



LOUDER!  
BRIGHTER!  
FOR YOU!

the  
**VOICE**  
MAG





**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 –  
I CHOOSE TO SOUND!**

**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.



EDITOR IN CHIEF



Hello, dear!

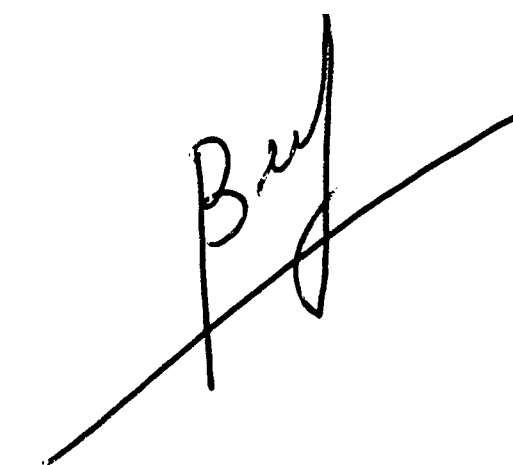
Obstacles that media market has gone through in 2022, cannot be compared with any other crisis that erupted before. However, we have not only adapted to the new reality, but we are to change it for us.

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

the VOICE MAG MEDIKIT 2022



**СИЛА В ЖЕНЩИНЕ**  
**СТАНЬ БОГАТОЙ**

MAN AWARDS

**МОДА**  
**БЕЗ**  
**ГРАНИЦ**

SOCIAL MEDIA

MAGAZINE

AWARDS + EVENTS

THEVOICEMAG.RU





BRAND

the VOICE MAG MEDIKIT 2022

social media



3.5 mln followers

1.5k content items per month

website

17.5 mln unique visitors

magazine

1.9 mln audience

video

150+ content items per month

CRM

500k subscribers

brand №1\*

THE LOUDEST FEMALE VOICE OF THE COUNTRY

FEDERAL LEVEL

total coverage more than

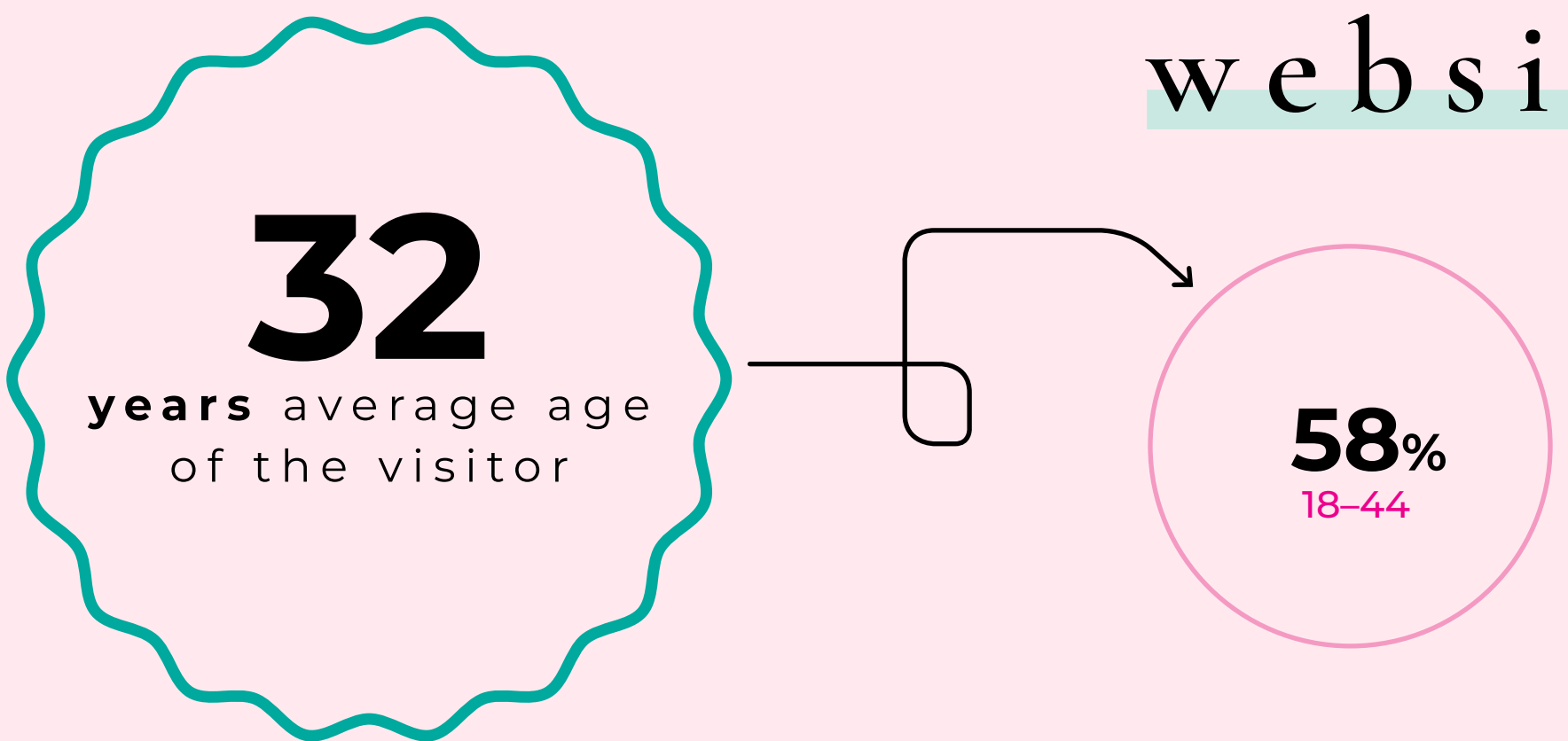
23 mln



\*Sources: IM Data Hub, Ya. Metrics, monthly average in the period January—April 2022, Mediascope NRS-Russia (100+, 16+) March—July, 2021  
\*Female readership segment in Russia



# website thevoicemag.ru



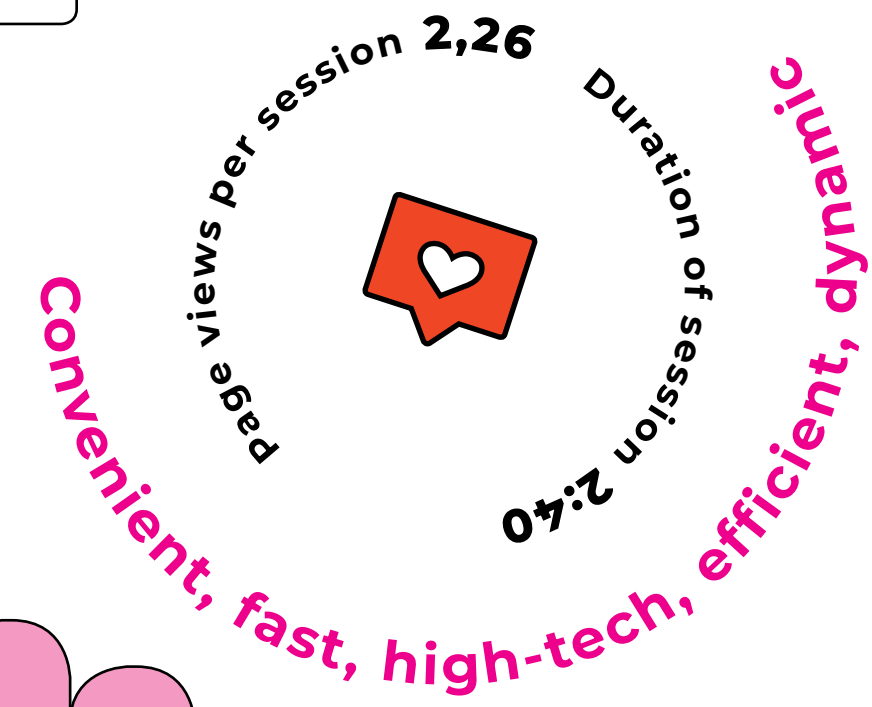
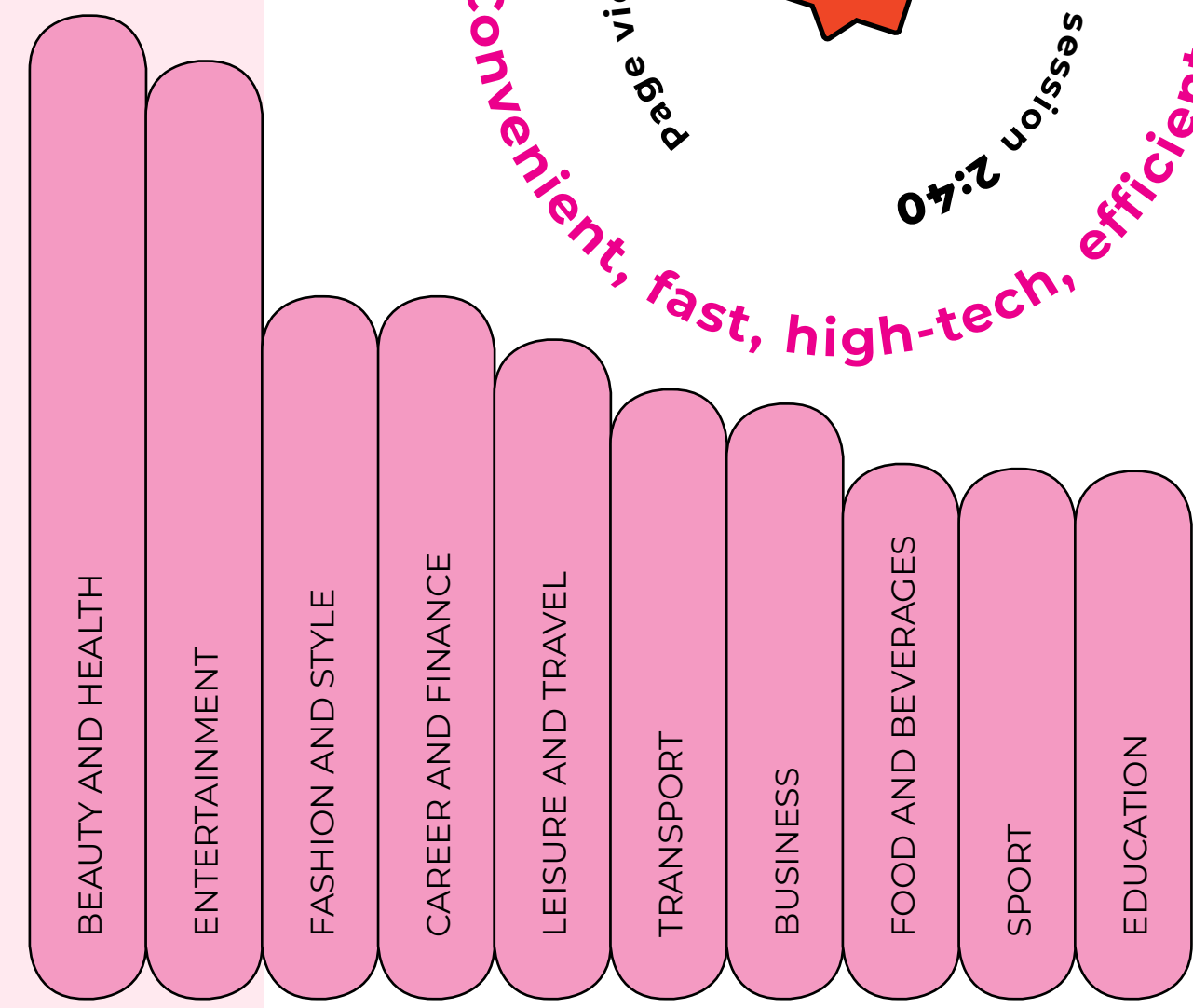
**17.5**mln  
unique visitors

**3.5**k  
content items per month

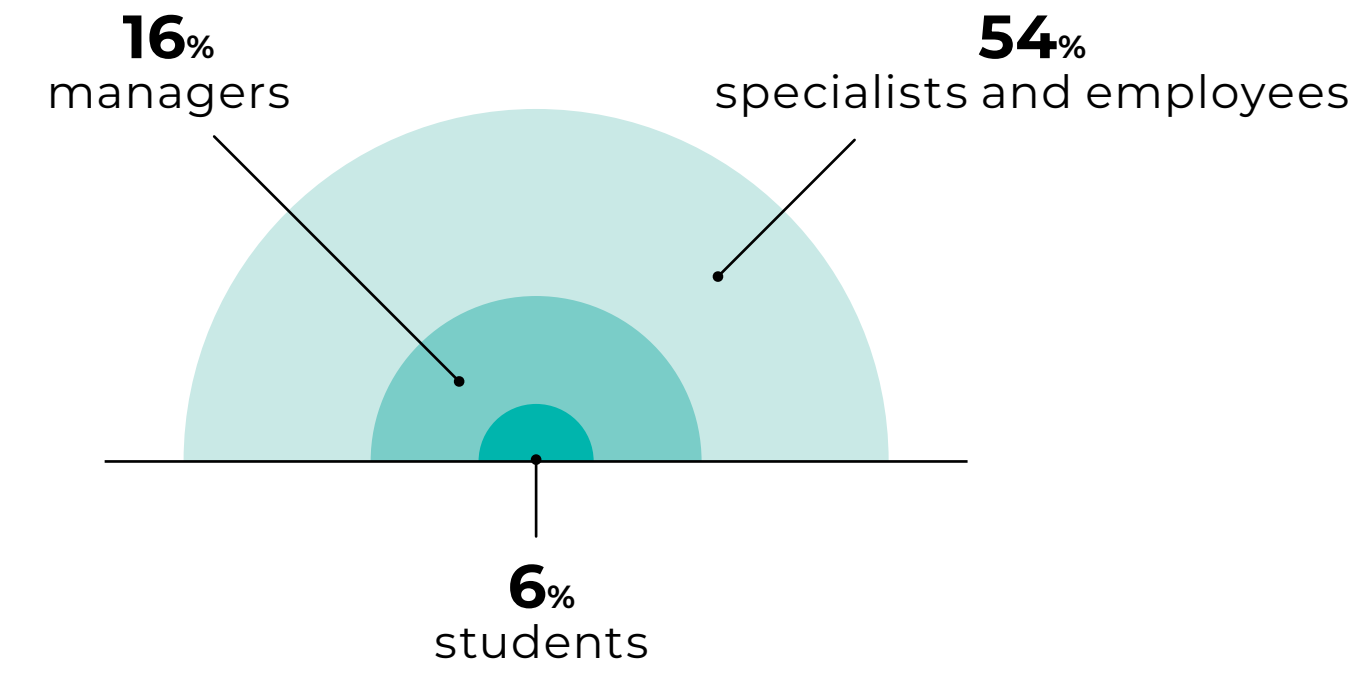
**60+**mln  
views



### INTERESTS OF AUDIENCE



### SOCIAL STATUS

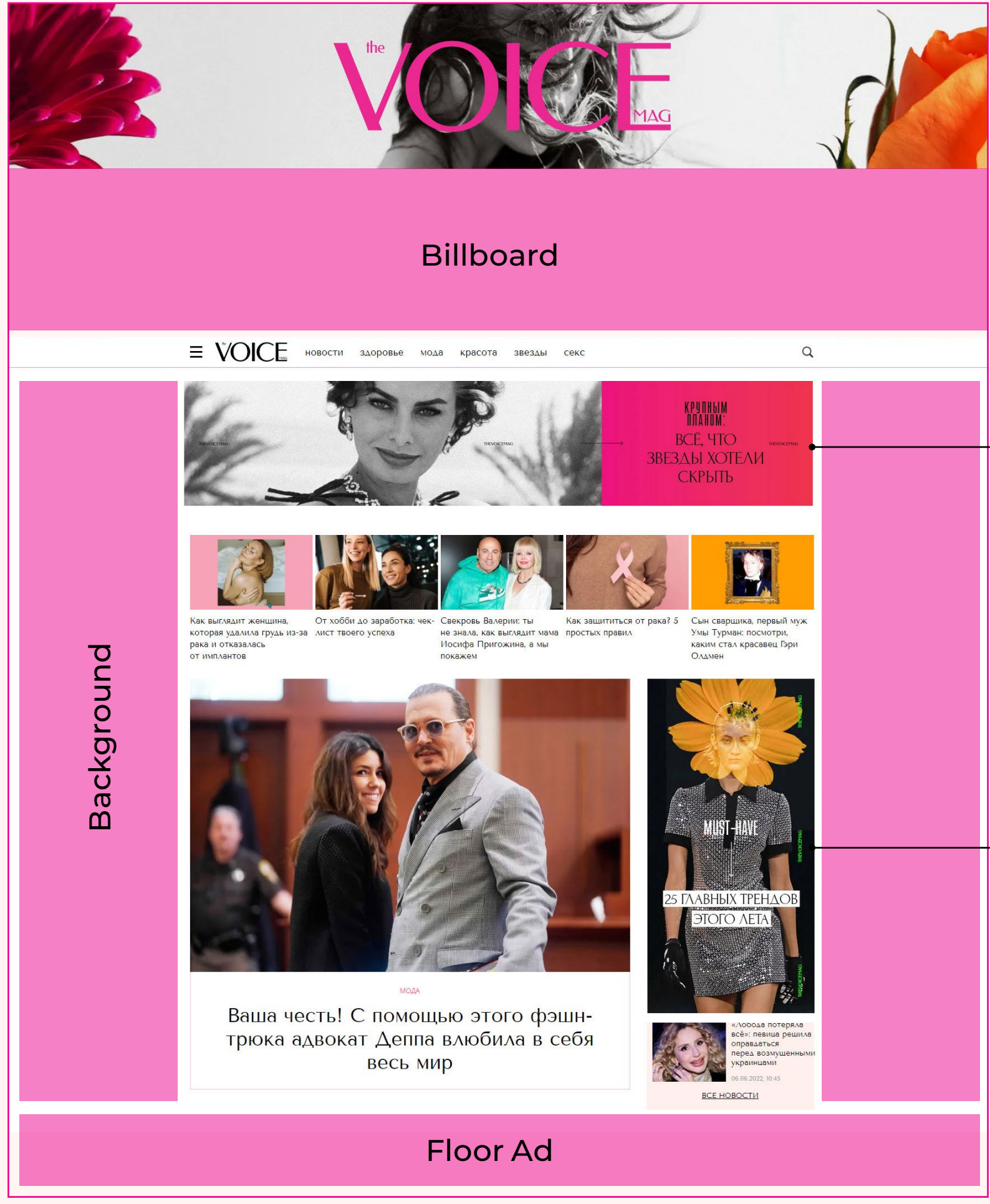


\*Sources: IM Data Hub, Ya. Metrics, Mediascope Brand Pulse



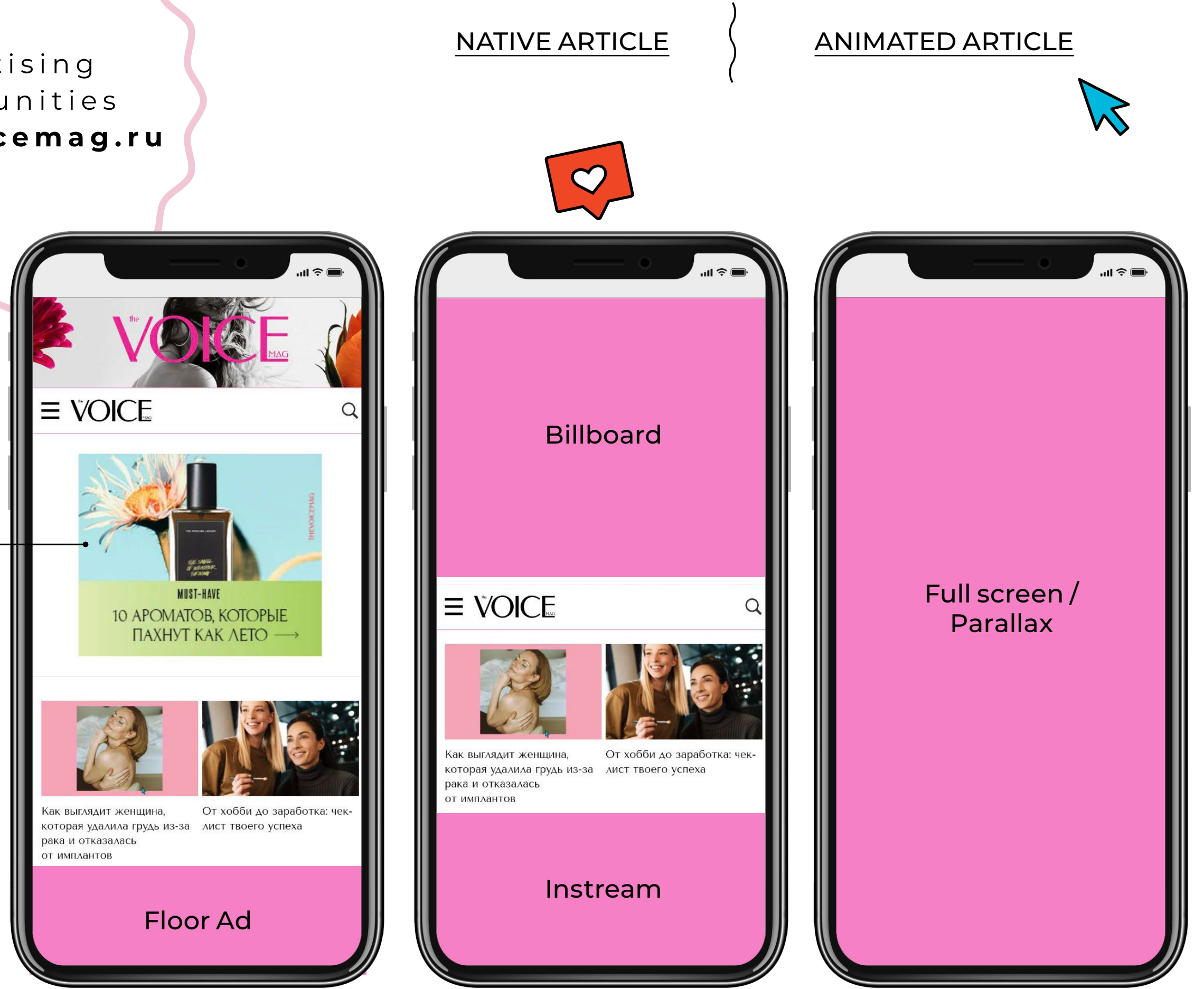
advertising opportunities of thevoicemag.ru

desktop



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

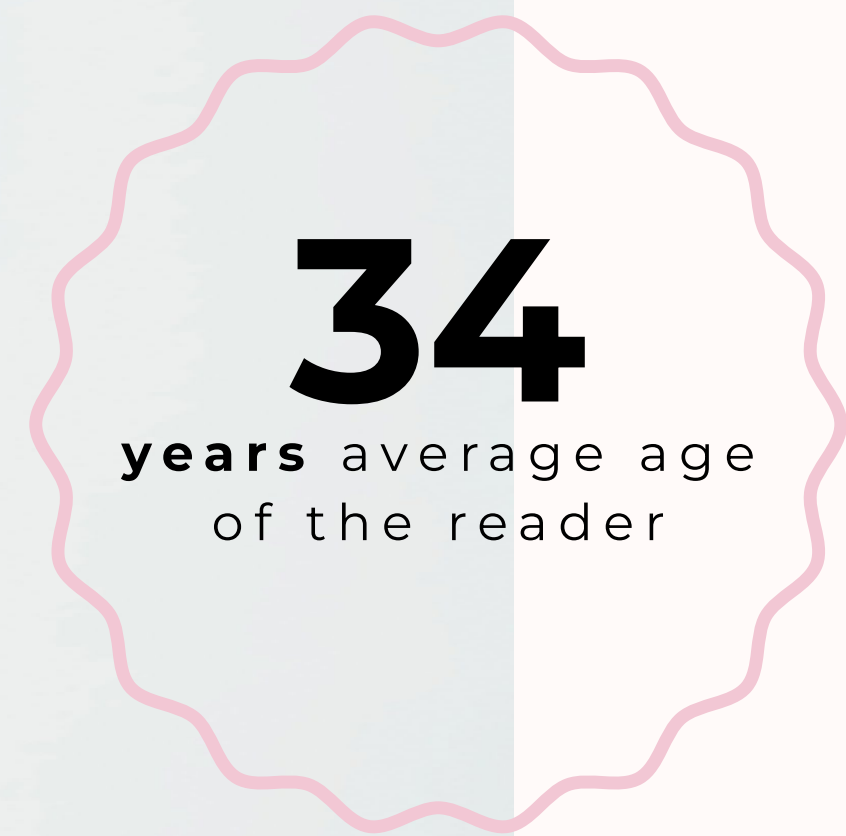
mobile



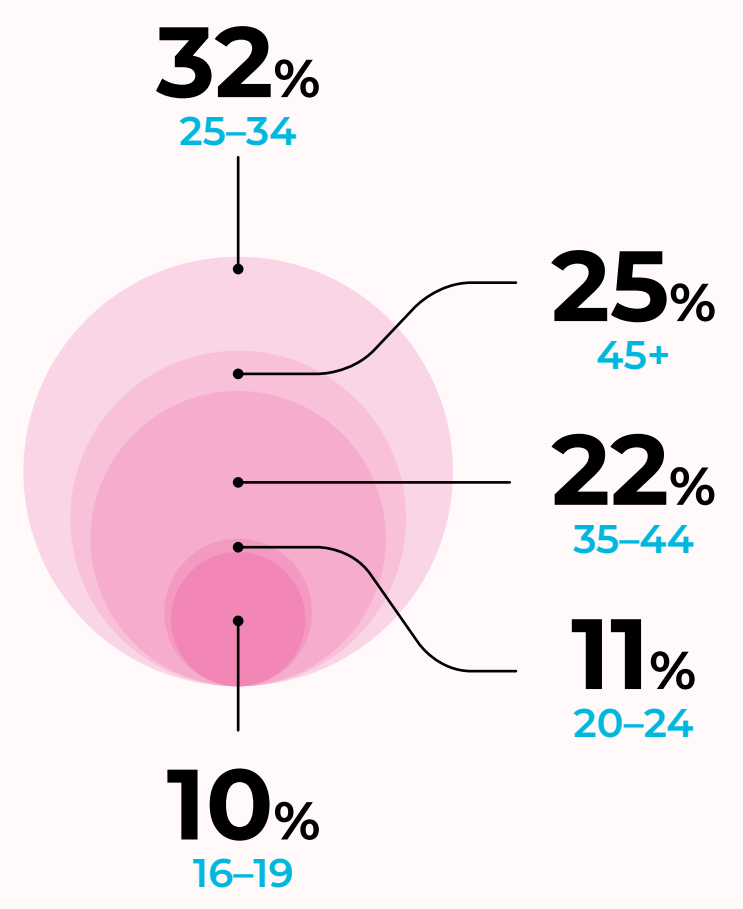
Full screen / Parallax / Billboard / Banner 300 x 250 / Floor Ad / Instream



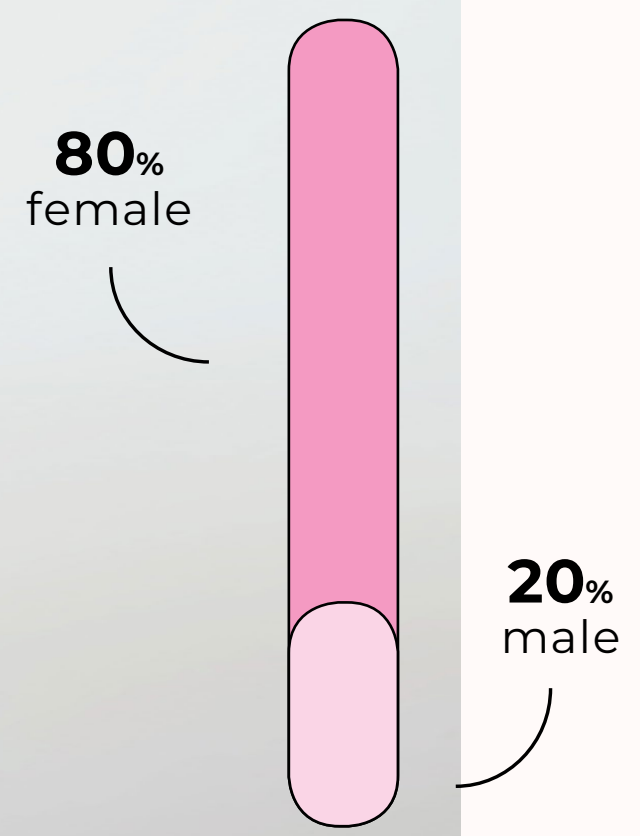
# magazine



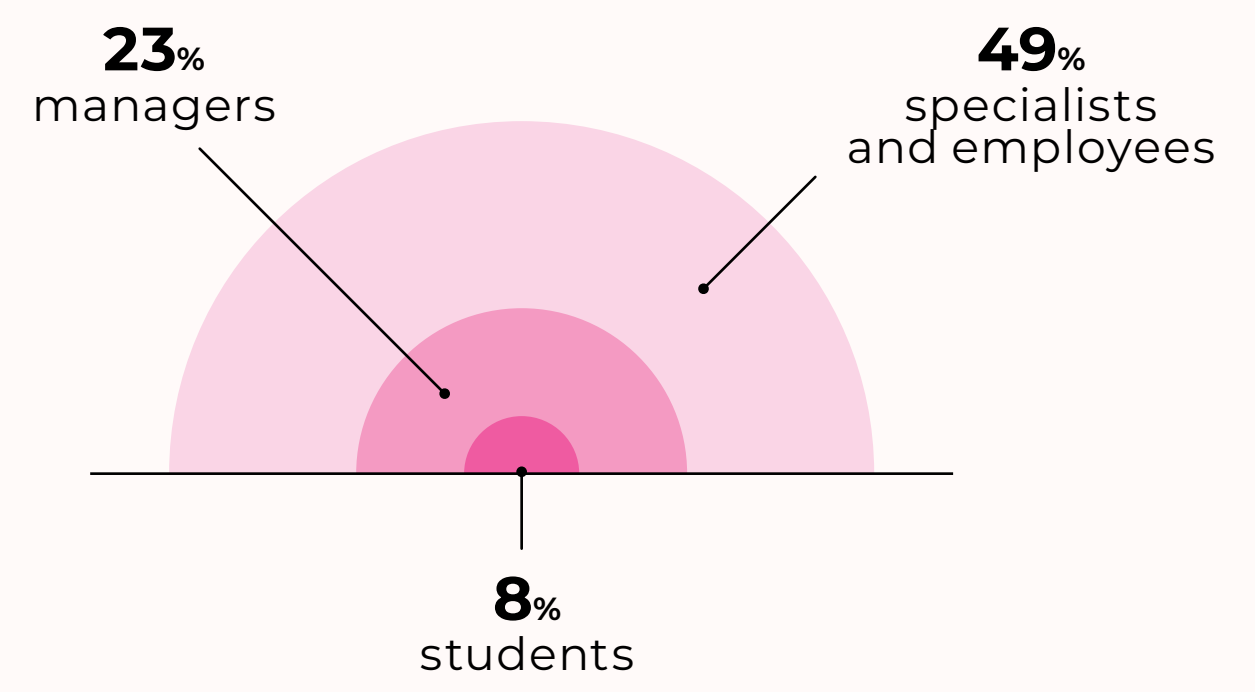
### AGE



### SEX



### SOCIAL STATUS



### AUDIENCE

**1.9mln**

### ISSUE

September–October  
November–December

### CIRCULATION

**250 000**  
copies

### DISTRIBUTION

#### TRADITIONAL CHANNELS

Perekrestok / Miratorg / Tvoj dom / METRO / Vernyy / SELGROS / Pyaterochka / ATAK / Victoria / O'KEY / Azbuka vkusa / Lenta / GLOBUS / Karusel / SPAR / Auchan

#### Internet platforms

Wildberries / Yandex.Market / OZON

#### Bookstores

My favorite bookstore "Moscow"

\*Sources: IM Data Hub, Mediascope NRS-Russia (100+, 16+) | March–July, 2021





special projects



# SPECIAL PROJECTS

## coverage

**PANTENE**

**VOICE**

1 Сделай фото или видео, на котором максимально раскрыта тема твоих сильных и красивых волос.

2 С 1 сентября по 31 декабря выложи фото/видео в посте или сторис Instagram (не забудь закрепить сторис в highlights) или в посте VK.

3 Отметь аккаунт @pantene\_russia и добавь к посту и сторис хештеги конкурса: #МОИВОЛОСЫПАНТИН2019, а также — хештег своего региона. Например: #Сибирь, #Урал, #Поволжье, #Юг, #Кавказ, #Северо-Запад, #Центр.

Каждый месяц мы отбираем по 8 победительниц.

**VOICE** новости здоровье мода красота звезды секс

Если бы не NASA, в твоих соцсетях могло не быть красивых фотографий из разных точек мира. В большинстве смартфонов, зеркальных камер и других портативных устройств для съемки есть активные CMOS-датчики, благодаря которым и получается изображение. Эти электронные малыши были разработаны в целях уменьшения размеров камер для межпланетных миссий, а теперь трудятся на благо твоего интернет-образа.

В 1949 году у людей появилась потребность систематизировать большие объемы данных, и тогда был изобретен штрихкод. А 70 лет спустя компания Nespresso®, используя эту технологию, запустила новую систему приготовления кофе и вновь совершила кофейную революцию.

На капсулы добавили уникальные штрихкоды и «вшили» в них...

Pantene

Nespresso

### My hair is my crown

- Announcement in the magazine
- Support on the website with the announcement of the contest
- Bachelorette party for winners
- Reporting material in the magazine

Banner announcement coverage – **30 000 000**

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

**350 000** unique users

Audience reach in social media – **100 000**

### New technologies are changing the world!

- Editorial material in the magazine
- Round table with women from the IT sector
- Native article with animated layout + round table video
- Editorial announcement on the website and support in social networks

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

**2 000 000** broadcast announcement

**100 000** views



coverage

VOICE

**Voice-эксперимент:**  
тестируем сервис доставки продуктов на дом

Ограничения сняты, но самоограничения – нет. Мы за безопасный, быстрый и удобный шопинг: вместе с пятью девушками тестируем сервис доставки продуктов СберМаркет. Как «ходить в магазин» через интернет, на чем можно сэкономить и что покупать для отличной фигуры? Наши героини показывают свои продуктовые корзины и делятся лайфхаками.

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Юлия Ушакова @yulia\_ushakova

Ксения Яковец @vaksenya



VOICE ХИЛАК ФОРТЕ

блогер, организатор авторских путешествий по Дальнему Востоку и России

**Ольга Куликова**  
@my\_musthave

Итуруп Шантарские острова Камчатка Аптечка в путешествие

**Итуруп**

Удивительный остров южной Курильской гряды. Поехать сюда стоит в октябре, чтобы застать золотую осень, – в этих местах она поздняя и достаточно теплая. Причин для путешествия как минимум три: можно искупаться в горячих источниках, заглянуть в кипящее бирюзовое озеро на вулкане Баранского и прогуляться вдоль Белых скал на берегу Охотского моря.

Источники здесь необычные: в виде небольшой речки бирюзового цвета, с постоянной температурой около 40°C, они текут свободно несколько километров. На Итурупе их много, но этот сравним по красоте с японскими онсэнами. Я считаю его одним из самых головокружительных мест для



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**

Travel dreams

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

Banner announcement coverage – **5 000 000**

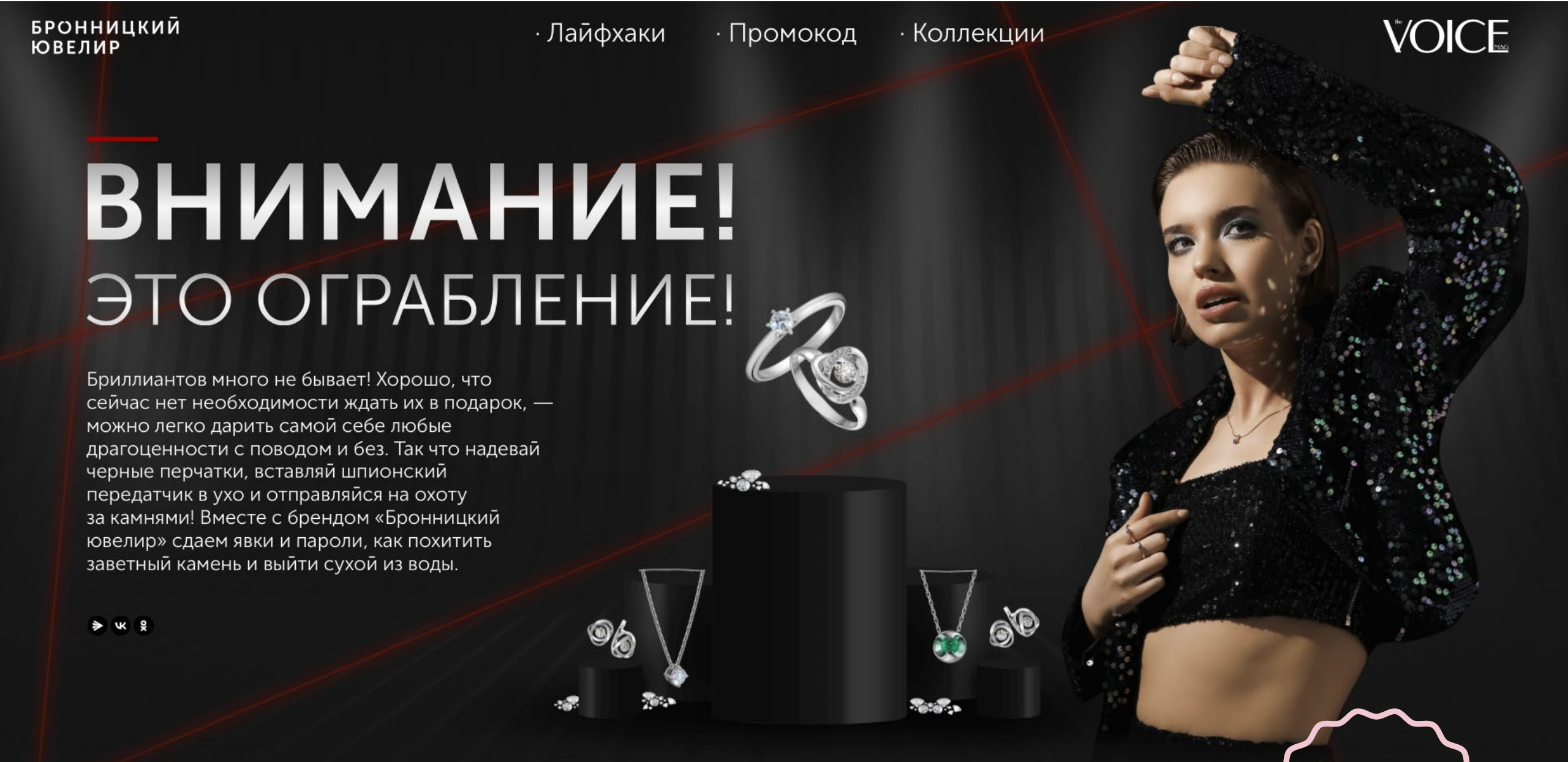
**140 000** unique users

**5 000** visits to the client’s website

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



image



Первый опыт, к какой бы сфере он ни относился, запоминается навсегда. Первый попелуй, первая работа, первая машина... О том, какие волнительные события стали знаковыми и запоминающимися в их жизни, мы спросили наших героев.

ЯН ГЭ  
СОФИ  
АНФИСА  
Т-КИЛАН

CALVIN KLEIN



Attention!  
This is a robbery!

- Promo page on the website with an interactive quest "Attention! This is a robbery!", a discount promo code on purchase of company products and the product block with jewelry collections
- Media and editorial support of the project
- Mailing list and push notifications on subscribers
- Project support in social networks
- Centerfold in the magazine

Banner announcement coverage – **4 000 000**

**92 000** unique users

**5 500** visits to the client's website

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



"Time of firsts"

- Branded section of the project on the website
- Interviews with influencers
- Fashion shoot in the magazine
- Video shoot of bloggers (they were the first to do it!)

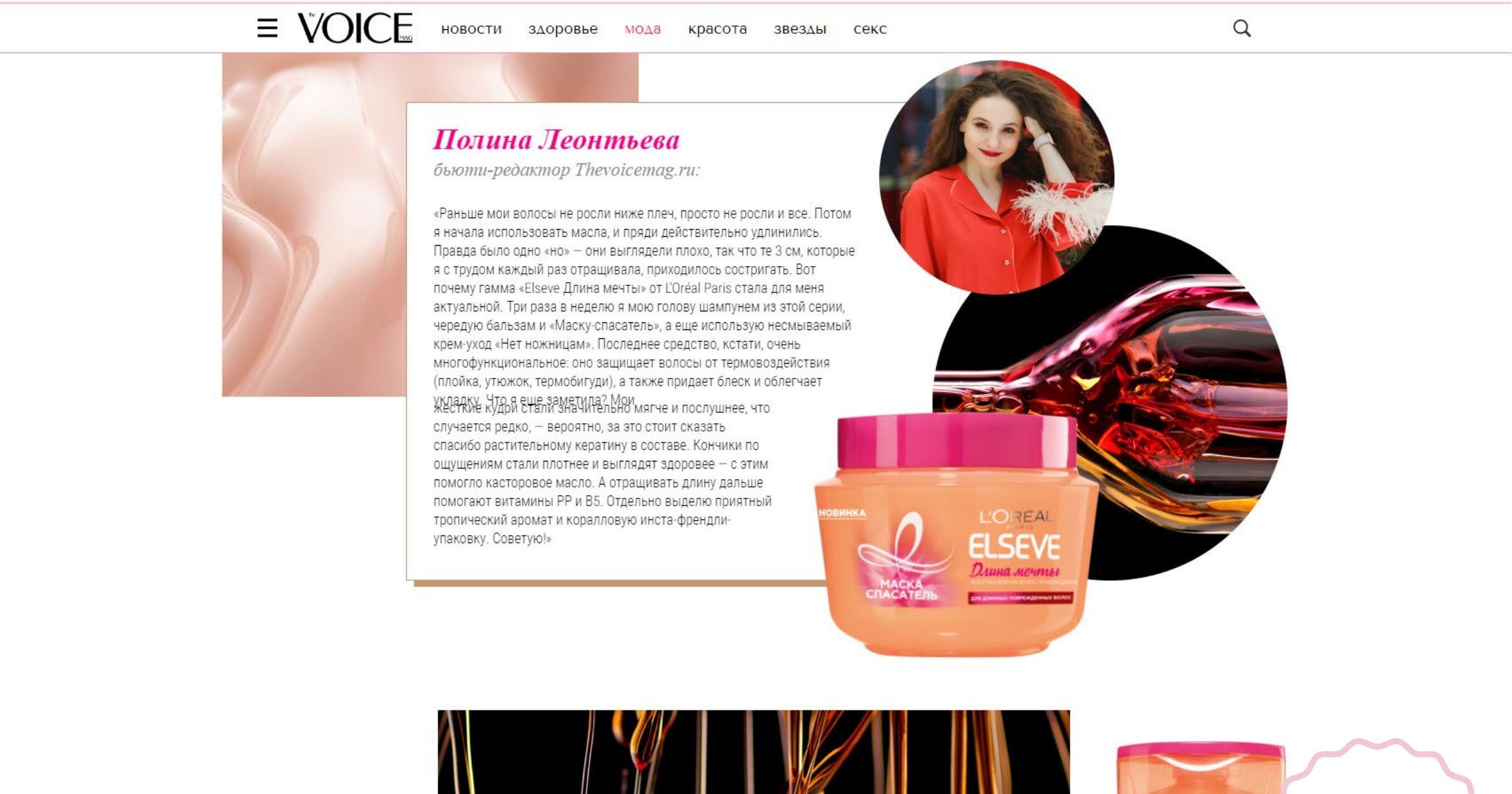
Banner announcement coverage – **2 800 000**

**80 000** unique users

Audience reach in social media – **100 000**



image

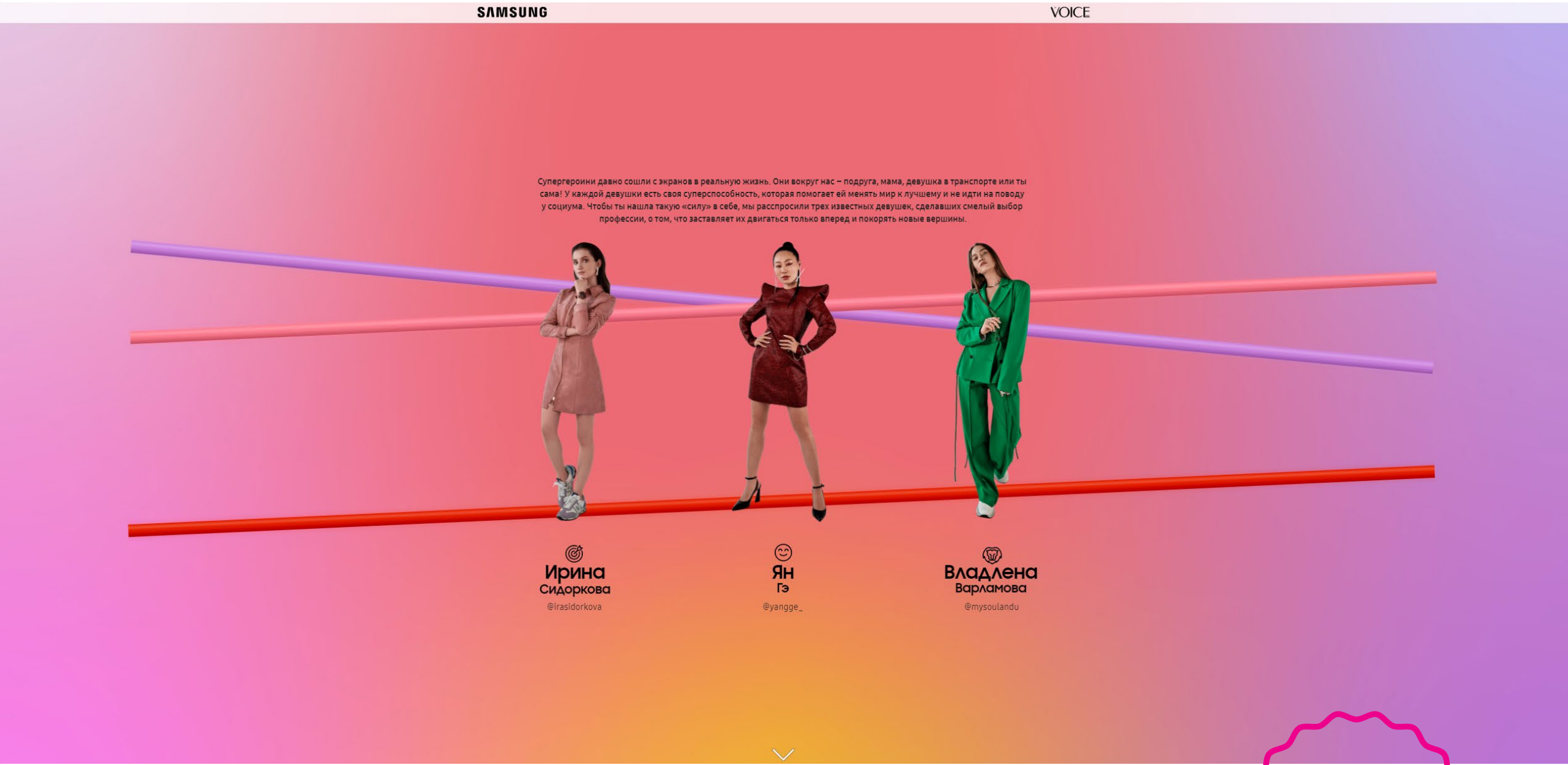


Long. Beautiful. My own!

- Native material in animated layout on the website
- Contest in social networks
- Spread in the magazine, June and July issues
- Support of the project on the website and in social networks

Banner announcement coverage – **900 000**

**30 000** article reads



The courage to be yourself

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

Banner announcement coverage – **5 000 000**

**140 000** unique users

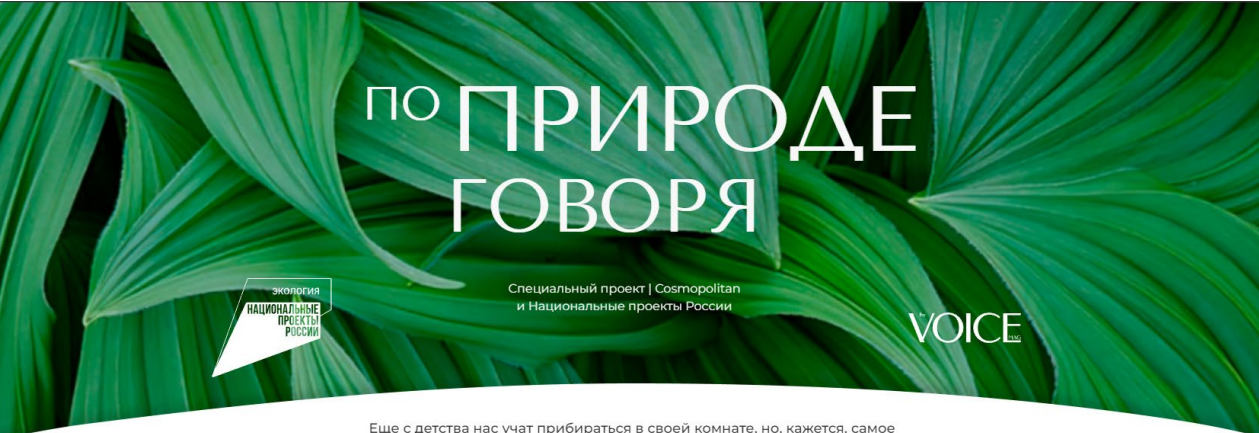
**5 000** visits to the client's website

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



# SPECIAL PROJECTS

## ECOLOGY / RUSSIAN NATIONAL PROJECTS



Еще с детства нас учат прибираться в своей комнате, но, кажется, самое время добавить к этому еще одну полезную привычку — заботиться о своей планете! Кстати, певица Сати Казанова уже давно сделала ее частью своей жизни, поэтому давай вместе с ней разберемся, как легче всего начать осознанные отношения с природой, а затем узнаем историю экоминиатив нашей страны, какие акции зационального проекта «Экологик» существуют сейчас и почему в них стоит включиться каждому прямо сегодня.

### 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



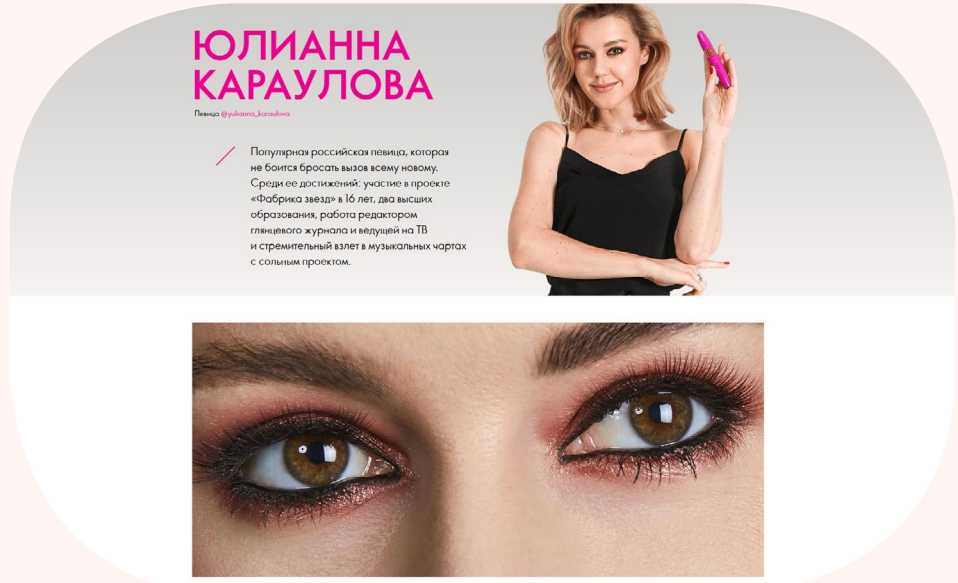
## ORIFLAME



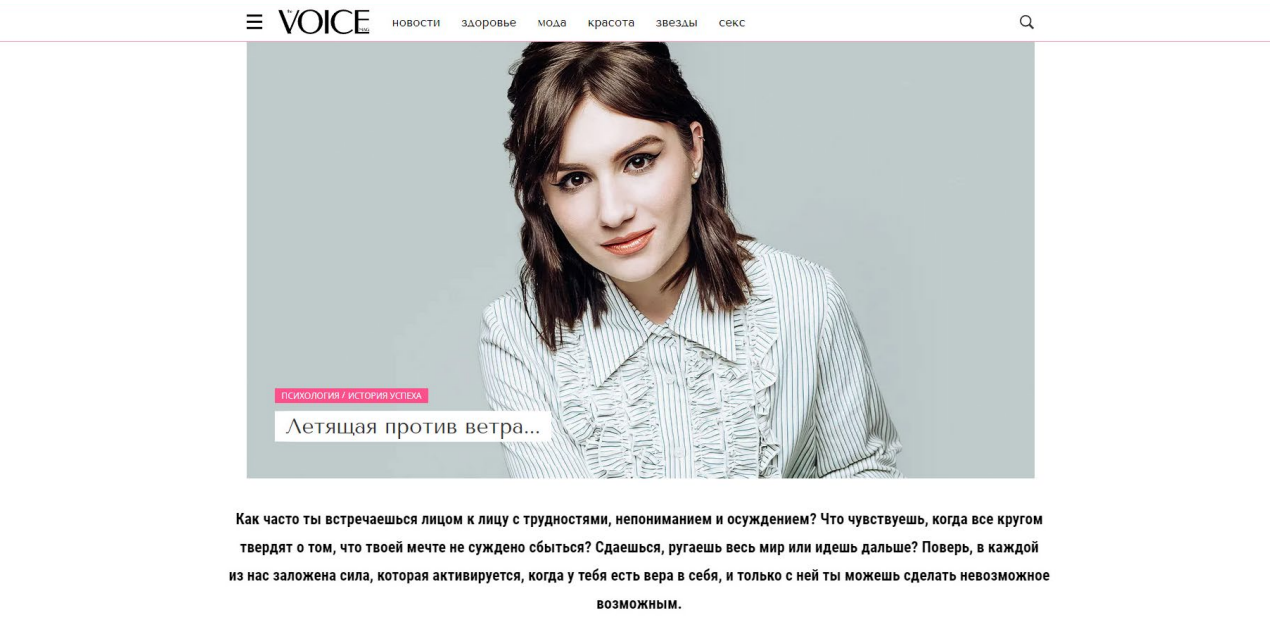
### How to succeed?

- Project promo page on the website
- Interviews with influencers + product segment with a “buy” button and a link to the brand website
- Shoot and material in the magazine
- Media and editorial support of the project

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



## АО “TSENTRAL’NAYA PPK”



### Flying against the wind...

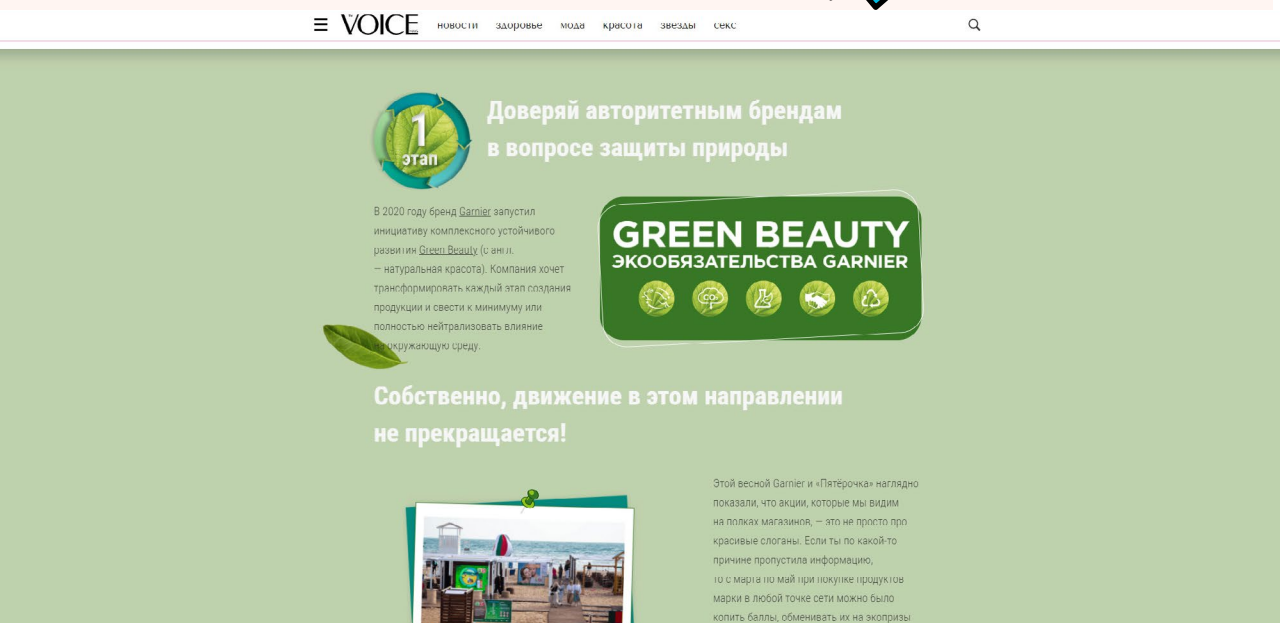
- Article in animated layout in the format of an interview with a heroine
- Video from shooting
- Editorial announcement on the website and project promotion in social networks

Banner announcement coverage – **1 000 000**

**30 000** article reads

Social Media Post Reach – **20 000**

## GARNIER



### Green character:

LEARNING TO CARE FOR THE PLANET WITH GARNIER

- Article in animated layout
- Editorial announcement on the website
- Project promotion in the social networks

Banner announcement coverage – **1 000 000**

**35 000** article reads

**1 000** visits to the client’s website





# 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

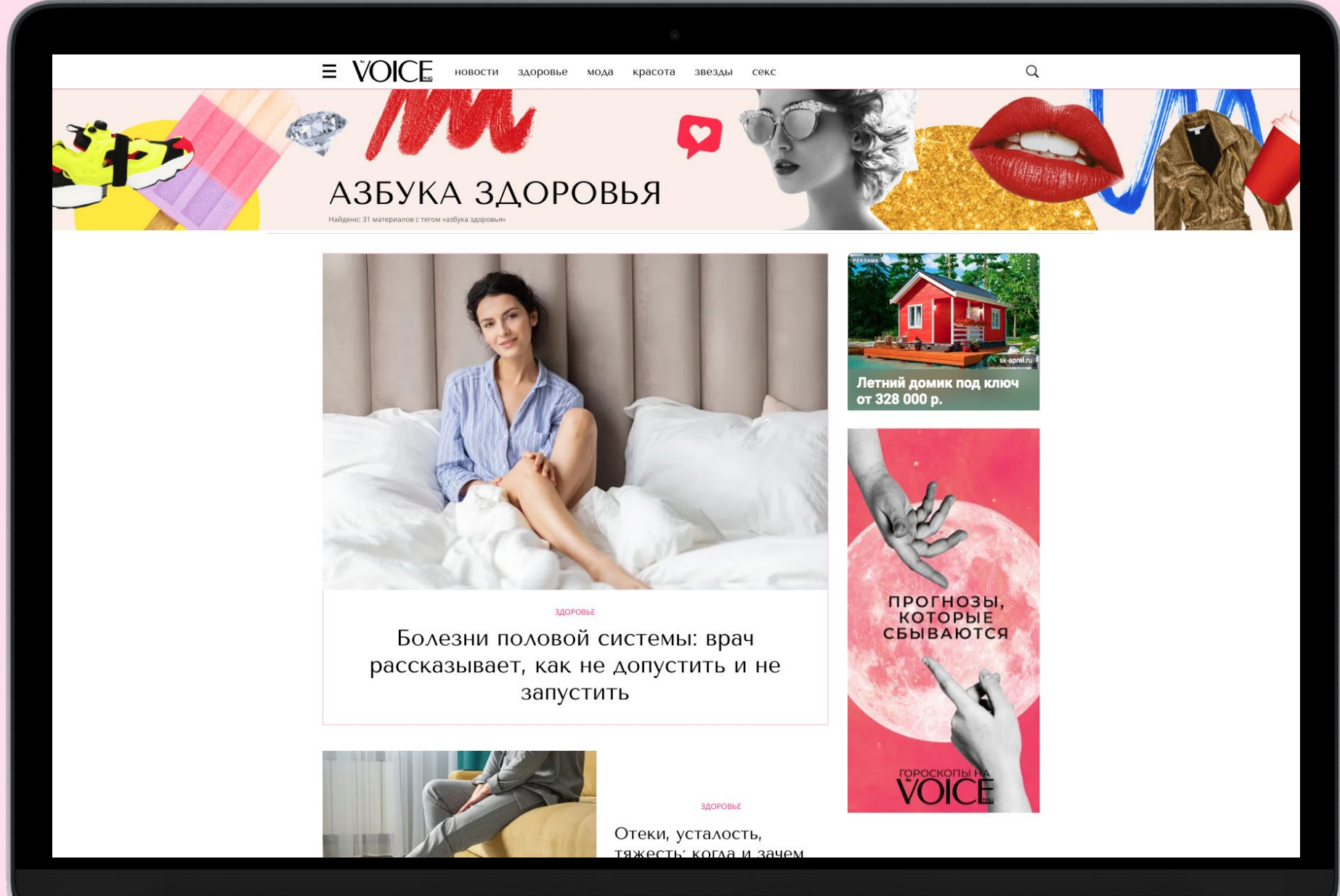
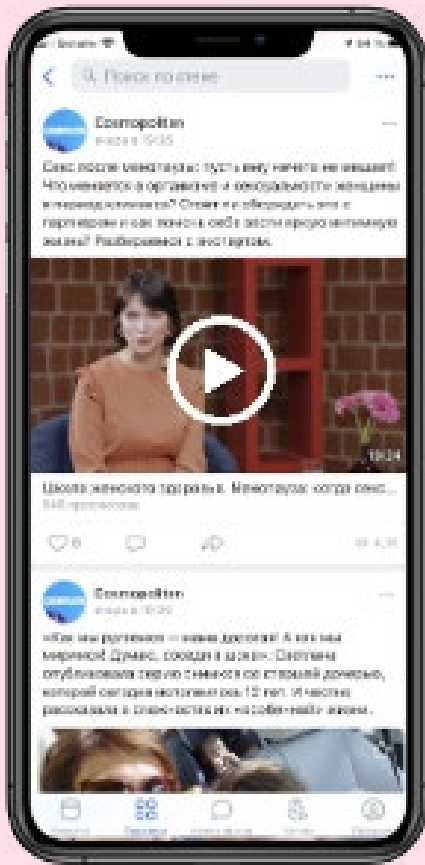
with a button in the main menu on all pages of the website

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

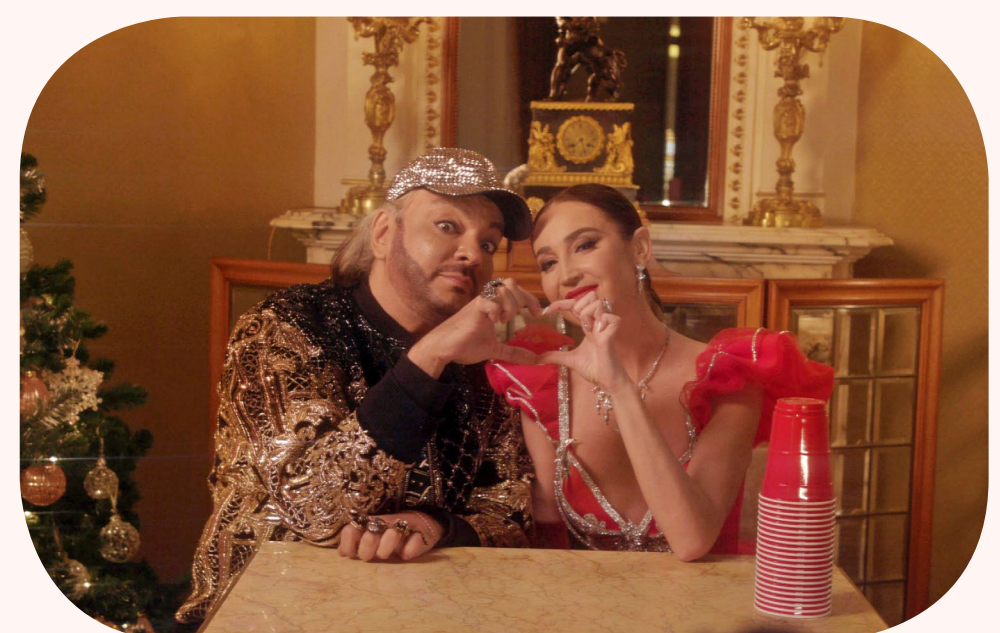
the VOICE MAG

MEDIAKIT 2022

videoprojects



PROJECT SMART TALKS



NEW YEAR RESCUE



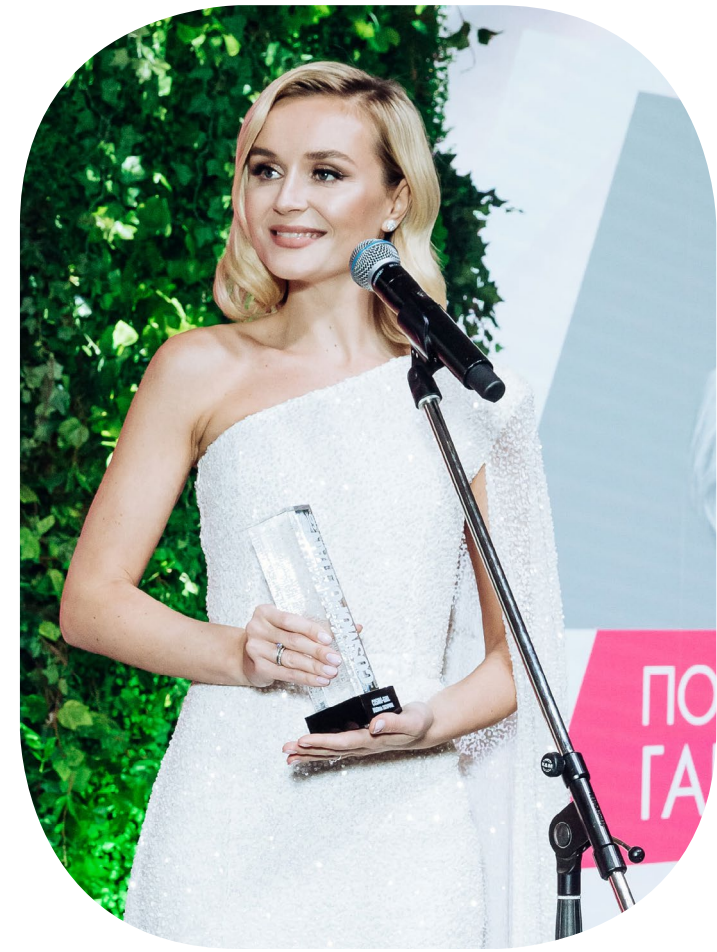
HEALTH ABC





awards

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.

BEAUTY AWARDS  
annual beauty award



ANNUAL BEAUTY AWARD IN A NEW FORMAT

Presentation of the winners & Awarding ceremony

More than 80 winners

MAN AWARDS



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 **62mln** of users.





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DARK VOICE

thevoicemag.ru



VOICE