



**LOUDER!  
BRIGHTER!  
FOR YOU!**

the **VOICE** MAG





VOICE is a project of the Cosmopolitan team, female media brand №1. This is the voice of active girls and women who are changing independently their lives and the world around them. VOICE is the voice of the importance of a women's role in rapidly 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!

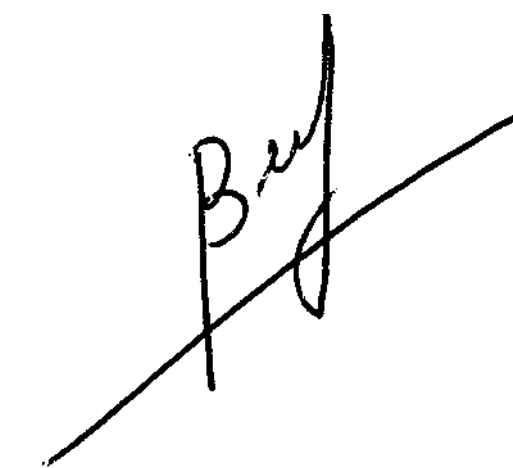
A year ago we promised that we would not only adapt to a new reality but would change it for ourselves. We've done it!

**THE VOICEMAG** — Women's brand №1 — there is no doubt about it. We not only continued to do our best on the market, we also got more freedom and now create only what we like ourselves. In this case, we are the ones who set trends on glossy market!

In 2024 we will continue creating bright special projects, will impress by new creative formats and we will

definitely keep priority directions. The main point is that we will inspire, delight and lead!

We promise: it will be louder! Stay with us!

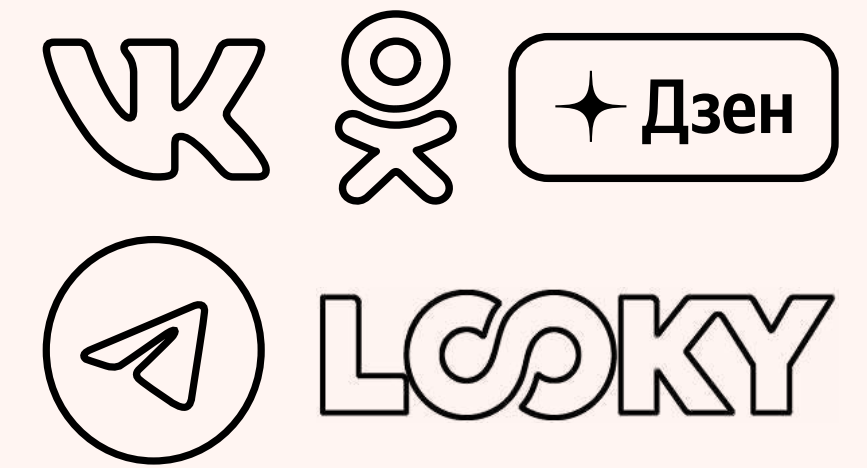


EKATERINA VELIKINA, Editor-in-Chief



BRAND

the VOICE MAG MEDIKIT 2024



ПРЕМИЯ ГЛАВНЫЕ ЛИЦА the VOICE MAG VOICE MAG 10 ЛУЧШИХ ПАР

СИЛА В ЖЕНЩИНЕ СТАНЬ БОГАТОЙ

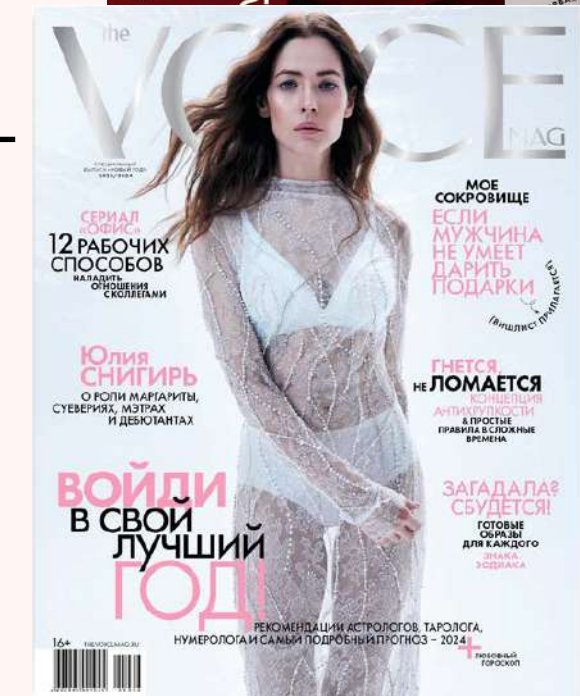
MAN AWARDS

МОДА БЕЗ ГРАНИЦ

AWARDS + EVENTS

SOCIAL MEDIA MAGAZINE

THEVOICEMAG.RU



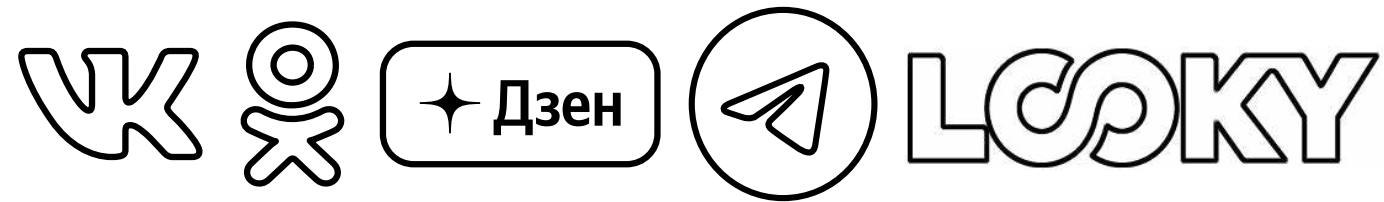


BRAND

the VOICE MAG

MEDIAKIT 2024

## social media



**4.2mln**  
followers

**1.5k**  
content items per month

## website

**23.5mln**  
unique visitors

## video

**150+**  
content items per month

## magazine

**525 000**  
audience of one issue

# brand №1\*

THE LOUDEST FEMALE VOICE OF THE COUNTRY

FEDERAL LEVEL

total coverage more than

**28.2mln**



Sources: IM Data Hub, Ya. Metrics, monthly average in 2023, Ipsos Russia, RosIndex, population 16+, Q3 2023  
\*Female readership segment in Russia



# website thevoicemag.ru

**32**  
years average age  
of the visitor

**58%**  
18-44

**23.5** mln  
unique visitors

**3.5** k  
content items per month

**60+** mln  
views

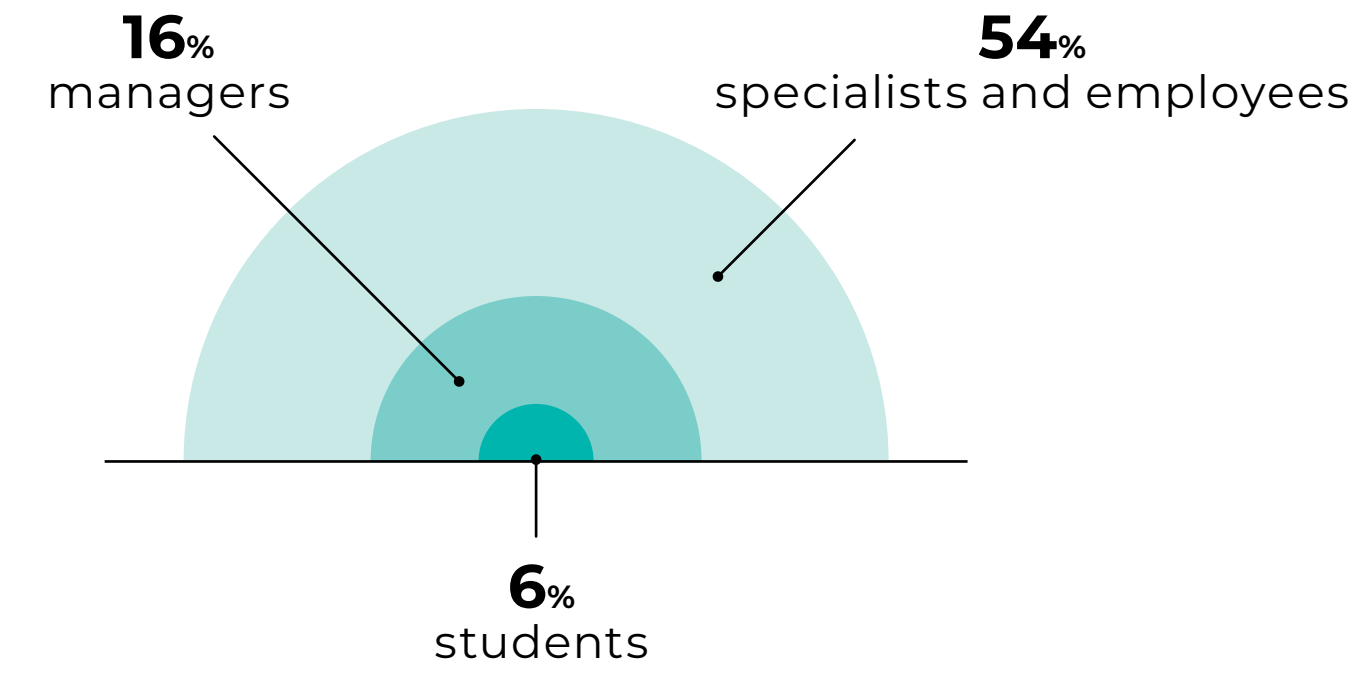


### INTERESTS OF AUDIENCE



page views per session 2,70  
Duration of session 2:15  
*Convenient, fast, high-tech, efficient, dynamic*

### SOCIAL STATUS



Sources: IM Data Hub, Ya. Metrics, monthly average in 2023



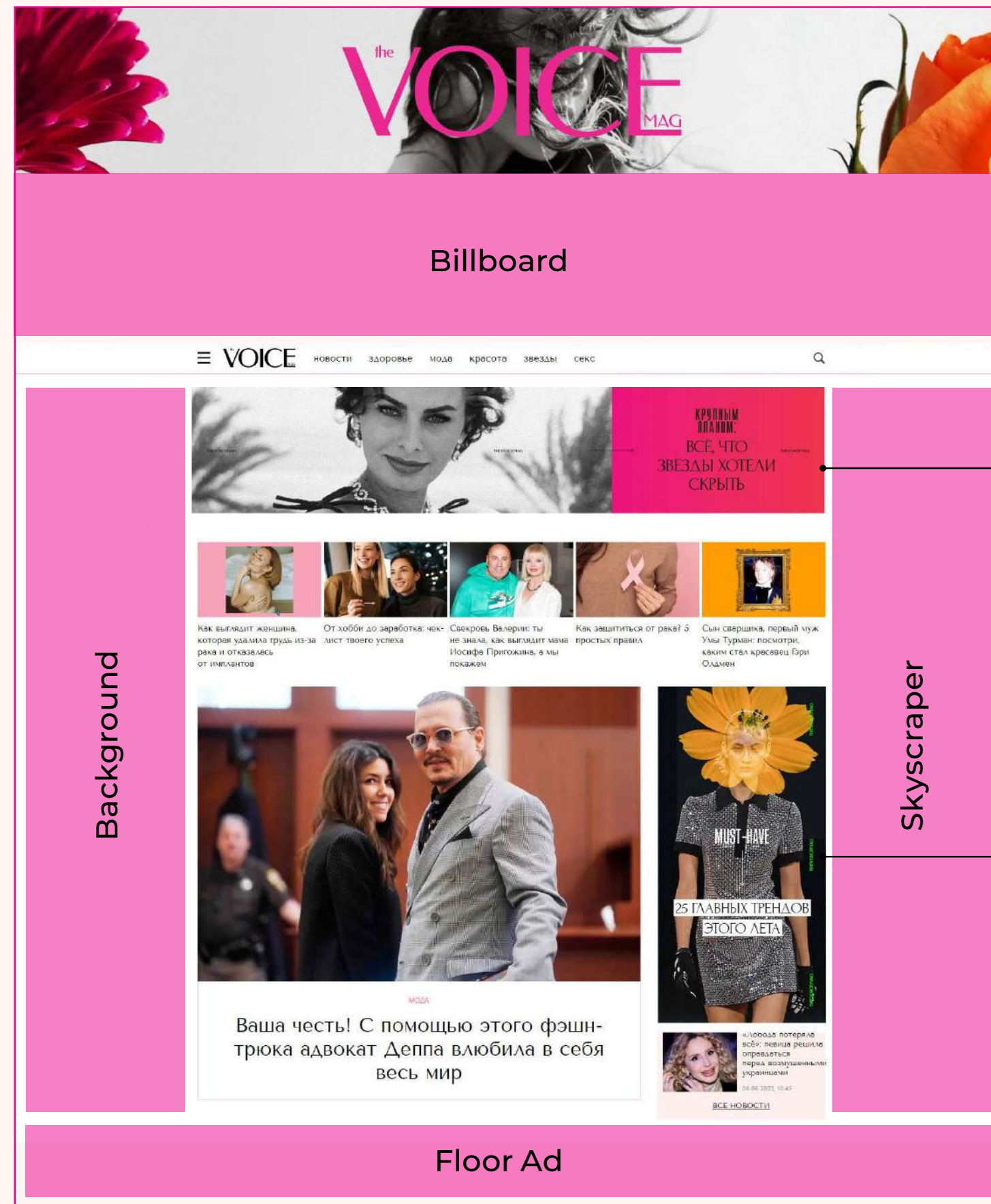
advertising opportunities of **thevoicemag.ru**

NATIVE ARTICLE

ANIMATED ARTICLE



desktop



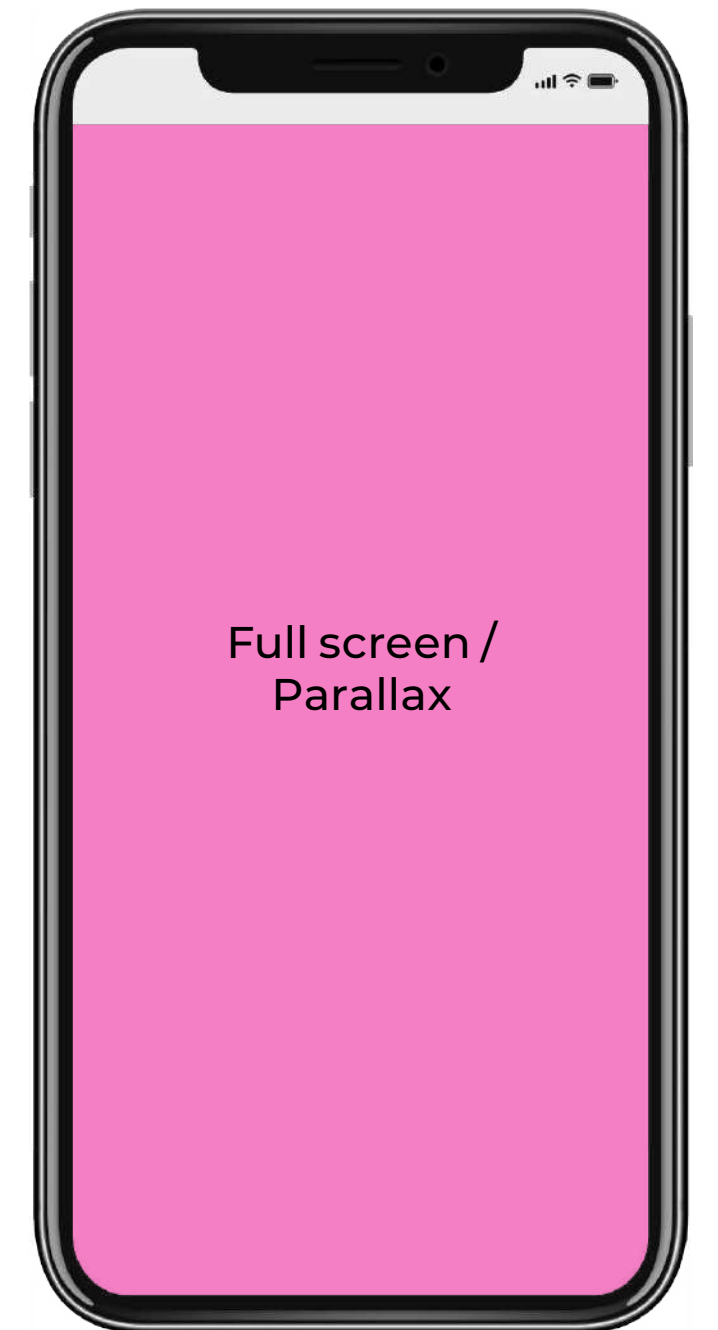
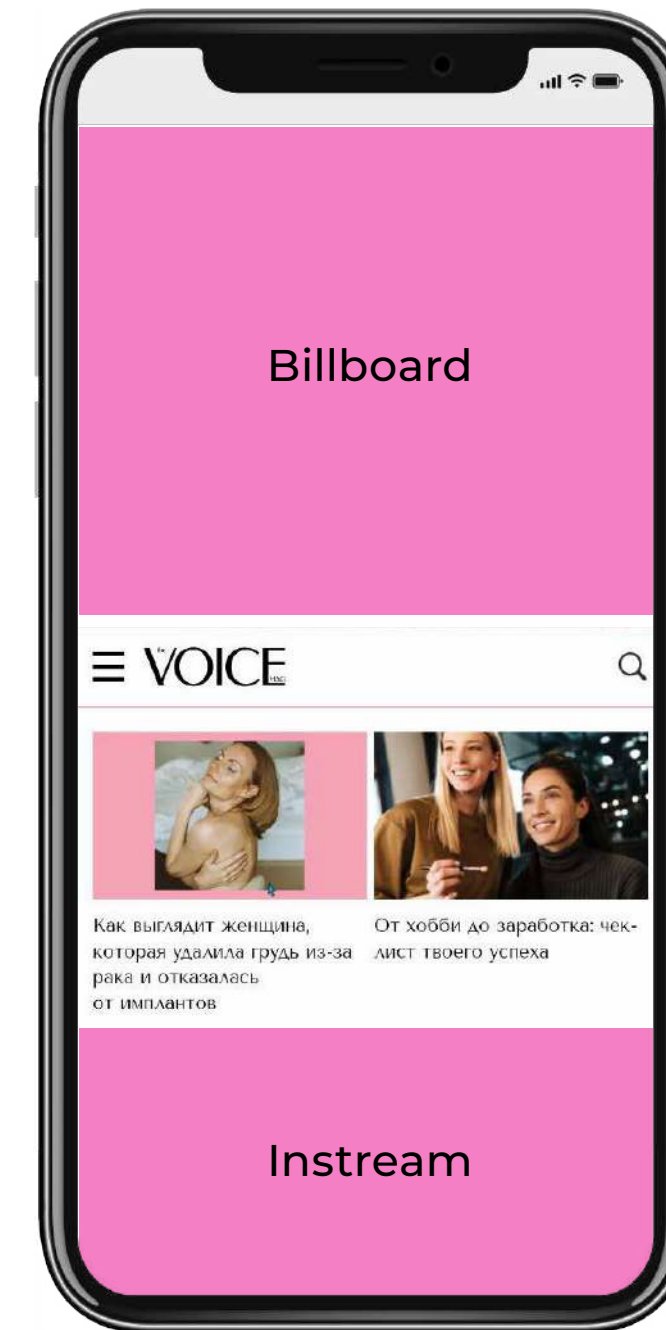
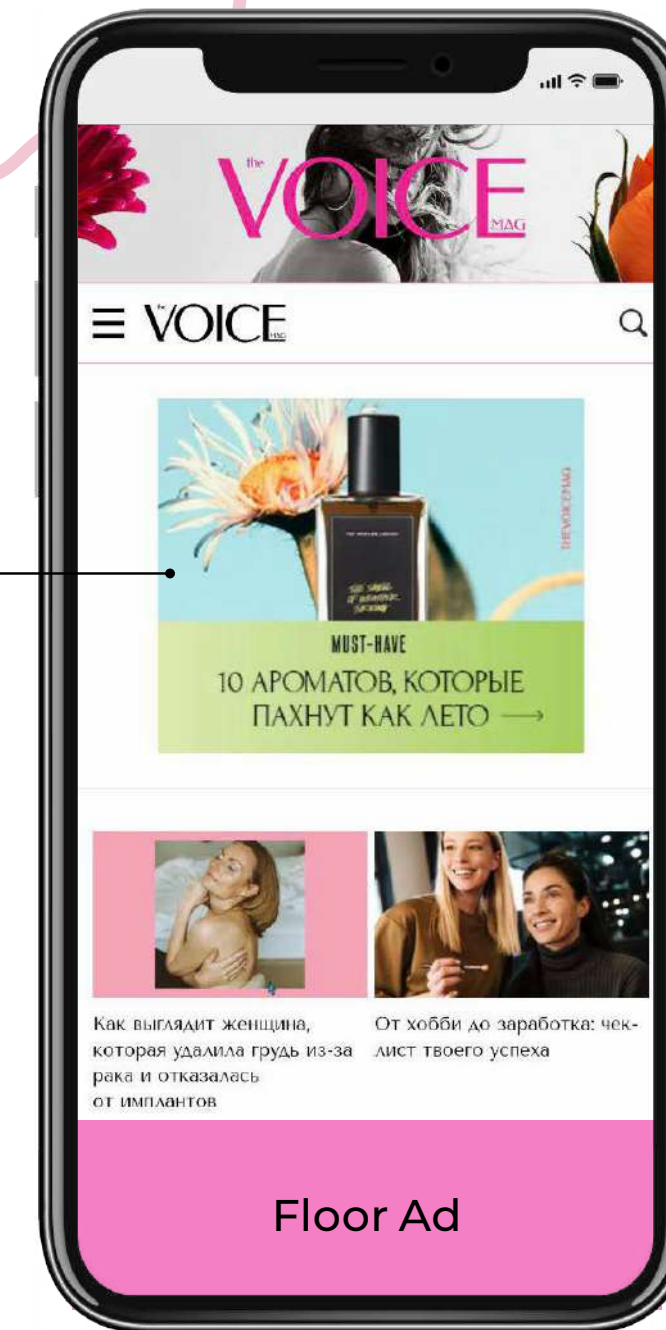
Billboard / Banner 1260 x 250 / Banner 300 x 600 / Synchronized banners / Branding / Floor Ad / Skyscraper / Instream

1260 x 250

300 x 250

300 x 600

mobile

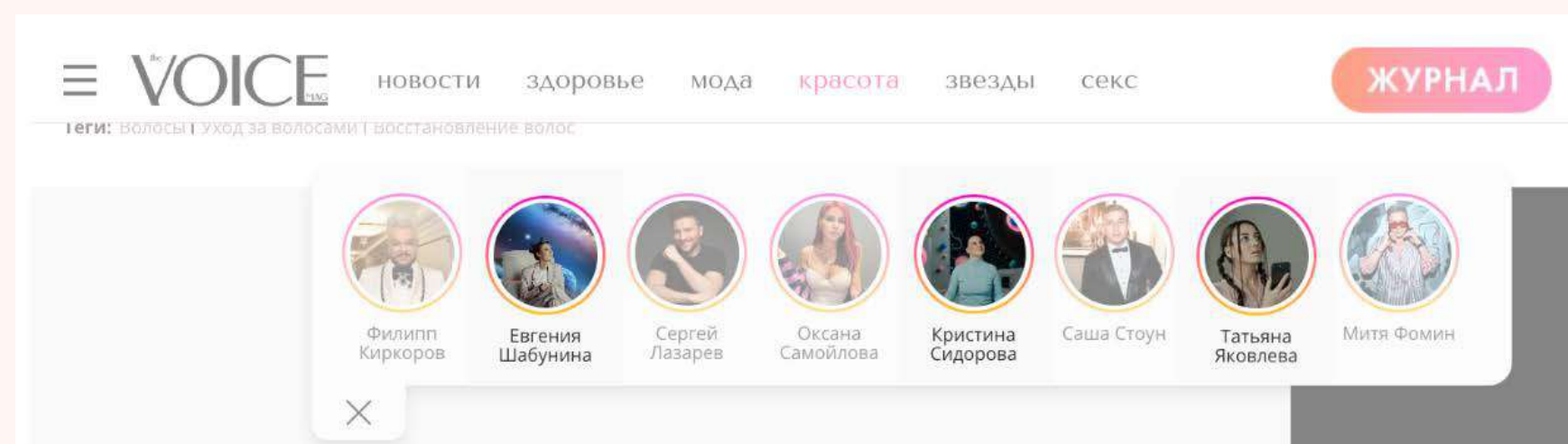


Floor Ad

Instream

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

Stories



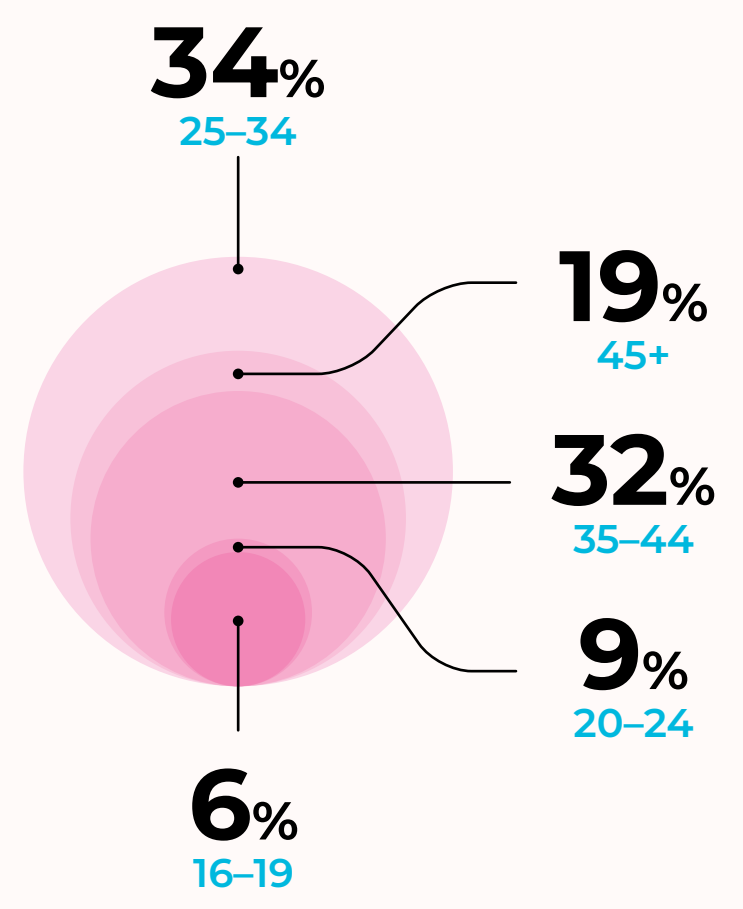


PRINT

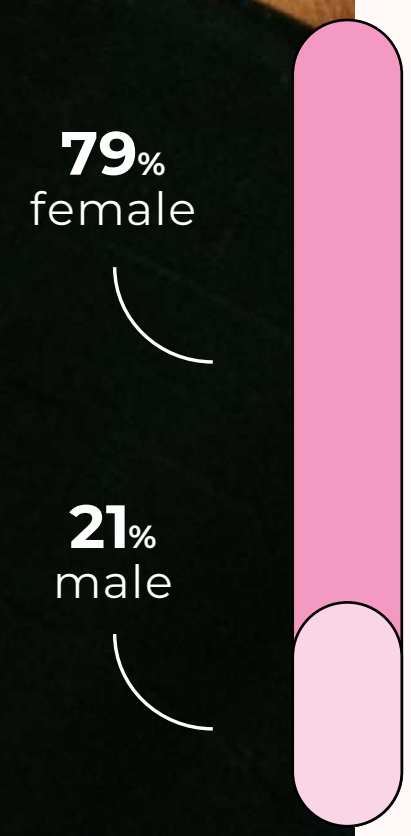
# magazine



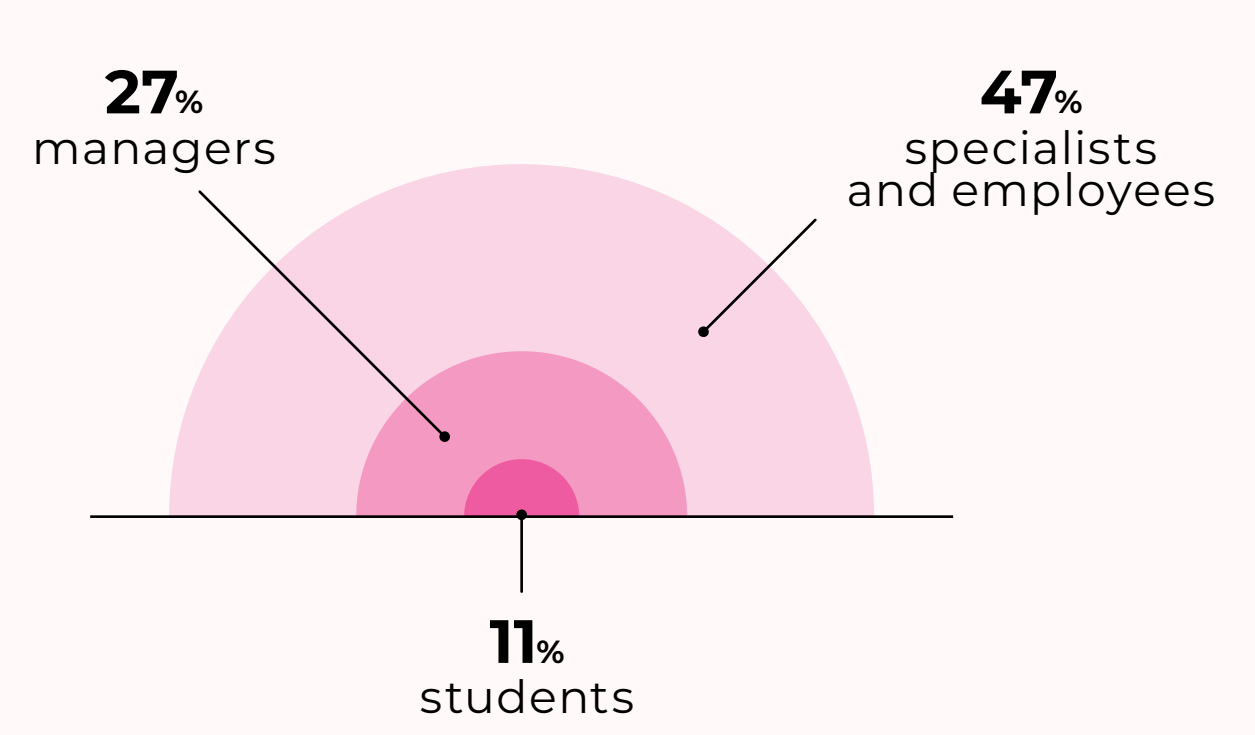
### AGE



### SEX



### SOCIAL STATUS



### AUDIENCE OF ONE ISSUE

**525 000**

### ISSUE

6 issues per year

### CIRCULATION

**250 000**  
copies

### DISTRIBUTION

**TRADITIONAL CHANNELS**  
Perekrestok / METRO / Pyaterochka /  
ATAK / Victoria / O'KEY / Azbuka vkusa /  
Lenta / SELGROS / GLOBUS / EUROSPAR /  
Auchan / Magnit

**Internet platforms**  
Wildberries / Yandex Market / OZON

**Bookstores**  
My favorite bookstore "Moscow"

Sources: IM Data Hub, Ipsos Russia, RosIndex, population 16+, Q3 2023



## EDITORIAL PLANS 2024

### №8

#### REAL INTIMACY

The first issue of the year goes on sale on the edge of spring and takes a wide glance on the strength and deepness of people's relationship.

**FASHION:** Key families if the fashion industry, unisex jewelry, shooting with dancers.

**BEAUTY:** Trends, life hacks on beauty routine and products from China. Spring make up collections.

**CAREER:** How to – the best CV. On-line schools

### №9

#### GENERATIONS OF THE 80'S, 90'S, 00'S DETAILED PORTRAITS

We investigate their weak and strong sides, their characters and what we should know about each other.

**FASHION:** Trends Spring/Summer 2024 (catwalk and shopping), outerwear for the off-season, shoes, bags, jewelry.

**BEAUTY:** Time to get ready for summer – diets, home and professional training, beauty products to correct your form.

### №10

#### ТЕМА НОМЕРА: ИССЛЕДОВАТЕЛЬСКИЙ TOURISM

We research the topic of active travelling and entertaining regional studies: how to choose a place to visit, plan the trip and discover the history and culture of this place.

**FASHION:** Holiday outfits (active, beach, mountains, city). Advice how to wear ethnic prints, boho style.

**BEAUTY:** Manicure and pedicure trends. New coatings, shades, design. SPF beauty products test drive.

### №11

#### BIG FASHION ISSUE

Main trends and collections of the season. Experts' comments, fashionista hints.

**FASHION:** Style types – do they work in choosing clothes. Big selection of autumn/winter trends (coats, eco fur, bags, boots).

Techniques to collect a capsule, stylist tricks which we can't do without.

**BEAUTY:** Special hair section – care, coloration, styling in beauty studio vs home.

### №12

#### FINANCE AND CAREER

How to spend and save money correctly, succeed in your career. Real people reveal their success stories.

**FASHION:** How to hack an office style, tricks to save on clothes but not lose quality. Shopping therapy (the edge between treating yourself and becoming a shopaholic). Office suits, watches, bags.

**BEAUTY:** Aromatherapy. How to use a scent to put yourself in a right mood, cheer up or to create a special atmosphere.

### SPECIAL ISSUE

#### TRADITIONAL NEW YEAR ISSUE – ALL ABOUT LONG-AWAITED HOLIDAY

**FASHION:** Party looks selection, glamorous accessories, shoes, jewelry.

**BEAUTY:** Best products with wow effect, NY make up, beauty limited editions, beauty advent calendars.

**CAREER and FINANCE:** For those who have decided to restart their career in the new year

## PRODUCTION SCHEDULE IN 2024

MONTH	CONFIRMATION OF AD SPACE	CONFIRMATION OF AD LAYOUT. SAMPLES FOR TESTING	READY-MADE INSERTS FOR PRINTING HOUSE	RELEASE
№8	27 December 2023	12 January 2024	29 January 2024	17 February 2024
№9	21 February 2024	7 March 2024	25 March 2024	13 April 2024
№10	15 May 2024	31 May 2024	17 June 2024	6 July 2024
№11	17 July 2024	2 August 2024	19 August 2024	7 September 2024
№12	24 September 2024	4 October 2024	28 October 2024	16 November 2024
SPECIAL ISSUE	30 October 2024	15 November 2024	2 December 2024	21 December 2024



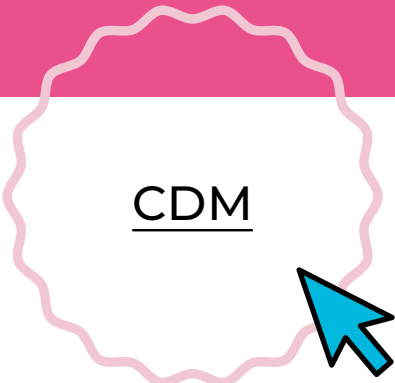
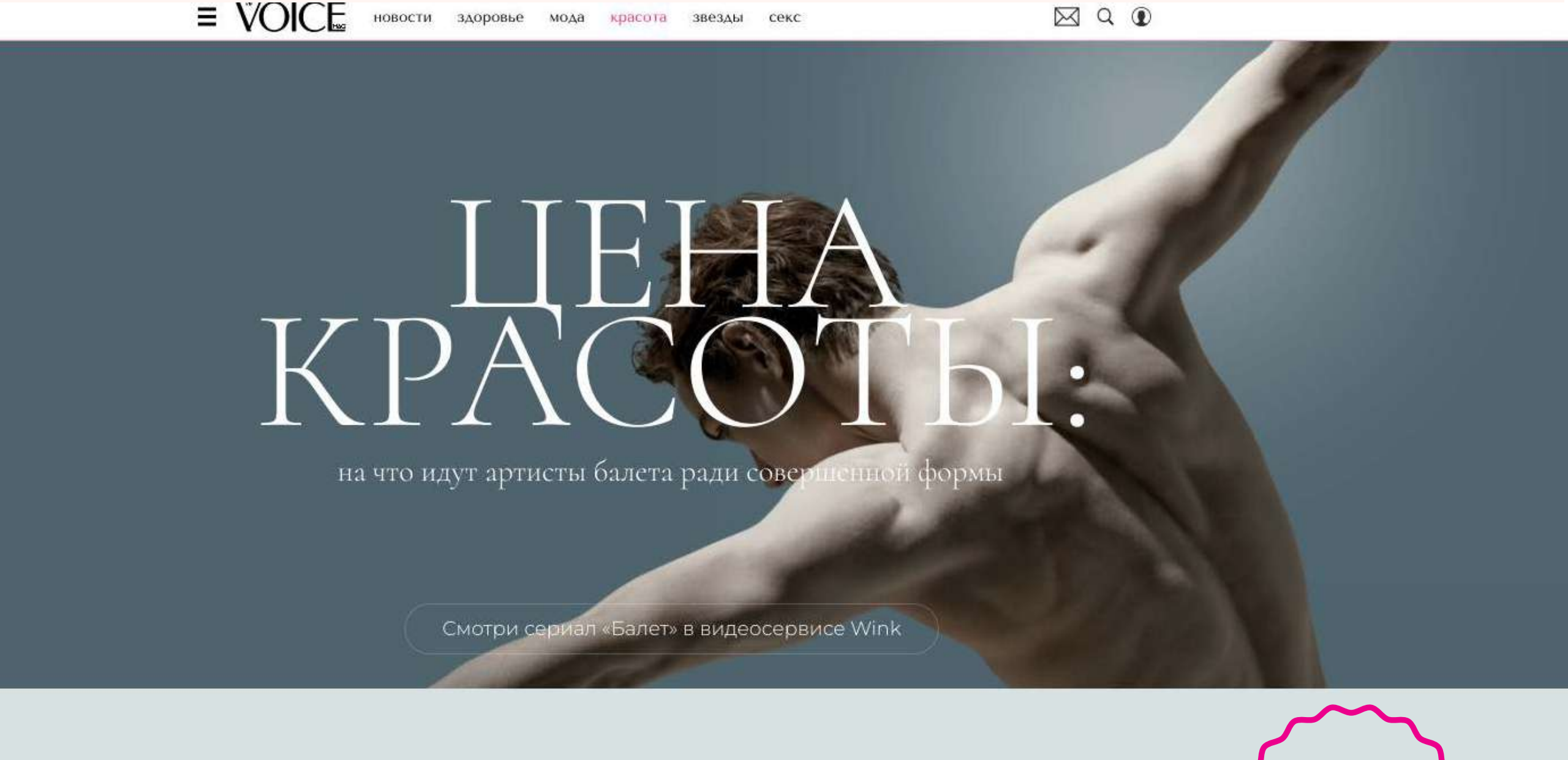
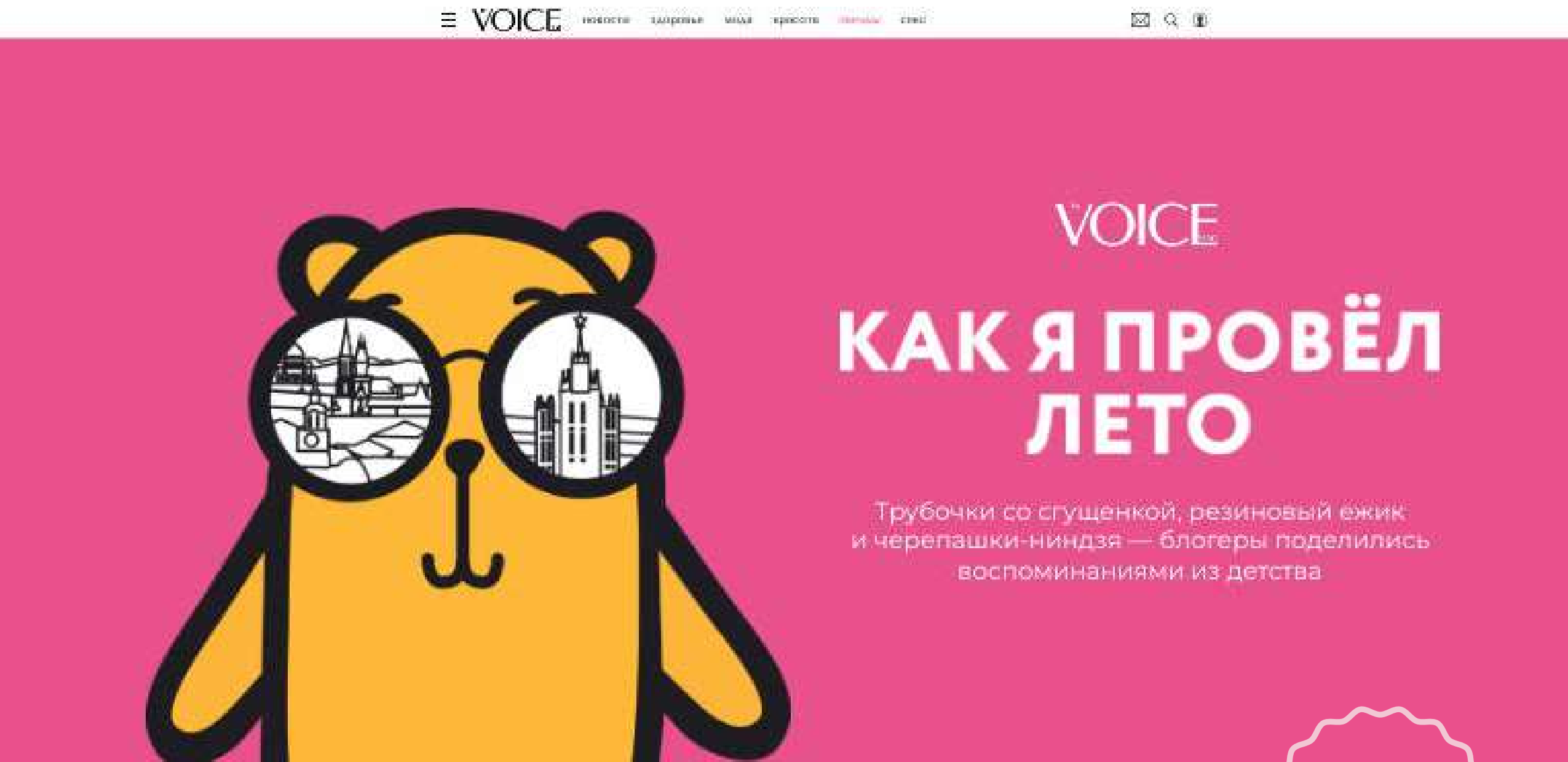


# special projects



SPECIAL PROJECTS

coverage



How I spent summer

Announcement period: **3 weeks**

Unique views: **35 000**

Price of beauty

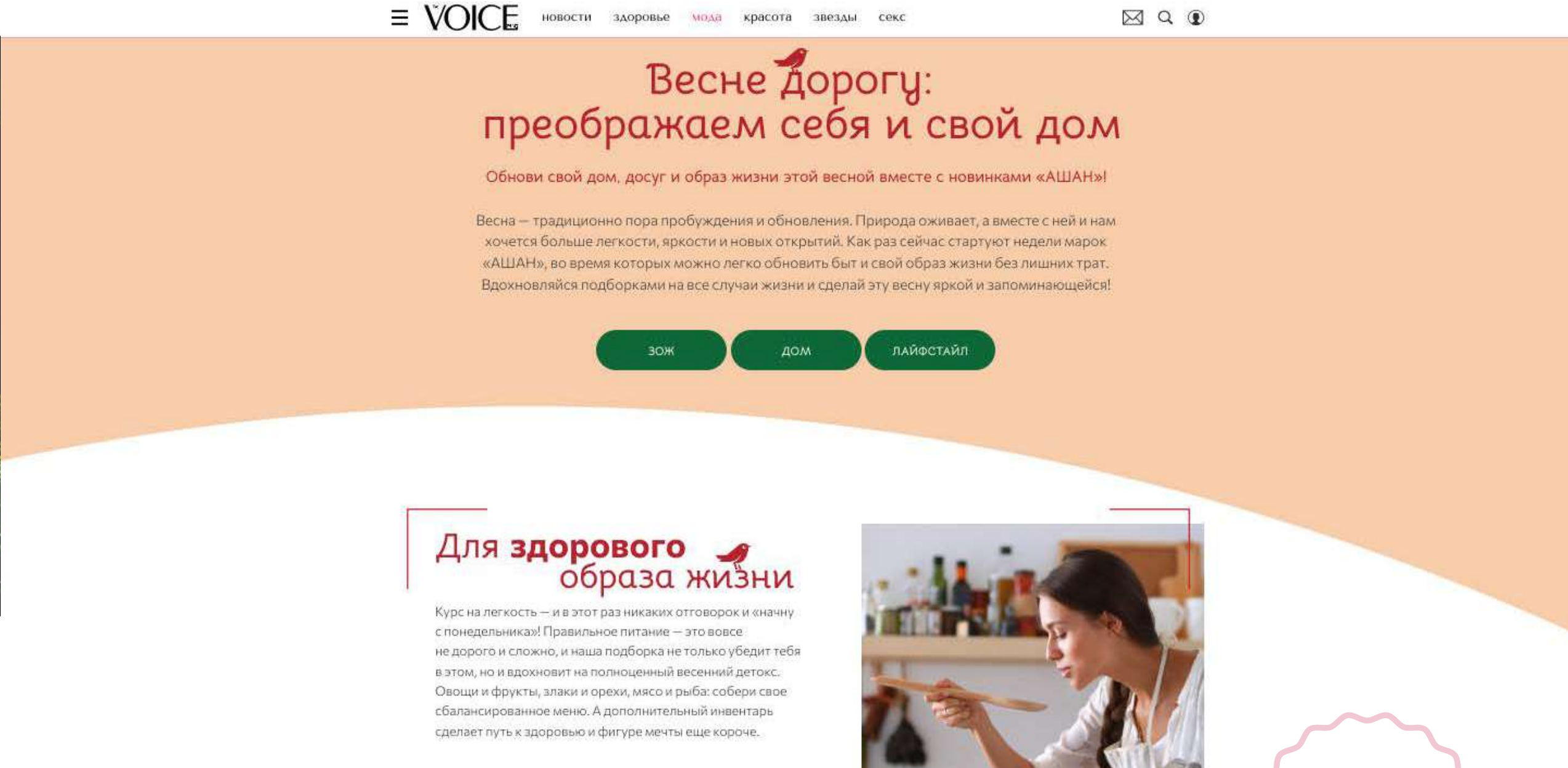
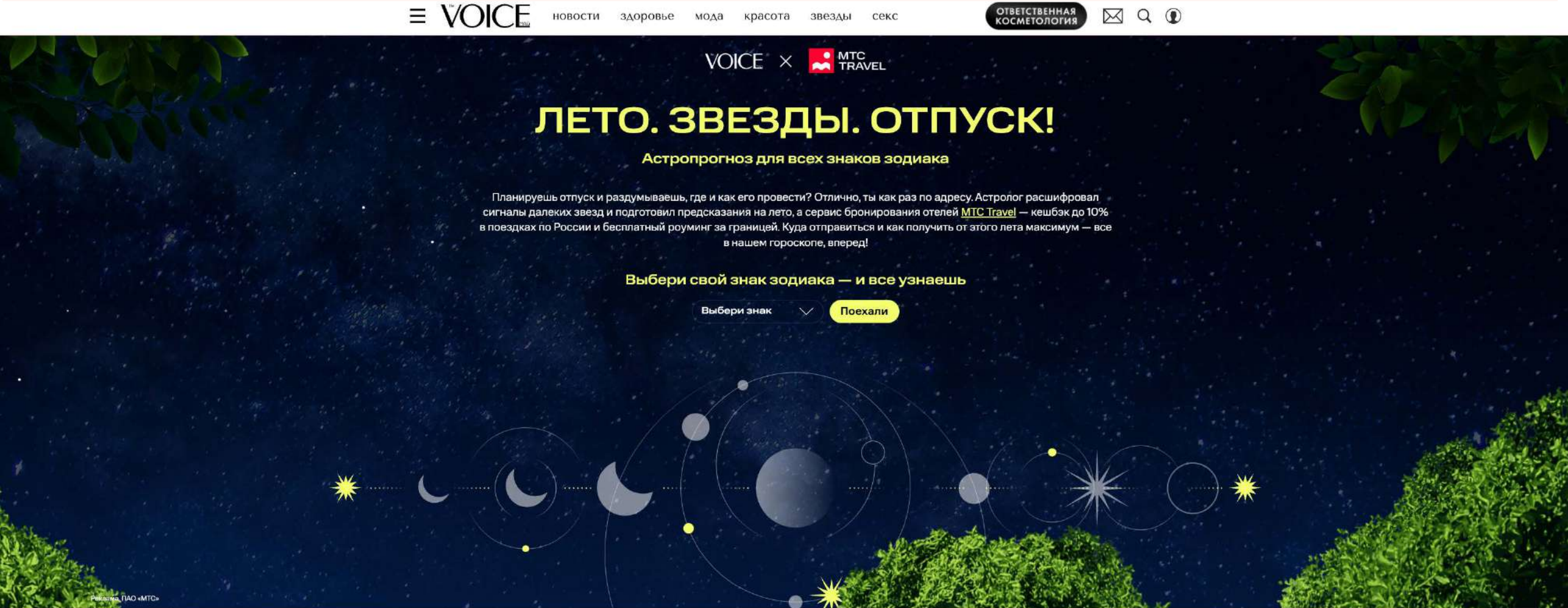
Announcement period: **3 weeks**

Unique views: **23 000**



# SPECIAL PROJECTS

# coverage



## Summer.Celebrities. Vacation!

Announcement period: **4 weeks**

Unique views: **70 000**

## Way to spring

Announcement period: **2 weeks**

Unique views: **50 000**





image

VOICE новости здоровье мода красота звезды секс

**ГЛАДКО СКЛАДЫВАЕТСЯ**

1 ТИК-ТАК, ТЫ ГОТОВА К НОВОМУ ГОДУ? Эта миссия всегда кажется невыполнимой...

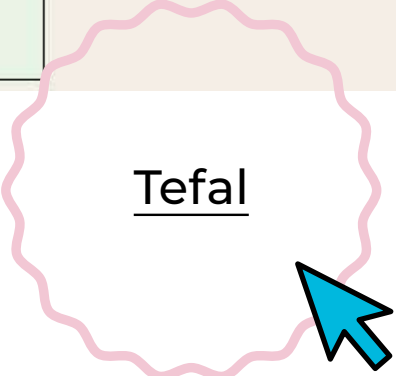
2 ИСКУССТВО НЕ ОПАЗДЫВАТЬ ПО УТРАМ Когда твой босс — поклонник «магии утра»

3 ОН ВНЕЗАПНО ПРИГЛАСИЛ ТЕБЯ НА СВИДАНИЕ Кажется, вечер перестает быть томным :)

КАК ВСЁ УСПЕТЬ И ИМЕТЬ БОЛЬШЕ СВОБОДНОГО ВРЕМЕНИ

4 СВЕКРОВЬ БЛИЗКО! Чувствуешь, как дом вдруг перестал быть твоей крепостью?

5 СЕЗОН ДЕТСКИХ УТРЕННИКОВ Не забудь зарядить смартфон, чтобы снимать всё на камеру!



Folding smoothly

Announcement period: **2 weeks**

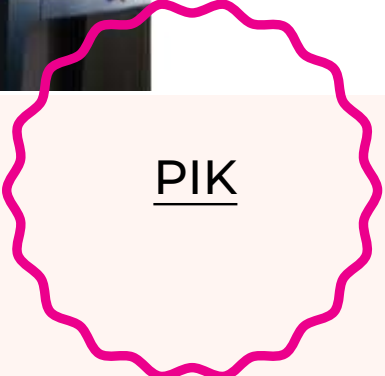
Unique views: **90 000**

VOICE новости здоровье мода красота звезды секс

СПЕЦИАЛЬНЫЙ ПРОЕКТ ПИК X VOICE

**БЕРЕМ НА ЗАМЕТКУ:**

3 КВАРТИРЫ С УМНЫМИ ПЛАНИРОВКАМИ, КОТОРЫЕ ВДОХНОВЛЯЮТ ВСЁ ИЗМЕНИТЬ



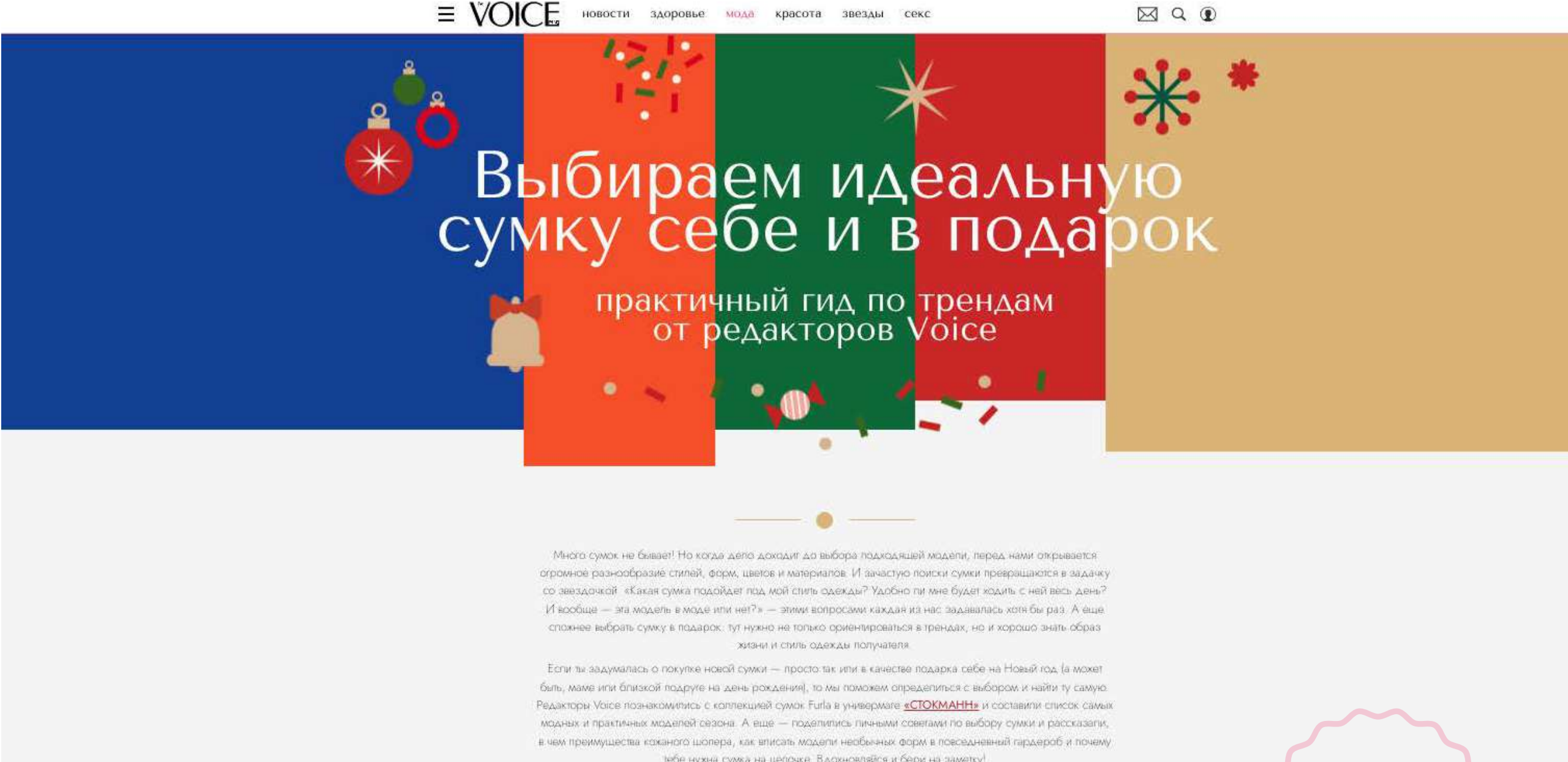
Take a note

Announcement period: **4 weeks**

Unique views: **50 000**



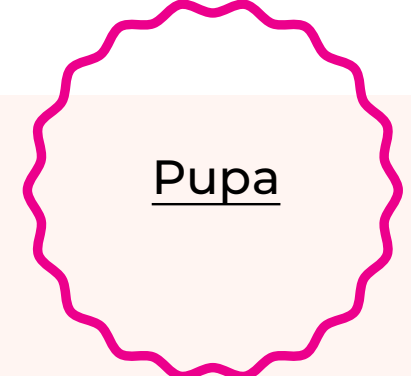
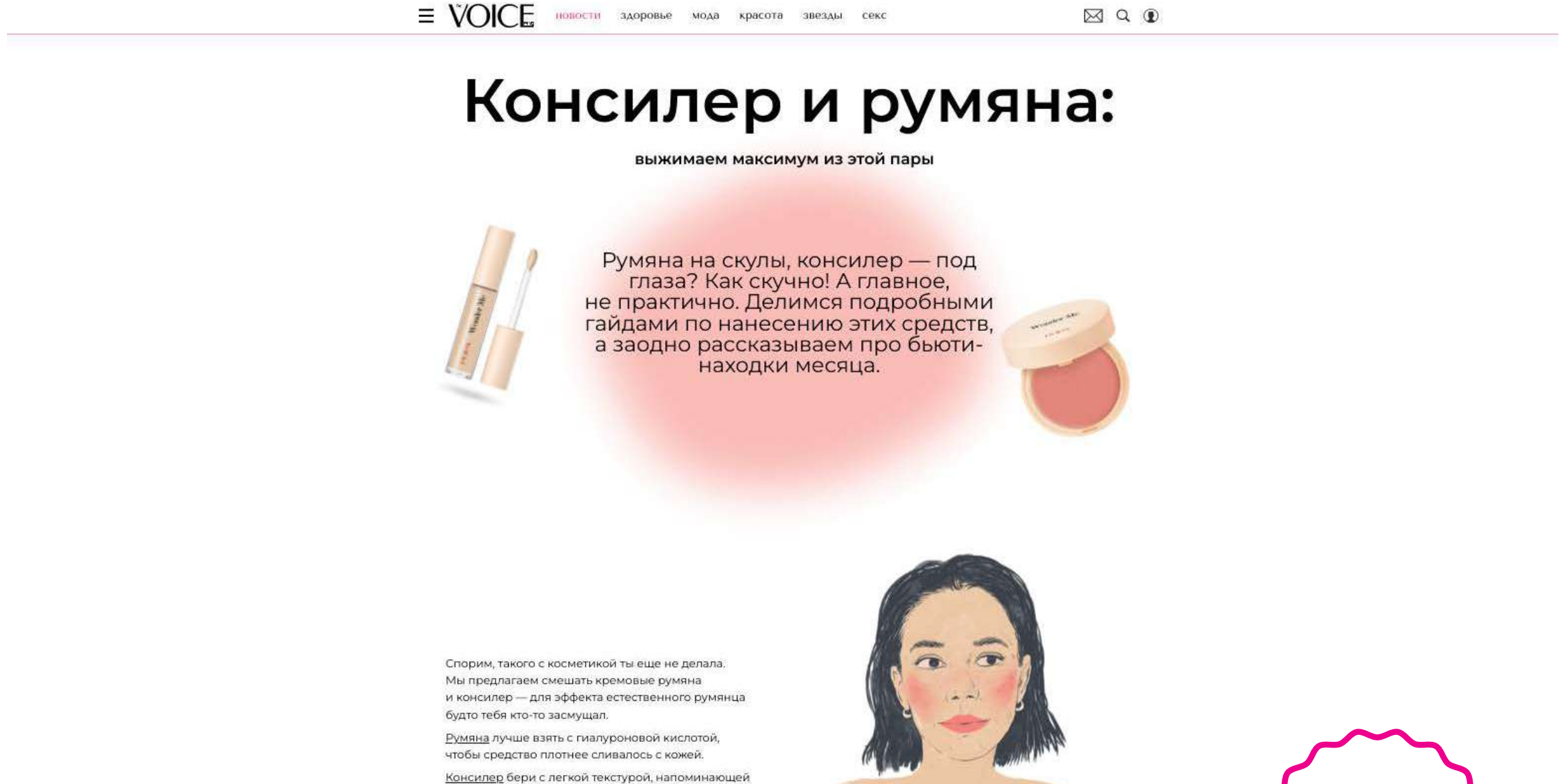
# SPECIAL PROJECTS



## Choosing the perfect bag

Announcement period: **4 weeks**

Unique views: **25 000**



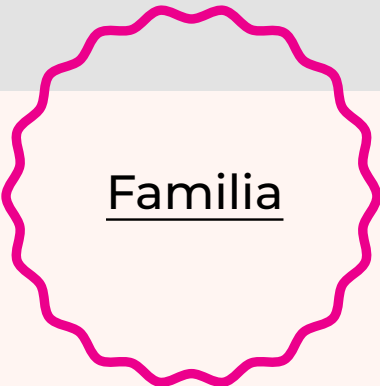
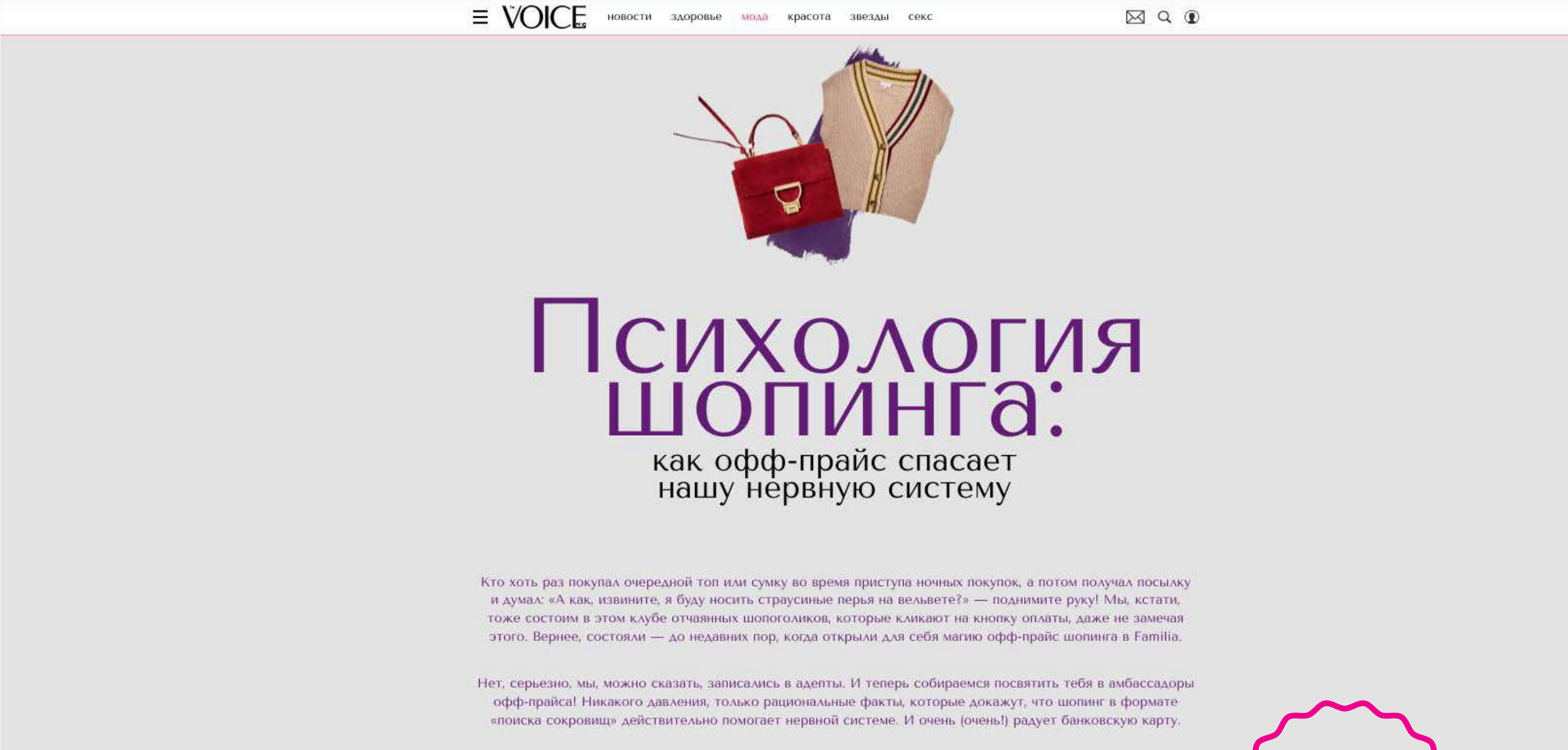
## Concealer and blush: Making the most of this pair

Announcement period: **4 weeks**

Unique views: **32 000**



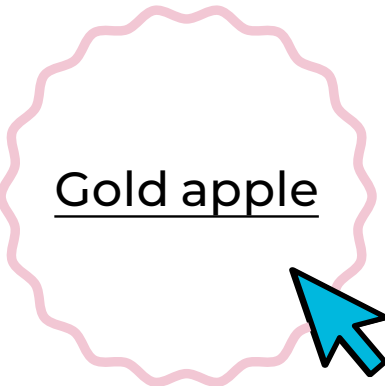
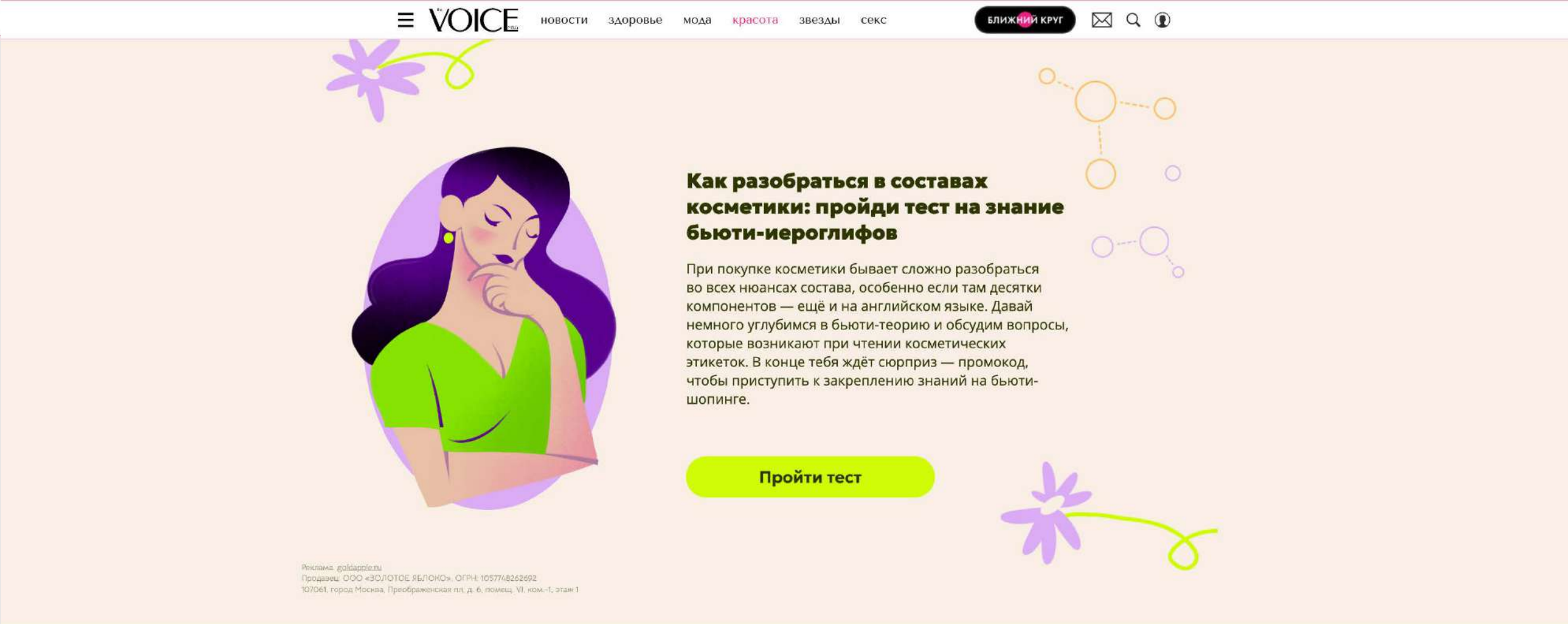
image



The psychology of shopping

Announcement period: 4 weeks

Unique views: 55 000



How to understand the composition of cosmetics

Announcement period: 4 weeks

Unique views: 28 000



# SPECIAL PROJECTS

## DEMOGRAPHICS / RUSSIAN NATIONAL PROJECTS



## MOSCOW EXPORT CENTER

### Не выбирать между детьми и деньгами: какую поддержку можно получить от государства

Дети — это любовь, а их воспитание — это талант, который раскрывается уже во время материнства. Не беспокойся, что у тебя не хватит ресурсов на воспитание ребенка: в национальном проекте «Демография» много полезных мер поддержки! Наталья Москвитина, многодетная мама и основательница фонда «Женщины за жизнь», поделилась своим мнением о счастливом материнстве.



Ничего не бойся  
Семья дает человеку огромное мотивацию. Для меня было открытием, что



### «Я хотела создать идеальный для себя снэк»: 3 истории женщин-предпринимателей, вышедших на международный рынок

По данным исследования «Тинькофф Бизнес», 39% предпринимателей в России — женщины. Их число постоянно растет: еще год назад доля бизнесвумен составляла 36%, а три года назад — 32%. По словам первого вице-премьера правительства Андрея Белоусова, сейчас в стране женщины-предприниматели примерно столько же, сколько женщины-учителя и женщины-врачи, вместе взятых.



В ходе отраслевого Комитета по развитию женского предпринимательства «СПИРА.РОССИЯ», выяснилось, что предпринимательницам в 4,5 раз сложнее...

## Happy motherhood

Announcement period: **3 weeks**

Unique views: **31 000**

## Moscow teatime

Announcement period: **4 weeks**

Unique views: **52 000**

## Stories of women entrepreneurs

Announcement period: **4 weeks**

Unique views: **25 000**



# editorial projects

MAGNIT

PARTY



HEALTH ABC



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



REGULAR SECTION in the magazine

SPECIAL SECTION ON THE WEBSITE

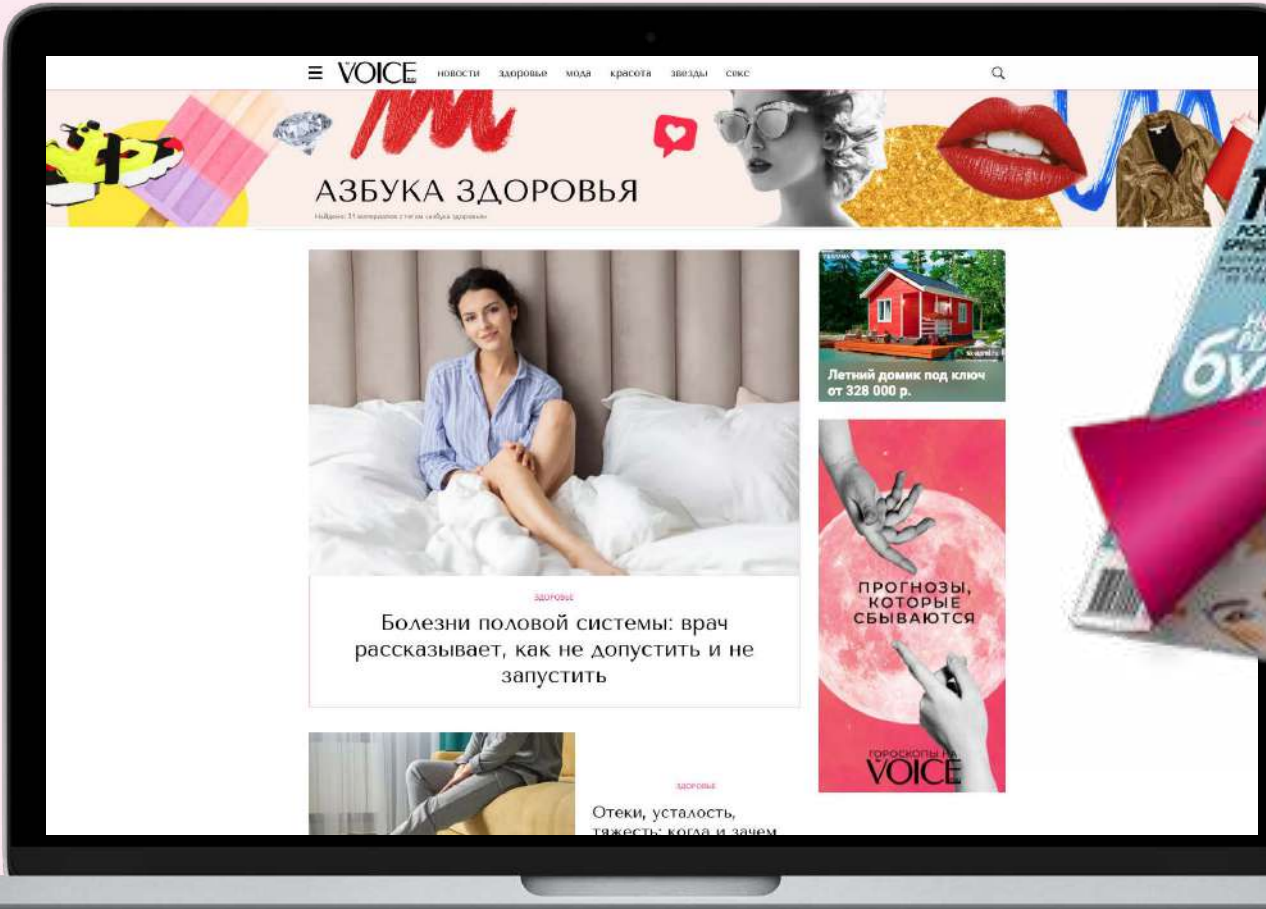
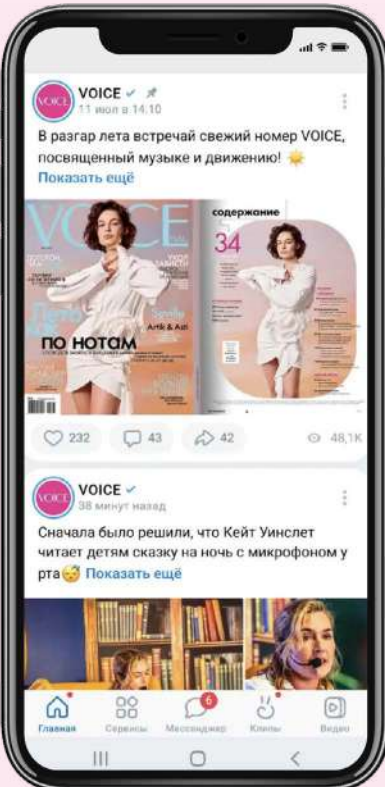
with a button in the main menu on all pages of the website

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





editorial projects

VOICE X MOSKVARIUM



DARLING, I'M ON VACATION!

A bright event in honor of March 8th with master classes and public talks. THE VOICEMAG combined business with pleasure: presented its 3rd spring issue and invited girls to take their mind off the hustle and bustle by arranging a real vacation for a day.

VOICE X PUBLISHING HOUSE EKSMO



WHAT AWAITS ME IN LOVE?

A bachelorette party for the audience of the media brand and guests of the shopping center with public talks and master classes. During a bachelorette party the bestselling novel by Colleen Hoover was presented.

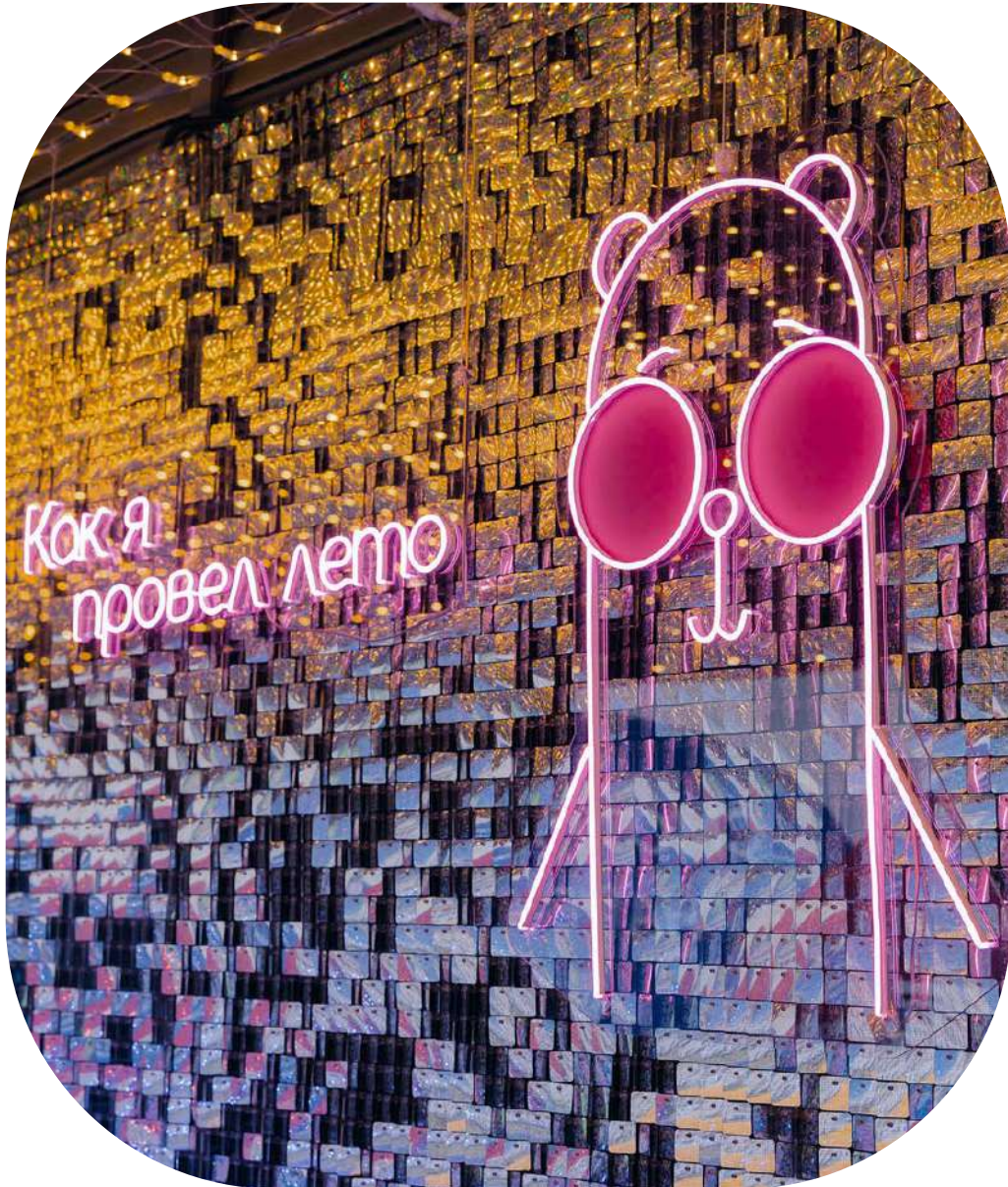
VOICE X TЦ PAVELETSKAYA PLAZA



SHE INSPIRES!

A series of master classes and performances by bright media personas for the audience of the media brand and guests of the shopping center.

VOICE X CDM



HOW I SPENT MY SUMMER

A private party for celebrities, bloggers and influencers on one of the most romantic roofs in the capital. The guests plunged into the atmosphere of childhood for one evening and became teenagers again.



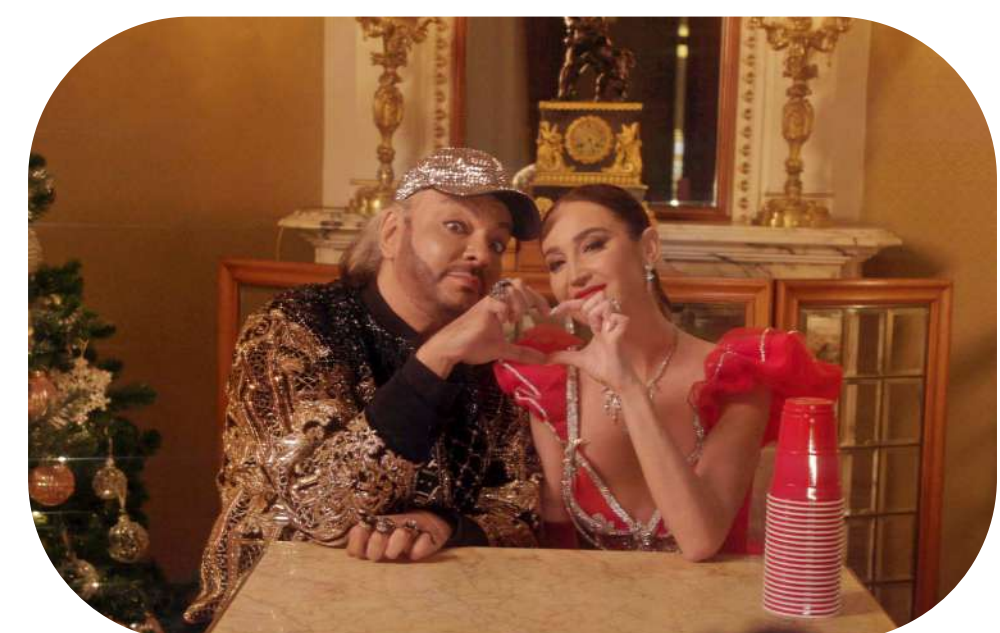
videoprojects



ABOUT YOU  
PODCAST



PROJECT SMART  
TALKS



NEW YEAR RESCUE



HEALTH ABC





awards

ПРЕМИЯ ГЛАВНЫЕ ЛИЦА



AWARD IN WHICH WE REWARD THE MOST SUCCESSFULL PEOPLE IN VARIOUS SPHERES, ACCRODING TO THE VOICEMAG

Media brand THE VOICEMAG selects and triumphantly awards those who embody the spirit of THE VOICEMAG — independent, ambitious and individual, those who create, improve and set trends. Among the laureates are the most successful people in cinema, music, television, business and other spheres.

BEAUTY AWARDS ежегодная премия красоты



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.

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.





# 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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Telegram: @imsmedia



DARK VOICE

[thevoicemag.ru](http://thevoicemag.ru)



VOICE



LOOKY