



# НОВЫЙ ОЧАГ

MEDIAKIT 2022

Stories of real women,  
ideas for inspiration



## EDITOR'S LETTER

'Good Housekeeping Russia' becomes 'Novy Ochag'. We keep the word 'ochag' because we want to maintain consistency in the main - we are still the space of support and warmth for women. But we are focusing on the word 'novy' - because women today face new challenges and learn to manage them in a new way.

We retain the best expertise in a practical and responsible approach to life — within the family, in health issues, in sports, in beauty, in relationships, in career, at home. And we give even more of our word to real women who will share their inspiring experiences with our readers.

**Natalia  
Rodikova,**  
Editor-in-Chief

# MAIN BRAND TOPICS

The hearth is a space of warmth and comfort, 'our' place, comfortable, beautiful and safe. The Novy Ochag, with its most practical approach, gives its readers every opportunity to make their life and their home just like that.

Step by step Novy Ochag gives formulas for all occasions from the best experts: family, relationships, children, health, fashion, beauty, household, cuisine, interior, career, development, gardening, pets.

Real stories of our contemporaries - their experience in different situations, their inspiring stories.

## Life hacks for all occasions

home, health, beauty, fashion

## Lifestyle

psychology, inspiration

## People stories

celebrities and real inspiring people



BRAND  
PLATFORM

6.3 *mln*

unique visitors per month

5 *mln*

website

1.1 *mln*

social  
media

140 *thousand*

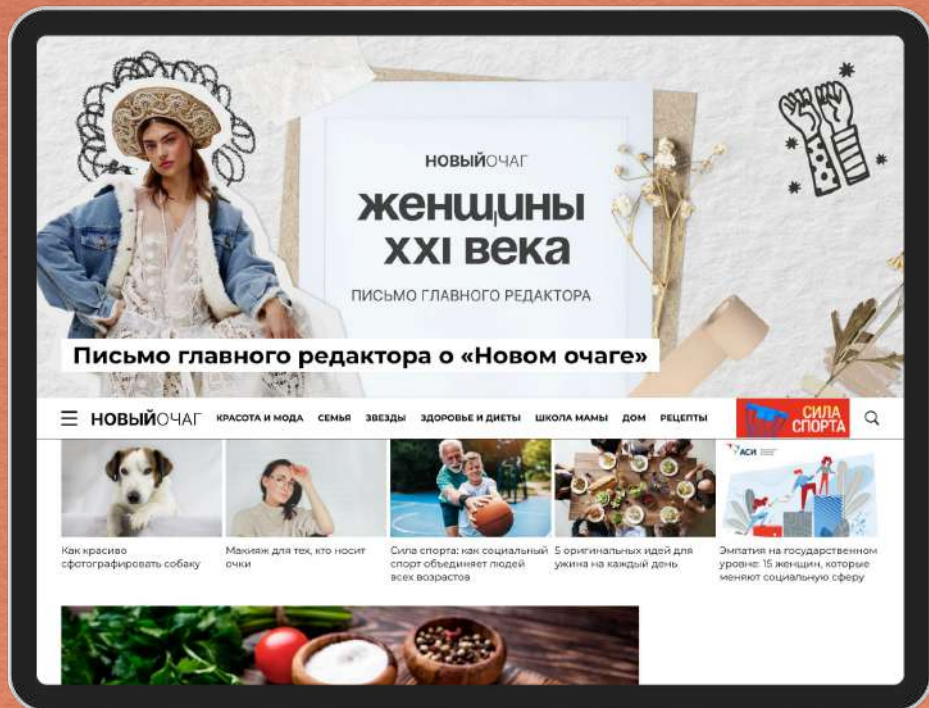
e-mail  
list

60  
*thousand copies*

magazine

\*Excluding the magazine's audience, talk show (from 1.5 million views) and YouTube channel

# Website novochag.ru



5 *mln*

unique visitors  
per month

18.8 *mln*

views  
per month

2.26

browsing  
depth

3:55

average time  
on site

\*Source: Yandex.Metrica, average for January-April 2022

# SITE AUDIENCE

78%

women

35  
*years*

average age

65%

have children under  
the age of 16

65%

managers  
and specialists





Total coverage of over  
1.1 million subscribers

## SOCIAL MEDIA



240 K



235 K



170 K



37 K



2,5 K

by the end of the year

350 K

400 K

300 K

60 K

15 K

COTTAGE, GARDEN



201 K +

Telegram,  
Yandex.Zen,  
«OK», «VK»

RECIPES



174 K +

«VK»

# DIGITAL FORMATS

Talk show in OK



Editorial and commercial special projects



Native articles



*красота и мода*

Banners

Product selections



Podcasts



E-mail newsletter + WEB PUSH notifications



# EDITORIAL SPECIAL PROJECTS

«Novy Ochag» interacts directly with its audience and involves real people in the process of creating content. Such an example is the online project 10 brave: FIND YOUR HEALTHY lifestyle.

In 2021, the editors of the Novy Ochag created and implemented a unique project in which 10 heroines were looking for their own path to a healthy lifestyle - to their body, their true needs. Within 3 months participants guided by our experts were helped to form healthy habits - to build a healthy nutrition system, develop a program of physical activity, normalize weight, improve sleep, and reduce stress levels. And all this is to make each heroine feel full of strength, become more active, more productive and happier.

**Submission of application**  
before August 1st

**Project start**  
September 1st

**Results**  
November 30th

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Duration: **3 months**



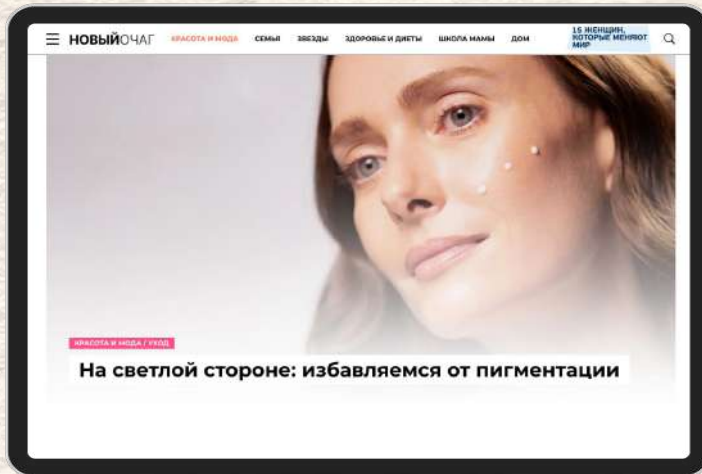
Number of application: **250**

Number of heroines: **10**

# COMMERCIAL SPECIAL PROJECTS

Best native articles in  
interactive Verstka.io

## Sisley



Announcement  
period

2 weeks

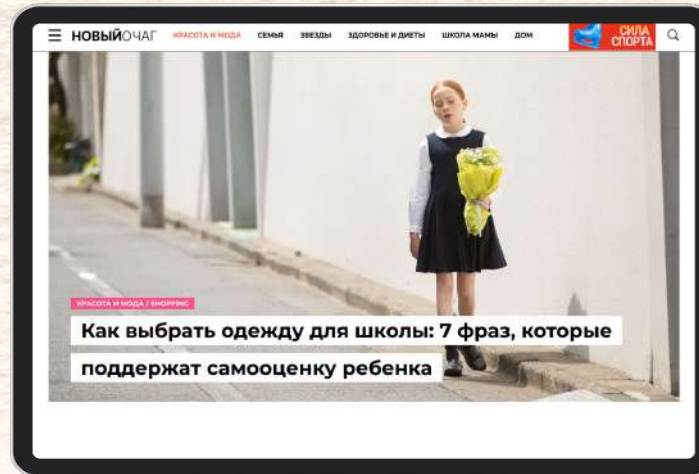
Quantity unique  
views

18 327

Average page  
viewing time

4:02

## UNIQLO



Announcement  
period

4 weeks

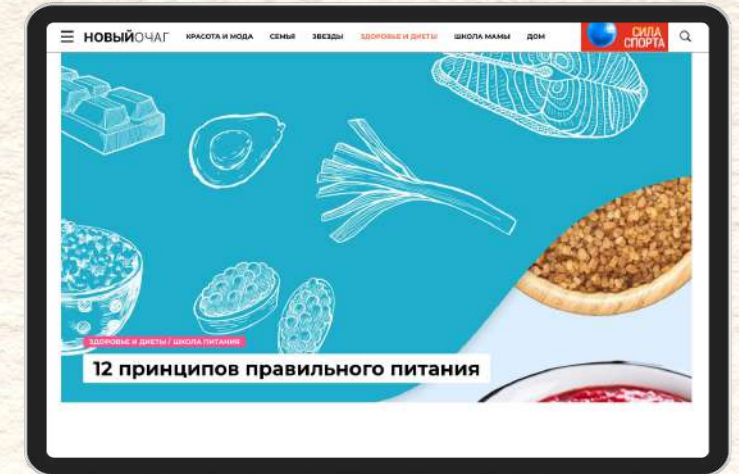
Quantity unique  
views

46 281

Average page  
viewing time

4:00

## National Project Demographics



Announcement  
period

12 weeks

Quantity unique  
views

116 749

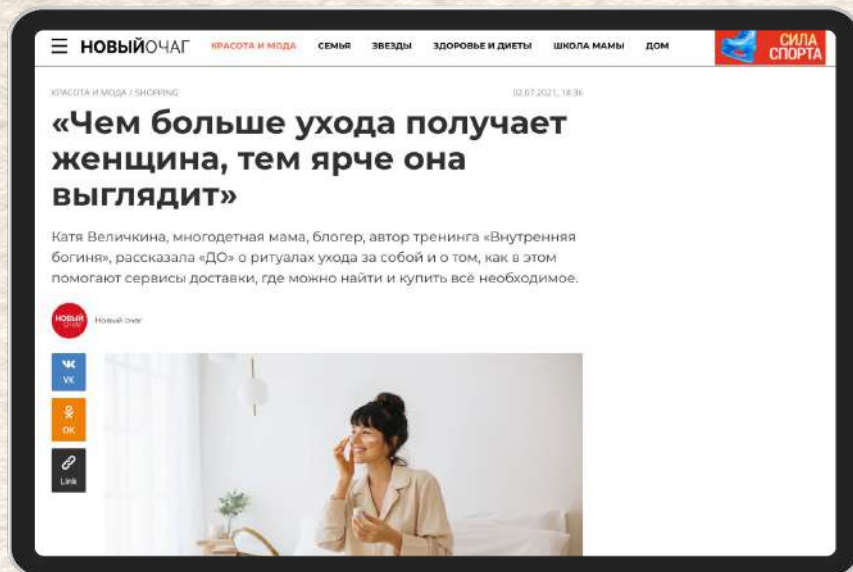
Average page  
viewing time

3:15

# COMMERCIAL SPECIAL PROJECTS

Best practice  
with characters

## SBER ФАРТЕКА



Announcement  
period

4 weeks

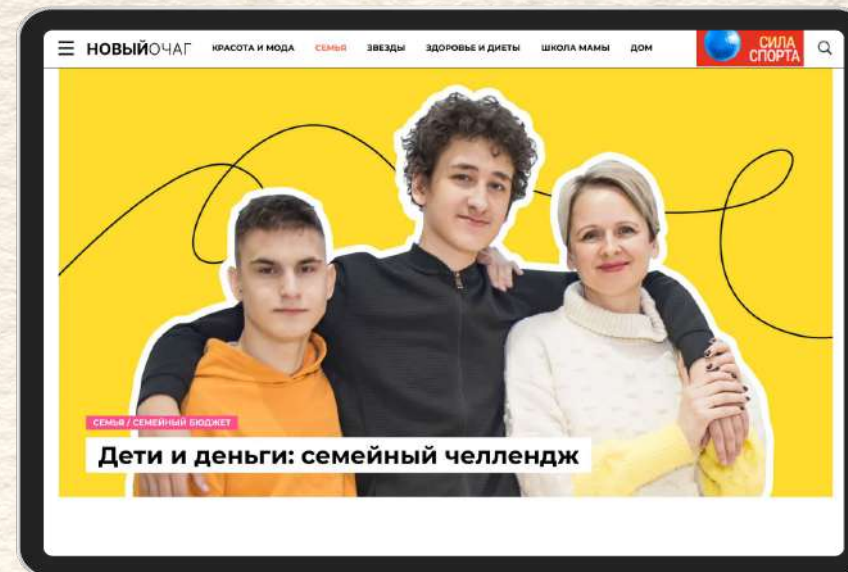
Quantity unique  
views

45 835

Average page  
viewing time

1:40

## Tinkoff



Announcement  
period

4 weeks

Quantity unique  
views

23 400

Average page  
viewing time

3:20

# TALK SHOW

BEST LIVES in OK - Natalia Rodikova and star experts discuss current topics.



## National projects

Cooking with Tutta Larsen: three healthy meals for the whole family

1 508 268

total views

## VICHY

Alika Smekhova:  
'New relationship after 50  
for new me!'

1 567 859

total views



## Mildronat

I have no more strength. What to do? Why do we often notice a loss of strength and how to feel

1 658 779

total views



(website)

# PRICE 2022

# MAGAZINE

«Novy Ochag» will inherit the traditions of «Good Housekeeping Russia», which laid the tradition new approach to magazine covers and was one of the most progressive magazine for contemporary women.

Today «Novy Ochag» will continue to raise topics that excite real women around the world. We will develop and deepen each topic of the issue on the website.

Circulation - 60 000 copies.



# MAGAZINE'S CATEGORIES

## Interview

The heroines of our covers are not always celebrities, but they are always the leaders of current topics

## Fashion

New brands, fashion trends, practical designer tips and stylish selections

## Beauty

A beauty expertise from different specialists: face and body care, make-up, trends in cosmetology

## Family

How we communicate, solve problems and come to mutual understanding: advice from psychologists and sociologists, real stories of our readers

## Health

Expert opinion of specialists about attention to yourself, reasonable healthy lifestyle, diets and fitness

## Cookery

Interesting recipes and helpful life hacks

## Housekeeping

Everything for coziness and comfort: design ideas, stylish accessories, interior examples

# CUSTOM PUBLISHING



Interior + renovation

Multibrand  
project



Women Today

Faberlic







# THE AUDIENCE OF MAGAZINE

77%

women

38 years

average age

45%

have children under  
the age of 16

49%

managers  
and specialists

# SPECIAL PROJECTS

The «Novy Ochag» brand team offers the creation of individual projects on request. To create a project a creative editor is involved, who works on the concept based on the partner's brief. For creating presentations in Readymag the designer is involved.

### СПЕЦПРОЕКТ ДОСТУПНАЯ СРЕДА

## ДОСТУПНАЯ СРЕДА

### Кому она нужна?

СПЕЦПРОЕКТ «ДО»



**КАК ДЕЙСТВУЕТ** проект «Доступная среда» — это не только про пространство и передвижения. Но только про физический доступ в помещения и на улицы, это — в первую очередь — доступ к информации.

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### СПЕЦПРОЕКТ ДОСТУПНАЯ СРЕДА

## А ЧТО, ТАК МОЖНО БЫЛО?

Инклюзив — это не только про пространство и передвижения. Но только про физический доступ в помещения и на улицы, это — в первую очередь — доступ к информации.

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### ВСЁ ПО ВКУСУ

## СЕМЬ ПРОСТЫХ ПРИНЦИПОВ ЭКОЛОГИЧНОГО ДОМА



**ВСЁ ПО ВКУСУ** — это не только про пространство и передвижения. Но только про физический доступ в помещения и на улицы, это — в первую очередь — доступ к информации.

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# SBER

september 2021, page 81-96

# Home Credit Bank

october 2021, page 92

# FSK

may 2021, page 110



# PRINT SCHEDULE

Period	Confirmation of the advertising space	Finished advertising layouts	Ready tabs to the printing house	Ready tabs to the printing house
<b>SUMMER</b>	12.05.2022	20.05.2022	15.06.2022	28.06.2022
<b>AUTUMN</b>	29.08.2022	16.09.2022	28.09.2022	18.10.2022
<b>WINTER</b>	24.10.2022	11.11.2022	23.11.2022	13.12.2022

## Distribution

### Online:

OZON Yandex.Market Samokat  
'Moskva' bookshop Wildberries

### Offline:

#### Moscow and region:

Atak, Auchan, AB,  
BILLA, Crocus, O'KEY,  
Prodmir, SPAR, Globus  
Gurme

#### Saint Petersburg and region

Atak, Auchan, AB,  
BILLA, Gorod, O  
'KEY, Globus  
Gurme

#### Cities of Russia:

over 2 300 places

## Alternative Distribution

### Sapsan

Placement pdf version  
of the publication  
in the "Press" section  
information and  
entertaining systems  
for passengers  
established on trains  
and at the station  
(Vostochny, pilot project).

### Trains (comfort + business classes):

"Sapsan": 16-20 trains  
FPC: up to 300 trains,  
"Lastochki": up to 137 trains

Vympelkom

MTS

Megafon



(magazine)

# PRICE 2022

# Events

## Women's time

Magazine Award "New hearth" for inspiring women who change world for the better. Project starts in the summer. September - October - selection of candidates. November-December - awarding ceremony.

## Beauty Awards

Annual beauty award regarding the best products of the year in several categories. Jury: beauty bloggers, experts, readers. cosmetics, which we choose for ourselves, not to please others. Cosmetics - antidepressant. Products that turn our house into a beauty salon.



Beauty Awards 2022 Jury





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Read

# НОВЫЙ ОЧАГ

where is convenient for you

