

20 YEARS IN RUSSIA OK! MEDIA KIT 2025

OK-MAGAZINE.RU



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// 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 2025 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

BEST MATERIALS ABOUT THE LIFE OF STARS ONLINE. NOT ONLY INTERVIEWS, REPORTS AND USEFUL ADVICE, BUT ALSO BEHIND-THE-SCENES SECRETS THAT READERS EXPERIENCE TOGETHER WITH STAR HEROES EXPLORING THE DIGITAL PLATFORMS OF OK! MAGAZINE.

AUDIENCE OK! MAGAZINE

80%
women



AGE
25-34 years old



Moscow
Saint-Petersburg

60%

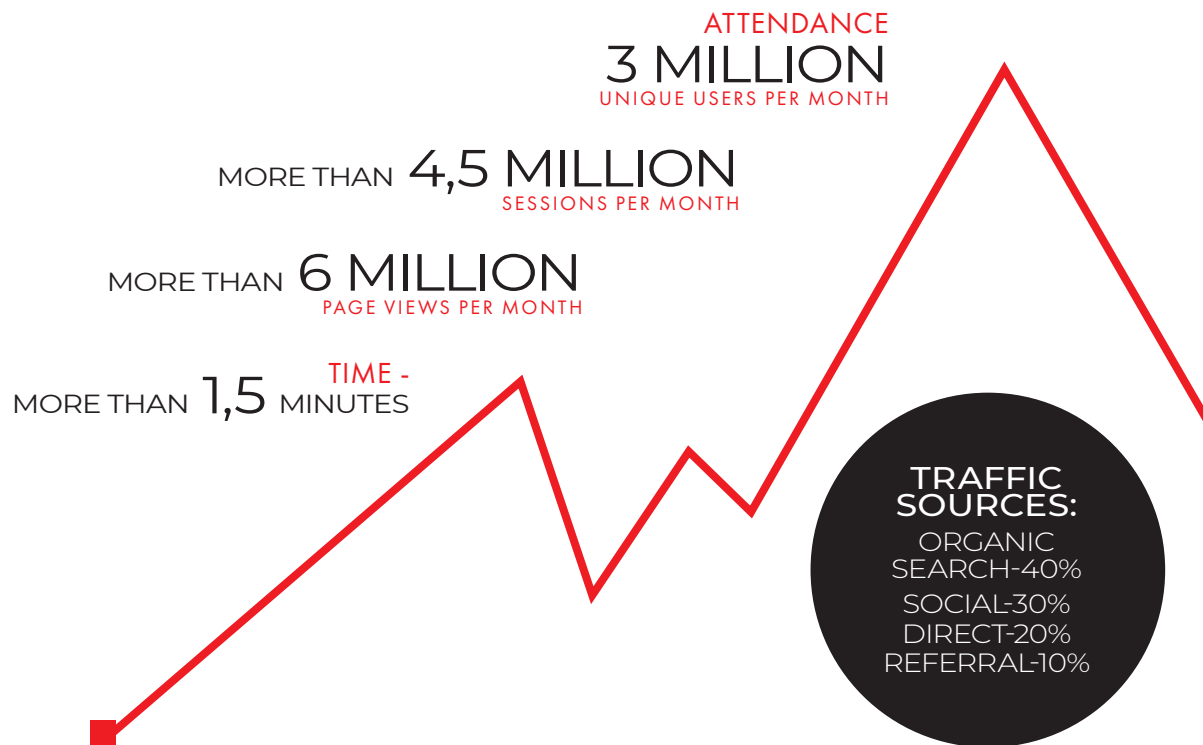


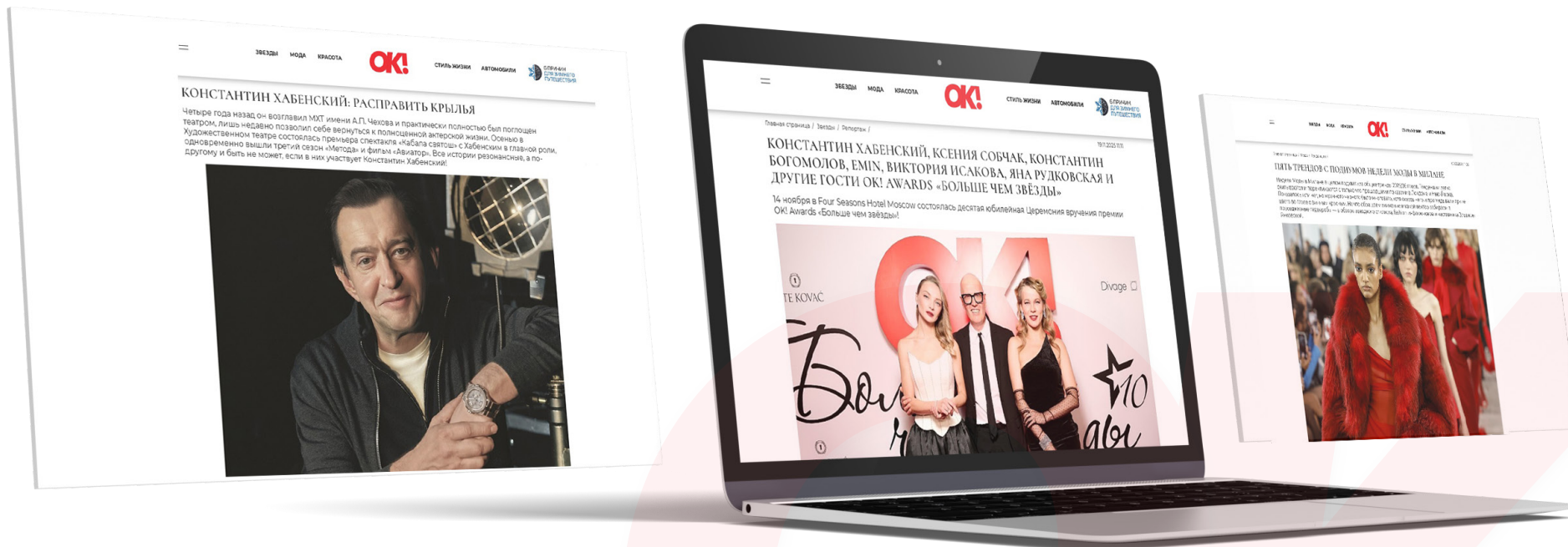
20%
men

INCOME
Average, above average



Regions
40%





SOCIAL NETWORKS
MORE THAN 500
THOUSAND



t.me.okmagazine



ok.ru/okrussia



okmagazinerussia



@OKmagazineRu





ANNA SNATKINA

MAGAZINE **OK!**

AUDIENCE OF THE SINGLE ISSUE

MORE THAN **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, SOCIAL EVENTS, FASHION AND BEAUTY,
TRAVEL, PHARMACY, CARS, REAL ESTATE



EMIN AGALAROV

DISTRIBUTION

CIRCULATION

100 000
COPIES

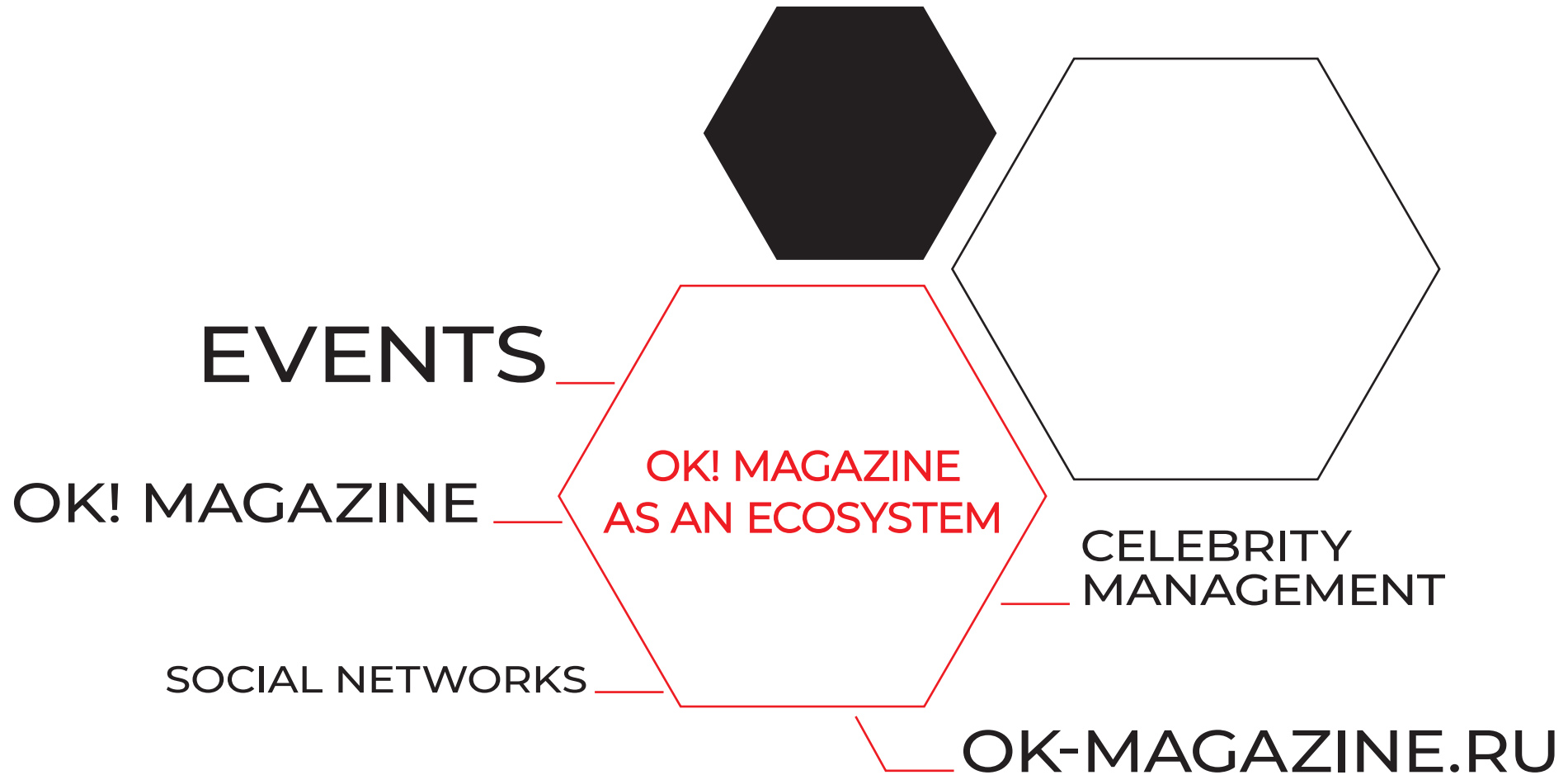
MOSCOW
46%

SAINT PETERSBURG
6%

REGIONS
48%

DISTRIBUTION LOCATIONS:

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





EVENTS

OK! *More than stars*

#OKAWARDS2025| #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 ok-magazine.ru in several categories ('Main hero. Music', 'Main hero. Cinema' etc); the results are revealed at the Ceremony.

PARTNERS OF OK! AWARDS 2025:

Mercury, Cacharel, SuperStep, Insight People, Chateau Tamagne, Nishane, OmanLuxury, Ostrovok!, SOWELL, Diego Dalla Palma and others

More than **2 MILLION LIVE VIEWERS**

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

Over **150,000 PARTICIPANTS** in the online vote

Project Announcement Coverage, including general partners of the event (OK and VK): **OVER 20,000,000 users**

EVENTS

2025 OK! STYLE STUDIO

part of the
TEFI Television Awards,
OK! Awards,
Moscow
Film Festival

OK! Style Studio

We create looks for stars on 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 the Children's day/Knowledge Day



EVENTS

OK! Lunch

The lunch of OK! magazine
during international music and
film festivals





EVENTS

OK! *Public talk*

Public meetings and interviews by OK! with representatives of film, theater, business, and sport industries on various relevant topics



EVENTS



OK! *Dinner*

An exclusive dinner with theatre
and film actors, artists

EVENTS



OK!

Beauty brunch

OK! Magazine's spring event -
about beauty, health, and new trends

EXEED



OK! CELEBRITY MANAGEMENT

Inviting celebrities to the brand's event



HONGQI



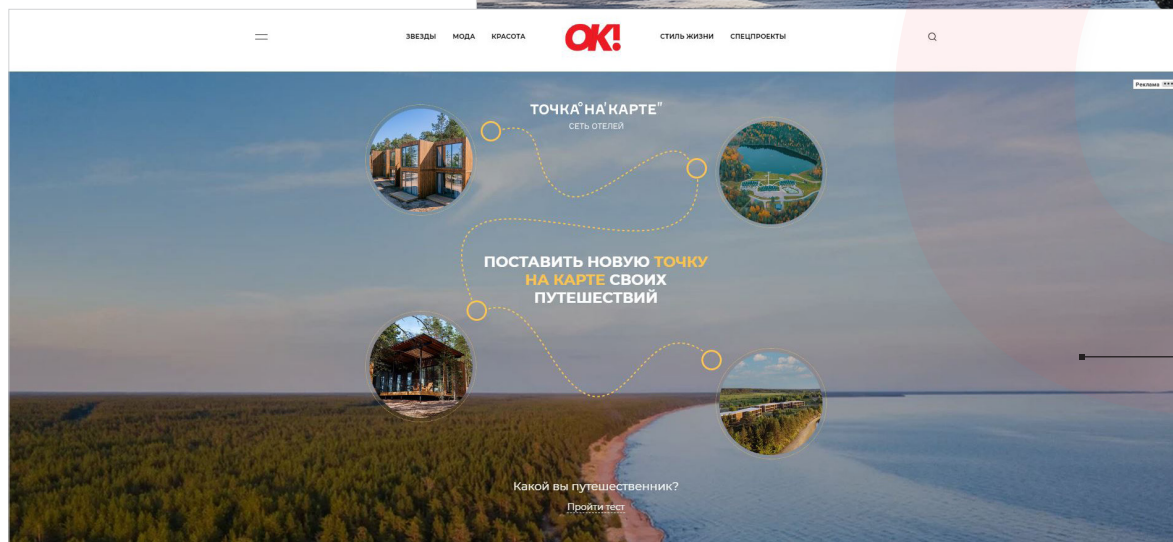
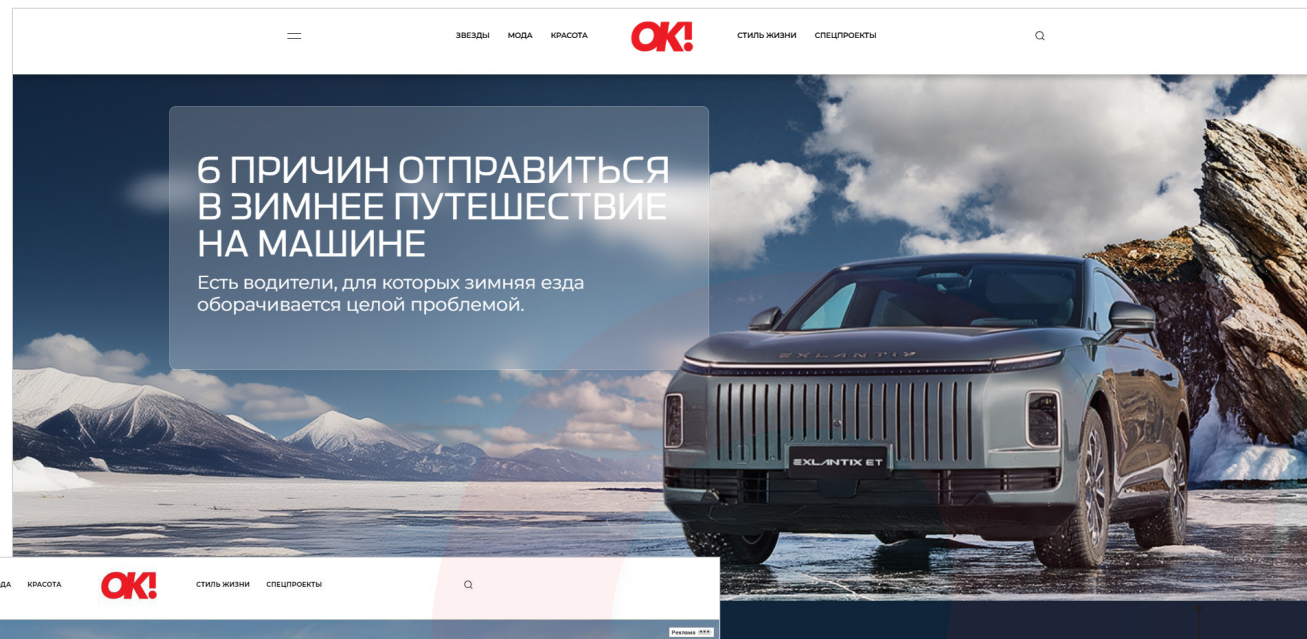
OMODA



KNOKHLOMA



ALL WE NEED



EXEED

POINT
ON THE MAP



EDITORIAL CALENDAR 2026

HOME P	ISSUE	DATE	TOPIC
Nº1	OK! Magazine Nº 5-6 (996-997)	29 January 2026	Winter and sport
Nº2	OK! Magazine Nº 7-8 (998-999)	12 February 2026	Golden Eagle, Saint Valentine's Day
Nº3	OK! Magazine Nº 9-10 (1000-1001)	26 February 2026	Men's issue
Nº4	OK! Magazine Nº 11-12 (1002-1003)	12 March 2026	Jewellery, accessories
Nº5	OK! Magazine Nº 13-15 (1004-1006)	26 March 2026	Beauty & Fashion
Nº6	OK! Magazine Nº 16-17 (1007-1008)	16 April 2026	Beauty & Fashion
Nº7	OK! Magazine Nº 18-23 (1009-1014)	30 April 2026	Moscow International Film Festival
Nº8	OK! Magazine Nº 24-27 (1015-1018)	11 June 2026	Children
Nº9	OK! Magazine Nº 28-32 (1019-1023)	9 July 2026	Summer, beach, travel
Nº10	OK! Magazine Nº 33-36 (1024-1027)	13 August 2026	Children



LIZA SHAKIRA

EDITORIAL CALENDAR 2026

Nº11	OK! Magazine № 37-38 (1018-1029)	10 September 2026	Fashion
Nº12	OK! Magazine 39-40 (1030-1031)	24 September 2026	Accessories
Nº13	OK! Magazine № 41-42 (1032-1033)	8 October 2026	Beauty
Nº14	OK! Magazine № 43-44 (1034-1035)	22 October 2026	Jewelry + Beauty
Nº15	OK! Magazine № 45-46 (1036-1037)	5 November 2026	Auto,Tech
Nº16	OK! Magazine № 47-49 (1038-1040)	19 November 2026	OK!Awards
Nº17	OK! Magazine № 50-51 (1041-1042)	10 December 2026	Gifts
Nº18	OK! Magazine № 52-03 (1043-1046)	24 December 2026	New Year



REGINA TODORENKO
VLAD TOPALOV

PRICE LIST 2026/ PRINT*

REGULAR PAGE	971 750
REGULAR SPREAD	1 633 000
1ST SPREAD	1 926 250
2ND SPREAD	1 725 000
3RD COVER	1 029 250
4TH COVER	1 598 500

*VAT 5%



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)



PRICE LIST 2026/ DIGITAL*

Seasonal coefficients

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

Markups

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

*VAT 5%

PRICE LIST 2025/ DIGITAL*

BANNER ADVERTISING* DESKTOP

FORMAT	POSITION ON THE SITE	CPM
Top banner 100%x250	All free pages, above the site header	1725 pyб.
First screen, side banner 300x600	All free pages, on the right	1495 pyб.
Second banner, side banner 300x600	All free pages, on the right	1265 pyб.
Side banner 300x250	All free pages, on the right	690 pyб.
Synchron 100%x250+300x600	All internal pages, 100%x250(above the site header)+300x600(on the right)	3450 pyб.
Branding of all pages, 2 weeks, mobile bonus	Home page	690 000 pyб.
In-Read(video advertising inside thematic editorial materials)	All free pages	3450 pyб.
Full Screen	All free pages	5175 pyб.
Rich Media Non-standard interactive formats	All free pages	5175 pyб.

// We are
in constant
creative
search and are
open to new
INTERESTING
IDEAS!

* Markups and seasonal coefficients applied to the base price

* VAT 5%

PRICE LIST 2026/ 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 pages	3800 rub.
Rich Media non-standard interactive formats	All pages	3800 rub.

*VAT 5%

// All the
projects of the
holding share
one target
audience—
**YOUNG, ACTIVE
PEOPLE**

PRICE LIST 2026/ DIGITAL*

NATIVE ARTICLE/NEWS/PROMO PROJECT

FORMAT	SECTION	UNIT COST
PR-News	Internal page, static/ Announcement on social networks	265 650 py6. KPI – 12 000
Editorial	• 1 week teaser announcement on the home page and in the relevant section • Vertical Banner Mobile/ Desktop dynamics • Announcement on social networks	531 300 py6. KPI – 20 000
Editorial with interactive layout	• 1 week announcement on the home page and in the relevant section, the button • Vertical Banner/ Interscroller/ Mobile and Desktop dynamics • Announcement on social networks	664 125 py6. KPI – 30 000
Editorial custom special project in interactive layout	• 1 week announcement on the home page and in the relevant section, the button • Vertical Banner/ Interscroller/ Mobile and Desktop dynamics • Announcement on social networks	929 775 py6. KPI – 45 000

SOCIAL NETWORKS

FORMAT	SECTION	COST
Post + Stories in OK!Magazine social networks	Vkontakte, Odnoklassniki, Telegram	92 000 rub.

NATIVE ARTICLE POSTING PACKAGES

FIRST PACKAGE

or 12 months - 1 000 000 rub.
12 news
KPI – 20 000

SECOND PACKAGE

For 12 month - 600 000 rub.
6 news
KPI – 20 000

*VAT 5%

IMPORTANT!

1. All prices are indicated 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 a must.
5. Price list is valid until 31.12.2025.

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.



POLINA MAXIMOVA



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OK!
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