МЕДИАКИТ
SNOB.RU
THE SNOB
IS A MEDIA PROJECT CONSISTING OF:

WEBSITE
SNOB.RU

THE SNOB
MAGAZINE

FOR-MEMBERS-ONLY
CLUB WITH EXCLUSIVE
BLOG PLATFORM
AND EXTENSIVE
EVENT SCHEDULE

ANNUAL
MADE IN RUSSIA
AWARDS

CONTENT BUREAU
THE «SNOB»

SNOB
IS THE ONE-OF-A-KIND SPACE TO DISCUSS A BETTER FUTURE
FOR RUSSIA AND THE WORLD.

Space for bright intellectuals whose motto is ‘Want changes tomorrow? Become these changes today’. Community that drafts the future, opens new heroes to the country and the world, helps others self-actualize in the rapidly changing environment and find their freedom and true happiness.
XSENIA CHUDINOVA

Media analyst, media strategist, journalist, radio and TV host, including formerly at Dozhd TV channel, City FM and Govorit Moskva radio stations.

Ksenia is a former correspondent, observer and, later, editor of Afisha, Time Out and The Snob magazines, and ex chief editor of Bolshoi Gorod mag. She was invited to curate various initiatives by the Department of Culture of Moscow such as Night of the Arts, Night at the Museum and Night of the Cinema.

In 2017-2018 she was Xenia Sobchak’s press secretary during the electoral campaign. In October, 2018 she took up the position of Snob.ru Chief Editor.
Since its launch back in 2008 the snob.ru website has always been an indispensable part of the project alongside the printed magazine and the community. It provides the best contact with the audience and thus has immediately risen to one of the digital media leaders. The Snob’s online version has always kept that top level of journalism the best Russian printed media are known for. Unlike in many other publications it’s never been a simple digital addition to the magazine, but, instead, a standout on its own.

The highest level of journalism makes our community ‘the promised land’ for the nation’s people of culture and intellectual elite who come here to discuss and blog.
WIDE SPECTRUM OF OPINIONS AND EXPERTS
BEST COLUMNISTS

ALEXANDER NEVZOROV
DMITRY BYKOV
STANISLAV BELKOVSKY
ANDREI MOVCHAN
VIKTOR EROFEEV
ARINA KHOLINA
BORIS MINAEV
VLADISLAV INOZEMTSEV
KATERINA MURASHKOVA
ANDREI KURPAMOV
GRIGORY CHKHARTISHVILI
EKATERINA SHULMAN
DMITRY GLUKHOVSKY
MASHA SLONIM
DMITRY GUDKOV
UP-TO-DATE AND IN-TIME NEWSFEED

Новости

Александр Бакланов
Как обойти блокировку Telegram
Роскомнадзор потребовал заблокировать мессенджер Telegram, поскольку разработчики сервиса отказались передать ФСБ России ключи для дешифрования сообщений пользователей.
REPORTS, ARTICLES AND INTERVIEWS
THAT MEET THE TOP WORLD STANDARDS
WIDE AUDIENCE COVERAGE IN DIGITAL SEGMENT

DESKTOP

IMPRESSIONS 6,000,000
UNIQUE USERS 2,000,000
A MONTH

MOBILE VERSION

MOBILE IMPRESSIONS 9,000,000
UNIQUE USERS 3,100,000
A MONTH

*GOOGLE ANALYTICS DATA, DECEMBER, 2019
SOCIAL NETWORKS:

FOLLOWERS IN TOTAL
OVER 1 500 000

MONTHLY IMPRESSIONS
OF TWEETS OVER
10 000 000

MONTHLY COVERAGE
OVER 15 000 000
[twitter excluded]

AVGVERAGE VIEWS OF ONE POST
11 000

DATA, 2019
AUDIENCE. USERS

VISITORS BY AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 24</td>
<td>7%</td>
</tr>
<tr>
<td>25 – 34</td>
<td>22%</td>
</tr>
<tr>
<td>35 – 44</td>
<td>22%</td>
</tr>
<tr>
<td>45 – 54</td>
<td>17%</td>
</tr>
<tr>
<td>55 – 64</td>
<td>18%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
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</tbody>
</table>

VISITORS BY SEX

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>51%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>49%</td>
</tr>
</tbody>
</table>

* GOOGLE ANALYTICS DATA, DECEMBER, 2019
**TOP 10 MOST CITED MAGAZINES**

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Cite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forbes</td>
<td>8 889.62</td>
</tr>
<tr>
<td>Сноб</td>
<td>3 518.29</td>
</tr>
<tr>
<td>GQ Russia</td>
<td>264.39</td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>258.65</td>
</tr>
<tr>
<td>HELLO!</td>
<td>187.31</td>
</tr>
<tr>
<td>7 Дней</td>
<td>180.61</td>
</tr>
<tr>
<td>Tatler</td>
<td>156.03</td>
</tr>
<tr>
<td>Esquire</td>
<td>152.09</td>
</tr>
<tr>
<td>Playboy</td>
<td>149.23</td>
</tr>
</tbody>
</table>

**TOP 10 MOST CITED IN SOCIAL MEDIA MAGAZINES**

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Cite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snob.ru</td>
<td>3 017 555</td>
</tr>
<tr>
<td>Esquire.esquire.ru</td>
<td>1 703 393</td>
</tr>
<tr>
<td>Forbes.forbes.ru</td>
<td>1 635 886</td>
</tr>
<tr>
<td>Cosmopolitan.cosmo.ru</td>
<td>1 060 395</td>
</tr>
<tr>
<td>National Geographic.nat-geo.ru</td>
<td>841 733</td>
</tr>
<tr>
<td>Домашний очаг.goodhouse.ru</td>
<td>400 578</td>
</tr>
<tr>
<td>Elle.elle.ru</td>
<td>304 011</td>
</tr>
<tr>
<td>Vogue.vogue.ru</td>
<td>240 919</td>
</tr>
<tr>
<td>Популярная механика.popmech.ru</td>
<td>219 161</td>
</tr>
<tr>
<td>Psychologies.psychologies.ru</td>
<td>214 090</td>
</tr>
</tbody>
</table>

* MEDILOGIYA DATA, 2019
THEY TRUST US
MEDIA ADVERTISING.
IMAGE-BUILDING BANNERS

TOP LEADERBOARD

300x600
MEDIA ADVERTISING.
IMAGE-BUILDING BANNERS

Fullscreen

Site skin branding

ScreenGlide 300x600 / 480x600
MEDIA ADVERTISING.
MOBILE
MEDIA ADVERTISING.

MOBILE

[Image: Mobile advertising examples]
ALL ARTICLES FOR SPECIAL PROJECTS ARE BACKED WITH A BANNER SKIN LEADING TO THE CUSTOMER’S WEBSITE. BRANDING’S CTR IS 2-2.5%
SPECIAL PROJECTS.
INTEGRATION. LEAD PARAGRAPH.

HERE IS AN EXAMPLE OF CUSTOMER’S MENTIONING IN THE LEAD PARAGRAPH OF ALL PUBLICATIONS: ‘TOGETHER WITH THE CUSTOMER WE LAUNCH / CONTINUE THE SPECIAL PROJECT...’ (FROM THE SPECIAL PROJECT WITH EN +). CTR OF THE LEAD PARAGRAPH IS 1,5-2%
ALL PUBLICATIONS ARE MARKED WITH THE CUSTOMER’S LOGO (AN EXAMPLE WITH L’OCCITANE)
MAIN PAGE IN ONE OF THE EDITORIAL SQUARES: FIRST TWO DAYS IN FOUR, NEXT TWO DAYS IN SIX BOTTOM SQUARES
FOUR DAYS AFTER THE PROJECT STARTS A 300X600 BANNER LEADING TO THE PUBLISHED ARTICLE IS PLACED ON THE MAIN PAGE. EACH PROJECT’S ARTICLE IS ANNOUNCED ADDITIONALLY WITH A BANNER CTR 300X600 – 0,3%  100%X300 – 0,4%
SPECIAL PROJECTS.
EDITORIAL PROMOTION

ON OUR SOCIAL NETWORK PAGES WE POST LINKS LEADING TO PUBLICATIONS ON SNOB.RU. CTR IS 5% OR HIGHER.
IN PARTNERSHIP WITH:
MASTERCARD

ABOUT THE PROJECT:
WE HAVE GATHERED NEW YEAR STORIES FROM THE SNOB’S EDITORS OFFICE AND FOUND OUT HOW THE KIDS’ TASTES CHANGED FROM THE 50S THROUGH THE 90S.

FORMAT AND PUBLICATION:
TWO BRANDED TEXTS IN XX CENTURY AND CHILDREN SECTIONS EACH TEXT IS TAGGED #МОЙСТАРЫЙНОВЫЙГОД (LIT. #MYOLDNEWYEAR) AT THE END CALLING FOR PARTICIPATION IN THE FLASHMOB.

PARTNER’S VIDEO INTEGRATED WITH ONE OF THE TEXTS.

OUTCOME:
121 400 VIEWS
60 700 UNIQUE VISITORS

PROMOTION ON THE HOME PAGE MEDIA, PROMOTION IN SOCIAL NETWORKS
SPECIAL PROJECTS. WEBSITE.
PARTNER PROJECTS

IN PARTNERSHIP WITH:
RUSSIAN RAILWAYS

ABOUT THE PROJECT:
SIX WEBSITE TEXTS IN THE PURPOSEFULLY CREATED SECTION «WOMAN’S BUSINESS» WITH SUPPORT FROM RUSSIAN RAILWAYS. SIX WOMEN FROM ACROSS RUSSIA SPEAK OUT ON THEIR CHOICE OF ‘MEN’S’ PROFESSIONS.

FORMAT AND PUBLICATION:
SIX BRANDED TEXTS IN THE PURPOSEFULLY CREATED SECTION «WOMAN’S BUSINESS»
THE SECTION IS PLACED IN THE MAIN RUBRICATOR ON THE HOME PAGE.
EACH TEXT IS CONCEIVED AS A SERIES OF PORTRAITS IN PROFESSIONAL INTERIORS ACCOMPANIED BY THE HEROINE’S STORY.
EACH TEXT IS PROMOTED ON THE HOME PAGE IN ONE OF EDITORIAL SQUARES.
MEDIA PROMOTION ON THE WEBSITE AND IN SOCIAL NETWORKS.

OUTCOME:
153 000 VIEWS
84 000 UNIQUE VISITORS
SPECIAL PROJECTS. WEBSITE.
PARTNER PROJECTS

IN PARTNERSHIP WITH:
TOYOTA

ABOUT THE PROJECT:
THREE INTERVIEWS WITH TOYOTA LAND CRUISER 200 OWNERS.

FORMAT AND PUBLICATION:
THREE BRANDED TEXTS
IN THE INTERVIEW SECTION.

THE PARTNER’S BRAND IS MENTIONED IN THE LEAD AND INTEGRATED WITH THE TEXT, THE HEROES ARE PHOTOED WITH THE CARS.

THE TEXTS ARE BRANDED WITH CLICKABLE BACKGROUND LEADING TO THE PARTNER’S WEBSITE.

EACH TEXT IS PLACED AMONG THE TOP CONTENT ON THE HOME PAGE.

MEDIA PROMOTION ON THE WEBSITE AND IN SOCIAL NETWORKS.

OUTCOME:
65 525 VIEWS
33 900 UNIQUE VISITORS
FOR MORE INFO, PLEASE, CONTACT:

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