

# ***MEN TODAY***

mediakit  
2025

INDEPENDENT MEDIA



# Letters

## from the Editors-in-chief

---



Every coming year brings us new projects and opens new opportunities. In 2024 Men Today launched a series of video podcasts Man-to-man Talk (earlier our audio podcasts were highly ranked by Yandex right after the start of the project and entered Apple top).

In 2025, we will take a new step - launching offline podcasts, which will offer our listeners and viewers an opportunity to visit us in person. This means Men Today can be read, listened to, watched, and be available for face-to-face meetings. Our vision of this new perspective is more than positive, however we do not intend to abandon older but well-beloved and efficacious parts of our ecosystem. Remaining sales leaders among media for men with a rich collection of awards in a variety of areas (digital transformation, healthy lifestyle, ESG, etc.), we are constantly looking for new ways of development and, importantly, find them. In 2024, we established the Men Today Trends award to celebrate similar visionaries in other spheres, and in 2025, the number of our awards will increase. Yet the most precious award is our readers, many of which have been staying with us for years and decades. And we are confident that this year our audience will grow.

Anton Ivanov  
**Editor-in-Chief of Men Today**



Framing, level of expertise and team-work - these are the three secrets of Men Today success. During the lifetime of the brand our digital team mastered a flawless operation and excellent framing skills, which affords the expert value of the content and allows to get it across to our readers in the most attractive and accessible form.

In 2025 we will prepare even more unique materials for our readers, focus separately on production of video materials and reach new heights in expertise in the fields we are interested in - sports, engineering and technologies, style, fitness and health.

Dmitry Sirotkin  
**Editor-in-chief of Mentoday.ru**

# brand ecosystem

**Men Today** – is motivational and useful media for men, a one-stop information source on healthy lifestyles, fitness, sports, relationships, nutrition, career, culture, style, travel and prominent people.

## Social networks

> **800k** followers  
Main platforms: Vkontakte,  
Odnoklassniki, Telegram, Zen



Website [mentoday.ru](http://mentoday.ru)  
**5M** unique visitors

Total coverage –  
**5,8M** users



## Podcast

Man-to-man Talk  
**10–15k** plays per episode

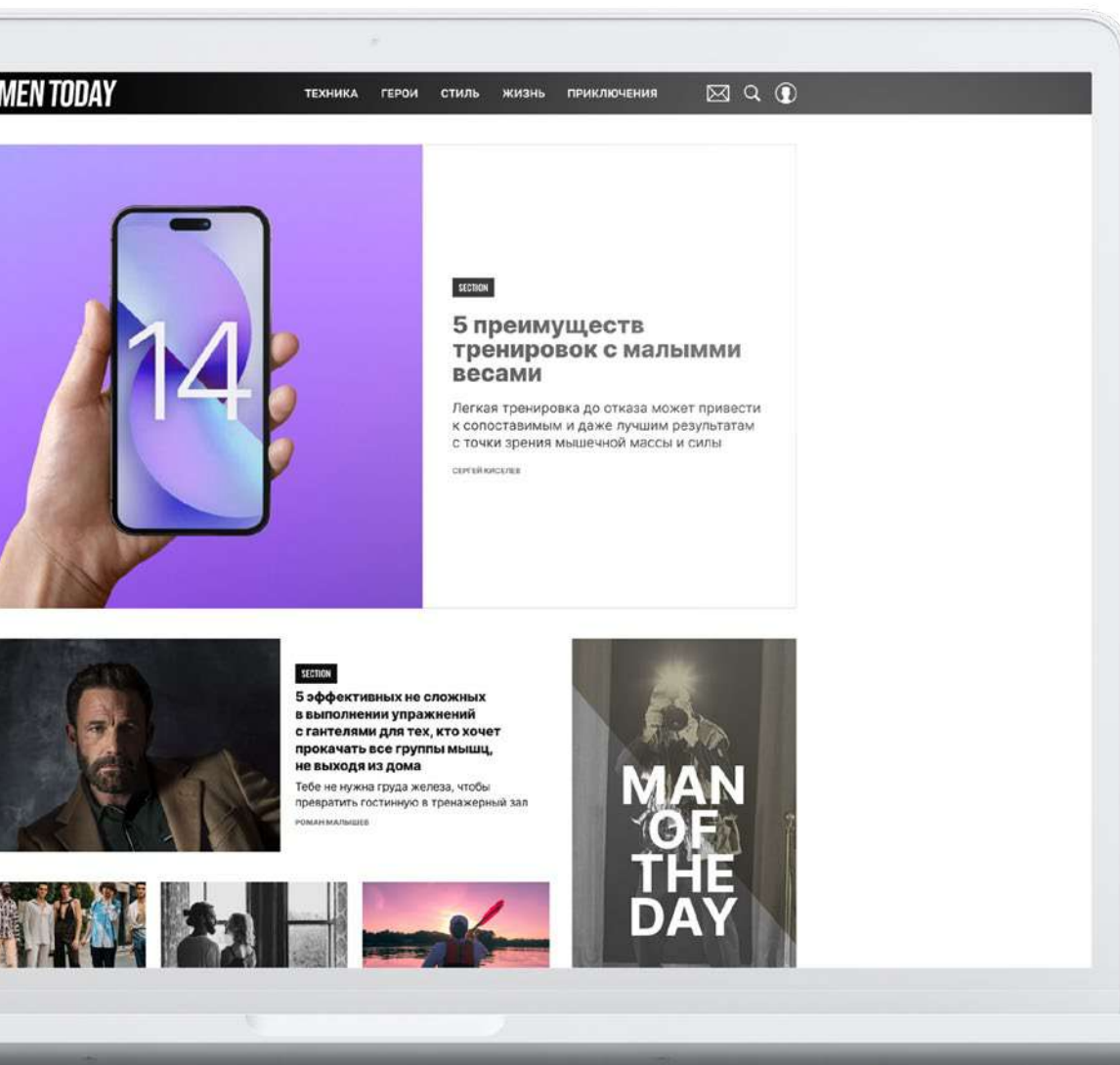


Magazine  
9 issues in 2025  
Circulation  
**80k** copies

Events  
and awards

3

# the mentoday.ru website



**Mentoday.Ru** is a portal for active and ambitious men who want to develop themselves.

Main sections:

- Fitness**
- Health**
- Food**
- Life**
- Technology & gear**
- Style**
- Ex and relationships**
- Adventure**
- Entertainment**
- Events**

Expert opinions, proven facts, interesting speakers and success stories - here, you will find everything you need to know to succeed in sports, career and relationships.



# the mentoday.ru

audience

**5M** unique visitors

**10,6M** page views

Visit depth – 2,15

Average session duration – 2:08

## GENDER

MALE – 68%

FEMALE – 32%

## TARGET AUDIENCE AGE

25–54 – 63%

## INCOME

BCC+ 64%



Source: Yandex Metrica, January–December 2024; Ipsos Russia, RosIndex Q3 2024, Russia 100+, age 16+

# editorial projects on the mentoday.ru website in 2025



## EXPERT ZONES

All sections of the site will have a new format. In each zone, Men Today guest experts in fitness, nutrition, finance, medicine, psychology, automobiles and other areas will answer users' questions and, in blog format, analyze and comment on the most popular topics in their respective fields.



## FAQ ON HEALTHY LIFESTYLES

Everything you ever wanted to know about healthy lifestyles in a separate section on mentoday.ru. Here, readers can use a convenient search tool with customizable filters to find answers to all their questions about physical training and healthy lifestyles.



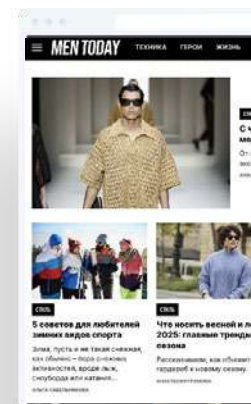
## BRANDS AND TRENDS

A new section of our website Brands and Trends, in which the editors talk about companies that create modern trends and innovations and are the driving forces of the economy, culture and fashion.



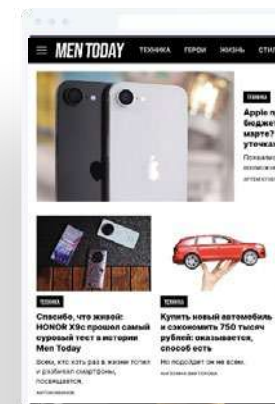
## MEN TODAY'S RATINGS

Editors and experts compile thematic ratings to help users navigate the global information space more effectively. Every item listed has been vetted thoroughly and bears the Men Today Choice stamp for good reason.



## ALL ABOUT STYLE & GROOMING

Men Today's fashion and style experts break down the key menswear trends of the season, show you how to build the perfect look for any occasion, refresh your wardrobe without breaking the bank, and take care of your skin and hair to always look your best.



## MT RECOMMENDS

Honest and objective reviews of a wide range of gadgets, watches, tools, household devices, sports equipment, footwear, accessories, and other beautiful and useful items that any man's heart is bound to appreciate. Exclusively for Men Today readers, the brand's experts conduct thorough testing on everything they get their hands on and provide a detailed, structured report based on the results.



# podcast

mentoday.ru

Podcast [Man-to-man Talk](#): what do men want to know, but never ask? In each episode of the new show, the host Anton Ivanov, Editor-in-Chief of Men Today, together with invited experts - psychologists, doctors and other specialists - seeks and finds answers to questions that modern men ask themselves.

The Men Today podcast Man-to-man Talk is released in audio and video formats on all streaming platforms and in a special Podcasts section of the website Mentoday.ru.



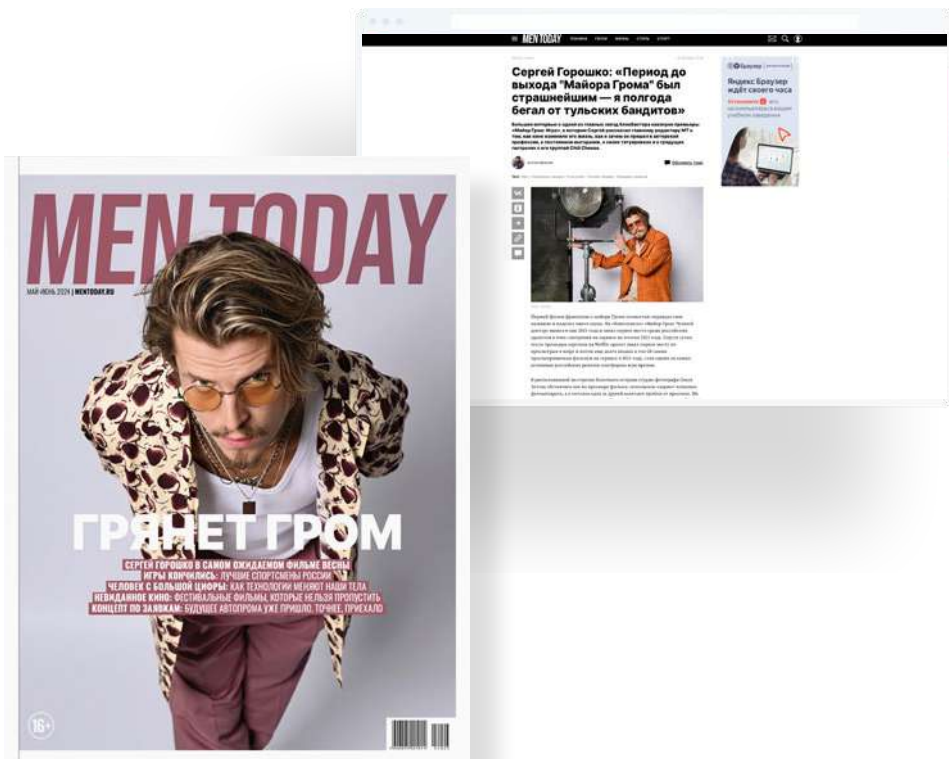
# 10–15к

plays per episode (in total across all platforms)

**PLATFORMS:** [mentoday.ru](#), Yandex Music, Sound, VK Music, Apple Podcasts, Zen, etc.

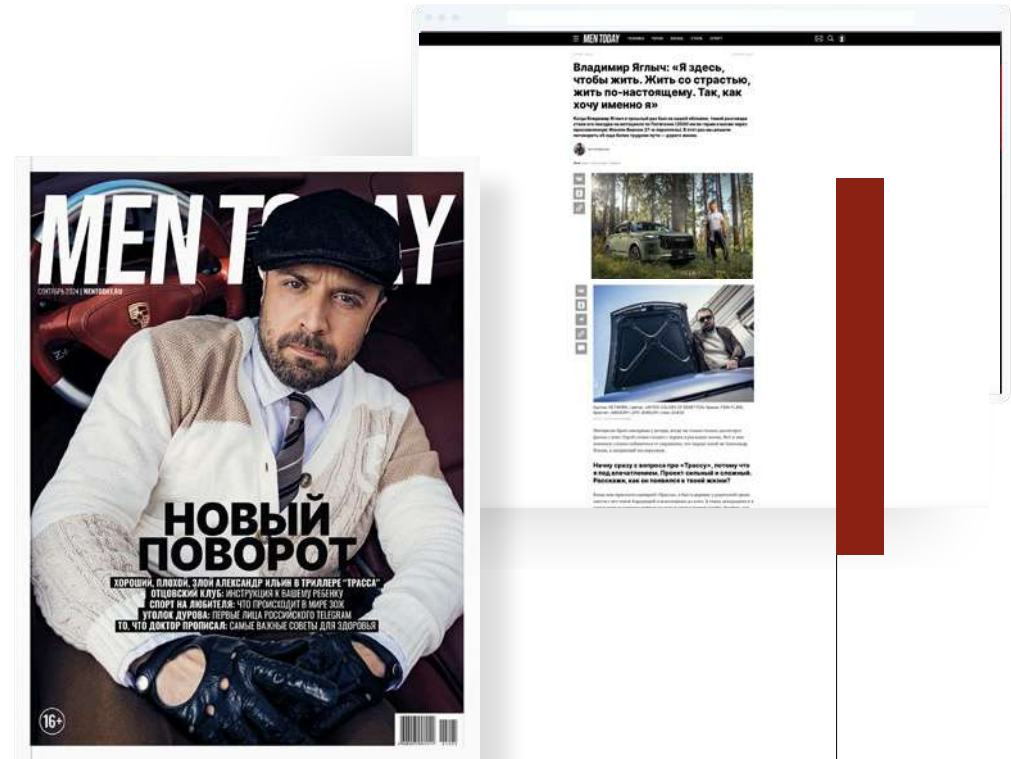
# examples of special projects in the magazine

**MAY – JUNE ISSUE. IN PARTNERSHIP  
WITH YANDEX KINOPOISK (PRINT + WEBSITE + PODCAST)**



Cover story with Sergey Goroshko

**SEPTEMBER ISSUE. IN PARTNERSHIP  
WITH OKKO (PRINT + WEBSITE)**



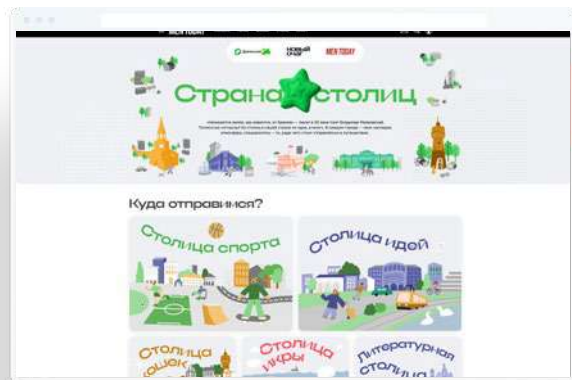
Cover story with Alexander Ilyin



# examples of special projects

## on the mentoday.ru website cross-project 360

### DOMCLIK. MEN TODAY X NOVY OCHAG



**Description:** Men Today and Novy ochag introduce their readers to the capitals of Russia. Each city on the project tour is famous in its own way.

**Format:** An end-to-end cross-media hub combining contents on two platforms. The announcement was made in editorial and media formats; corresponding branding of the site sections and a section button added to the menu immersed readers in the atmosphere of each city and inspired them to explore these destinations by making a car trip.

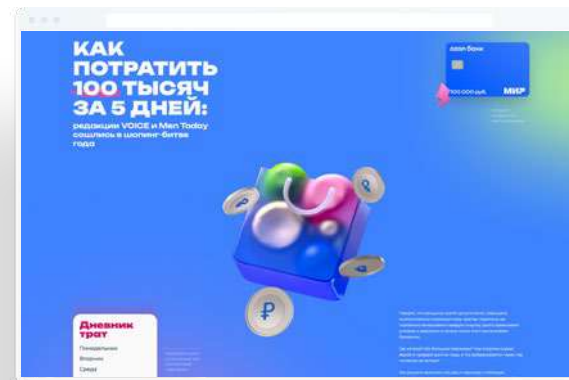
### **ANNOUNCEMENT PERIOD – 8 WEEKS**

READING KPI

# 200к

(FOR BOTH PERIODICALS)

### OZON BANK. MEN TODAY X VOICE



**Description:** The editorial teams of Men Today and Voice met in a shopping battle and debunked the myth that women spend more money and faster than men.

**Procedure:** The editorial teams of MT and Voice were put in equal conditions: they received a bank card for 100 thousand rubles, which for five days could be spent in any store and on any service. As a result, the myth was not confirmed: the editorial board of MT completed the task faster and spent a little more money than the editorial board of Voice.

### **ANNOUNCEMENT PERIOD – 3 WEEKS**

READING KPI

# 60к

(FOR BOTH PERIODICALS)

# examples of special projects on the mentoday.ru website

## VTB ARENA

Description: Audio and video  
podcasts + animated layout



ALL  
EPISODES:

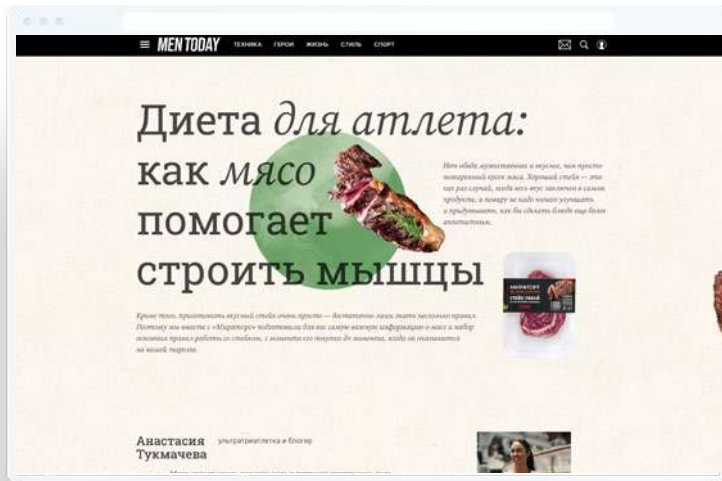


# native ads on the mentoday.ru

## native ad animated layout

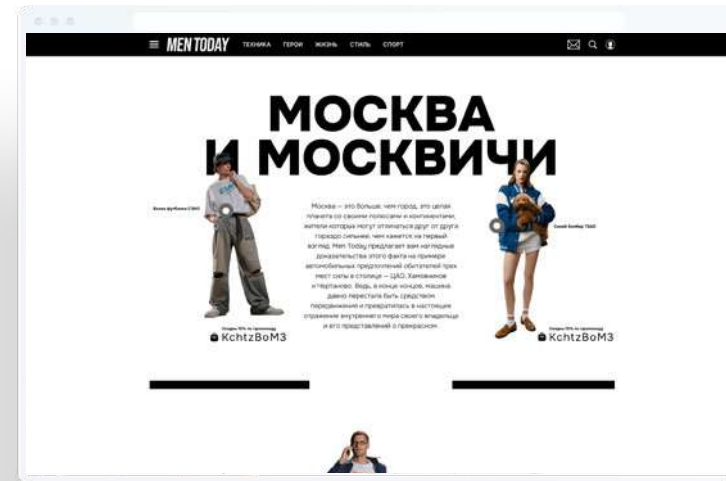
**THE MOST DEMANDED FORMAT ON THE MENTODAY.RU WEBSITE**  
**ANNOUNCEMENT PERIOD – 2 WEEKS (EDITORIAL ANNOUNCEMENTS + SHARES IN SOCIAL NETWORKS))**  
**KPI – FROM 20K UNIQUE VIEWS**

### MIRATORG



**ANNOUNCEMENT PERIOD – 4 WEEKS**  
**KPI – 35K VIEWS**

### KCHTZ



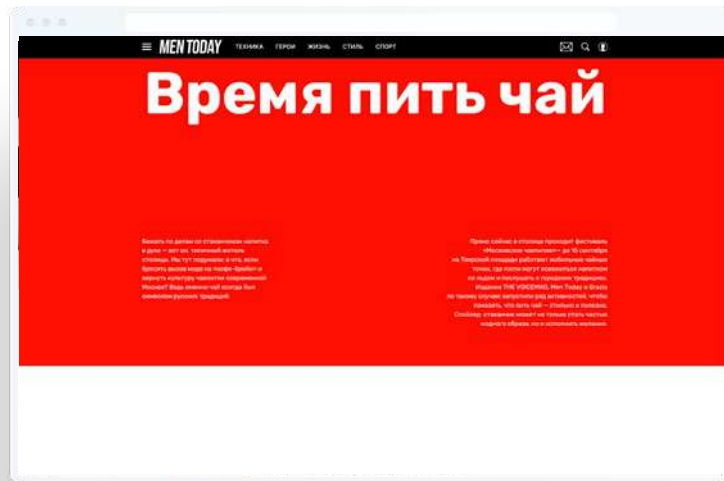
**ANNOUNCEMENT PERIOD – 4 WEEKS**  
**KPI – 20,5K VIEWS**



# special projects

## native ad

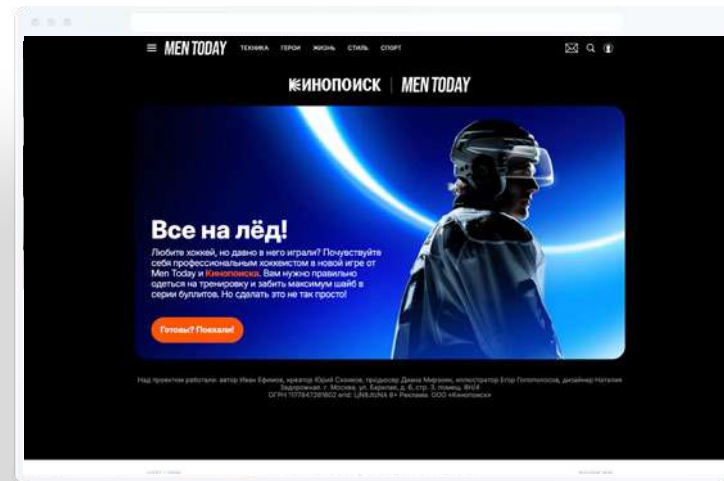
### TEA TIME. A COMPETITION PROJECT WITH AN OFFLINE EVENT. MOSTOURISM. MOSCOW TEA PARTY. MEN TODAY X VOICE X GRAZIA



**Description:** The return of tea tasting to contemporary Moscow. Men Today, THE VOICEMAG and Grazia in cooperation with the Moscow Tea Party launched a series of activities at Moscow tea rooms to demonstrate that having tea is stylish and healthy.

**ANNOUNCEMENT PERIOD – 4 WEEKS**  
**KPI – 200K VIEWS**  
**(PER 1 PERIODICAL)**

### LET'S PLAY HOCKEY! KHL SOLELY ON MEN TODAY.RU



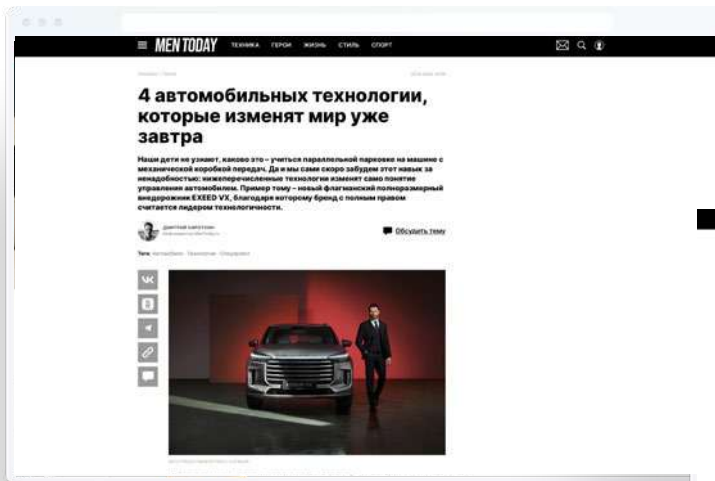
**Description:** For all fans of hockey, Men Today and Kinopoisk created a mini-game Let's play hockey!, in which a player has to correctly select the equipment and try to net the maximum number of goals in a series of shootouts.

**ANNOUNCEMENT PERIOD – 4 WEEKS**  
**KPI – 55K VIEWS**  
**(PER 1 PERIODICAL)**

# native article

on the mentoday.ru website

## EXEED



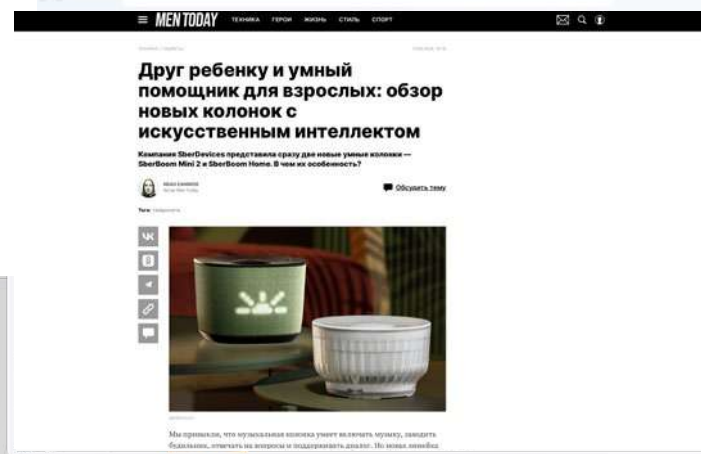
**ANNOUNCEMENT PERIOD – 2 WEEKS**

**KPI – 15K VIEWS**

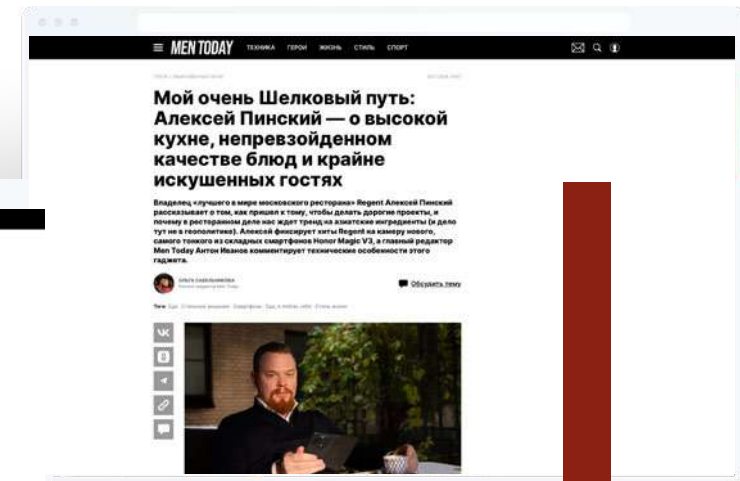
## SBERDEVICES SMART SPEAKERS

**ANNOUNCEMENT PERIOD – 2 WEEKS**

**KPI – 15 000 VIEWS**



## HONOR V3



**ANNOUNCEMENT PERIOD – 2 WEEKS**

**KPI – 30K VIEWS**  
**NATIVE ARTICLE**  
**WITH PHOTOSHOOT**

# the magazine audience

**THE MEN TODAY AUDIENCE IS 25 – 45 YEAR OLD MODERN MEN WITH PROACTIVE LIFESTYLES.**

- ⊙ They set ambitious goals and strive to live life to the fullest.
- ⊙ They successfully combine career, relationships and sports.
- ⊙ They appreciate stylish and practical things.
- ⊙ There is always a place in their lives for adventure, new experiences and New triumphs.

## **GENDER**

MALE – 67%

FEMALE – 33%

## **TARGET AUDIENCE AGE**

25–54 – 79%

## **INCOME**

BCC+ – 73%

## **SOCIAL STATUS**

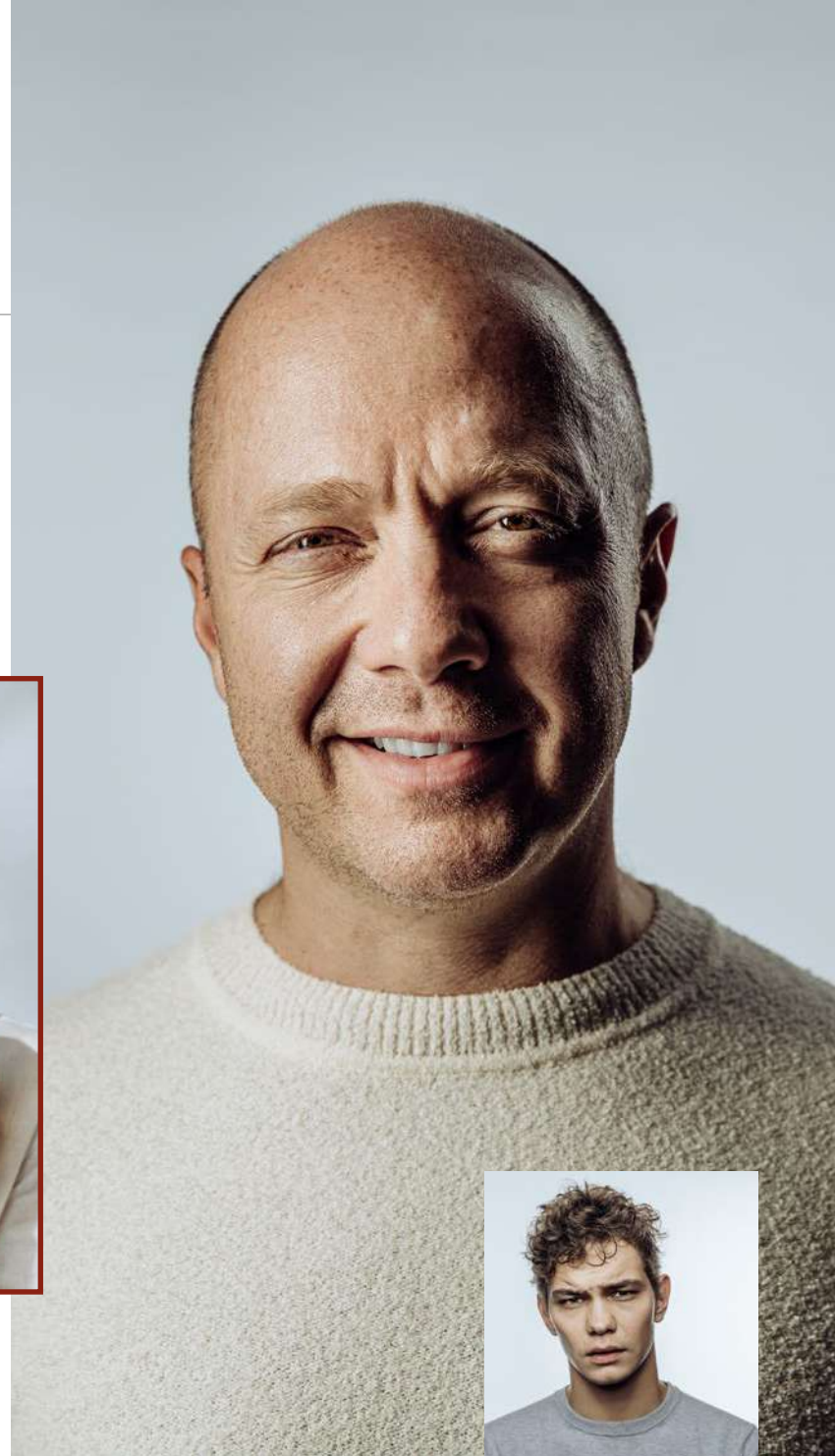
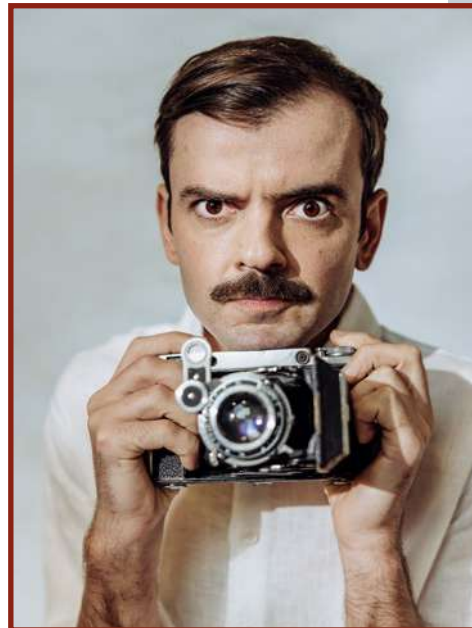
TOP-MANAGERS – 29%

HIGHLY EDUCATED PROFESSIONALS – 47%

70% UNIVERSITY-EDUCATED

87% OWN A PRIVATE CAR

60% HAVE A COUNTRY HOUSE



Source: Ipsos Russia,  
RosIndex Q3–Q4 2024, Russia 100+, age 16+



# distribution

## NATIONAL PRINT CIRCULATION

# MEN TODAY

# 80k

## COPIES

**Men Today** magazine is distributed in Moscow, St. Petersburg and all regions of Russia and the CIS countries.

### Offline:

☉ the largest supermarket chains and their delivery services: Perekrestok, Lenta, Metro, Okay, Spar, Magnit, Azbuka Vkusa, etc. press distribution points (newsstands).

### Online:

☉ popular marketplaces: Ozon, Wildberries, Yandex.Market, Aliexpress, etc.



# distribution

Moscow	49%
Saint Petersburg	12%
Krasnodar	9%
Novosibirsk	8,5%
Rostov-on-Don	4,9%
Voronezh	4,8%
Ekaterinburg	2,1%
Nizhny Novgorod	1,5%
Kazan	1,4%
Ulyanovsk	1,1%
Chelyabinsk	0,8%
Tver	0,7%
Vladivostok	0,6%
Cheboksary	0,6%
Penza	0,5%

Perm	0,4%
Saratov	0,4%
Kaliningrad	0,3%
Irkutsk	0,3%
Barnaul	0,2%
Pyatigorsk	0,2%
Volgograd	0,2%
Dzerzhinsk	0,2%
Arkhangelsk	0,1%
Kirov	0,1%
Chita	0,1%

CIRCULATION – 80K COPIES

# men today print

## rate card 2025

TYPE	RATE, RUB.
1/1 page	670 000
1/1 page 1/3 of the book	690 000
1/2 page	400 000
1/3 page	350 000
1/4 page	300 000
Special position 1/1 near heading**	750 000
3d cover	800 000
4th cover	1 560 000
Spread	1 300 000
1st spread	1 600 000
2nd, 3d, 4th spread	1 400 000
Gatefolder***	1 700 000

Invoice for every advertising placement must be paid before publication within the terms and conditions specified in the contract  
Discount for Advertising Agencies: 10%  
Extra Charge for Special Position: 15%

Inserts production cost upon request  
\*All prices exclusive of VAT  
\*\* Editor's letter, Read-er's letters, Q&A, Exhibit, Events  
\*\*\* Gatefolder production cost is available upon request

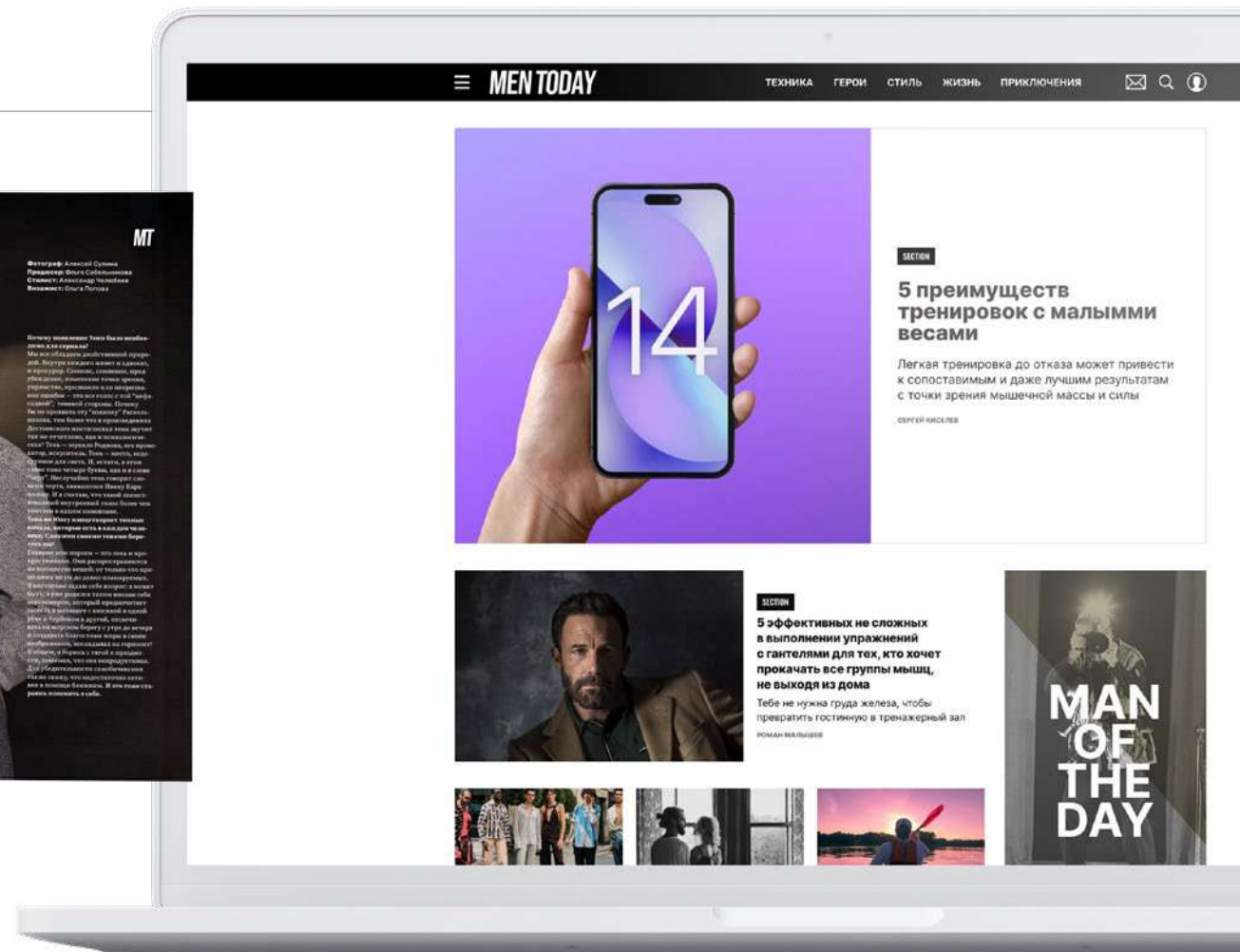




# technical requirements



**PRINT**



**WEBSITE**



# contacts

---

**PUBLISHER**

Margarita **Tyrina**  
m.tyrina@imedia.ru

**EDITOR-IN-CHIEF**

Anton **Ivanov**  
a.ivanov@imedia.ru

**SALES DIRECTOR**

Evgenia **Pschenichnaya**  
e.pschenichnaya@imedia.ru

**EDITOR-IN-CHIEF  
OF MENTODAY.RU**

Dmitry **Sirotkin**  
d.sirotkin@imedia.ru

**PR DIRECTOR**

Maria **Maguire**  
m.maguire@imedia.ru

**BRAND DIRECTOR**

Maria **Buyanova**  
m.buyanova@imedia.ru

**mentoday.ru**

Part of the Independent Media media holding

**General Director: Natalia Vesnina**

n.vesnina@imedia.ru  
117105, Moscow, Varshavskoe Highway, Building 9,  
Structure 1,  
Danilovskaya Manufaktura Business Center  
+7 495 252-09-99

[www.imedia.ru](http://www.imedia.ru)

Telegram: [@imsmedia](https://www.instagram.com/imsmedia)

READ

# ***MEN TODAY***

ALL ABOUT ENHANCING  
THE MODERN MAN'S LIFE

