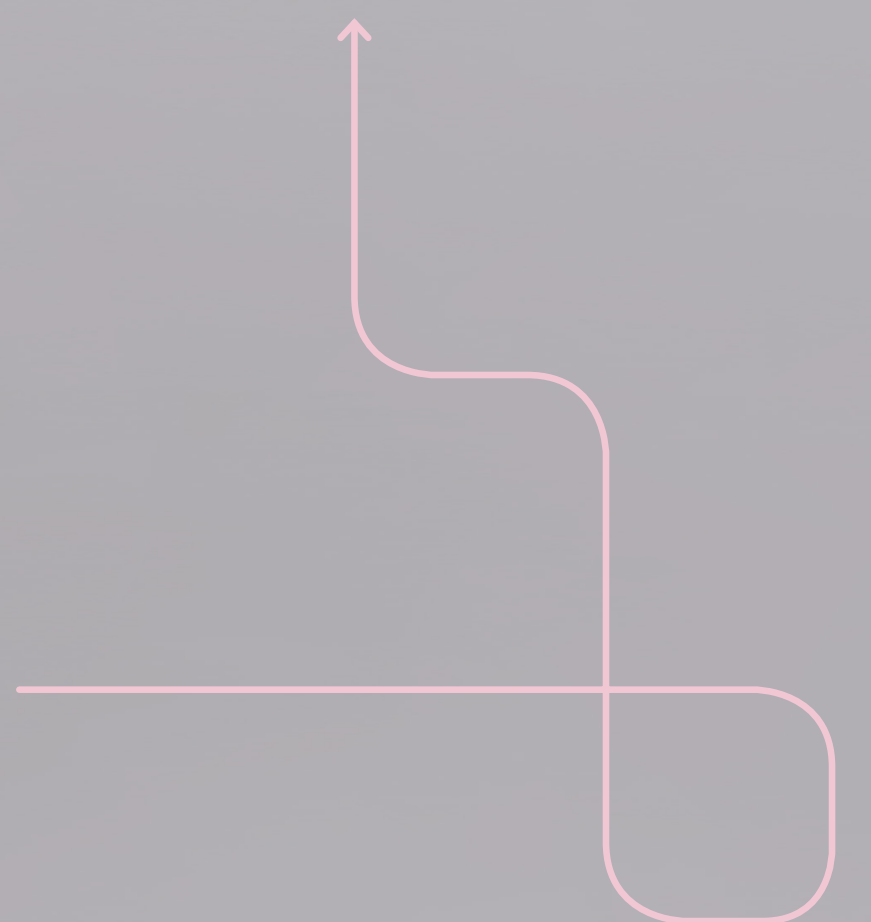




the VOICE MAG

LOUDER!
BRIGHTER!
FOR YOU!

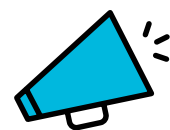




VOICE is a new project created by the Cosmopolitan team, №1 media brand for women. In 28 years the brand has become a hub empowering active girls and women, who want to change their lives and make the world a better place to live in. Now this hub provides the platform for the next chapter of growth, promoting the role of women in a fast-changing world.

VOICE is about honesty, sincerity, individuality, energy, purposefulness, fearlessness, curiosity and lifelong learning.

VOICE is the place for inspiration, awareness, support and openness to discussion of any topic. We will continue to write about fashion, beauty, career, self-development, relationships, trends, significant news and major events.



**VOICE –
I CHOOSE TO SOUND!**

EDITOR IN CHIEF



Hello, dear!

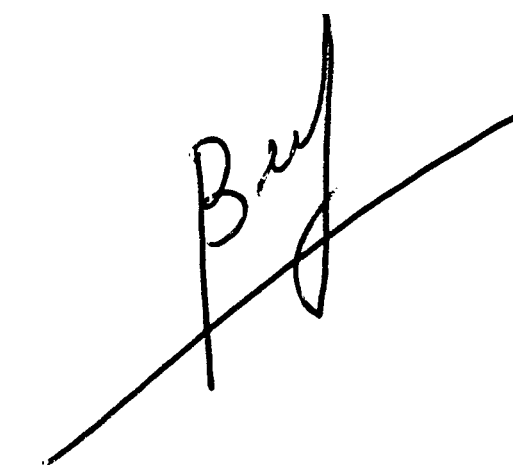
Obstacles that media market has gone through in 2022, cannot be compared with any other crisis that erupted before. However, we have not only adapted to the new reality, but we are to change it for us.

The **VOICE Magazine** is still the same well known team, which is №1 in the world of glossy brands. These are the people who created Cosmopolitan for you. VOICE will keep the best of Cosmopolitan: our ambitious projects, creative formats and priority directions. We will continue

to inspire, bring joy, support and impress our readers. As you can change the name, but the values remain unchanged.

We promise: it will be loud!

Stay with us!



EKATERINA VELIKINA, Editor-in-Chief

BRAND



СИЛА В ЖЕНЩИНЕ
СТАНЬ БОГАТОЙ
M A N A W A R D S
МОДА
БЕЗ
ГРАНИЦ



BRAND

social media

VK Odnoklassniki Дзен Telegram MOY MIP YouTube LOOKY

3.5mln followers

1.5k content items per month

website

17.5mln unique visitors

video

150+ content items per month

magazine

circulation

250 000 copies

brand №1*



total coverage more than

21mln**

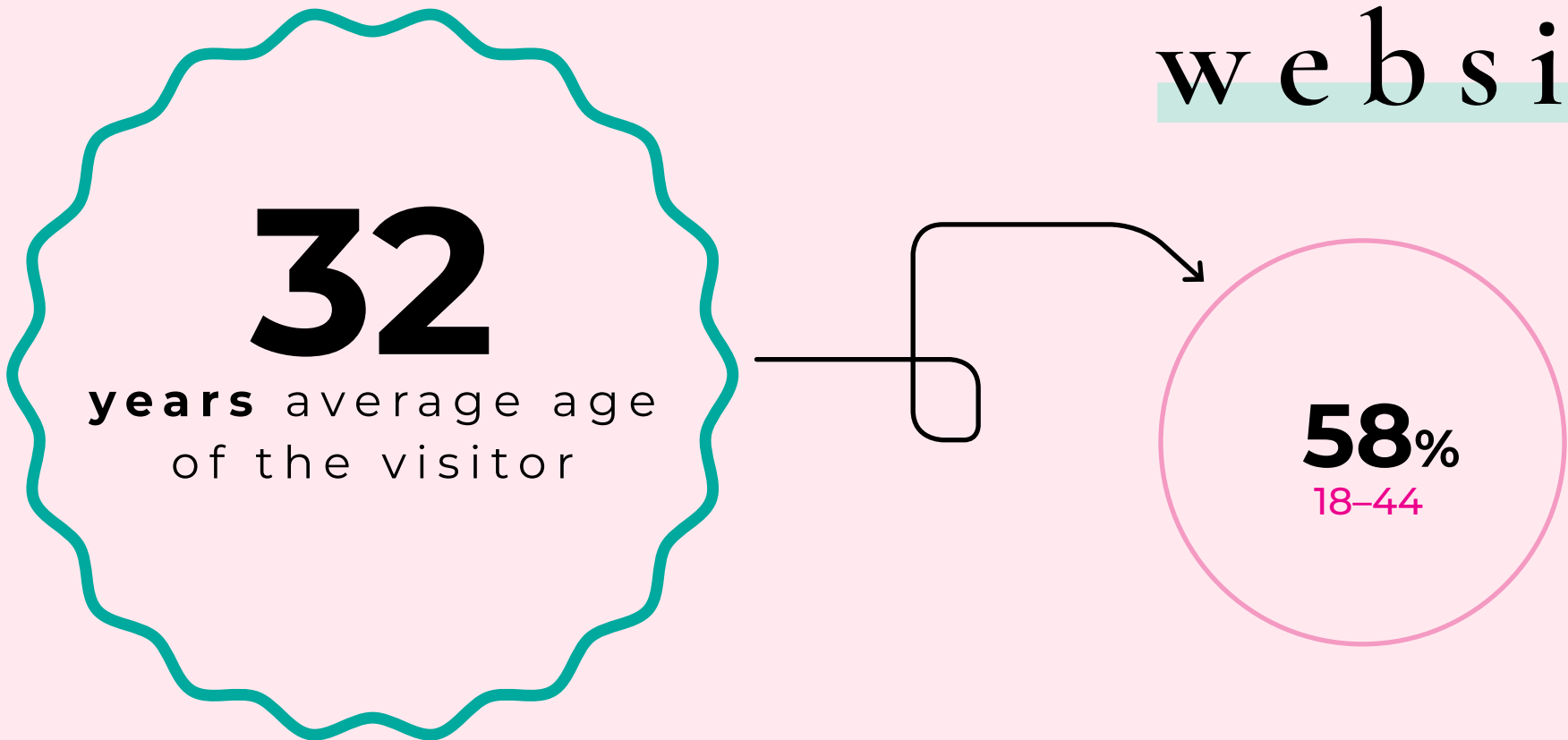


Sources: IM Data Hub, Ya. Metrics, monthly average in 2022

*Female readership segment in Russia

**Excluding the magazine's audience

website thevoicemag.ru



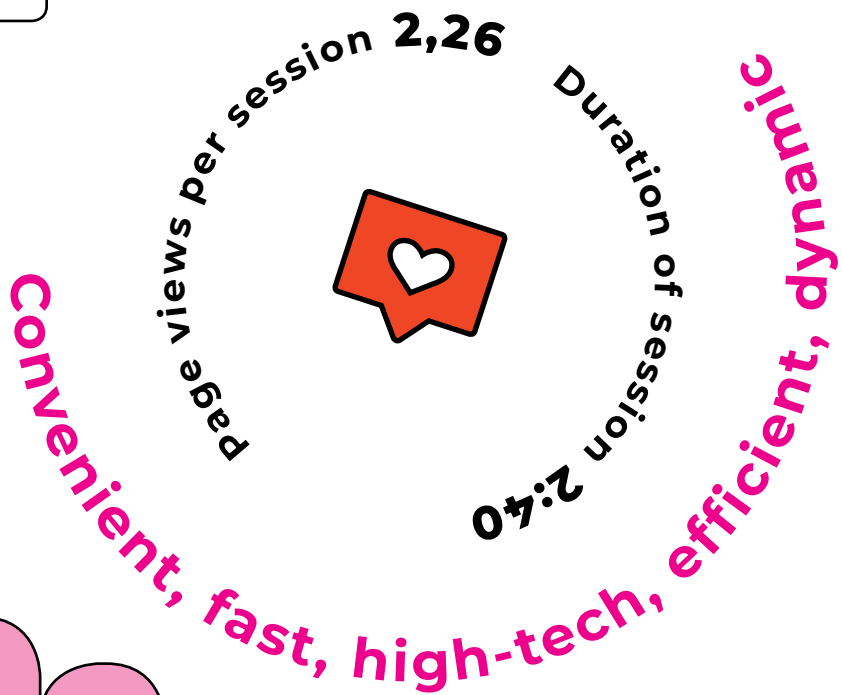
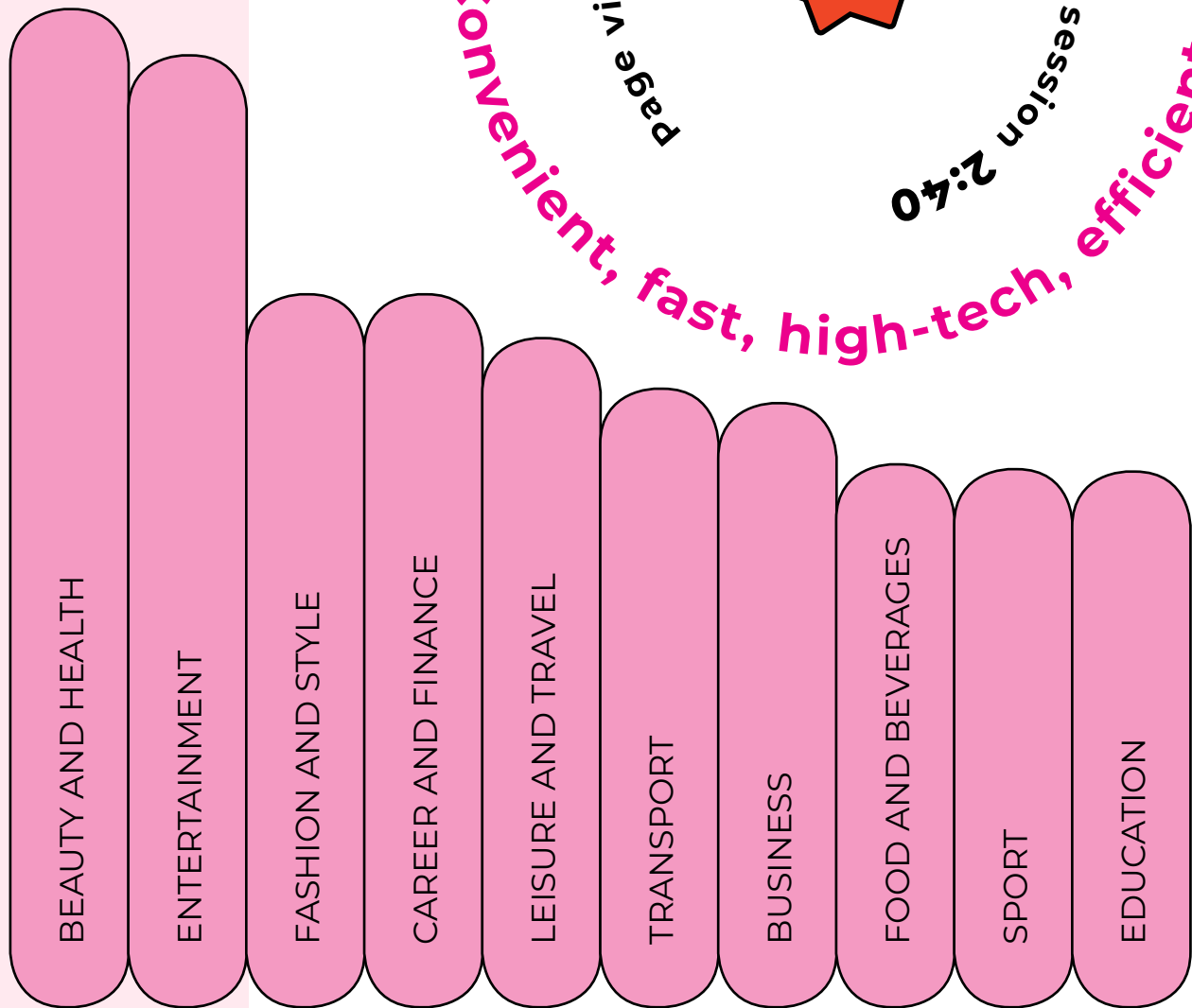
17.5mln
unique visitors

3.5k
content items per month

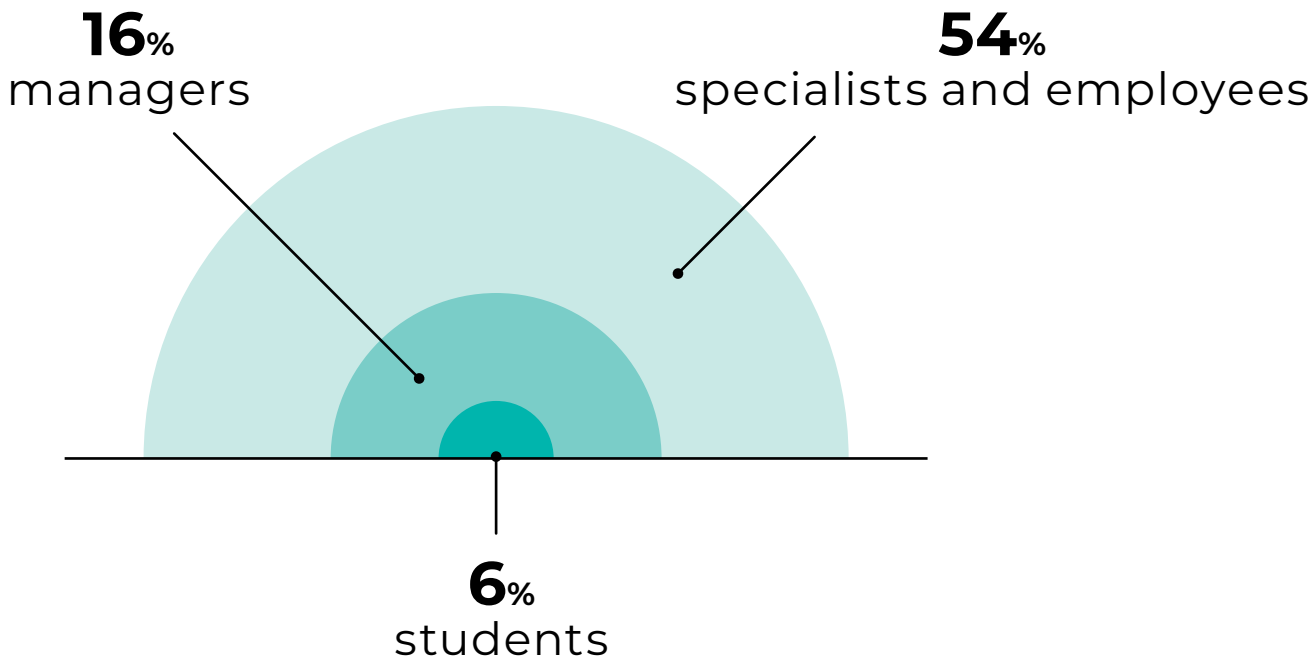
60+mln
views



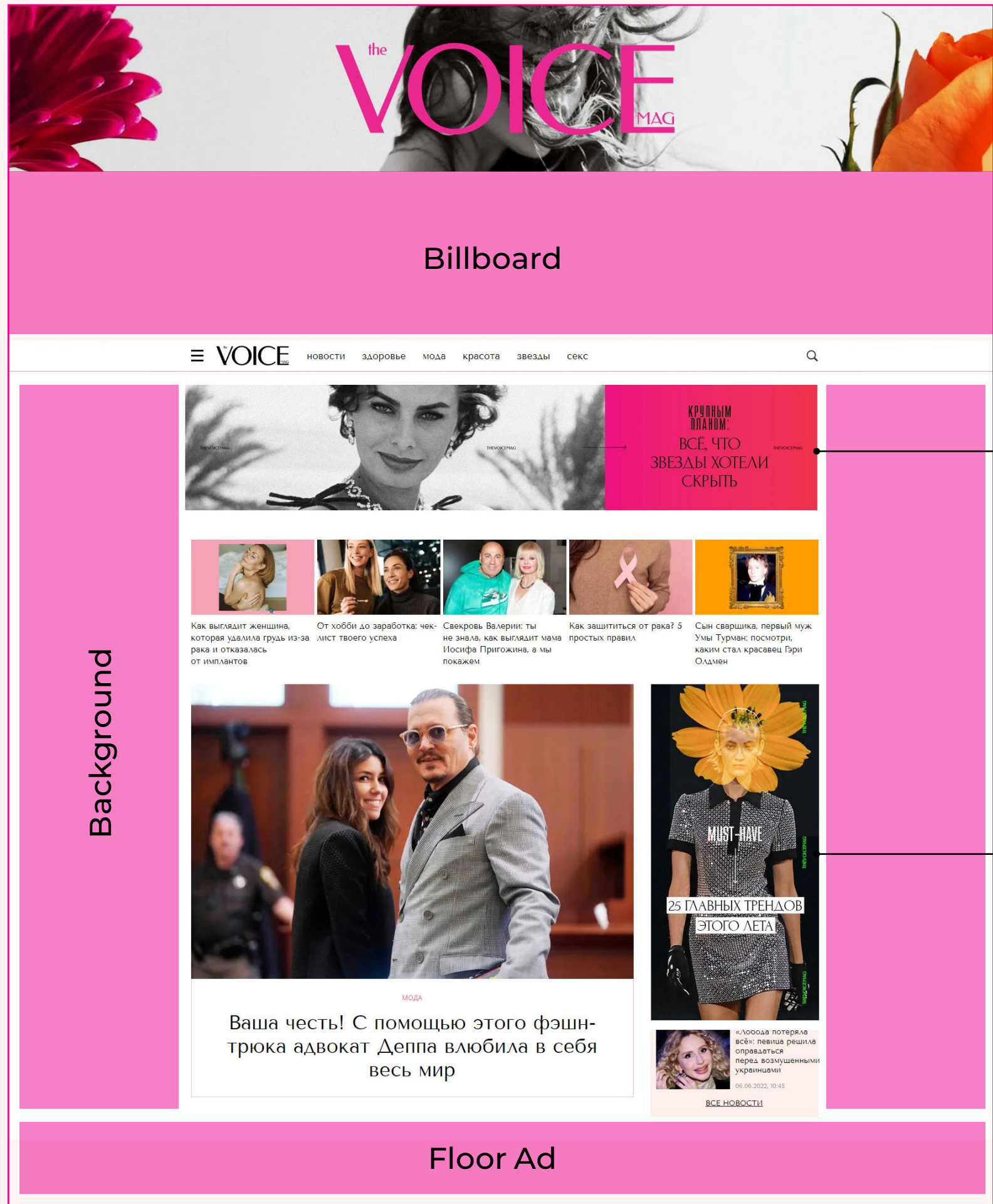
INTERESTS OF AUDIENCE



SOCIAL STATUS



desktop



advertising opportunities of **thevoicemag.ru**

1260 x 250

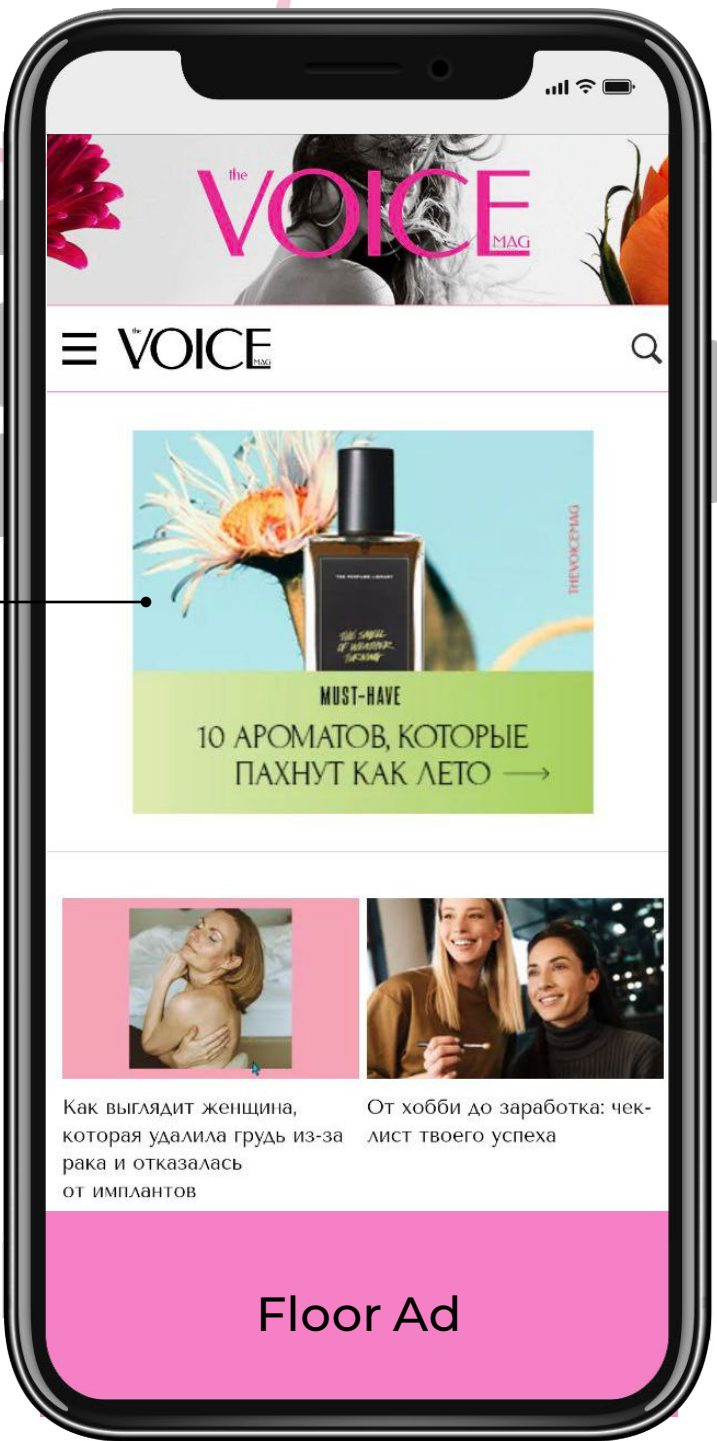
300 x 250

300 x 600

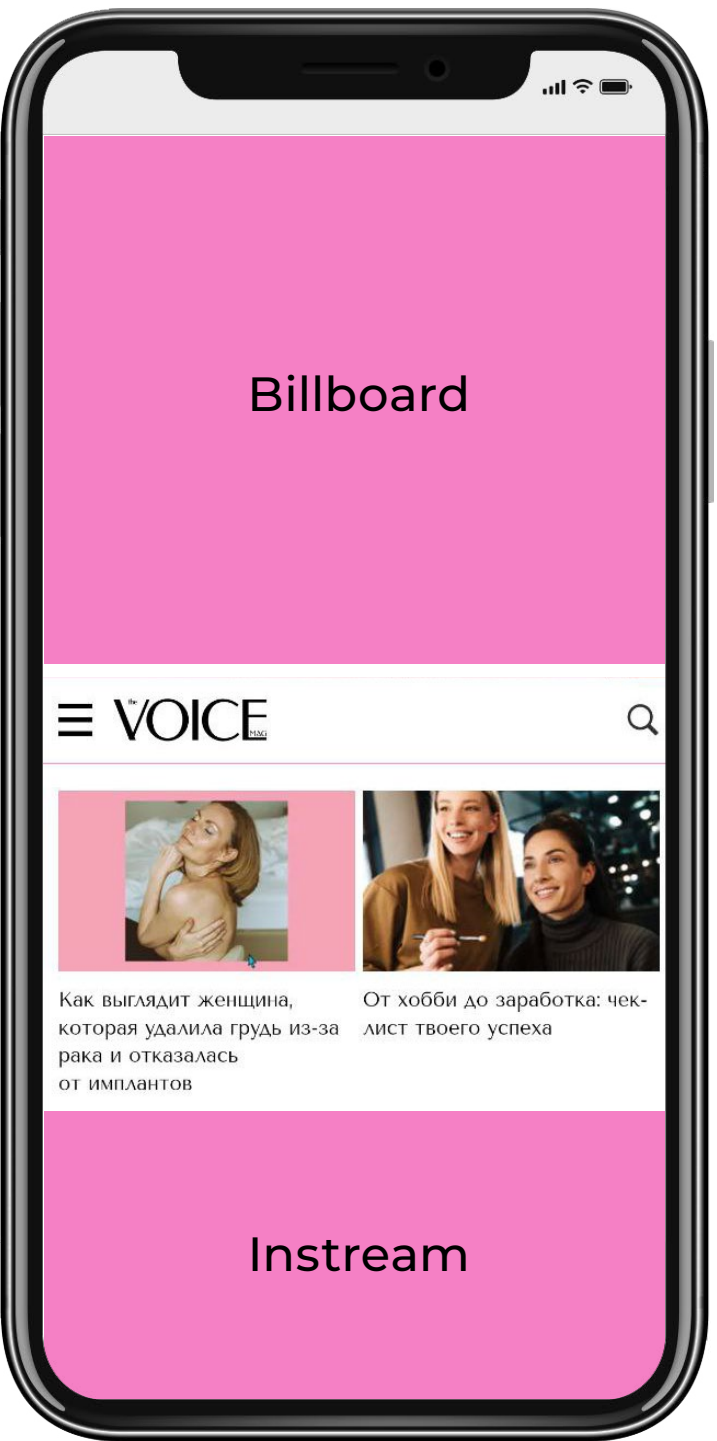
Billboard / Banner 1260 x 250 / Banner 300 x 600 / Synchronized banners / Branding / Floor Ad

NATIVE ARTICLE

ANIMATED ARTICLE



Floor Ad



Instream



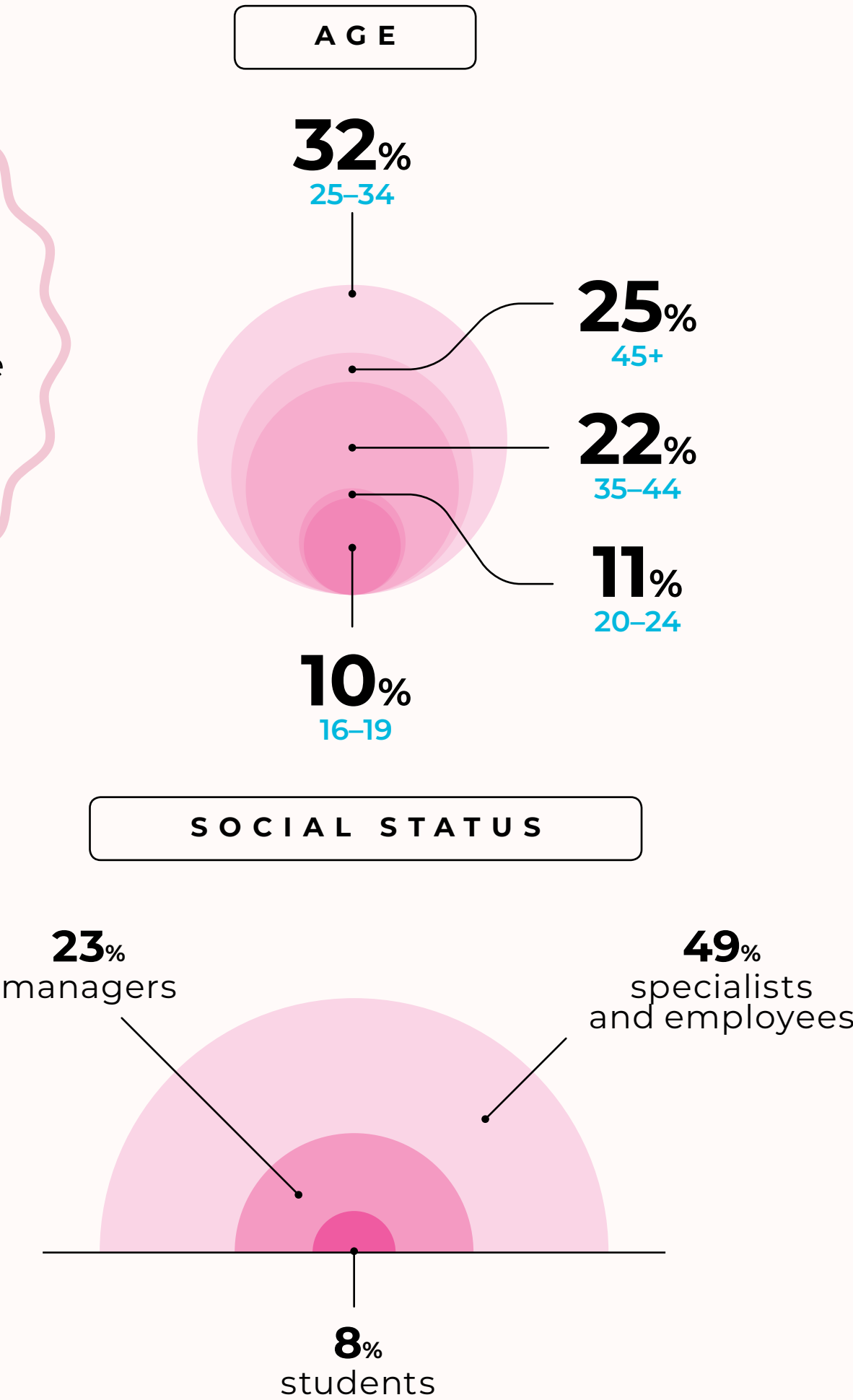
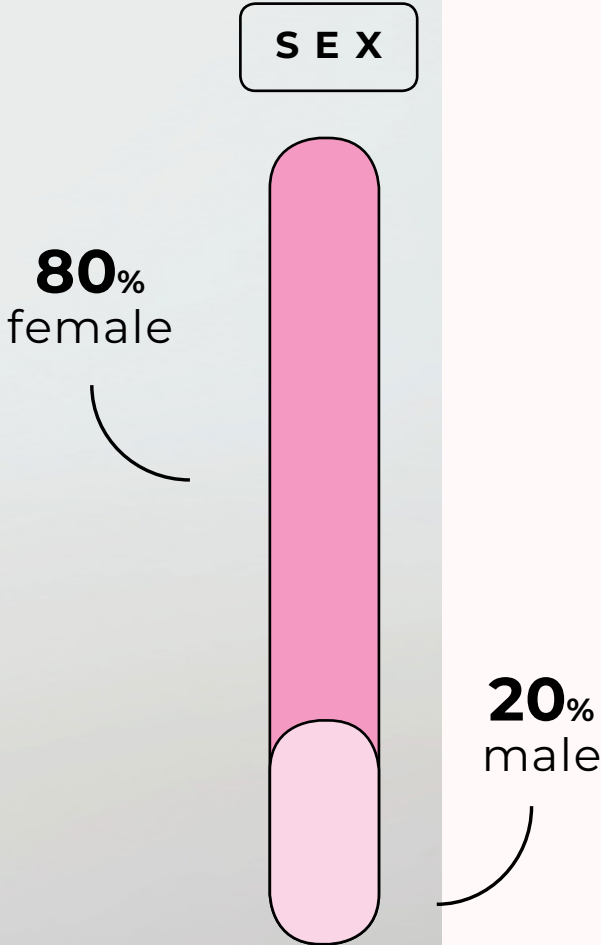
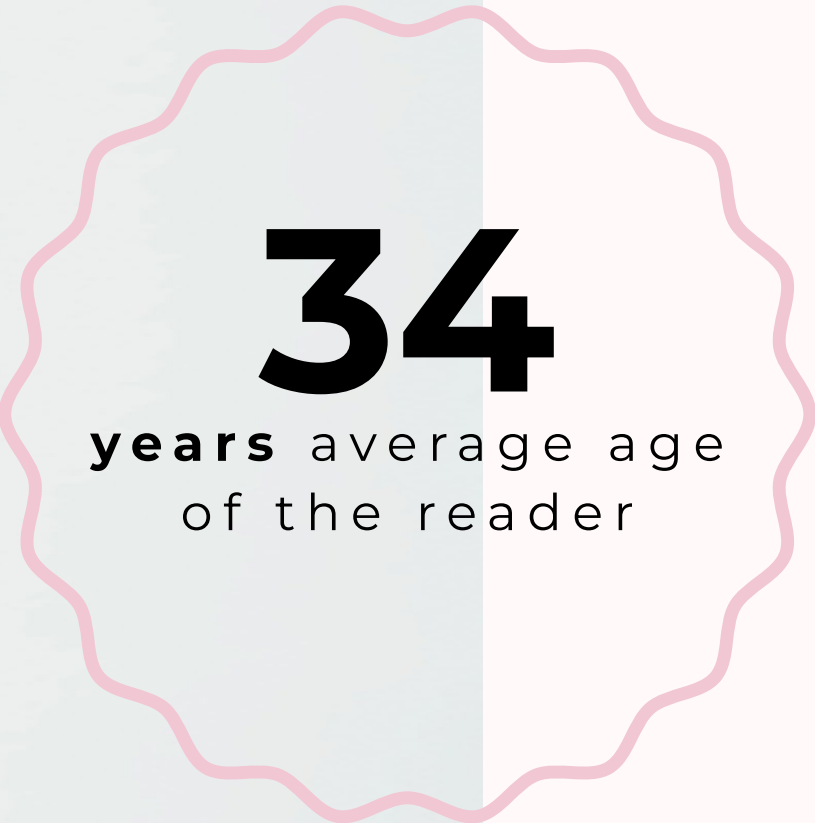
Full screen / Parallax

Full screen / Parallax / Billboard / Banner 300 x 250 / Floor Ad / Instream

mobile

PRINT

magazine



ISSUE

6 issues per year

CIRCULATION

250 000
copies

DISTRIBUTION

TRADITIONAL CHANNELS
Perekrestok / Miratorg / Tvoj dom / METRO /
SELGROS / Pyaterochka / ATAK / Victoria /
O'KEY / Azbuka vkusa / Lenta / GLOBUS /
Karusel / EUROSPAR / Auchan / Magnit

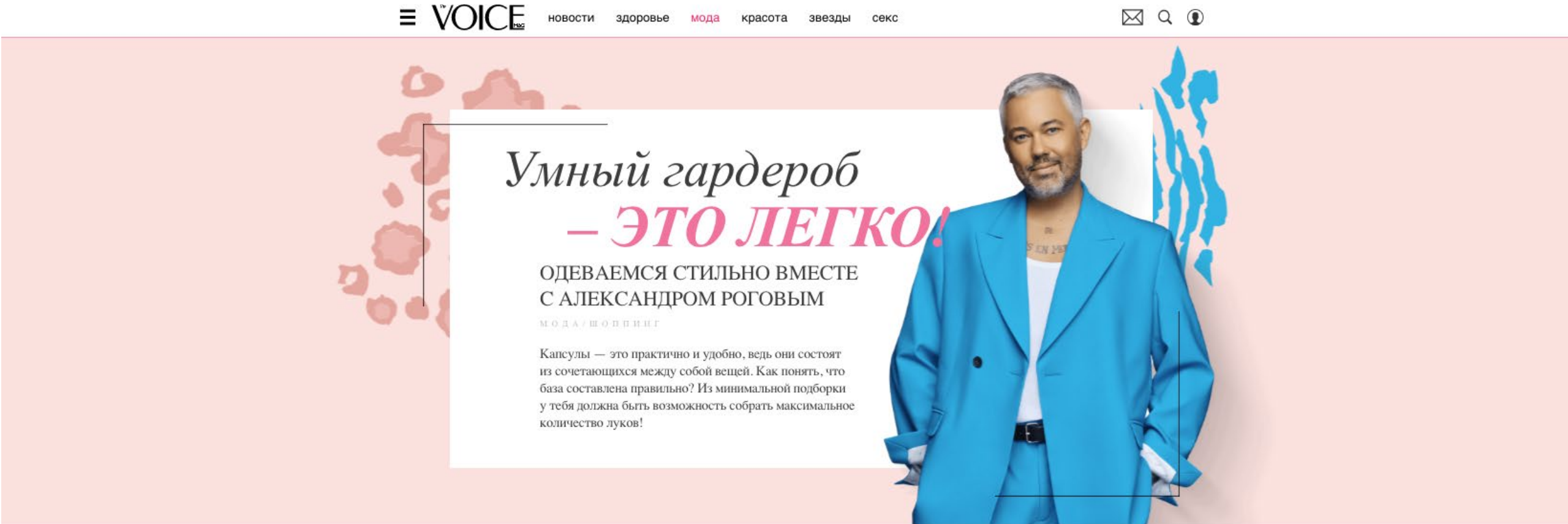
Internet platforms
Wildberries / Yandex.Mapket / OZON

Bookstores
My favorite bookstore "Moscow"



special projects

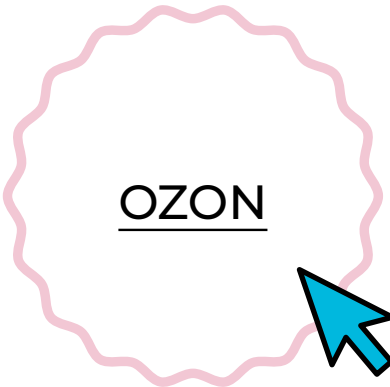
coverage



“

Перед тем как собрать осеннюю капсулу, ответь себе на вопрос: каким критериям она должна отвечать! Согласись, капсулы для молодой мамы, студентки, бизнес-леди или модницы будут радикально отличаться. Например, чтобы утеплить офисный гардероб, можно надеть уютный свитер с юбкой-карандашом или добавить к образу плотные колготки. А еще стоит попросить начальство сделать температуру в офисе повыше:)

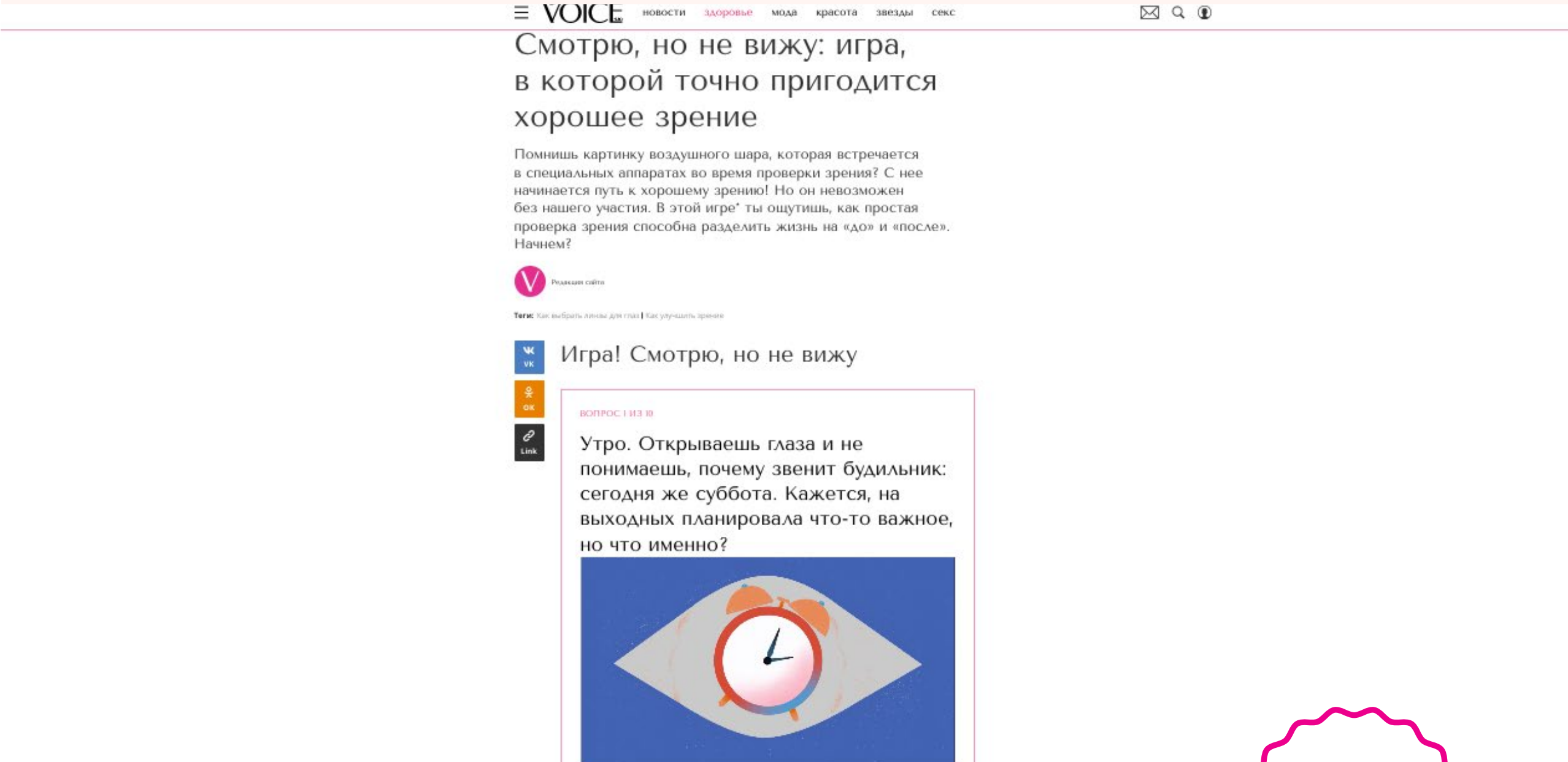
”



Total number of reads – **77 000**

Smart wardrobe is easy!

- Test on the website “Find your perfect look”
- Project on the website with animation and fashion tips from Alexander Rogov
- Instream video on the website – video invitation to get fashion tips from Alexander Rogov
- Fashion industry quiz in the social network Dark Voice
- Post and stories in the social network



Looking, but don't see it

- Test on the website in editorial layout with animated illustrations and a gift pack of TG-sticker packs for those who were attentive to tasks
- Announcing post in the social network Dark Voice

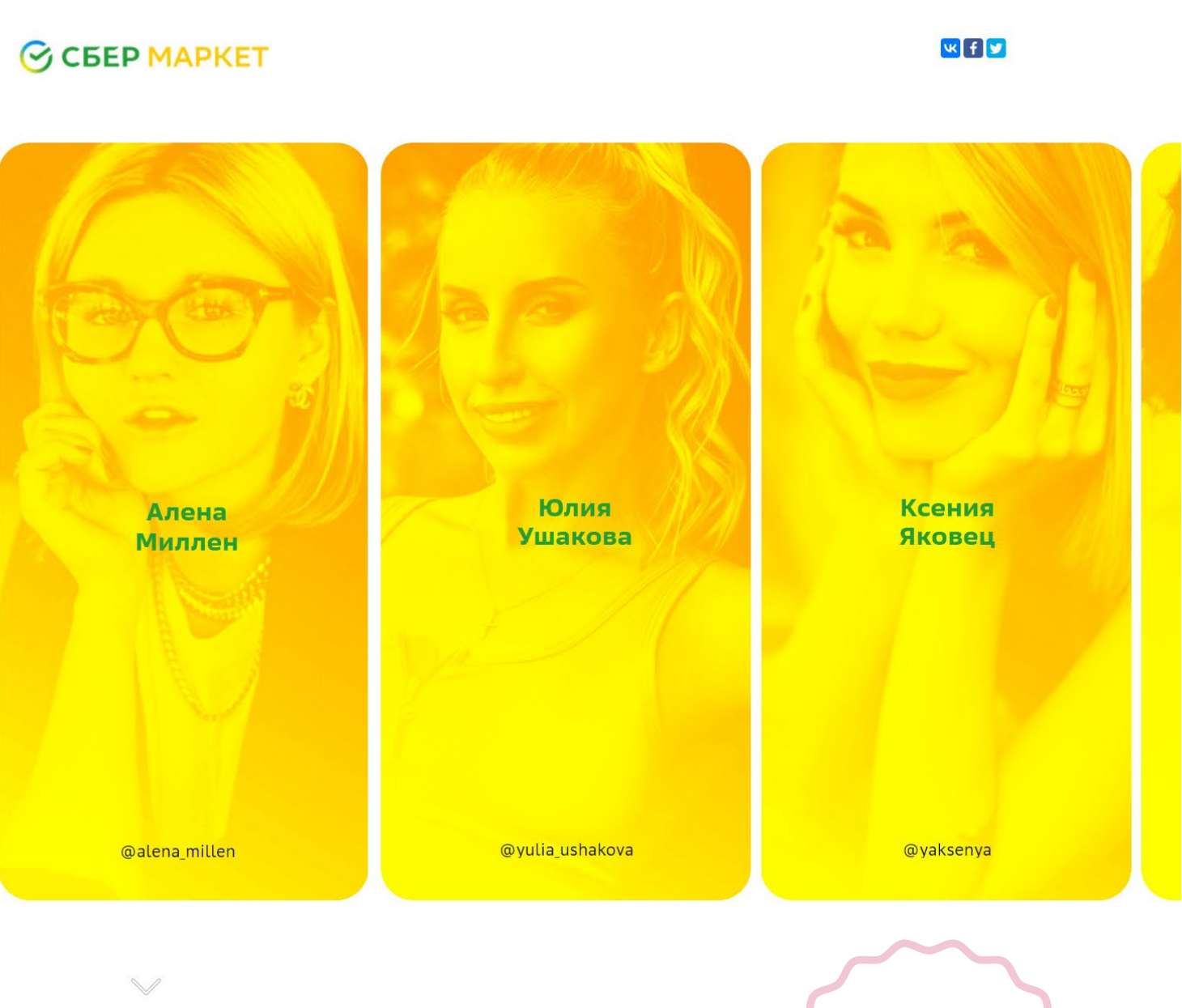
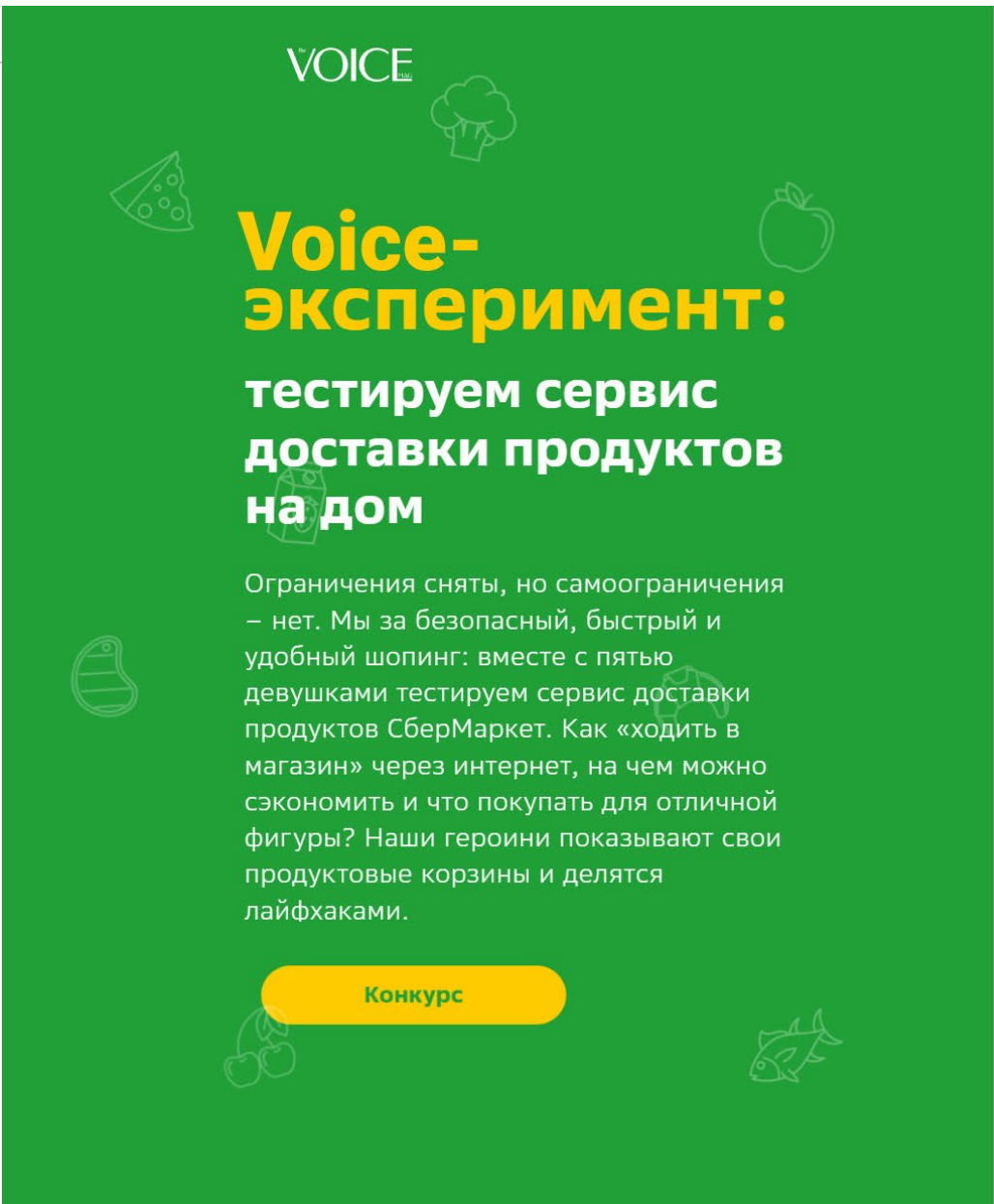
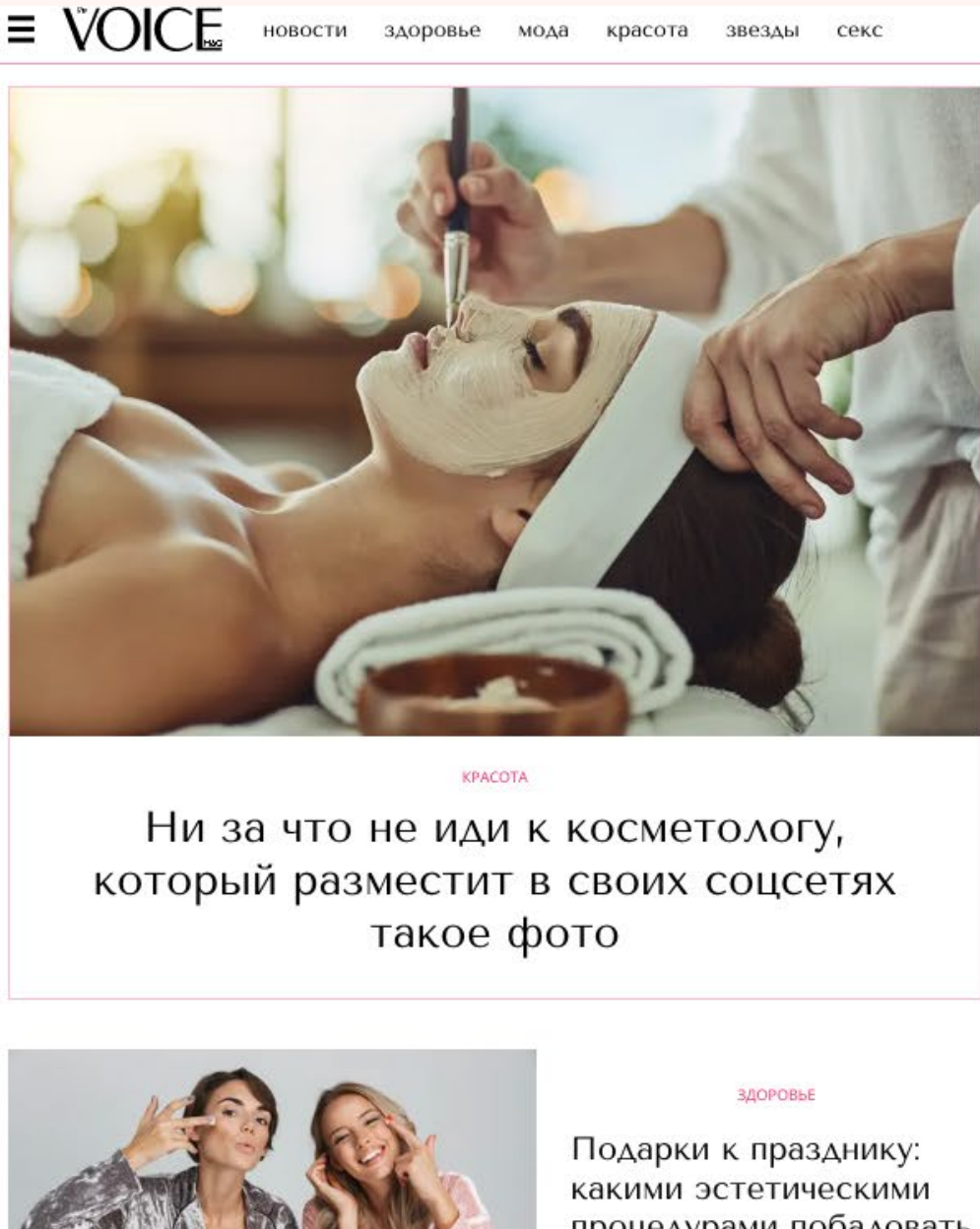
43 000 unique article reads

Media announcement coverage – **520 000**

Post reach in social media – **9 000**

SPECIAL PROJECTS

coverage



Responsible cosmetology

- Branded section of the project on the website "Responsible cosmetology" with series of editorials with a button in the main menu
- Posts in the social networks
- Posts with polls in the social network Dark Voice
- Branded newsletter on subscribers

Announcement coverage on the website – **10 000 000**

300 000 unique articles reads



How to buy products online?

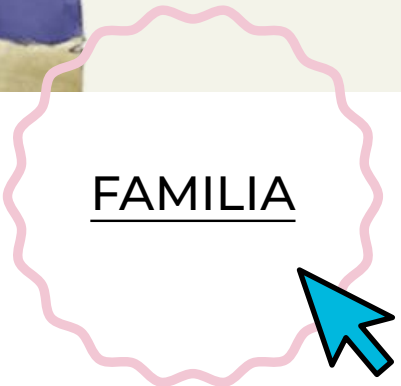
- Promo page of the project on the website with the participation of five heroines
- Media and editorial support of the project
- Project promotion in the social networks



Banner announcement coverage – **3 000 000**

70 000 unique users

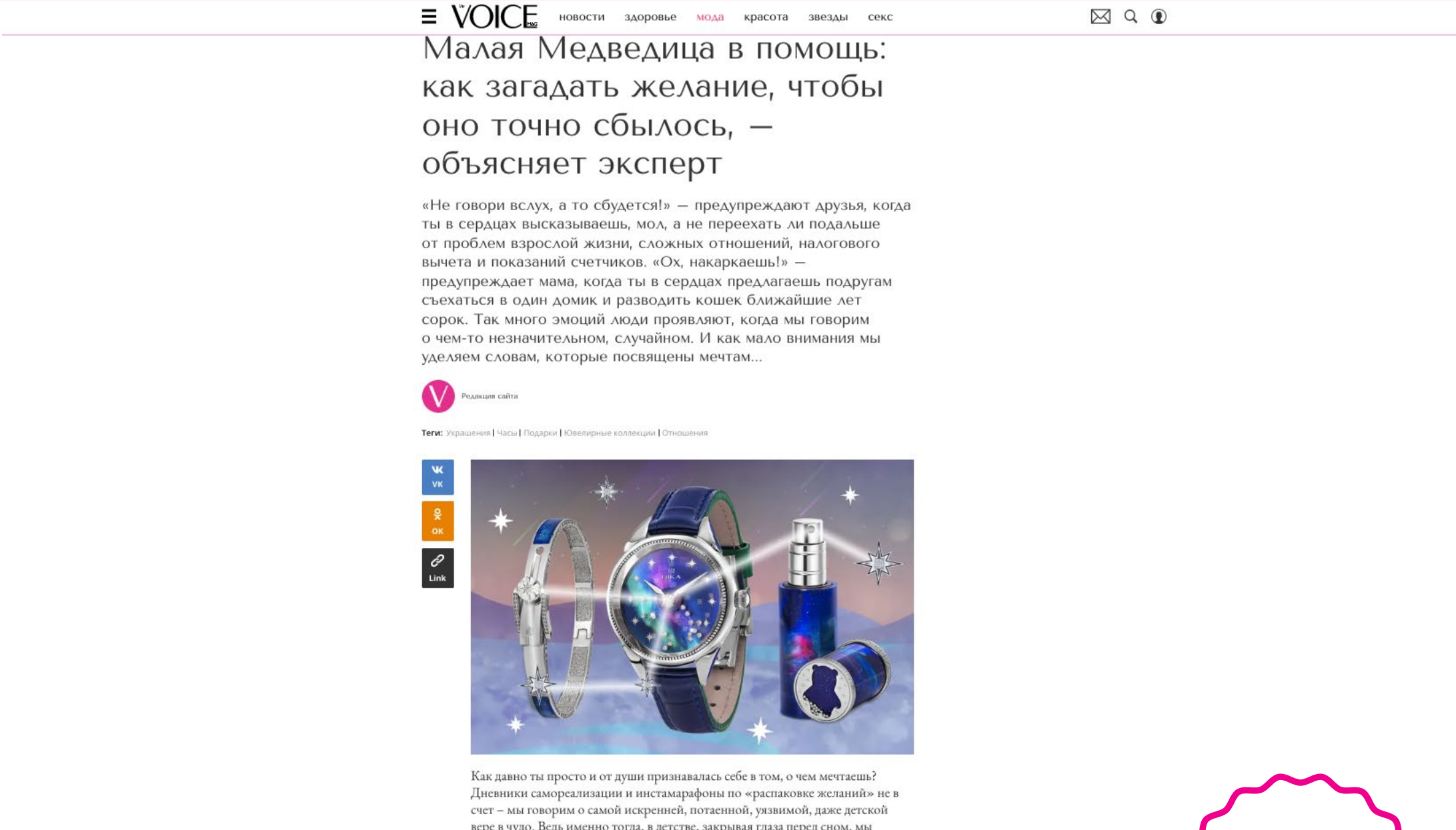
Audience reach in social media – **150 000**



The Shopping Adventure

- Animated and illustration project on the website
- Posts in the social networks

54 000 unique article reads

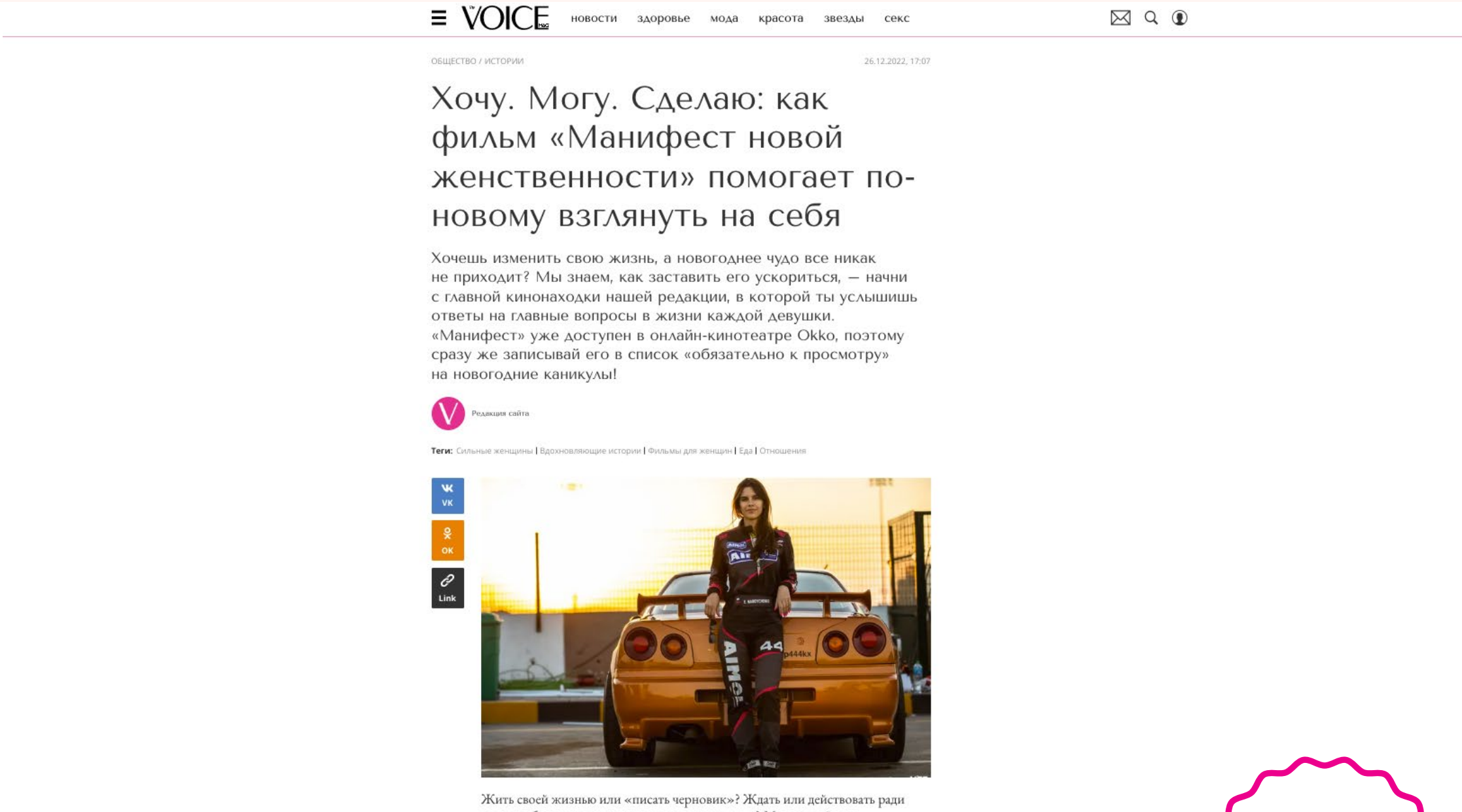


Little Bear to the Rescue

- Native article in editorial layout on the brand materials on the website

15 000 unique article reads

image

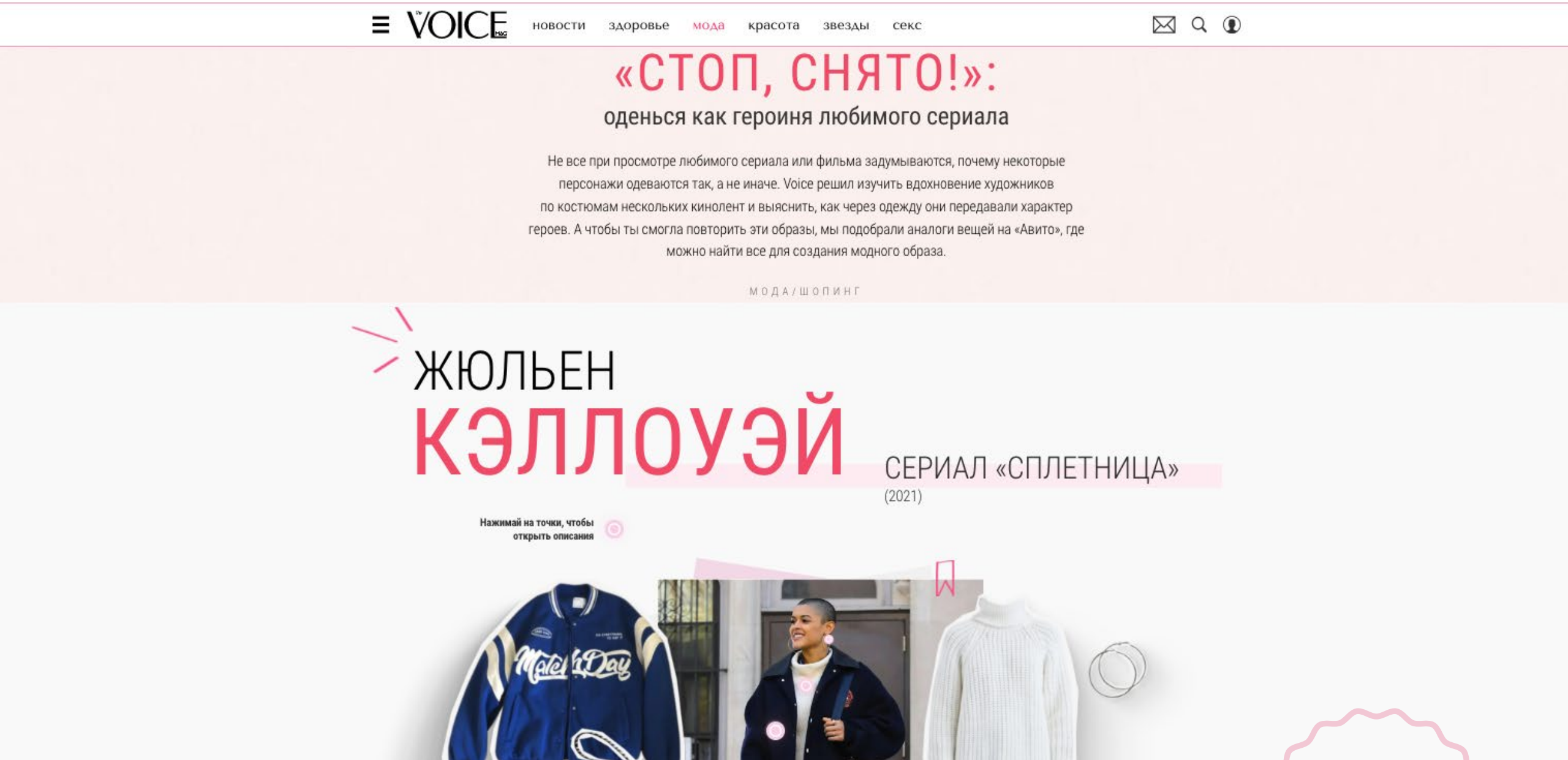


MRIYA

I want.
I can.
I will do.

• Native article in editorial layout on the website

15 000 unique article reads



“CUT!”

• Special project in animated layout on the website

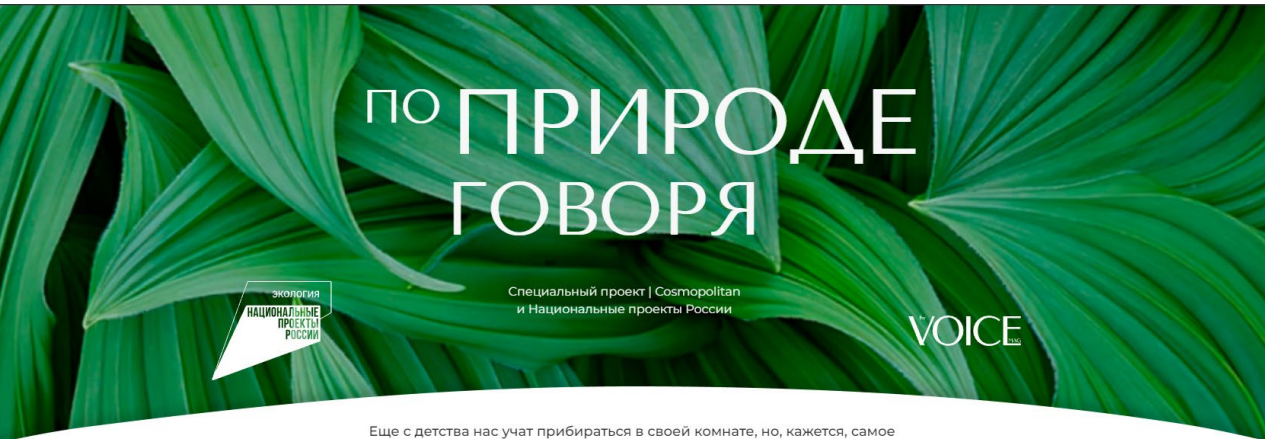
24 000 unique article reads

Announcement coverage – 710 000

AVITO

SPECIAL PROJECTS

ECOLOGY / RUSSIAN NATIONAL PROJECTS



By nature speaking

- Shooting in the magazine and on the website with the participation of the celebrity
- Spread in the magazine
- Promo page of the project on the website
- Media and editorial support of the project
- Project promotion in the social networks
- Editorial newsletter on subscribers

Banner announcement coverage – **7 000 000**

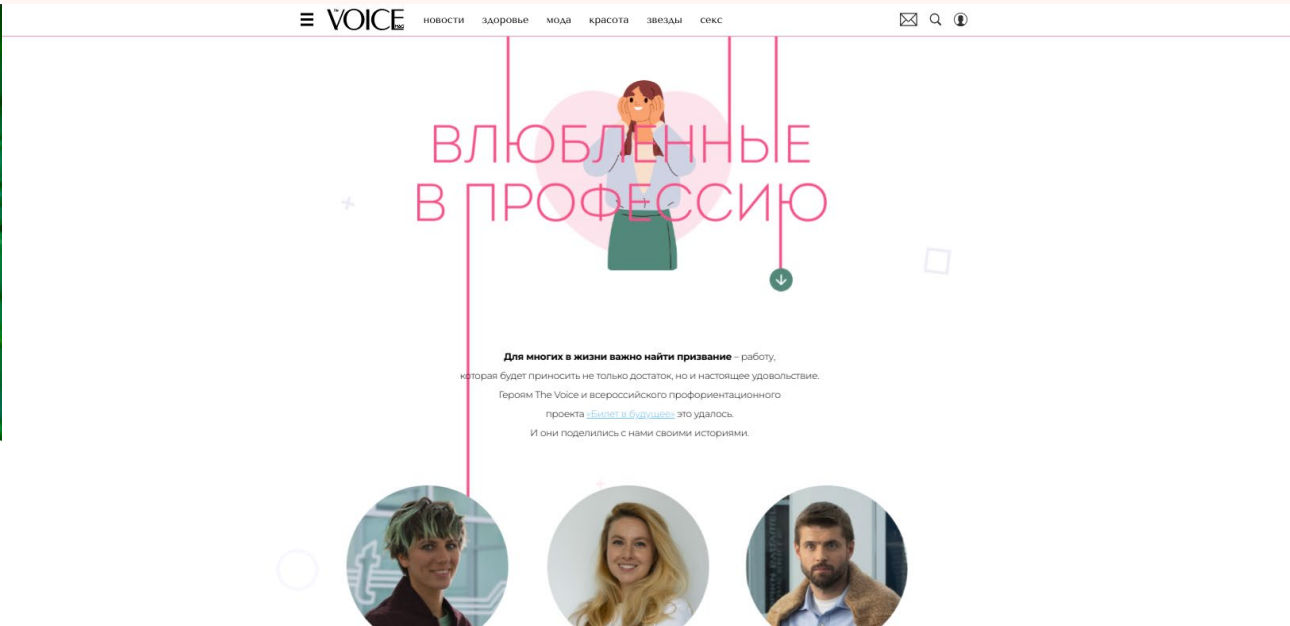
Project announcement coverage in the magazine – **2 000 000**

145 000 unique users

3 000 visits to the client’s website



BILET V BUDUSHCHEE



In Love with the Profession

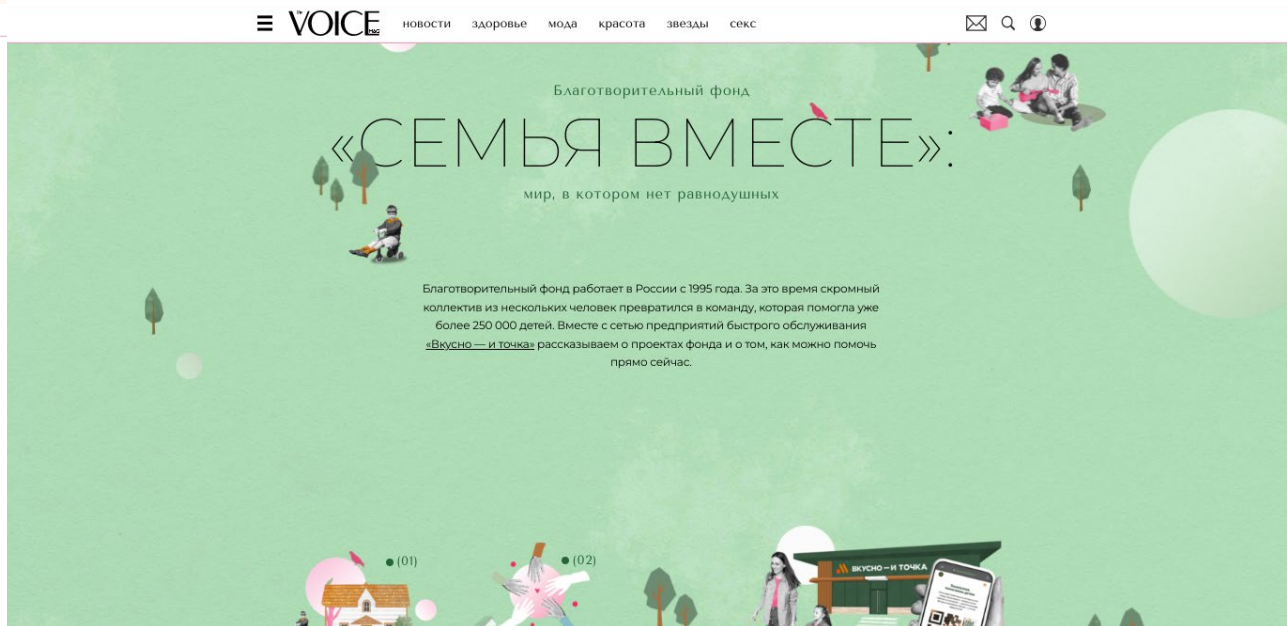
- Special animated project on the website with series of thematic materials
- Posts and stories in the social network

270 000 unique article reads

Announcement coverage – **7 600 000**

Social media reach – **327 000**

VKUSNO — I TOCHKA

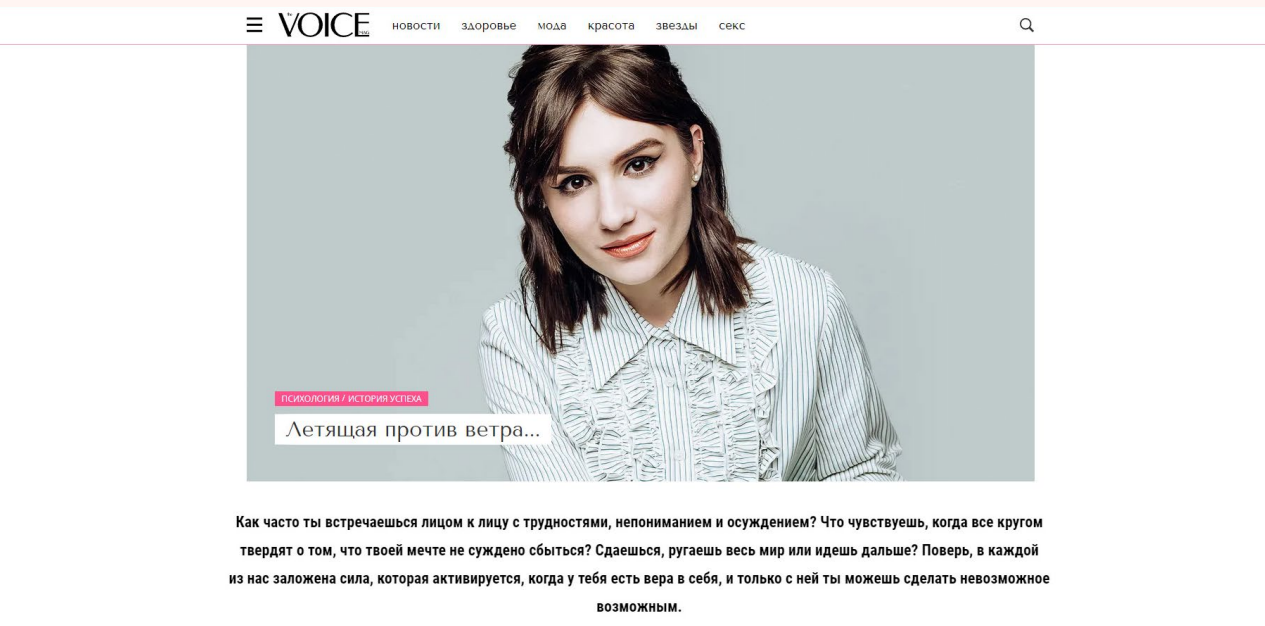


“FAMILY TOGETHER”

- Native article in interactive layout on the website
- Posts in the social networks

30 000 unique article reads

AO “TSENTRAL’NAYA PPK”



Flying against the wind...

- Article in animated layout in the format of an interview with a heroine
- Video from shooting
- Editorial announcement on the website and project promotion in social networks

Banner announcement coverage – **1 000 000**

30 000 article reads

Social Media Post Reach – **20 000**



editorial projects

MAGNIT

PARTY

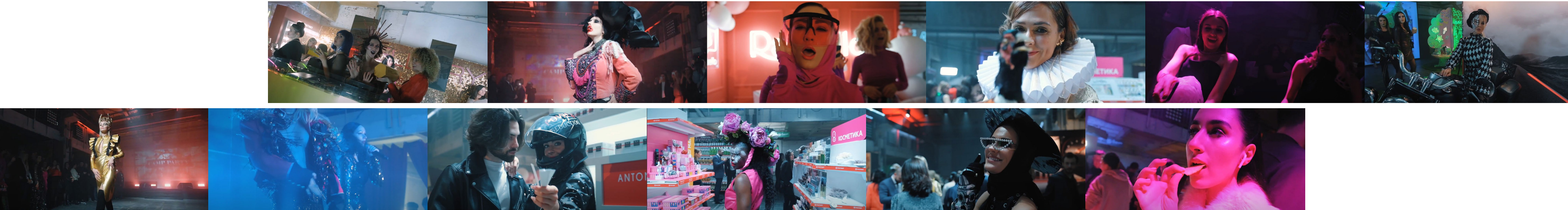


One of the most unusual parties of the magazine in Camp style. One of Artplay halls was set up to become a real Magnit supermarket with product shelves for take away.

1 “Schastye est’!” branded supplement release

/ 2 Special project on the website
Landing, branding, more than 40 branded materials

/ 3 Camp party for celebrities
+16 partners



editorial projects

HEALTH ABC

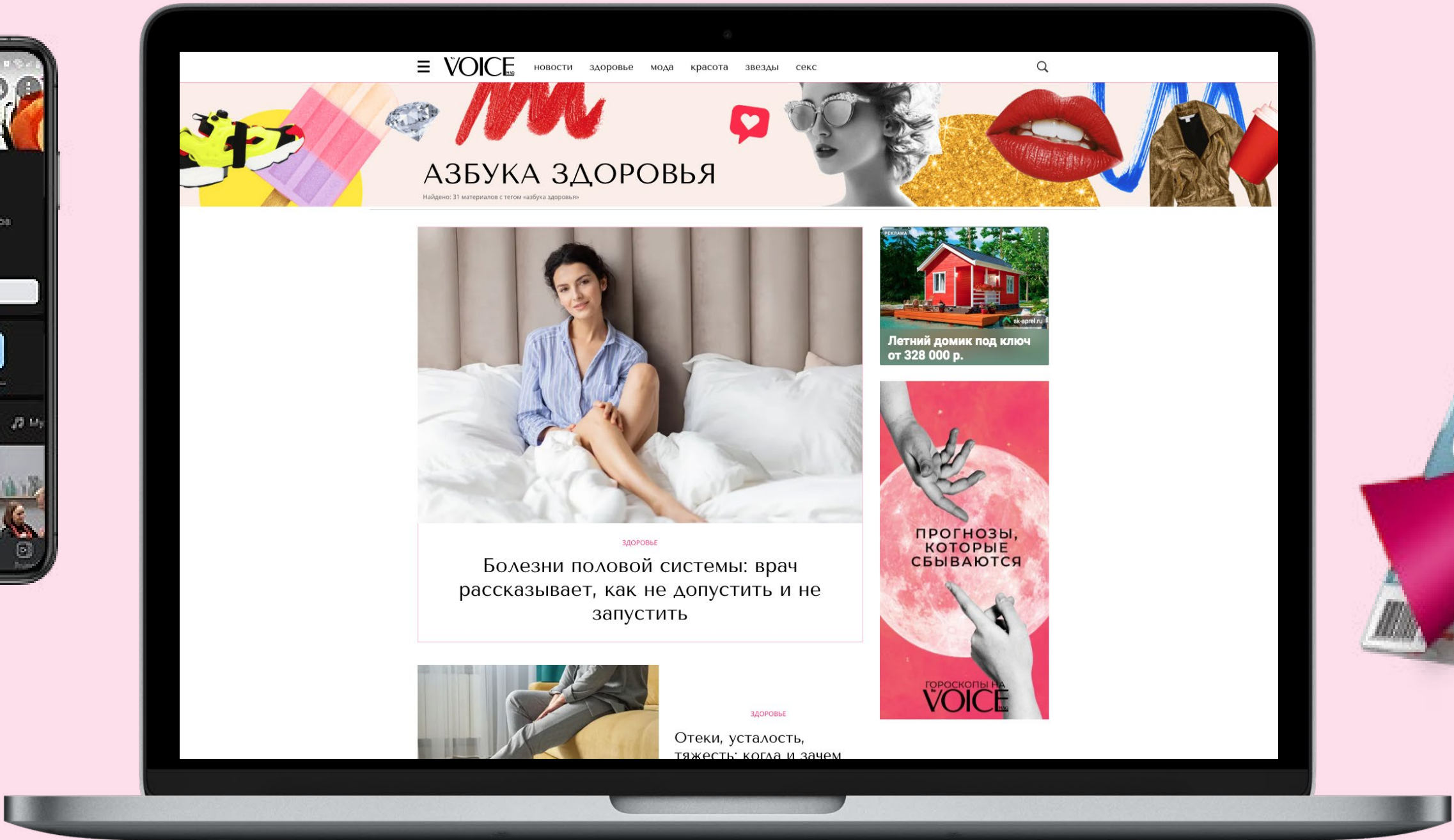


REGULAR SECTION
in the magazine

SPECIAL SECTION ON THE
WEBSITE
with a button in the main menu on all pages of the
website

ARTICLES ON THE
WEBSITE + VIDEO IN THE
SOCIAL NETWORK VK
(presenter, expert, blogger)
10 or 15 articles

VIDEO IN THE POST ON THE SOCIAL
NETWORK VK
(forecast – 100 000 views)
10 or 15 programs



PROJECTS

videoprojects

the VOICE MAG

MEDIAKIT 2023



PROJECT SMART TALKS



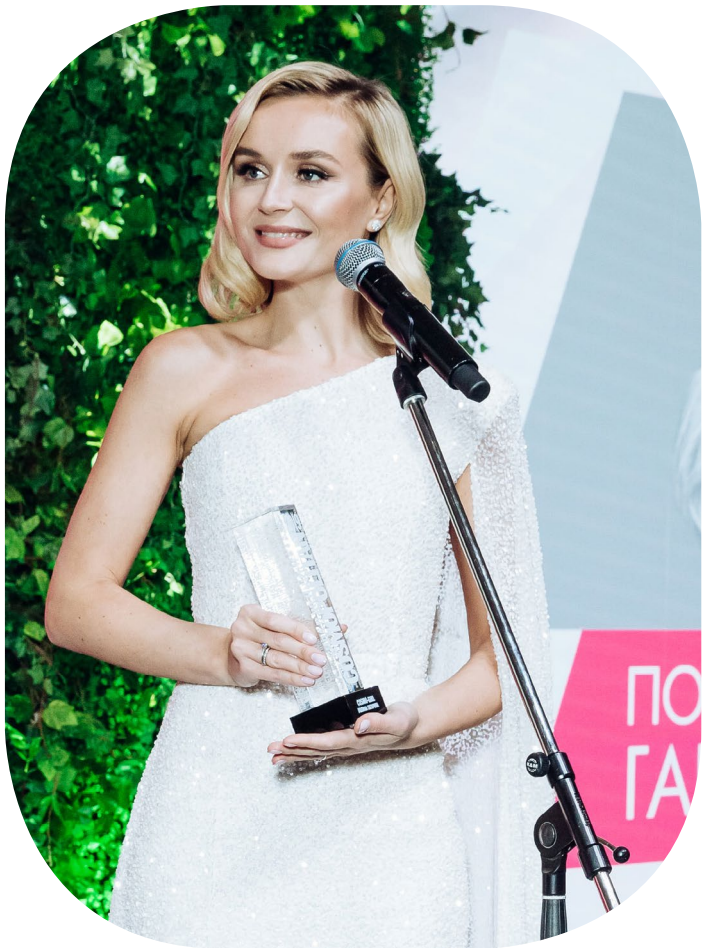
NEW YEAR RESCUE



HEALTH ABC



СИЛА В ЖЕНЩИНЕ



AWARD FOR CONTRIBUTION TO THE DEVELOPMENT OF A WOMEN’S ROLE IN SOCIETY

Women in Russia are becoming stronger and more independent. They set goals and achieve them. They never stop learning, think out of the box and follow their inspirations, becoming really free. We are proud, that our brand is not just a campaign, but also the source of these changes.

The program with the same name supports graduates of Russian universities, dedicated to unite girls and young women whose achievements in different areas are changing the country for the better.

awards

BEAUTY AWARDS
annual beauty award



ANNUAL BEAUTY AWARD
IN A NEW FORMAT

Presentation of the winners & Awarding ceremony

More than 80 winners

M A N A W A R D S



AWARD FOR THE MOST SUCCESSFUL AND OUTSTANDING MEN IN RUSSIA IN VARIOUS CATEGORIES

Throughout 28 years we have been writing about women and for women. We discuss everything that concerns us: celebrities, beauty, fashion, career and, of course, love.

During this time we have done hundreds of interviews of outstanding persons, thousands of articles on psychology and relationships. We received millions of letters from our readers. Eventually, we know precisely, what kind of man is a man of a dream.

thematic projects

СТАНЬ БОГАТОЙ



WOMEN FORUM

on the topic “Financial independence and feminine entrepreneurship”

MULTIPLATFORM PROJECT
PRINT + DIGITAL + EVENT

Specialized educational forum for improving financial literacy of the population and creation and development of own business.

A SERIES OF WORKOUTS
FUN FOR FIT



It's a support project for physical and mental health with popular fitness trainers and experts from various practitioners conduct training and master classes for magazine readers and special guests.

MARIA KOLMAKOVA, PUBLISHER

During these years, women in our country have got high level of independence and internal freedom. We are proud that our brand is not just a satellite, but also the source of these changes.



МОДА
БЕЗ
ГРАНИЦ



NEW REGIONAL PROJECT

The main goals of the project are to draw attention to light industry in the regions, to spark the interest of Russian design community, to support small and medium businesses and to help aspiring designers.

The concept of fashion shows is a synergy of world trends and national motives, historical and cultural heritage of every region of Russia.

The first project area was Republic of Bashkortostan. The show was produced by Artem Krivda.

BEAUTY DAY
in Moscow and regions



Beauty Day in cosmetics and perfumery stores in Moscow and regions.

Over **15k** visitors.

Ad campaign coverage — over **62m**ln of users.

SALES

PUBLISHER

Maria Kolmakova
m.kolmakova@imedia.ru

EDITOR-IN-CHIEF

Ekaterina Velikina
e.velikina@imedia.ru

COMMERCIAL SALES
DIRECTOR

Irina Filimonova
firina@imedia.ru

DEPUTY COMMERCIAL SALES
DIRECTOR

Ludmila Nikulina
l.nikulina@imedia.ru

DEPUTY COMMERCIAL SALES
DIRECTOR

Marusia Kalinnikova
m.kalinnikova@imedia.ru

DEPUTY COMMERCIAL SALES
DIRECTOR

Ekaterina Kondratieva
e.kondratieva@imedia.ru

ADVERTISING SALES MANAGER

Ksenia Sapozhnikova
k.sapozhnikova@imedia.ru

ADVERTISING SALES MANAGER

Tatyana Smirnova
tatyana.smirnova@imedia.ru

MARKETING

PR DIRECTOR

Nikita Martynov
n.martynov@imedia.ru

MARKETING DIRECTOR

Ekaterina Bezzubova
e.bezzubova@imedia.ru

BRAND MANAGER

Evgenia Volodina
e.volodina@imedia.ru

MARKETING ASSISTANT

Kristina Kulnevskaya
k.kulnevskaya@imedia.ru

PART OF THE MEDIA HOLDING INDEPENDENT MEDIA

GENERAL DIRECTOR

Natalia Vesnina
vesnina@imedia.ru

Website: www.imedia.ru
Telegram: @imsmedia



DARK VOICE

thevoicemag.ru



VOICE



LOOKY