



Как потратить

ВЕДОМОСТИ

MEDIA KIT
2022



«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

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RELEASE DATES

1. RELEASE DATE

2. CLOSING DATE

3. AD MATERIALS DEADLINE



RELEASE DATES

14.02.2022 **14.01.2022** **21.01.2022**

Men: Style, Watches, Accessories

01.03.2022 **29.01.2022** **05.02.2022**

Women: Style, Jewelry, Watches, Accessories

14.03.2022 **11.02.2022** **18.02.2022**

Fashion Business

04.04.2022 **04.03.2022** **11.03.2022**

Design and Projects in the Luxury Industry. *Special Section: Yachting 2022*

18.04.2022 **18.03.2022** **25.03.2022**

Spring: Trends & Tendencies. World brands & High Art

30.05.2022 **29.04.2022** **06.05.2022**

Watches & Jewelry. Overview from the Watch and Jewelry Expos. *Brands and their ambassadors — special editorial feature*

05.09.2022 **05.08.2022** **12.08.2022**

Autumn and Style. New trends of the Fall/Winter

19.09.2022 **19.08.2022** **26.08.2022**

Fashion Business

03.10.2022 **02.09.2022** **09.09.2022**

Design and Projects in the Luxury Industry. *Special Section: Yachting 2022*

17.10.2022 **16.09.2022** **23.09.2022**

Traditions and Craftsmanship. Made to Measure. Overview of High Jewelry Collections Premiers

07.11.2022 **07.10.2022** **14.10.2022**

Style and Names. Autumn Watch Premiers, Interviews & Prognosis.

21.11.2022 **21.10.2022** **28.10.2022**

Lux & Investment. Overview: Watch and Jewelry Collections

01.12.2022 **31.10.2022** **07.11.2022**

Gifts & Ideas

12.12.2022 **11.11.2022** **18.11.2022**

Getting Ready for the New Year and Christmas. New Year Collections



14.02.2022

Men: style, watches, accessories

This issue is dedicated to businessmen and their achievements in different spheres of life — business, science, sport, culture, etc. We offer our readers exclusive interviews and reports on success stories, biographic and historic features. Special editorial features will be devoted to Men's Style, Watches and Accessories.

ВЕДОМОСТИ Как потратить

#02 (224) Март 2020 kp.vedomosti.ru

16+

ЖЕНЩИНЫ & УСПЕХ

МЛАДШАЯ
СЕСТРА

SPORTMAX —
ПОЛВЕКА
ВМЕСТЕ



01.03.2022

Women: style, jewelry, watches, accessories

Our last edition is dedicated to the style of women, their success in business, sport, culture, science, their participation in charity projects and family.

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 the experts for the gifts for Women's day. We are ready to share a piece of women's world with you.

ВЕДОМОСТИ Как потратить

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

МОДНЫЙ БИЗНЕС

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ВЗЯТИЕ ПАРИЖА

БРЕНД ULYANA SERGEENKO
ПОКОРИЛ ВЫСОКУЮ МОДУ

14.03.2022 / 19.09.2022

Fashion Business

Key elements of successful fashion business. Innovations and historical experience of top brands. Exclusive interviews with the owners of fashion houses. Stories about collaborations of the famous brands and their initiatives.



04.04.2022 / 03.10.2022

Design and Projects in the Luxury Industry

Distributed among professionals
architectural and design offices.
Corporations in the real estate market.
Groups of interior and development
companies.



18.04.2022

Spring: Trends and Tendencies. World brands and High Art

The main feature is devoted to high technologies and their influence on the mankind and society in the angle of the influence on the luxury segment and its adaptation to the modern changes. Special attention will be paid to the collaborations and co-projects of the luxury brands with artists, representatives from different segments of culture, famous sportsmen, ecologists, etc., initiatives of the luxury brands connected with culture and art partnerships.

ВЕДОМОСТИ Как потратить

#06 (240) Май 2021 | kp.vedomosti.ru

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**ВРЕМЯ
ЖИТЬ**
СЧАСТЛИВЫЕ
БРИЛЛИАНТЫ
ДЖУЛИИ РОБЕРТС

30.05.2022

Watches & Jewelry. Overview from the Main Jewelry and Watch Expos and Shows. Brands and their ambassadors — special editorial feature

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.

ВЕДОМОСТИ Как потратить

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

ОСЕНЬ ✨ СТИЛЬ

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КАПСУЛА ВРЕМЕНИ

ИДЕАЛЬНЫЕ ПУТЕШЕСТВЕННИКИ:
ВЕРСИЯ 2021 ГОДА

05.09.2022

Autumn and Style. New trends for the Fall/Winter Season

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.



17.10.2022

Traditions and Craftsmanship. Made To Measure. Overview of High Jewelry Collections

This edition is dedicated to talented people who create exclusive things, talking to various of professionals in luxury goods industry such as fashion, perfume business, watches and jewelry, etc. Special features — overviews of High Jewelry Collection Premiers.

ВЕДОМОСТИ Как потратить

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

СТИЛЬ & ИМЕНА

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**ВРЕМЯ
ЧЕМПИОНОВ**

НОВАК ДЖОКОВИЧ —
АМБАССАДОР HUBLOT

07.11.2022

Style & Names. Autumn Watch Premiers

This edition is dedicated to opinion leaders. Well known fact that opinion leaders nowadays have a huge impact on customers style, thus formulationg their purchasing preferences and habits, our heroes will be chosen from various segments and you will find exclusive editorial materials from the famous people. Special features will be on Autumn Watch Premiers.



21.11.2022

Lux & Investment. Overview of Watch and Jewelry Collections

Exclusive interviews and reports about those who are doing business in the luxury sector today (fashion, jewelry, watches, yachts and planes, real estate, etc).

ВЕДОМОСТИ

Как потратить

#11 (233) Декабрь 2020 kp.vedomosti.ru

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ПОДАРКИ & ИДЕИ

ЗИМА,
ПРИХОДИ!

ГЛОБАЛЬНОЕ
УТЕПЛЕНИЕ
ОХВАТИЛО МОДУ

01.12.2022

Gifts & Ideas

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.

ВЕДОМОСТИ Как потратить

#12 (234) Декабрь 2020 kr.vedomosti.ru

НОВОГОДНИЕ КОЛЛЕКЦИИ

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ПОД ЗНАКОМ БЫКА

ИДЕИ И ПОДАРКИ ПО СЛУЧАЮ
НАСТУПАЮЩЕГО 2021 ГОДА

12.12.2022

Getting Ready for the New Year and Christmas. New Year Collections

The name of this edition speaks for itself. Our editorial team will prepare an overview of special tips and ideas. A variety of gifts selection for somebody special, for colleagues and friends, for kids and family! Estimated publication format: interviews + features with top experts of the industry of luxury with best gifts advices combined with high quality pictures.

ВЕДОМОСТИ Как потратить

#05 (239) Апрель 2021 | k.p.vedomosti.ru

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ВЕСНА & ТРЕНДЫ



ЛЮДИ И ЛОДКИ

ЯХТИНГ КАК
ОБРАЗ ЖИЗНИ

04.04.2022 / 03.10.2022

Special section: Yachting 2022

Design and Projects in the Luxury Industry

Special section in the Kak Potratit will be devoted to Yachting in 2022. Over the global pandemic yachts proved to be the safest place to be and therefore yachting industry is really booming. But what is really changing? We explore the new design and construction trends, talk to shipyards, brokers, designers and opinion makers to find out how do they see the future. Find new destinations and create new itineraries. How does that all suit the needs of Russian owners, who are well-known movers and shakers of the international superyacht industry? What do they like and what do they dislike? What are they looking for now? How does yachting lifestyle is evolving and what drives change? We also explore the lifestyle around yachting and give you an overview of marine watches and fashion to look really «yachtie», if you plan the holidays on board.

Yachting 2022

Special section

04.04.2022

Opening the new yachting season

What's new on the market? Top new deliveries 2022. What else are we expecting this year?

Planning summer charter: new top-10 charter yachts on the market.

Dolce vita: iconic and eye-catching designs 2022.

Comfort revolution and design trends: open decks, beach clubs, spa on board, bars, gyms. Plus water toys, helicopters and amphibians.

Where to put the anchor? Best marinas and real estate developments on the shore.

My best yachting experience: Russian businessmen speak.

Yachting in Russia: where to go? + Our top-10 boats for the inland waters.

03.10.2022

Analysing the results of the European boat shows

New trends and models available on the market. Interviews and comments from top experts.

Where to build your next yacht? Looking closer at the shipyards across the world and finding the best options.

Planning winter charter. Best yachts, best destinations.

Long range: How far can you go and why? Review of exploration yacht projects.

Remote destinations: dream itineraries and what do we need to get there.

Deep dive: 10 best submarines. 10 best places to use them. 10 advises from the expert how to plan your holiday with underwater exploration.

My dream boat. Russian owners speak.

Yachting 2022

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Premium Yachts

Dynamiq

Yalikavak Marina



AUDIENCE PROFILE*

130 300

RUSSIA

79 400

MOSCOW

53%

MEN

47%

WOMEN

76%

HIGH INCOME

61%

BUSINESSMEN AND
TOP-MANAGERS

37%

16-34 Y.O.

43 %

35-54 Y.O.

19%

55+ Y.O.



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106 000
UNIQUE USERS

56%
MOBILE

2 324 733
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FOLLOWERS

215 000
MONTHLY REACH

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)+277+280) 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

Static, 1 week

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, with announcement on Home Page and rubrics	150 000
Partnership in Editorial Section	300 000
Integration in GIFTS Gallery, 1 block	100 000
Partner’s Logo, All Pages	300 000
Partner’s block, under content, all pages of the materials of the section	300 000

NON-Standart

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

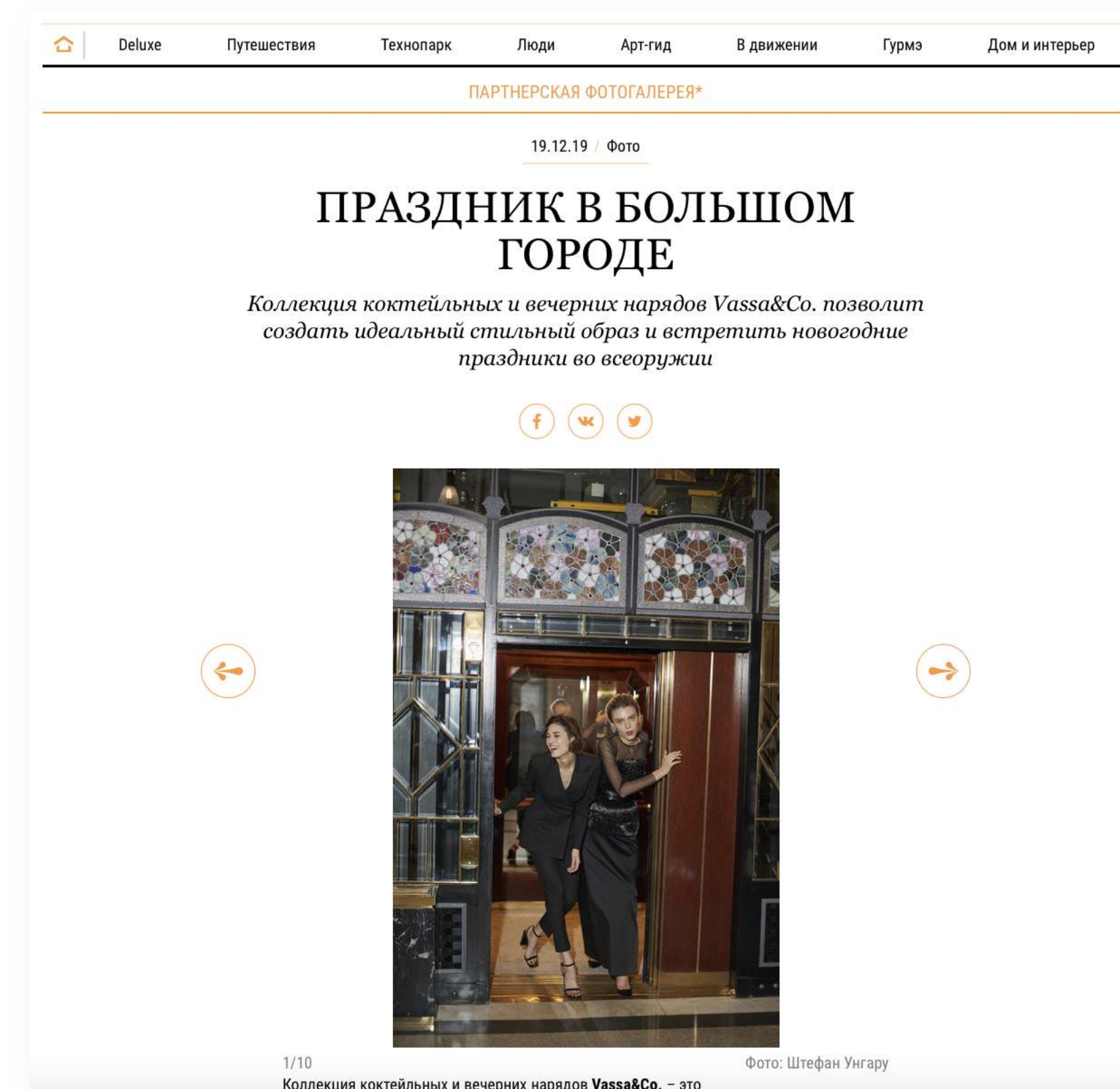
DIGITAL
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CREATIVE ADVERTISING OPTIONS in the magazine and on the site

«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.



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VREMENA GODA

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