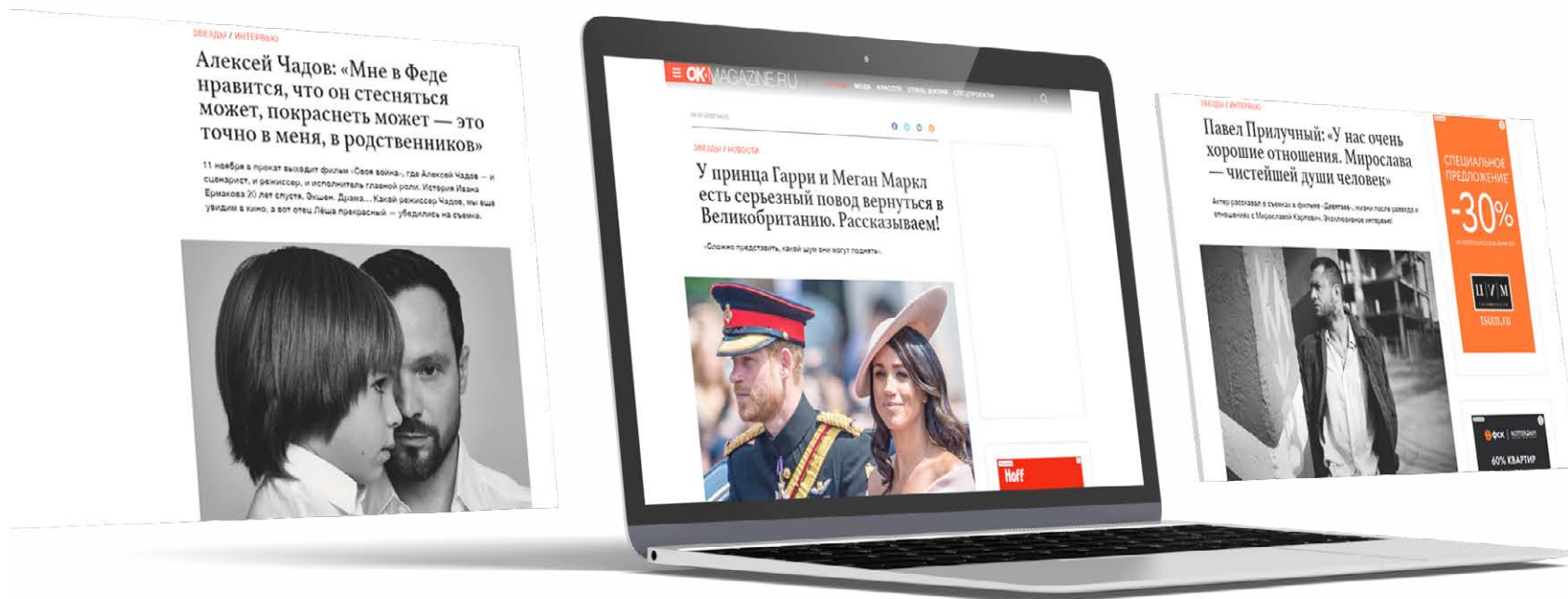
**60%**



Regions

**40%**





SOCIAL NETWORKS  
MORE THAN **500K**

Tap  
to  
follow

t.me.okmagazine



ok.ru/okrussia



okmagazinerussia



@OKmagazineRu



zen.yandex.ru/ok





INGRID OLERINSKAYA  
OK! №08-09 (739-740)  
18 FEBRUARY 2021

**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



OXANA AKINSHINA  
OKI №35-36 (766-767)  
26 AUGUST 2021

DISTRIBUTION

CIRCULATION

**100 000**

COPIES

MOSCOW

**46%**

SAINT PETERSBURG

**6%**

REGIONS

**48%**

**DISTRIBUTION LOCATIONS:**

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



## EVENTS

# OK! Больше чем звезды

15 ЛЕТ В РОССИИ

#okawards2021 | #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 2021:

Mercury, John Varvatos, HAVAL, Кенгуру, Artistry

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

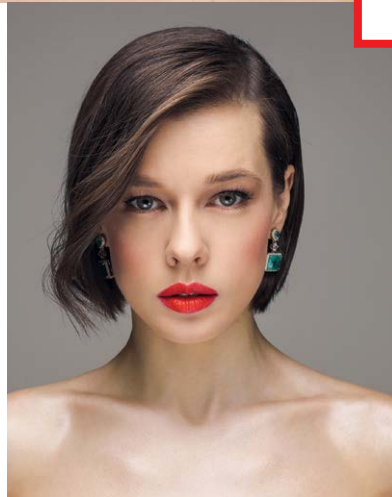




2021

## OK! STYLE STUDIO

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



## EVENTS

# OK! Client day

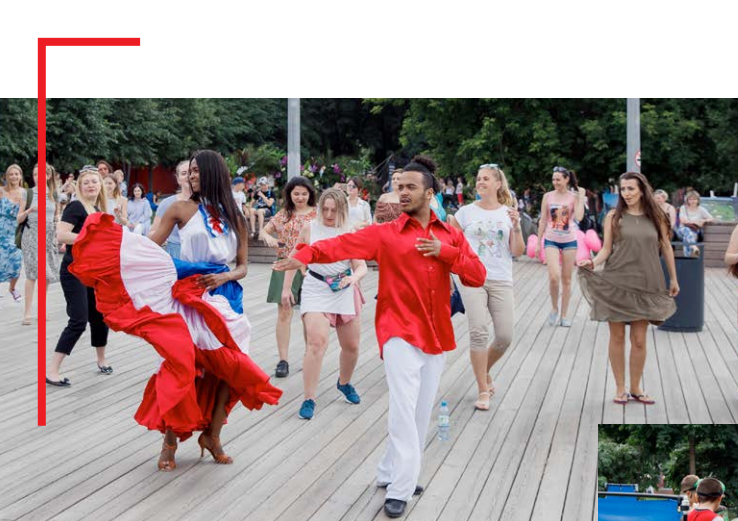
A customer event organised by the OK! magazine, aimed at increasing the recognition of our partners' brands and attracting the attention of the target audience

# 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.

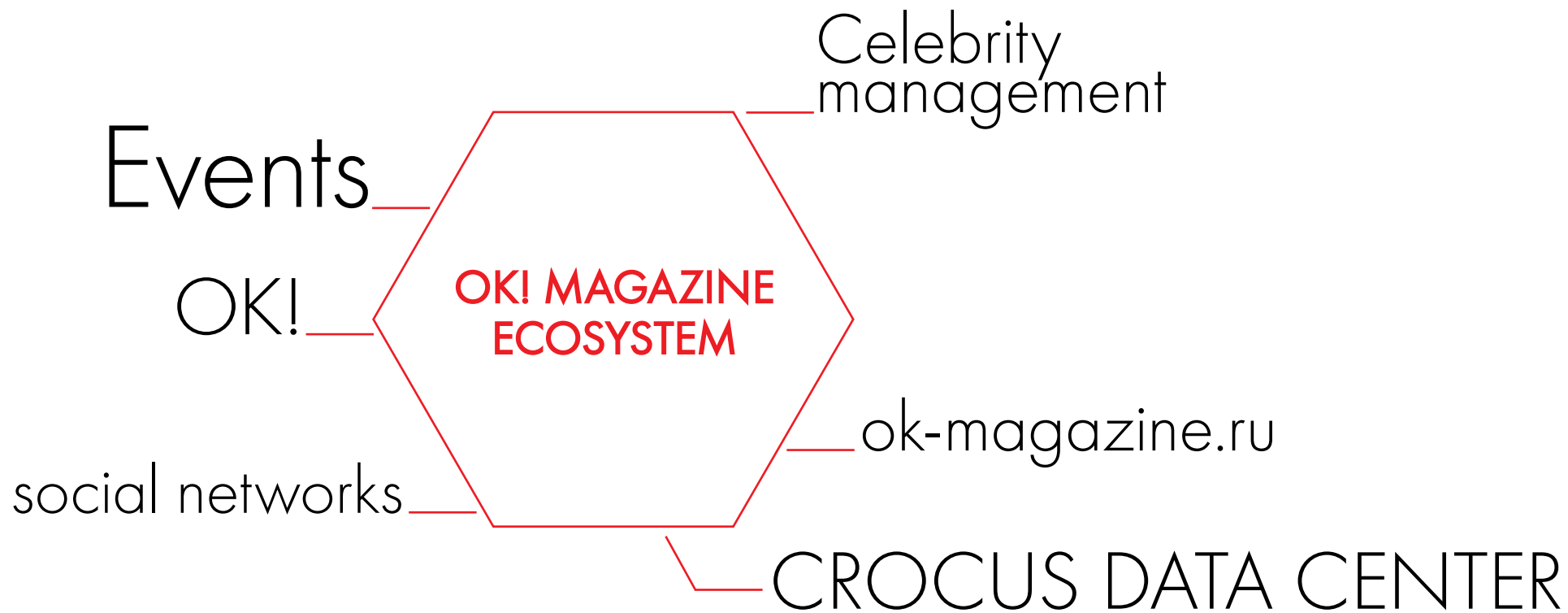




# OK! *Cocktail*

OK! Cocktail - OK! magazine informal evening event











# SPECIAL PROJECTS/DIGITAL

CELEBRITY PROJECT **PEDIGREE**  
EXCLUSIVE LONGREAD **ИНФОСТРАХ**  
PUBLIC-TALK **GENESIS**  
LOOKBOOK **PAOLA RAY**  
INTERACTIVE PRODUCT BLOCKS **AUDI**  
PERFORMANCE-MARKETING **ТОЧКА НА КАРТЕ**  
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

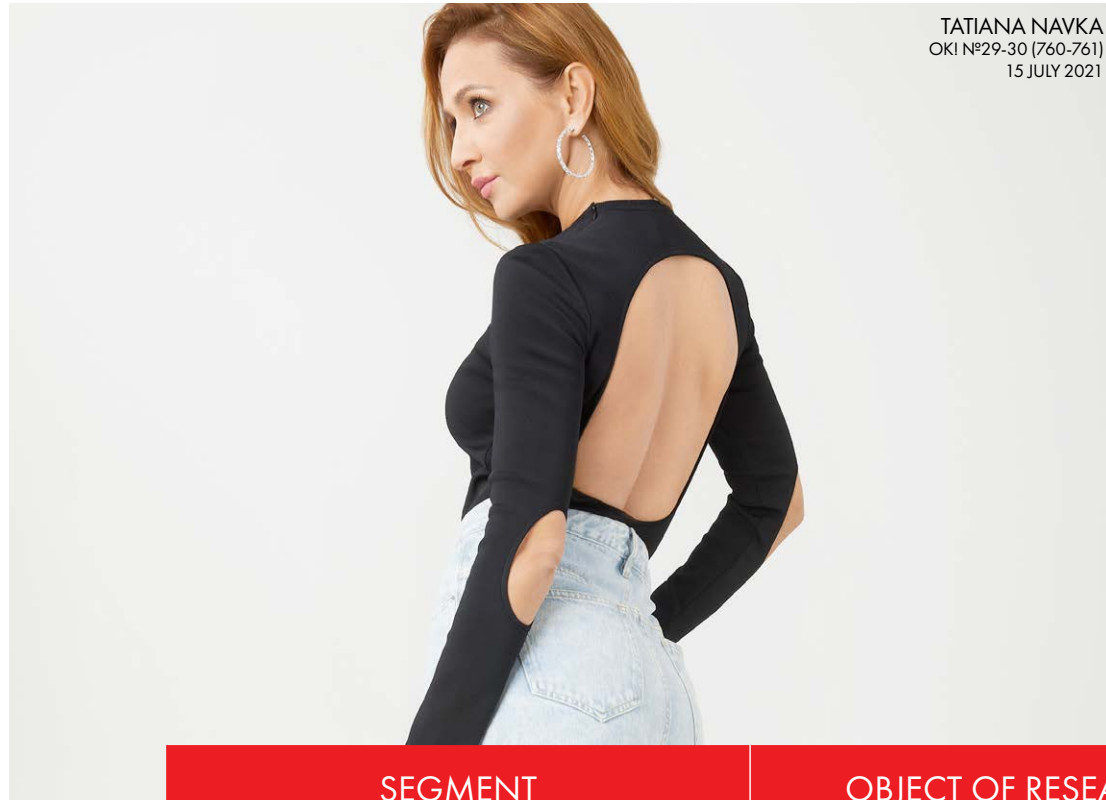
Data hypermarket launched in September 2020 Crocus Data Center — database of unique MAC addresses by strictly purified and filtered segments (b2b, VIP audience, premium, mass market, HORECA, SPA, fitness), mac address owners — audience, who visited shopping centers Crocus Group and other assets of the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



## PRINT\*/ADVERTISING RATES 2022

REGULAR PAGE	630 000
REGULAR SPREAD	1 068 000
1ST SPREAD	1 260 000
2ND SPREAD	1 140 000
4TH COVER	1 020 000
3RD COVER	672 000

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

\*All prices are indicated in rubles, excluding VAT and possible discounts. **21**



## 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\*/RATES 2022

### 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! 2022/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"> <li>• 1 week teaser announcement on the main page and in the relevant section</li> <li>• Vertical Banner Mobile/ Desktop Dynamics</li> <li>• Announcement on social networks</li> </ul>	400 000 rub.
Landing page Special project landing page	<ul style="list-style-type: none"> <li>• 1 week announcement on the main page and in the relevant section, the button</li> <li>• Vertical Banner/ Interscroller/ Mobile and Desktop speaker</li> <li>• Announcement on social networks</li> </ul>	500 000 rub.
Menu button Announcement button - additional section in the menu	<ul style="list-style-type: none"> <li>• 1 week announcement on the main page and in the relevant section, the button</li> <li>• Vertical Banner/ Interscroller/ Mobile and Desktop speaker</li> <li>• Announcement on social networks</li> </ul>	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.





FILIPP KIRKOROV  
OK! №46-49 (777-780)  
3 NOVEMBER 2021



## CONTACTS

### COMMERCIAL DIRECTOR

SVETLANA NIKULINA

alieva@ok-magazine.ru

### COMMERCIAL DEPARTMENT

#### SALES DEPARTMENT

#### ADVERTISING DIRECTOR

Ulyana Simonova

simonova@ok-magazine.ru

#### DIGITAL-ADVERTISING DIRECTOR

Yana Semenova

semenova@ok-magazine.ru

#### COORDINATOR

Leyla Mamedova

mamedova@ok-magazine.ru

### EDITORIAL TEAM

#### EDITOR-IN-CHIEF

VADIM VERNIK

vernik@ok-magazine.ru

#### MANAGING EDITOR

Yevgeniya Beletskaya

beletskaya@ok-magazine.ru

#### FIRST DEPUTY

#### EDITOR-IN-CHIEF

Lilya Moskvina

moskvina@ok-magazine.ru

#### BEAUTY DIRECTOR

Nataliya Filipchenko

filipchenko@ok-magazine.ru

#### FASHION DIRECTOR

Irina Svistushkina

svistushkina@ok-magazine.ru

#### LIFESTYLE DIRECTOR

Kseniya Ryzhankova

ryzhankova@ok-magazine.ru

### OK-MAGAZINE.RU

#### WEBSITE

#### MANAGING EDITOR

Denis Kazmin

kazmin@ok-magazine.ru

### MARKETING DEPARTMENT

#### BRAND DIRECTOR

Daiana Memetova

memetova@ok-magazine.ru

+7 (495) 215-56-04

INFO@OK-MAGAZINE.RU



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