

НОВЫЙ

практичный домашний твой

Очаг

MEDIAKIT 2025





FROM THE EDITOR



It's Always Warm Here

And how could it be otherwise with a name like ours? Whatever we're writing or filming, Novy Ochag is all about warmth, happiness and beauty — the essentials that truly matter. This year, we're excited to bring you some amazing surprises with brand-new formats.

We've grown into a full-fledged video platform, and are now showing you atmospheric tours of Moscow Dachas and Moscow Kitchens. They highlight the stories of inspiring people (and you might be our next hero!) who share our love for warmth and have helped us reach record-breaking views.

We've also launched a series of workshops on beauty, health, and life hacks, along with a fresh new medical podcast, What Did the Doctor Say? And do stay tuned for the premiere of The School of Young Parents, our exciting show which brings together celebrities, experts and stories that our partners can join in.

In 2025, we're going to reinvent our famous Women's Time Award in a new format. Over the past 10 years, thousands of women from across Russia have been nominated, and the winners have gone on to transform the social landscape around them. Another highlight is our special editorial project, Spirit of the Place. This year, it will keep evolving—from a series of stories about the country's most charismatic tour guides to a deeper exploration of regions through people. We'll specifically focus on unconventional routes (including industrial tourism), local businesses and urban revitalization—all driven by passionate people. And this is just the beginning!

JOIN US FOR INSPIRING, INFORMATIVE AND
WARMING STORIES. WE PROMISE TO MAKE
THIS JOURNEY WONDERFUL.

NATALYA RODIKOVA,
Editor-in-Chief

ABOUT THE BRAND

НОВЫЙ
практичный домашний твой
Очаг
MEDIKIT 2025



WE OFFER:

- ▶ Trusted expert advice, innovative ideas, and life hacks
- ▶ Compelling and inspiring real-life stories
- ▶ Chic home and garden solutions
- ▶ Delicious recipes
- ▶ Time-saving recommendations for the best products and shopping destinations

«**NOVY OCHAG**» — IS A MAGAZINE DEDICATED TO HELPING READERS ENHANCE THEIR EVERYDAY LIFE WITH SMART AND STYLISH SOLUTIONS.

BRAND PLATFORM

AUDIENCE REACH **13.2**_m PEOPLE



Source: Yandex.Metrica, January–December 2024

WEBSITE NOVOCHAG.RU

TARGET
AUDIENCE

30%
SPECIALISTS

80%
FEMALE

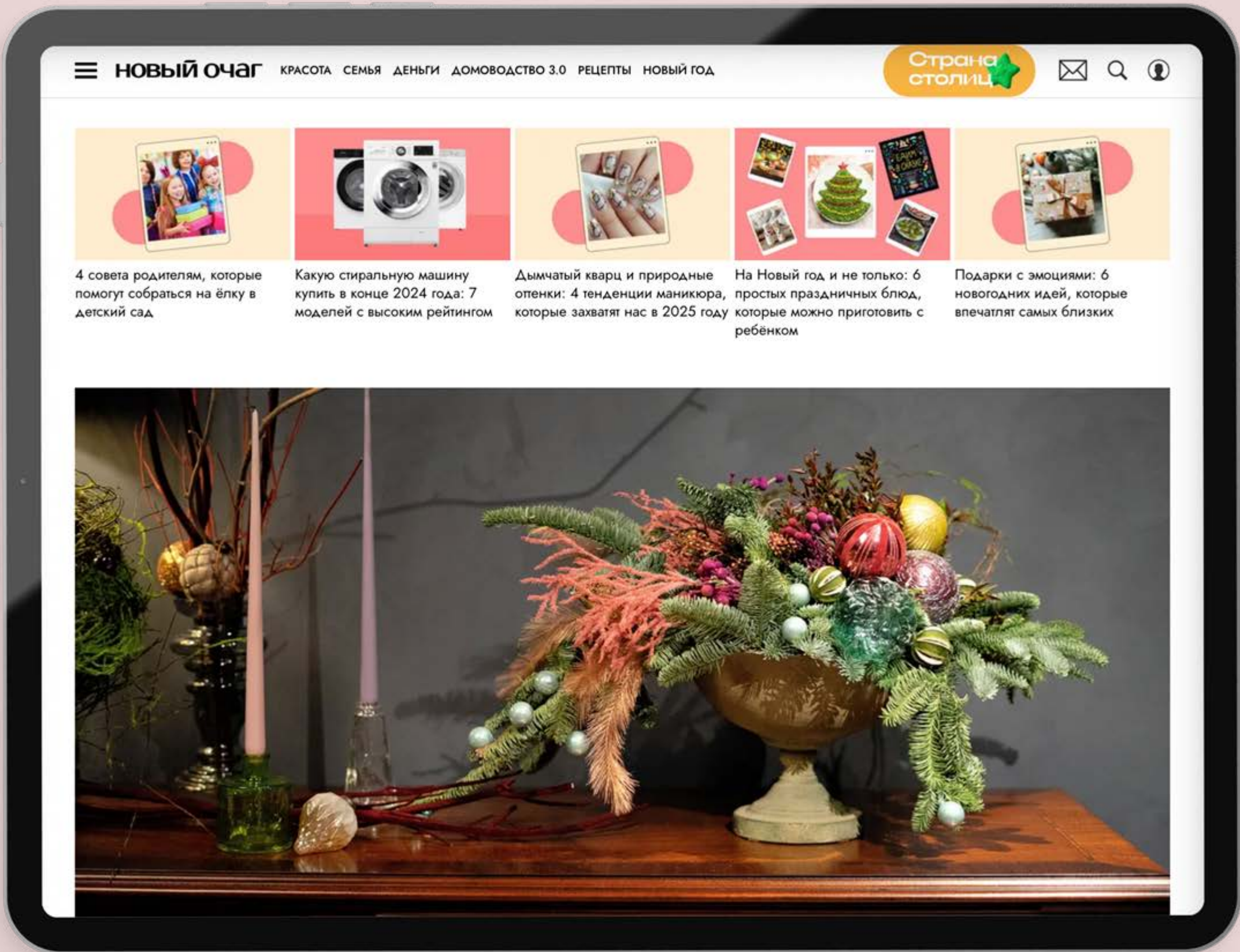
58%
HAVE CHILDREN

63%
AGED
25-54

43%
ARE MARRIED

18%
SPECIALISTS

32%
TOP MANAGERS



LONG-TERM INTERESTS:

- Cooking and recipes
- Home maintenance and improvement
- Health and wellness
- Travel
- Beauty and personal care
- Self-improvement

11.5_m
UNIQUE VISITORS

25.4_m
VIEWS PER MONTH

2
PAGE VIEWS
PER SESSION

2:30
AVERAGE TIME
ON SITE

PRINT EDITION

TARGET
AUDIENCE

25%
SPECIALISTS

80%
FEMALE

71%
HAVE CHILDREN

68%
AGED 25-54

61%
HAVE AN AVERAGE
AND ABOVE
AVERAGE INCOME

59%
DEGREE HOLDERS

8%
TOP MANAGERS



6

ISSUES PER
YEAR

80 000

CIRCULATION
COPIES



DISTRIBUTION

THE LARGEST RETAIL CHAINS:

Auchan, Atac, O'KEY, Lenta, Azbuka vkusa,
METRO, SELGROS, Magnit, Giperglobus

BOOKSTORES:

Moskovskiy Dom Knigi,
Moskva Bookstore

MARKETPLACES:

Ozon, Wildberries, Yandex Market,
Megamarket

*Source: Ipsos Russia, Rosindex, Russia 100+, 16+, Q4 2024

PRODUCTION SCHEDULE:



ISSUE	AD SPACE CONFIRMATION	READY AD LAYOUT, SAMPLES FOR TESTING	READY INSERTS FOR PRINTING OFFICE	RELEASE
№1 2025	January 30	February 5	February 27	March 15
SPECIAL TRAVEL ISSUE	March 27	April 2	April 24	May 10
№2 2025	June 5	June 11	July 3	July 19
№3 2025	August 14	August 20	September 11	September 27
SPECIAL ISSUE	September 25	October 1	October 23	November 8
№4 2025	October 23	October 29	November 30	December 6

EDITORIAL PLANS 2025



No. 1 Open Up — It's Spring Time

Vibrant, emotional, sentimental, passionate, and deeply romantic — no wonder the words «spring» and «love» often feel like synonyms. That's why we're dedicating this issue to love in all its forms: for family, friends, pets, work, hobbies, creativity, and home.

We'll explore what this feeling gives us and how it shapes our lives — how it supports, inspires, and fulfills us, helping us grow and evolve. (And yes, let's be honest — sometimes, it even hurts.) This issue is a celebration of spring — diverse, spontaneous, and always long-anticipated. It's about warmth and light, lush grass and blossoms in full bloom, joy and love.

No. 2 Let's Go!

A woman's life moves at different speeds and unfolds across diverse spaces. In this issue, we focus on the story of women on the road — how we've embraced cars and highways, and how cars have changed our lives, travel, fashion, and more. We'll find out more about women's relationships with technology (beyond just cars), outdoor activities, and sports.

We'll explore Russia via various modes of transportation and share stories of women from different regions.

No. 3 This Is My Body

Summer is the season of open dresses and bare knees. We spend more time outdoors, walking and exercising. It's the perfect time to explore our own bodies.

In this issue, we'll learn how to listen to and understand our bodies, and how to strengthen them through movement and care. We'll explore ways to nurture both health and external beauty and share stories of women with diverse experiences and unique perspectives on their body image.

We'll discuss healthy hedonism and examine the links between love, sex, and self-confidence. Plus, we'll examine self-love as a foundation for mental wellness and a powerful force in our relationships with others.

No. 4 All About Beauty

This time, the spotlight is on our annual Beauty Awards and beauty in all its forms.

Why does beauty matter so much? How does it affect our lives and self-worth? Is there a limit to perfection? Why is the concept of «ideal» appearance fading away? And is it possible for everyone to perceive beauty in the same way?

We're tackling these questions with a beauty survey, exploring modern views on feminine beauty. We'll track how beauty standards have shifted across generations and take a fresh look at anti-aging — including the newest approaches to aging gracefully.

No. 5 Time for Happiness

Fall is the season of hot tea, homemade pastries, cozy sweaters, and heartwarming get-togethers. After all, what we crave most this time of year is as much joy and warmth as possible. We're talking about self-care in all its forms. Packed with beautiful and cozy content, this issue includes stories and recipes that span wellness, beauty, gastronomy, and psychology. We're focusing on ultimate comfort: from clothing and home décor to everyday living.

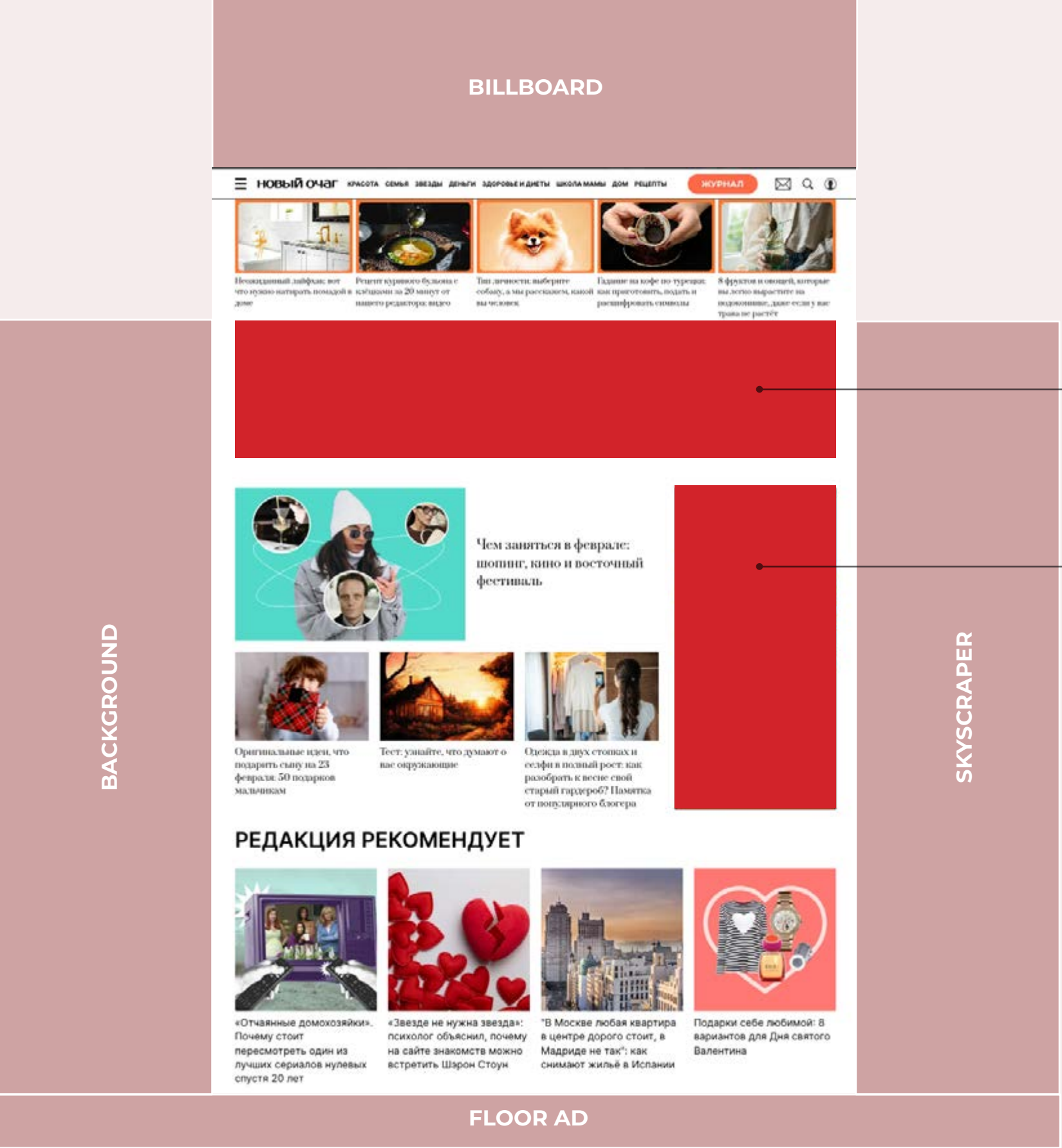
No. 6 It's New Year's Time

Bright, festive, atmospheric, and full of holiday scents — this is everything we love about New Year's celebrations. We're sharing recipes for family feasts, curated party looks, and gift ideas for your loved ones.

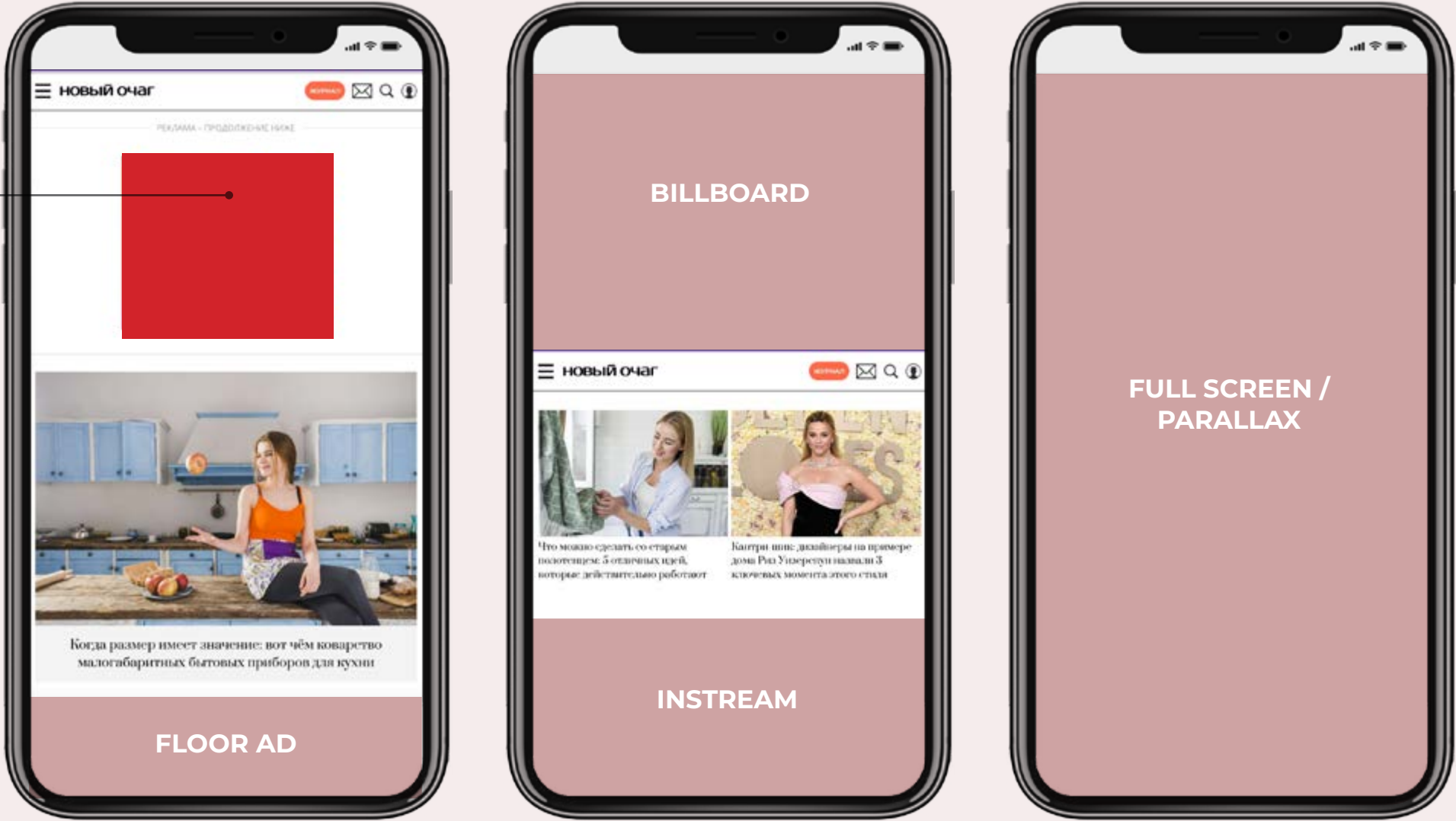
New Year brings about fresh starts and big dreams. We're saying goodbye to the past and embracing the upcoming change — whether in career, relationships, or daily life.

We're inspiring transformation with stories, ideas, advice, and life hacks. And with the Year of the Red Fire Horse on the horizon, luck is already on your side.

DIDIGITAL FORMATS



BILLBOARD / BANNER 1260×260 / BANNER 300×600 /
SYNCHRONIZED BANNERS / BRANDING / FLOOR AD / SKYSCRAPER



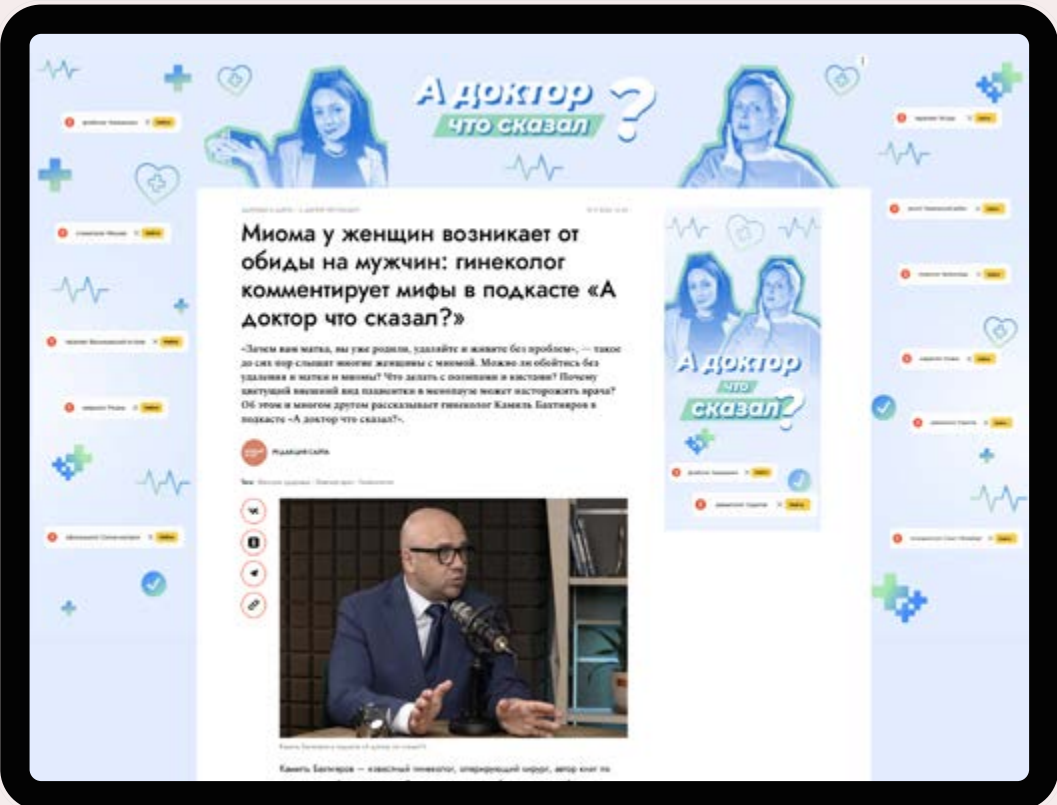
FULL SCREEN / PARALLAX / BILLBOARD / BANNER 300×250 /
FLOOR AD / INSTREAM

SPECIAL PROJECTS

AN ILLUSTRATED TEST



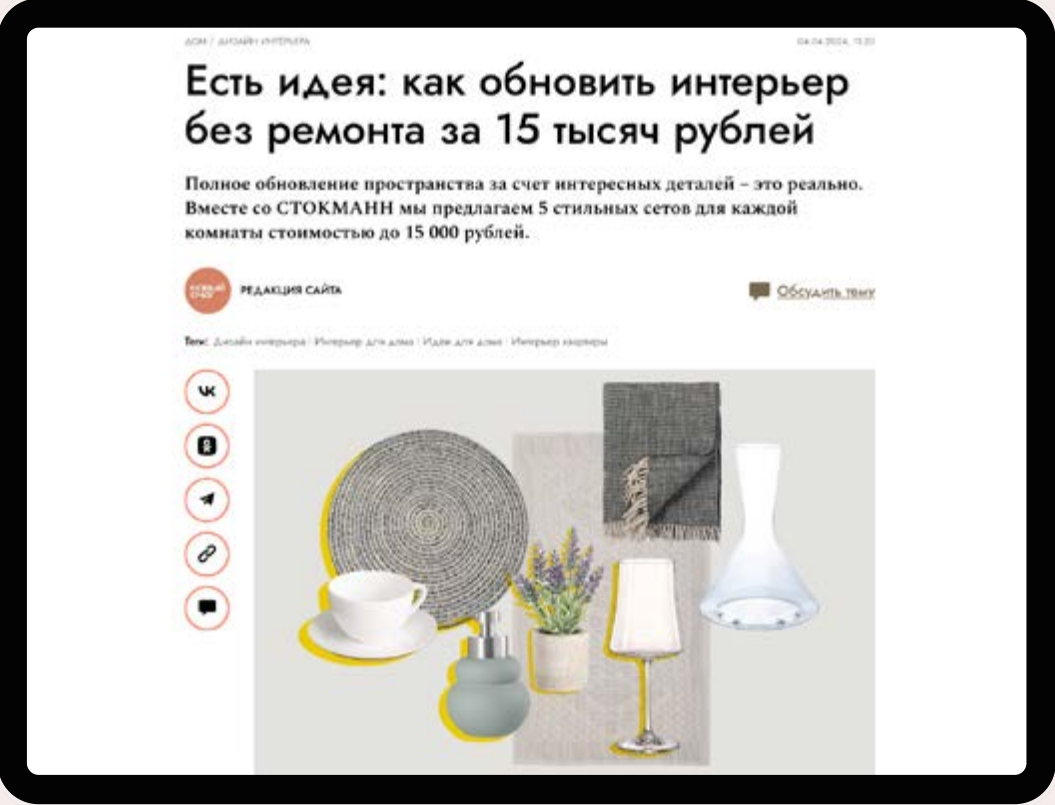
A PODCAST WITH AN ANNOUNCEMENT ON A BRANDED HUB



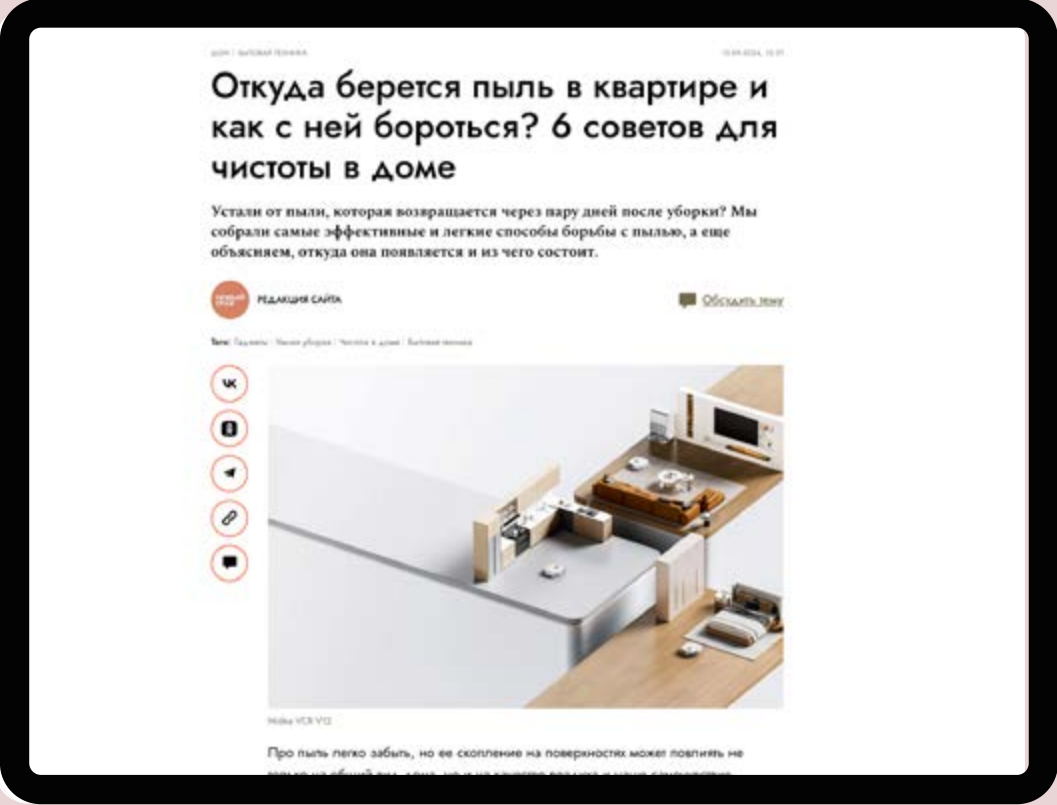
EXPERT MATERIAL IN THE ANIMATED LAYOUT



A COLLAGE PROJECT



EDITORIAL LAYOUT



ANIMATED LAYOUT



AWARDS

WOMEN'S ERA AWARDS MARCH-SEPTEMBER 2025



This **Novy Ochag award** recognizes female bloggers who share smart and practical content, helping other women simplify, enhance, and enrich their daily lives.

NOMINATIONS:

- Beauty Guru
- Women's Health Experts
- Cozy Home Hacks
- Fun with Kids

BEAUTY & WELLNESS AWARDS OCTOBER 2025

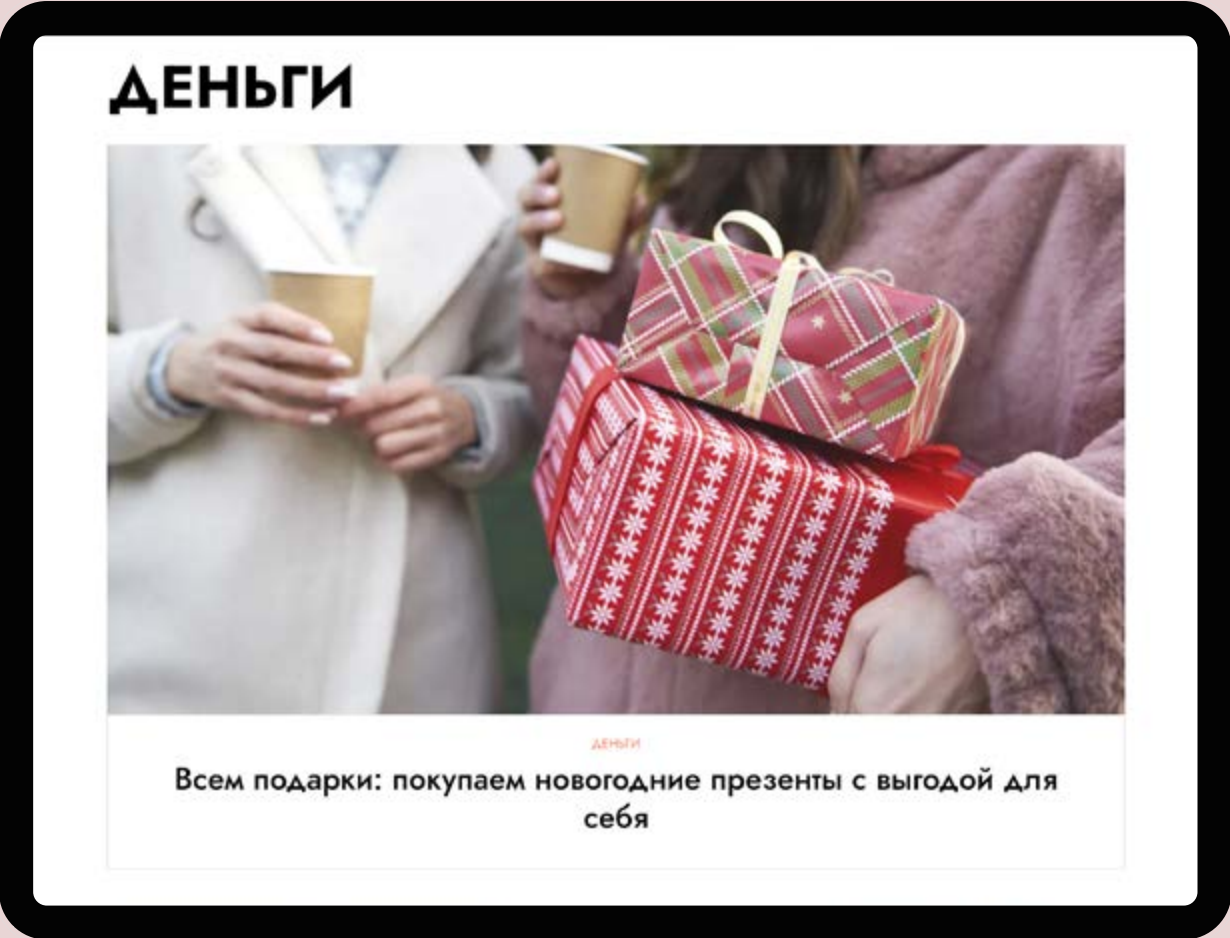


Judged by recognized experts in the beauty industry, this **annual awards ceremony** helping honors the best in skincare, makeup, fragrances, and beauty treatments.

NOMINATIONS:

- Best Makeup Product
- Best Fragrance
- Beauty Breakthrough of the Year
- Best Anti-Aging Product

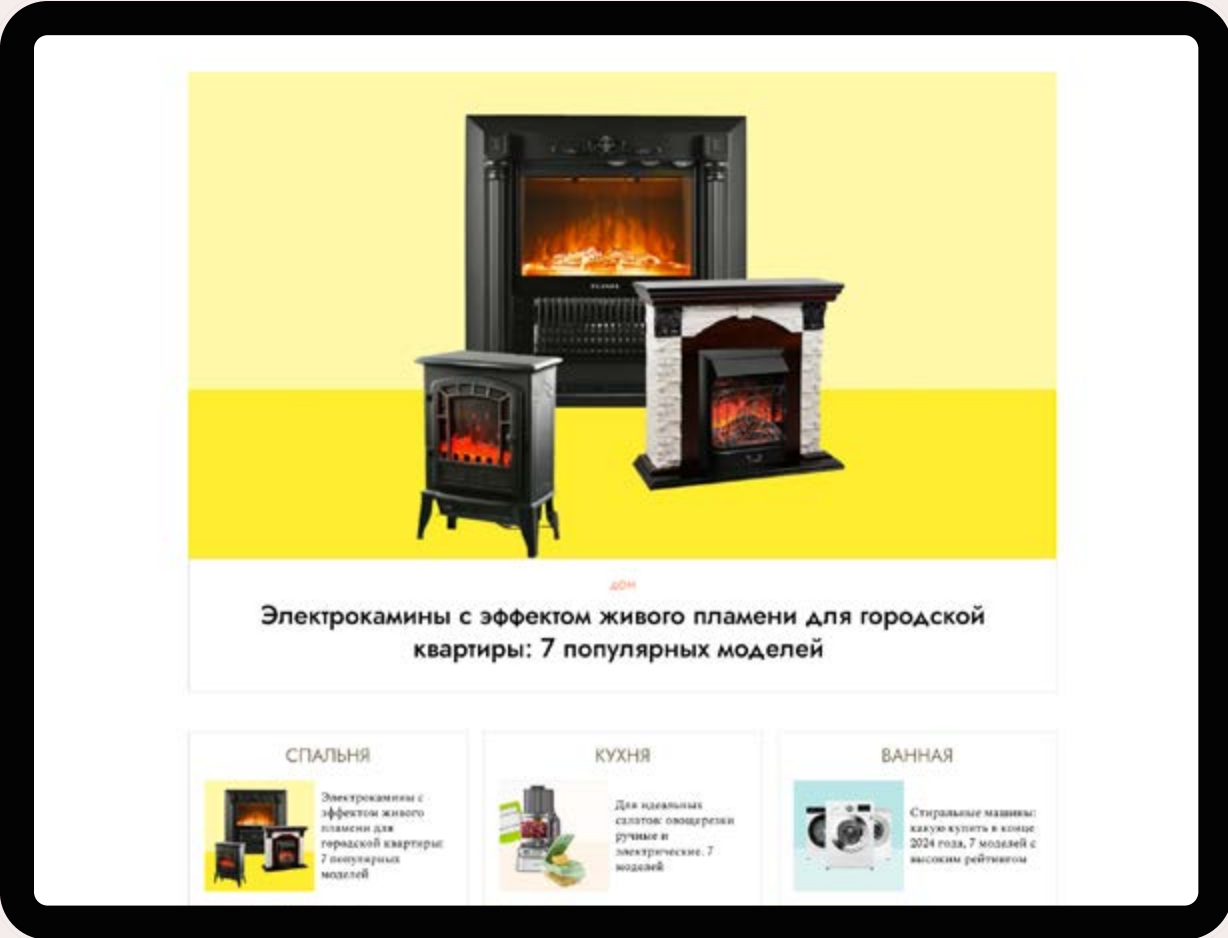
MONEY



THIS SECTION PROVIDES EXPERT-BACKED FINANCIAL ADVICE

We give women smart strategies to earn, save effortlessly, and spend money joyfully.

DOMESTIC SCIENCE 3.0



THIS SECTION IS DIVIDED INTO THREE «ROOMS»:
KITCHEN, LIVING ROOM, AND BATHROOM

Together with experts and bloggers, we test home appliances, textiles, household cleaners, and other products to show how they perform and help readers choose the best options.

BRUNCHES



Novy Ochag's signature brunches gather up to 50 experts, bloggers, celebrities, and influencers for lively discussions, inspirations and shared experiences.

TOPIC EXAMPLES:

- **BEAUTY:** Trends, new products, and tips
- **FASHION:** Seasonal trends
- **LIFESTYLE:** Travel, wellness, sport, design, and dining



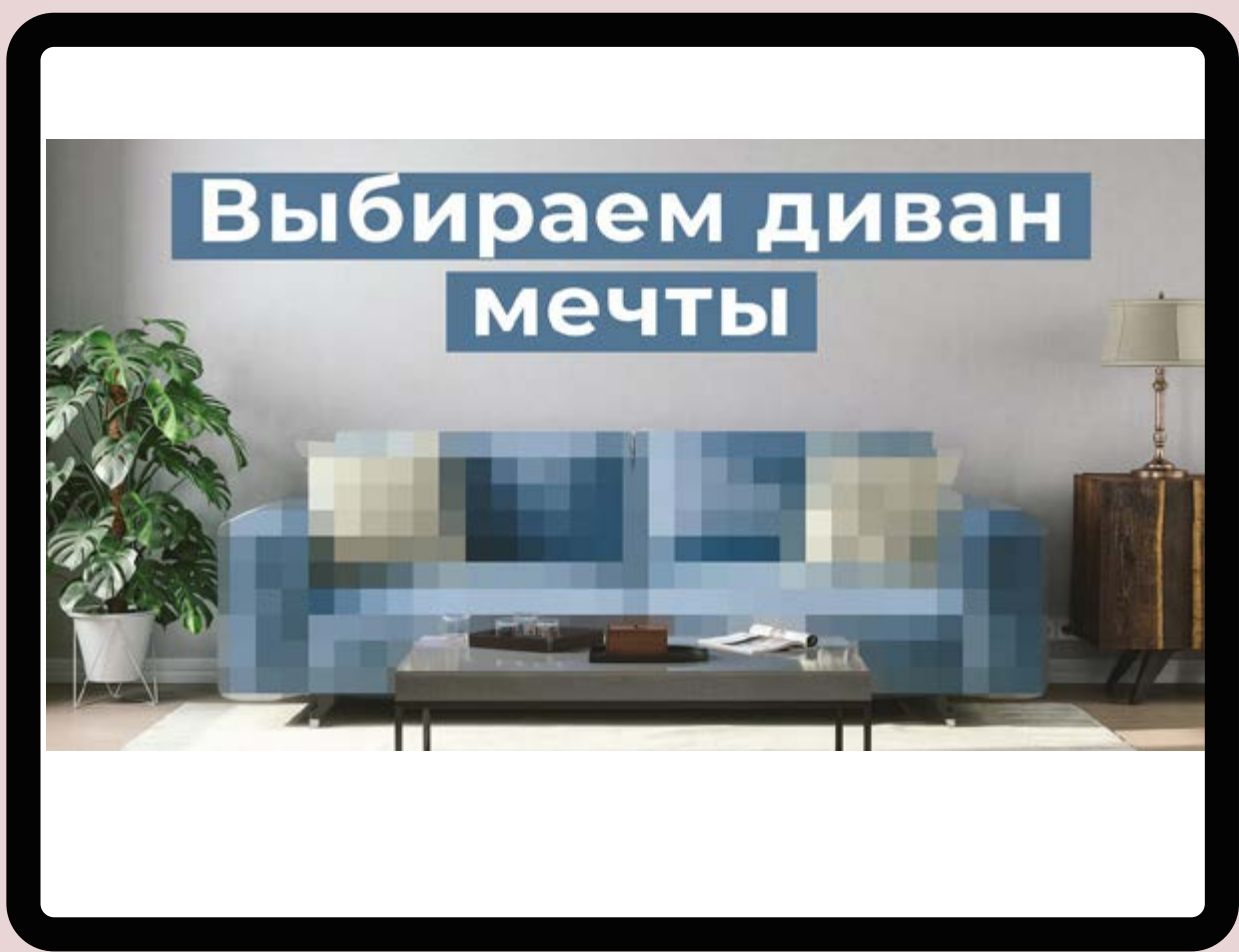
NEW YEAR'S BRUNCH



WARM GATHERING BRUNCH

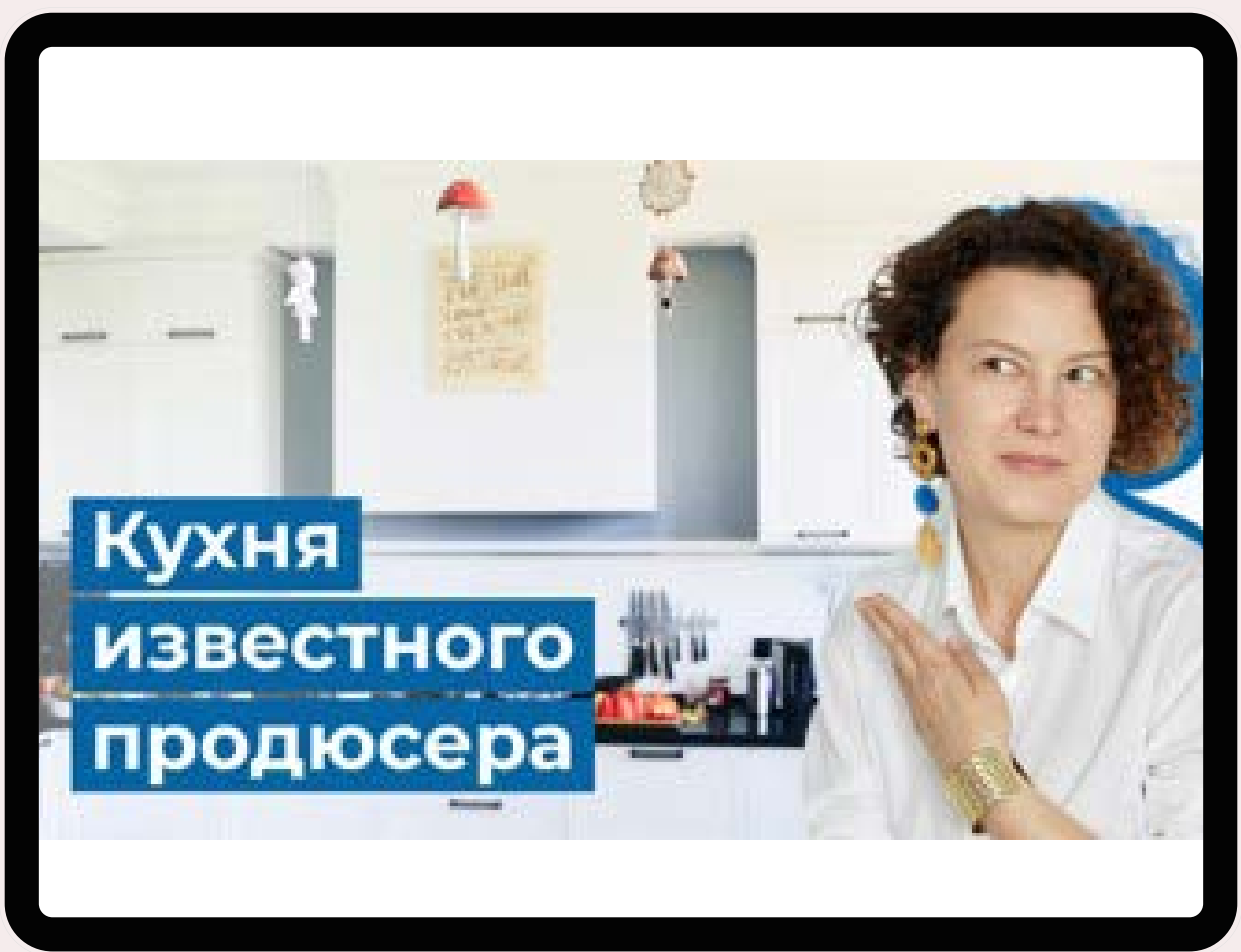
VIDEO PROJECTS

EXPERT VIDEOS



Novy Ochag is where the experts live. Together with our hosts and editors, we film houseware reviews and appliance tutorials. We also share tips on choosing the perfect furniture and share life hacks and renovation ideas.

MOSCOW KITCHENS



Kitchens are where the magic happens. Together with Novy Ochag's editor-in-chief, Natalia Rodnikova, as we tour the kitchens of the magazine's friends, giving you an inside look at their one-of-a-kind spaces. Each of our hosts has an unconventional career, unexpected hobbies, a captivating interior design story, and signature recipes to share.

MOSCOW DACHAS



Gardens are a reflection of who we are. Join the Novy Ochag filming crew as we explore unique dachas and gardens across Moscow and the Moscow region — discovering not only their beauty, but also the lifestyles of those who tend to them. With every host, the day grows brighter, warmer, and more captivating.

НОВЫЙ ОЧАГ

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