

# OK!

52-04 (929-943) ■ 26 ДЕКАБРЬ 2024

АСИЯ:  
«Я часто оказываюсь  
в компаниях, где не знают  
меня, но знают  
мой песни!»

Александр  
Степанов (ST)  
о проекте «Голос поэта»

СВЕТЛАНА  
ИВАНОВА

в первой фотосъемке  
с дочерьми Полиной и Миррой  
«Мои девочки — как два космоса»



# 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 2024 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%



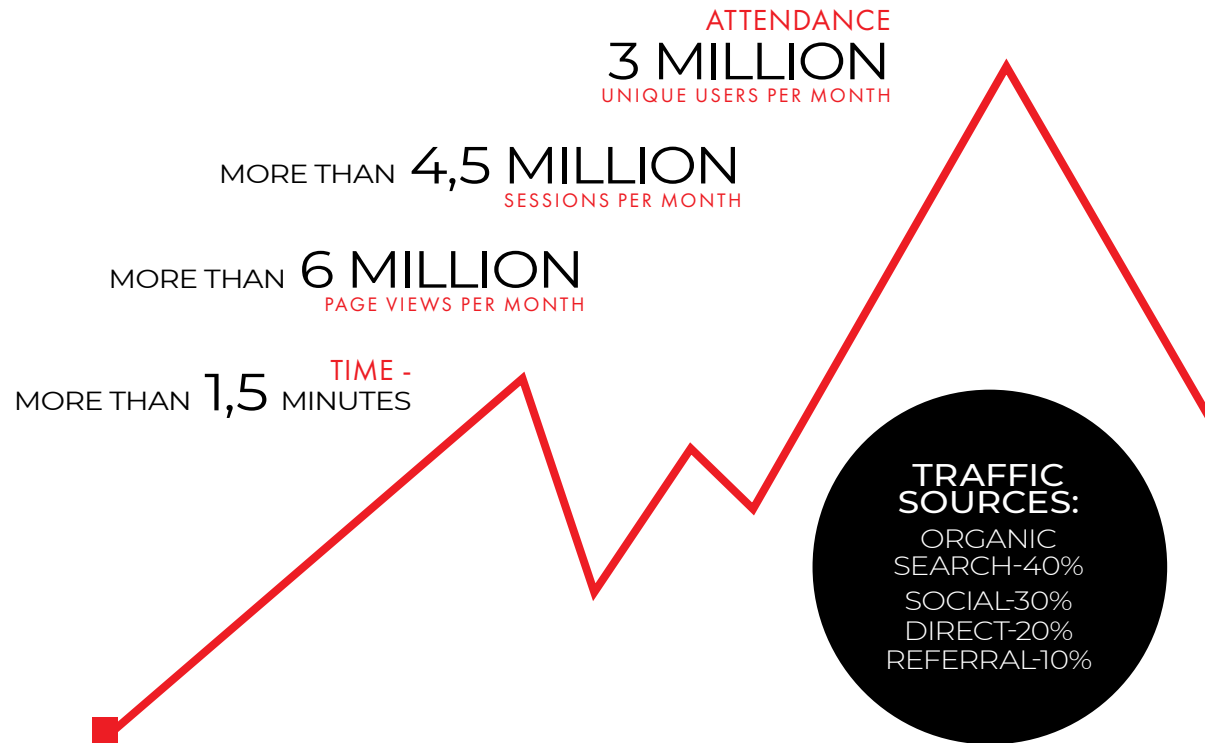
20%  
men

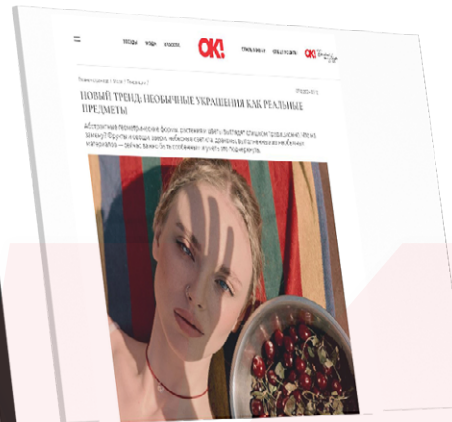
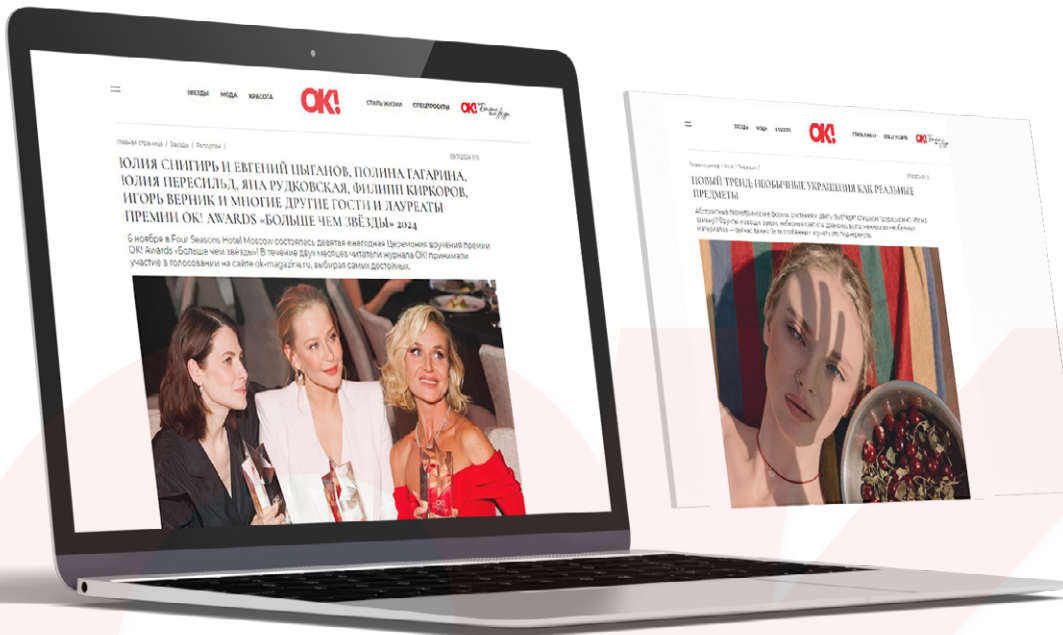
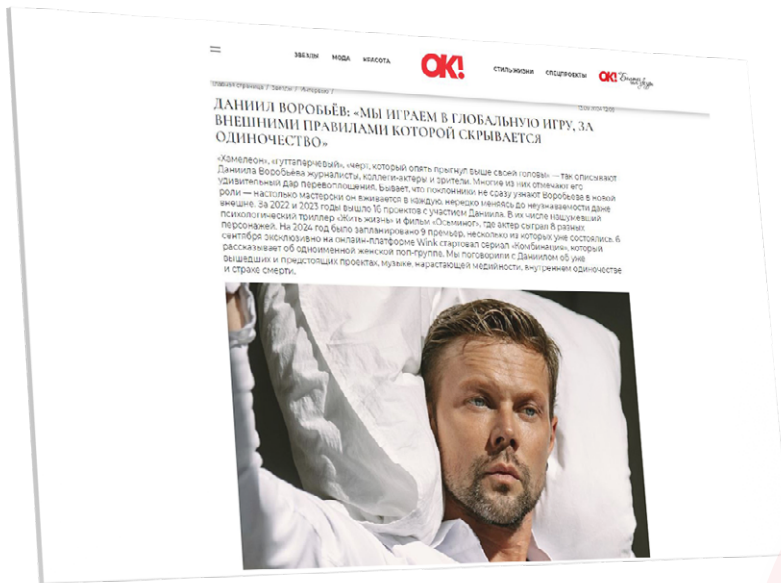
INCOME  
Average, above average



Regions

40%





SOCIAL NETWORKS

MORE THAN **500** THOUSAND



t.me.okmagazine



ok.ru/okrussia



okmagazinerussia



@OKmagazineRu





## 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



JULIA PERESILD

## 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

# More than stars

#OKAWARDS2024| #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 2024:

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**





## 2024 OK! STYLE STUDIO

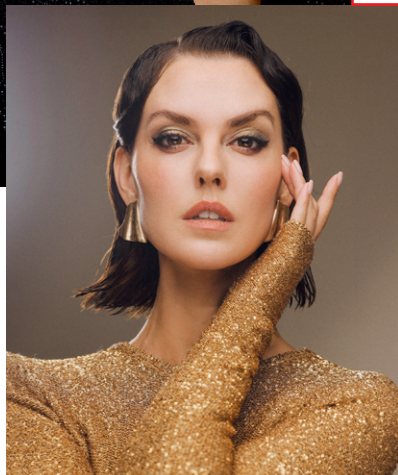
part of the Golden Mask  
Theatre Awards,  
TEFI Television Awards,  
OK! Awards,  
Kinotavr film festival,  
Moscow Film  
Festival



## 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

We create looks for stars on red carpets, ceremonies, and events:

- Luxury Jewellery
- Make-up by top artists
- Hair by the best stylists

# EVENTS

# OK! Picnic

A summer entertainment event by the OK!  
magazine dedicated to the Day for Protection  
of Children/Knowledge Day



EVENTS

# OK! Lunch

The lunch of OK! magazine within the framework of 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! *Cocktail*

OK! Cocktail - OK! magazine informal evening event



EVENTS

OK! MAGAZINE

**OK! MAGAZINE  
AS AN ECOSYSTEM**

CELEBRITY  
MANAGEMENT

SOCIAL NETWORKS

OK-MAGAZINE.RU

## SPECIAL PROJECTS/PRINT



OMODA

TANK





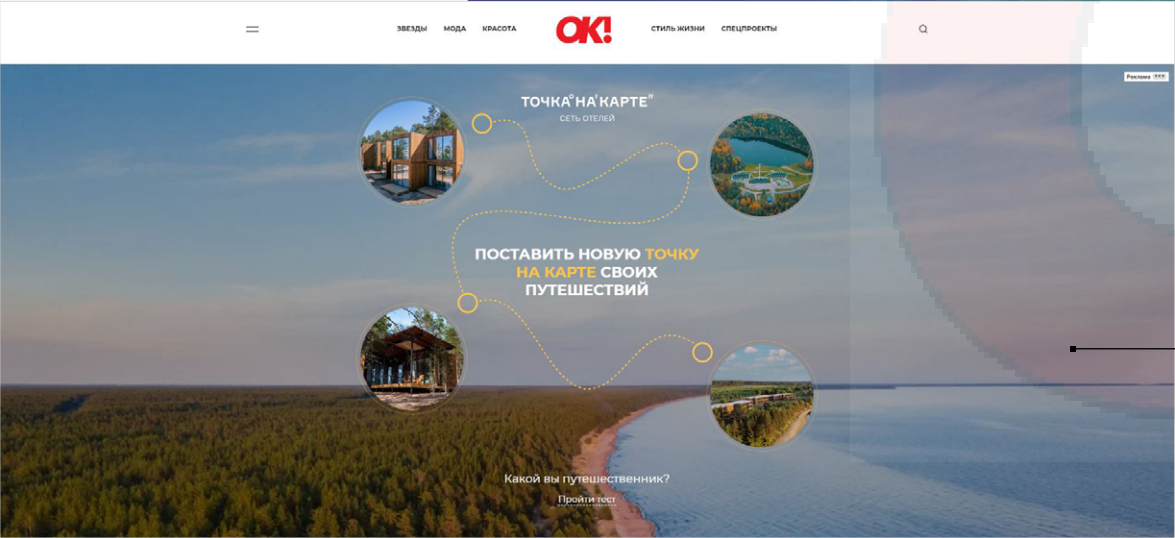
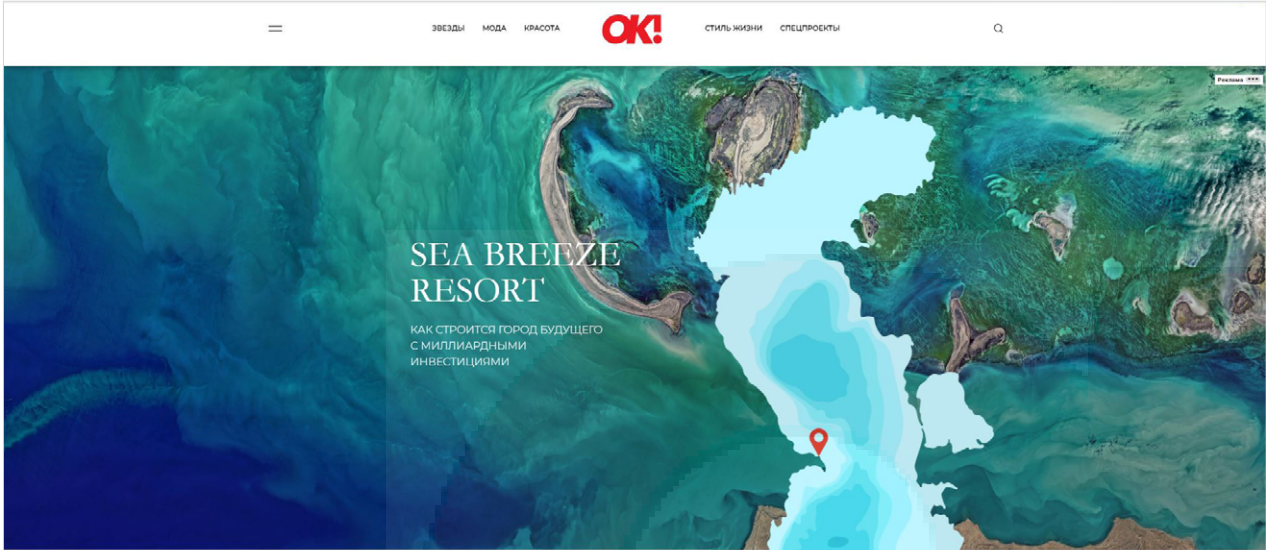
KHOKHLOMA



BAON

PRIVÉ7

# SPECIAL PROJECTS/DIGITAL



SEA BREEZE


POINT ON THE MAP

# SPECIAL PROJECTS/DIGITAL COVER

☰ ЗВЕЗДЫ МОДА КРАСОТА **OK!** СТИЛЬ ЖИЗНИ СПЕЦПРОЕКТЫ **OK!** *Специальный проект*

## ПРОДЮСЕР СЕРИАЛА «ДАЙТЕ ШОУ» АЛЕНА АКИМОВА: «НАШ ПРИОРИТЕТ НЕ ДЕНЬГИ, А КАЧЕСТВО»

Сегодня на платформах ИВИ и КИОН выходит сериал-скандал «Дайте шоу», где об изнанке шоу-бизнеса и телевизионных шоу его создатели попытаются рассказать максимально честно. Продюсер Алёна Акимова о магии кино, новых мирах и борьбе за зрительские эмоции — специально для OK!



© Фото: Александр Милославский

«GIVE A SHOW»

**OK!** Алёна АКИМОВА: «Если говорить про приоритеты, у нас это не деньги, а качество»

Май 2024 г. | 1 ноября 2023

Дмитрий ЛИТВИНЕНКО: «Нам интересно снимать героев в тонких психологических расхождении, что с ними будет»

Андрей ЗОЛОТАГОВ: «Знаюликие телевизионные шоу, это здесь самое варьирование — и это очень интересно»

### «Мы снимаем фильмы и сериалы, которые вы смотрите каждый день»

Создатели сериала-скандала «Дайте шоу» о магии кино и борьбе за зрительские эмоции»



**OK!** СПЕЦПРОЕКТ

## ШОУ начинается!

КОМУ НУЖНА ПРИБАВКА? **Рассказ о доблести и злобе шоу-бизнеса! Если вы еще не читали о магии кино, фильмах и телевизионных шоу, это издание поможет вам максимально честно, сбалансированно и интересно узнать о магии кино, фильмах и телевизионных шоу, о борьбе за зрительские эмоции и магии кино, о борьбе за зрительские эмоции — специально для OK!**

Текст: Елена Басилевич. Фото: Александр Милославский. Промоарт: Иван Шевцов



**OK!**

## ГЛЕБ КАЛЮЖНЫЙ И КИРА МЕДВЕДЕВА

О взрослении, абьюзе и сериале «Трудная»




«TROUBLED»

☰ ЗВЕЗДЫ МОДА КРАСОТА **OK!** СТИЛЬ ЖИЗНИ СПЕЦПРОЕКТЫ

## КИРА МЕДВЕДЕВА И ГЛЕБ КАЛЮЖНЫЙ О ВЗРОСЛЕНИИ, АБЬЮЗЕ И СЕРИАЛЕ «ТРУДНАЯ»

В онлайн-кинотеатре START выходит сериал «Трудная» — спин-офф «Новеньких», в котором главную роль — первую в ее карьере — сыграла победительница шоу «Новые паваны» Кира Медведева. Глеб Калюжный, который сыграл главного героя вселенной «Новеньких» Макса, снова появится на экране — в этом проекте он также впервые попробовал себя в качестве продюсера. Перед премьерой мы поговорили с Кирией и Глебом о новых начинаниях, музыкальной карьере о том, почему рассказывать трудные истории важно.



*На фото: Кирией Медведева, Глеб Калюжный. Фото: Александр Милославский. Промоарт: Иван Шевцов. Стили: Анна Руденко. Фото: Александр Милославский.*



JULIANNA KARAULOVA

## EDITORIAL CALENDAR 2025

	ISSUE	DATE	TOPIC
Nº1	OK! Magazine Nº 5-6 (944-945)	30 January 2025	Winter and sport
Nº2	OK! Magazine Nº 7-8 (946-947)	13 February 2025	Golden Eagle, Saint Valentine's Day
Nº3	OK! Magazine Nº 9-10 (948-949)	27 February 2025	Men's issue
Nº4	OK! Magazine Nº 11-12 (950-951)	13 March 2025	Jewellery, accessories
Nº5	OK! Magazinef Nº 13-16 (952-955)	27 March 2025	Beauty & Fashion
Nº6	OK! Magazine Nº 17-19 (956-958)	24 April 2025	Beauty & Fashion
Nº7	OK! Magazine Nº 20-23 (959-962)	15 May 2025	Moscow International Film Festival
Nº8	OK! Magazine Nº 24-27 (963-966)	12 June 2025	Children
Nº9	OK! Magazine Nº 28-32 (967-971)	10 July 2025	Summer, beach, travel
Nº10	OK! Magazine Nº 33-36 (972-975)	14 August 2025	Children



DANIIL VOROBIEV

## EDITORIAL CALENDAR 2025

Nº11	OK! Magazine Nº 37-38 (976-977)	11 September 2025	Fashion
Nº12	OK! Magazine 39-40 (978-979)	25 September 2025	Accessories
Nº13	OK! Magazine Nº 41-42 (980-981)	9 October 2025	Beauty
Nº14	OK! Magazine Nº 43-44 (982-983)	23 October 2025	Jewelry + Beauty
Nº15	OK! Magazine Nº 45-46 (984-985)	6 November 2025	Auto,Tech
Nº16	OK! Magazine Nº 47-49 (986-988)	20 November 2025	OK!Awards
Nº17	OK! Magazine Nº 50-51 (989-990)	11 December 2025	Gifts
Nº18	OK! Magazine Nº 52-03 (991-994)	25December 2025	New Year



IDA GALICH and OLEG LEDVICH

## PRICE LIST 2025/ PRINT\*

REGULAR PAGE	845 000
REGULAR SPREAD	1 420 000
1ST SPREAD	1 675 000
2ND SPREAD	1 500 000
3RD COVER	895 000
4TH COVER	1 390 000

\*VAT 5%



## TECH REQUIREMENTS

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### 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)

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## PRICE LIST 2025/ DIGITAL\*

### Seasonal coefficients

MONTH	MULTIPLIER
January	1
February	1,2
March	1,3
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	1 800 rub.
First screen, side banner 300x600	All free pages, on the right	1 300 rub.
Second banner, side banner 300x600	All free pages, on the right	1 100 rub.
Side banner 300x250	All free pages, on the right	600 rub.
Synchron 100%x250+300x600	All internal pages, 100%x250(above the site header)+300x600(on the right)	3000 rub.
Branding of all pages, 2 weeks, mobile bonus	Home page	600 000 rub.
In-Read(video advertising inside thematic editorial materials)	All free pages	3000 rub.
Full Screen	All free pages	4500 rub.
Rich Media Non-standard interactive formats	All free pages	4500 rub.

// 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 2025/ 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 2025/ DIGITAL\*

## NATIVE ARTICLE/NEWS/PROMO PROJECT

FORMAT	SECTION	UNIT COST
PR-News	Internal page, static/ Announcement on social networks	231 000 rub. KPI – 12 000
Editorial	<ul style="list-style-type: none"> <li>• 1 week teaser announcement on the home page and in the relevant section</li> <li>• Vertical Banner Mobile/ Desktop dynamics</li> <li>• Announcement on social networks</li> </ul>	462 000 rub. KPI – 20 000
Editorial with interactive layout	<ul style="list-style-type: none"> <li>• 1 week announcement on the home page and in the relevant section, the button</li> <li>• Vertical Banner/ Interscroller/ Mobile and Desktop dynamics</li> <li>• Announcement on social networks</li> </ul>	577 500 rub. KPI – 30 000
Editorial custom special project in interactive layout	<ul style="list-style-type: none"> <li>• 1 week announcement on the home page and in the relevant section, the button</li> <li>• Vertical Banner/ Interscroller/ Mobile and Desktop dynamics</li> <li>• Announcement on social networks</li> </ul>	от 808 500 rub. KPI – 45 000

## SOCIAL NETWORKS

FORMAT	SECTION	COST
Post + Stories in OKIMagazine social networks	Vkontakte, Odnoklassniki, Telegram	80 000 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

## 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.

\*VAT 5%



NATALIA PODOLSKAYA



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