

the
VOICE
MAG



MEDIAKIT

2025



Darlings,



Our vision for the future is both optimistic and ambitious. Once again, THE VOICEMAG has proved itself as the leading women's brand, with the best team in the industry. That means another exciting year ahead — one where we will do what we can do best: set the trends.

Get ready for unforgettable special projects, fresh creative ideas, and thrilling reinventions of your favorite formats.

Our mission is to inspire, brighten your day, and lead. Join us for what's next. This year, we're making waves!

EKATERINA VELIKINA,
Editor-in-Chief

A handwritten signature in black ink, appearing to read 'E. Velikina', written over a thin horizontal line.



1

BRAND STRUCTURE



Audience reach over

26^m

WEBSITE

22^m unique visitors

MAGAZINE

653^k audience per issue*

SOCIAL MEDIA

4^m followers

VIDEO

EVENTS

the VOICE^{MAG} MEDIAKIT 2025

*16+ on average per issue (Ipsos data Russia, Rosindex, Russia 100+, 16+, Q3 2024)



AUDIENCE INTERESTS

beauty & health / entertainment
& leisure / fashion & style / career
& finance / vacation & travel /
transport / business / food &
drinks / sport / education

22

m
unique visitors

68

m
views

22%

aged 18-44

Average time on site

2:27

Page views per session

2.0

SOCIAL STATUS

top managers

14%

specialists and
office workers

51%

female

79%

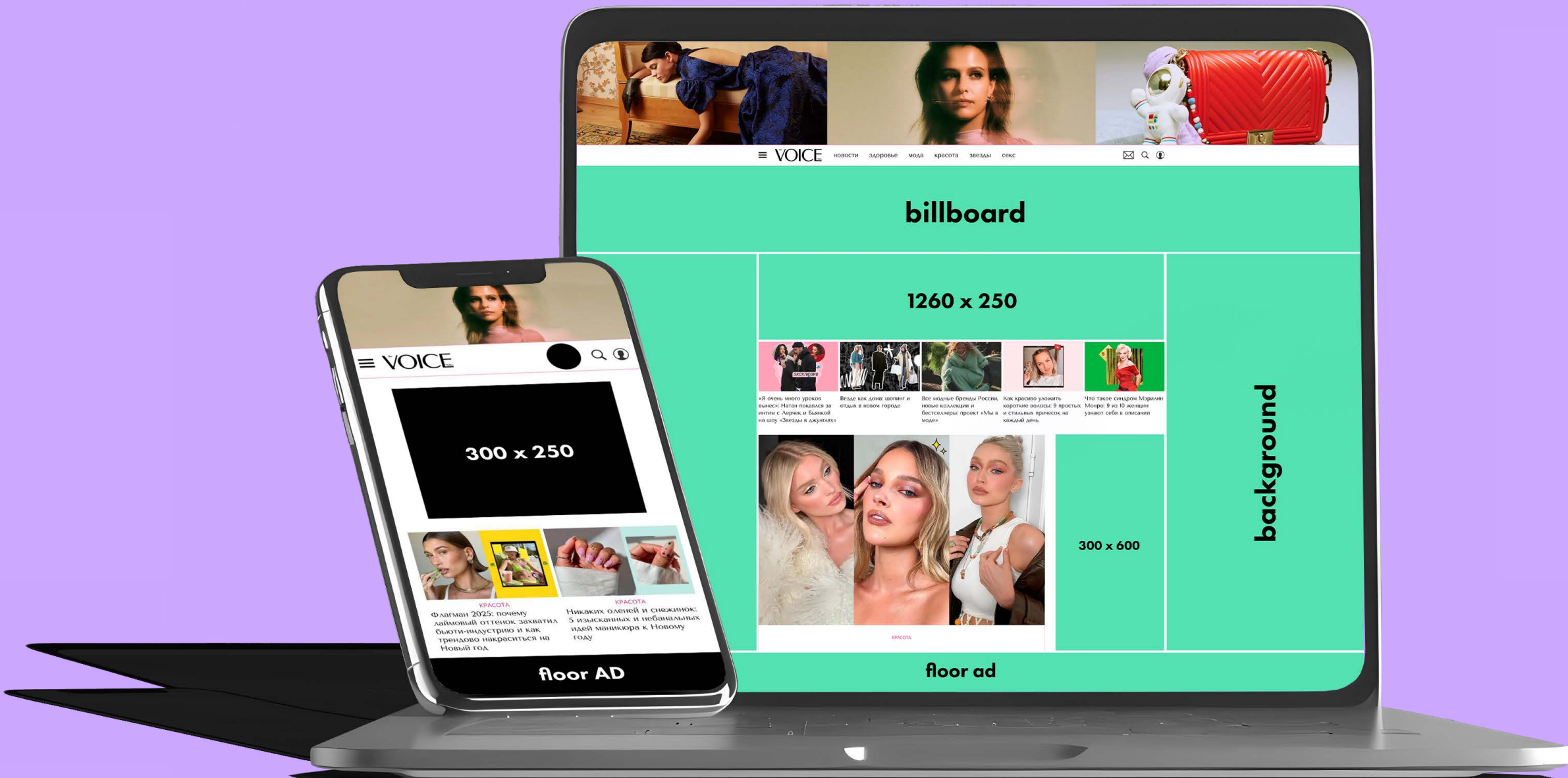
have an average and above
average income

74%

2

WEBSITE





Billboard / Banner 1260×260 / Banner 300×600 / Synchronized banners / Page branding / floor AD / instream / full screen / parallax /



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



3 ADVERTISING OPPORTUNITIES



FEDERAL REACH

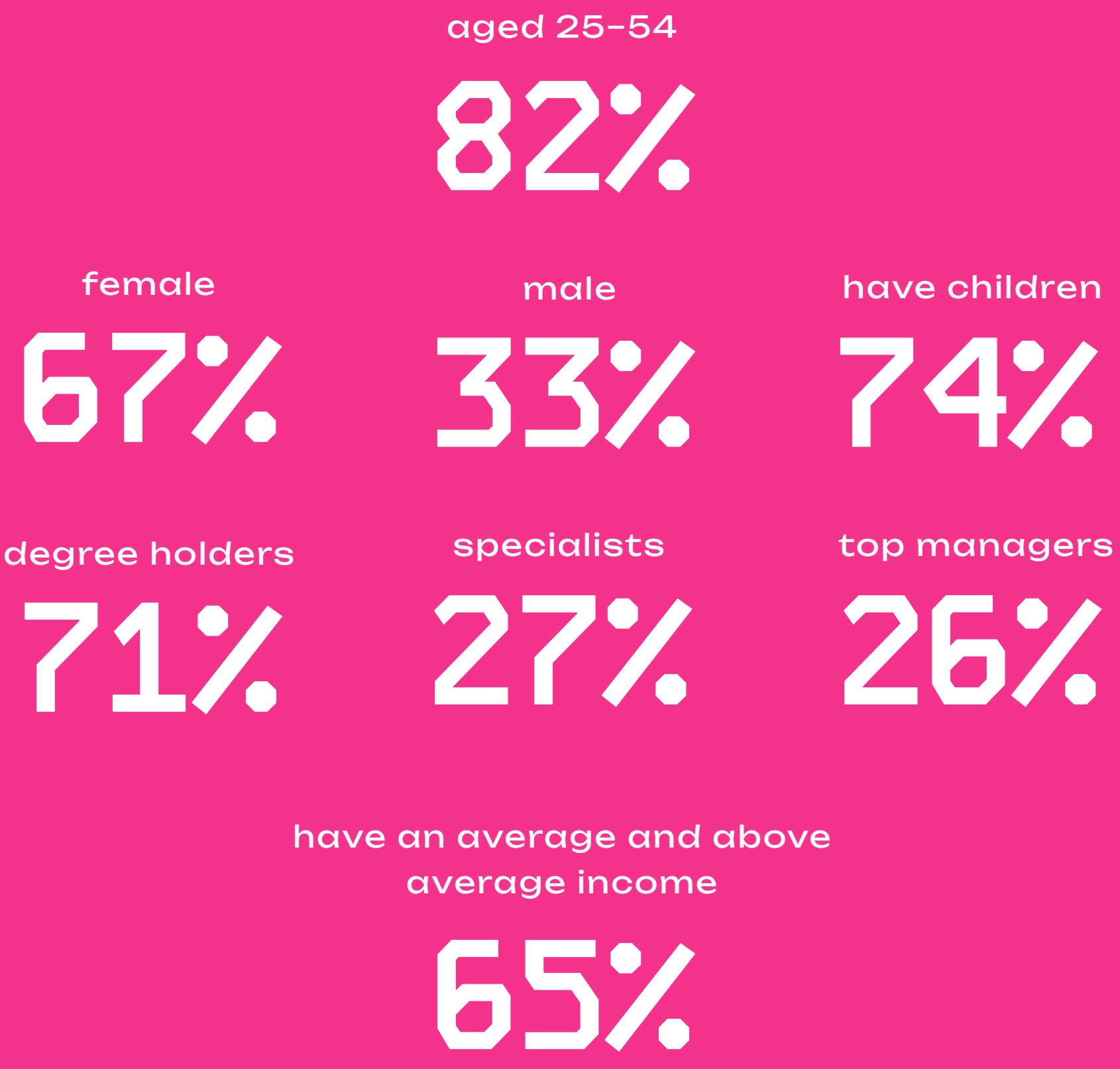
6 issues per year

Circulation: 250 k copies

653 k audience per issue

4 MAGAZINE

AUDIENCE



DISTRIBUTION

THE LARGEST RETAIL CHAINS:

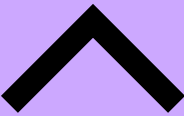
Auchan, ATAK, O’KEY, Lenta, Azbuka vkusa, METRO, Selgros, Globus, Magnit, EUROSPAR

BOOKSTORES:

Moskovskiy Dom Knigi
Moskva Bookstore

MARKETPLACES:

Ozon, Wildberries, Yandex Market, Megamarket



February/March No. 13
CHARISMA — AND HOW TO DEVELOP IT

With three female influencers on the cover, this issue dives into the art of captivating attention and swaying others through charm. Can charisma be learned? Absolutely — and we'll show you how. From tips on self-presentation to audience engagement strategies, our experts — including a public speaking coach and gestalt therapists — will break down the science of charisma.

April/May No 14
BEYOND THE TRACK: HOW RUNNING TRANSFORMS LIVES

We're exploring running's full spectrum — health, beauty, fashion, and meaningful connections. We also highlight sports for adult women to try and share expert tips to master them, grow your network and embrace new challenges.

May/June No 15
BIG WEDDING ISSUE

For the first time since our rebrand, we're delving into the beloved world of wedding planning. Our exclusive self-made guide walks you through how to organize your dream wedding — without the madness — while actually enjoying your special journey. Packed with gorgeous editorial shoots, the latest bridal beauty trends, and best honeymoon destinations, this issue is brimming with ideas to spark your inspiration.

September/October No 16
THE TRADITIONAL FASHION ISSUE

Some style «rules» are meant to be broken — and we'll show you how. We're debunking myths about dressing for color type, style archetype, and the Larson system. Then, we explore the vintage fashion: where to start, how to hunt for timeless treasures, and where find inspiration for curating a standout wardrobe.

November/December No 17
HEALTHY SLEEP

What does truly restorative sleep look like — and how can you achieve it? We're covering every angle, from uncovering psychosomatic roots of insomnia to optimizing your sleep environment. Think ideal bedroom lightning, plus mattresses, pillows, and blankets tailored to your unique needs and expectations.

DECEMBER
SPECIAL NEW YEAR ISSUE

This issue celebrates our universal longing for magic. Discover how to invite miracles into your life and recognize them when they arrive. We'll share ways to nurture and extend these special moments. Inside, you'll find heartwarming stories, global Christmas traditions, festive fortune-telling, and our dazzling fashion carnival. We also cover practical gift guides, party planning tips, and surprise ideas to make your celebrations unforgettable.

5 **EDITORIAL PLANS 2025**





PRODUCTION SCHEDULE:

ISSUE	AD SPACE CONFIRMATION	READY AD LAYOUT, SAMPLES FOR TESTING	READY INSERTS FOR PRINTING OFFICE	RELEASE
Nº 13	December 25	January 10	January 27	February 15
Nº 14	February 19	March 6	March 24	April 12
Nº 15	May 7	May 23	June 9	June 28
Nº 16	July 23	August 8	August 25	September 13
Nº 17	September 24	October 10	October 27	November 15
SPECIAL ISSUE- 2025/2026	October 29	November 14	December 1	December 20



CIRCULATION

85

k copies



VOICE SHOPPING

is your go-to style expert for discovering the hottest trends and perfect outfits. Consider us your trusted guide to navigating today’s fashion landscape.

PRODUCTION SCHEDULE:

ISSUE	AD SPACE CONFIRMATION	READY AD LAYOUT, SAMPLES FOR TESTING	READY INSERTS FOR PRINTING OFFICE	RELEASE
№ 1	February 5	February 21	March 10	April 12
№ 2	August 27	September 12	September 29	October 18

6 VOICE SHOPPING





ASMR TEST AND
3D-MOTION DESIGN



ANIMATED PROJECT
WITH PROFESSIONAL
PRODUCTION AND
CELEBRITY HOSTS



GRAPHIC-DESIGNED
LONGREADS WITH A
PRODUCT CAROUSELS AND
EXPERT STYLISTS



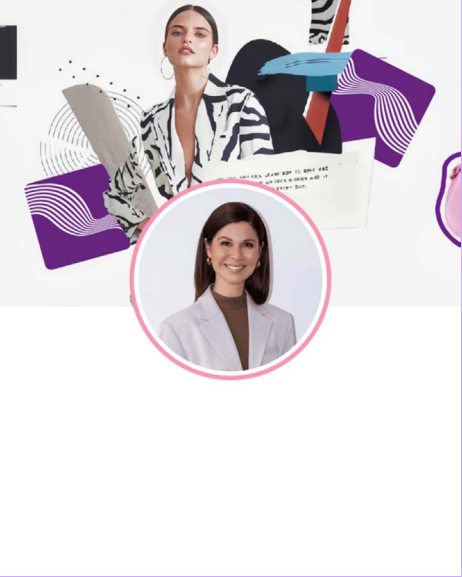
ANIMATED LAYOUTS WITH
VIDEO INTERVIEWS WITH
OUR FEATURES



ANIMATED LAYOUTS WITH
VIDEO INTERVIEWS WITH
OUR FEATURES



VIDEO FORMAT



OUR NEWEST FORMAT,
EXPERT HIGHLIGHTS



THE EDITORIAL MATERIALS
AND VIDEOS HUB



7 SPECIAL PROJECTS





ABOUT YOU,
A PODCAST



**NEW YEAR RESCUE
BY VOICE,**
A MOVIE



SMART TALKS,
A PROJECT



HEALTH ABC,
A PROJECT



AWARDS



PEOPLES OF THE YEAR AWARD

VOICE'S SIGNATURE STYLE HONOR RECOGNIZING THE MOST SUCCESSFUL AND INFLUENTIAL FIGURES ACROSS INDUSTRIES



THE 25 MOST STYLISH

OUR STYLE AWARD HONORING THE TRENDSETTERS SHAPING FASHION'S FUTURE



VOICE BEAUTY AWARDS

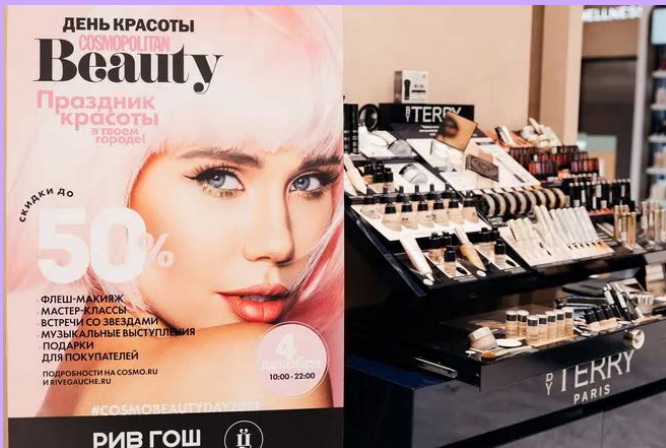
THE ANNUAL AWARD CELEBRATING EXCELLENCE IN THE BEAUTY INDUSTRY

THEMED PROJECTS



FUN FOR FIT

A WORKOUT SERIES BOOSTING PHYSICAL AND MENTAL HEALTH



BEAUTY DAY

IN-STORE BEAUTY EVENTS FEATURING BEAUTY EXPERTS



HOW TO BUILD WEALTH

WOMEN'S FORUM ON FINANCIAL LITERACY AND ENTREPRENEURSHIP



FASHION WITHOUT BORDERS

A REGIONAL INITIATIVE SUPPORTING FASHION MANUFACTURING SECTOR AND DESIGN COMMUNITIES

9

AWARDS AND THEMED PROJECTS



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