

НОВЫЙ ОЧАГ

практичный домашний твой

MEDIAKIT 2023





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

A handwritten signature in black ink, appearing to read 'N. Rodikova'.

Novy Ochag — media source of **PRACTICAL** answers to real questions about the quality of life.

- ✓ Proven expert tips, innovations and life hacks
- ✓ Compelling and inspiring life stories
- ✓ Stylish solutions for home and garden
- ✓ Delicious recipes
- ✓ Best-in-class products that we advise you to buy, spending minimum of time on it.

NOVY OCHAG helps to live a **LIFE** in which **there's room for everything**: work, communication, hobbies, active and relaxing rest.

NOVY OCHAG — without stress, extra effort and spending, tells you **how to live with taste and be in balance** — to keep up with everything without wasting strength and health, feel great, look beautiful, feel inspired and uplifted.

MAIN BRAND TOPICS

We will improve the **QUALITY** of your **LIFE!**



BRAND PLATFORM

8.4 *mln*

unique visitors per month

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

7.2 *mln*

website

1.1 *mln*

social media

140
thousand

e-mailing

80
thousand copies

magazine

ADVANTAGES OF BRAND CONSUMPTION

360° ecosystem - an ability to interact online and offline



WEBSITE AUDIENCE

38 years

average age

65 %

have children

69 %

married

Executives

17 %

Self-employed/
freelancers

10 %

Managers and
specialists

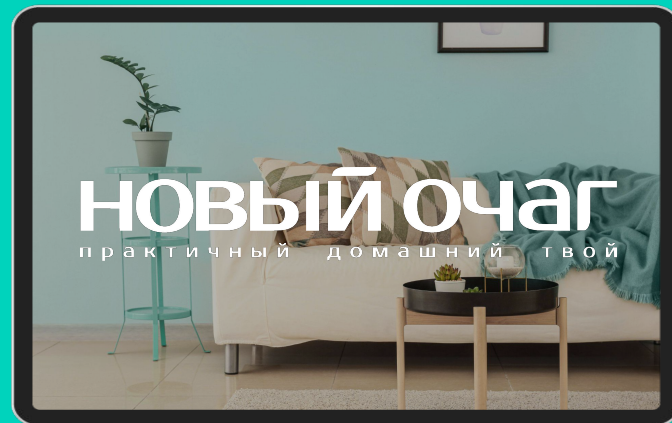
31 %

*Source: Mediascope, Brand Pulse 2022, IM Data Hub

LONG-TERM INTERESTS:

- ✓ Cooking, recipes
- ✓ Household, home improvement
- ✓ Healthy lifestyle
- ✓ Travelling
- ✓ Self-care
- ✓ Self-education

Website novochag.ru



7.1 mln

UV

18 mln

views per
month

2.26

browsing
depth

3:55

average time on
website

*Source: Yandex.Metrika, average for January-April 2023



Coverage more than 1,2 mln.
followers

SOCIAL MEDIA



339 K



230K



192 K



10 K



NEW



VIBER CHANNELS:

DACHA, GARDEN, BACKYARD 333 K

RENOVATION AND DESIGN 113 K

RECIPES 30 K

HOROSCOPES 79 K

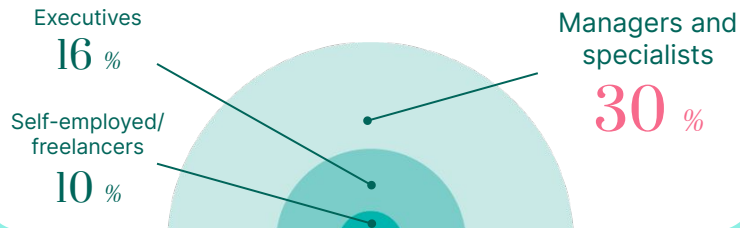


MAGAZINE NOVY OCHAG

36 years
average age

69 %
have children

68 %
married



*Source: Mediascope, Brand Pulse 2022, IM Data Hub

ISSUES



6 issues per year

CIRCULATION



80 thousand copies

DISTRIBUTION

OFFLINE:

«Atak», «Auchan», «Azбука Vkusa», «Lenta», «Perekrestok»,
«Pyatyorochka», BILLA, «O'KAY», «ProdMir», SPAR,
«Globus Gurne»

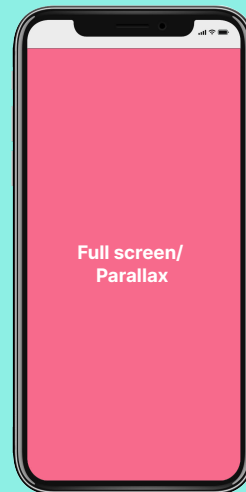
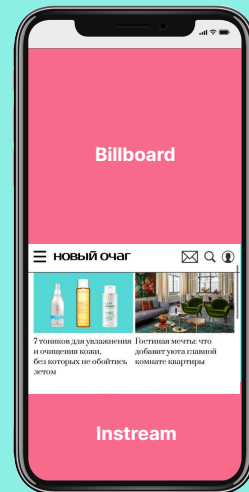
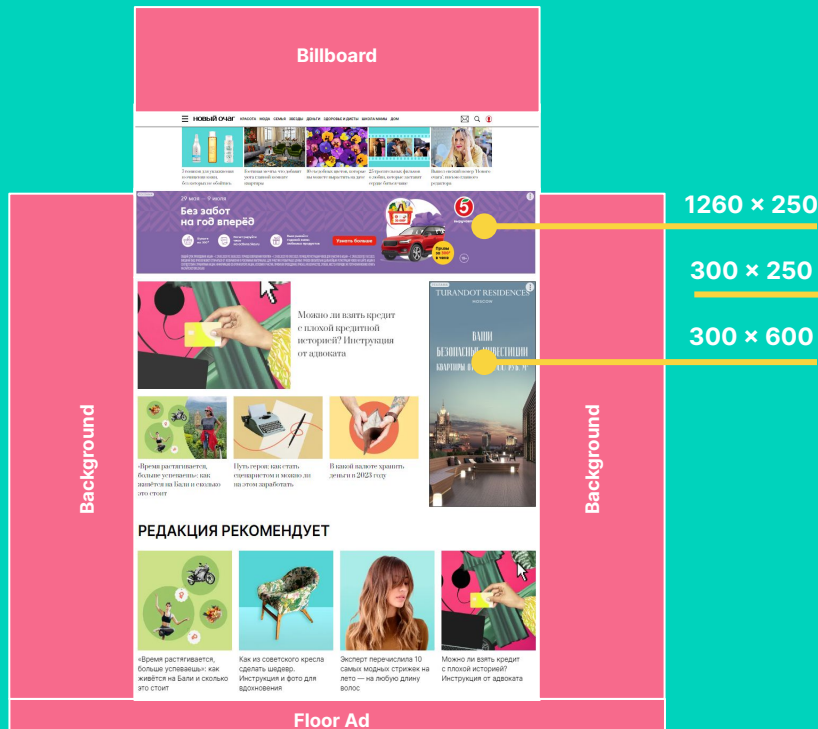
ONLINE:

OZON / Wildberries / Yandex.Market

BOOK SHOPS:

«Moskva»

DIGITAL FORMATS



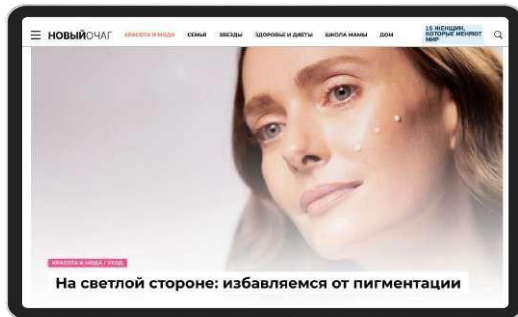
Full screen / Parallax / Billboard / Banner 300 x 250 / Floor Ad / Instream

Billboard / banner 1260 x 250 / banner 300 x 600 / Synchronous banners / Branding / Floor Ad

COMMERCIAL SPECIAL PROJECTS

Interactive articles
Verstka.io

Sisley



Announcement
period

2 weeks

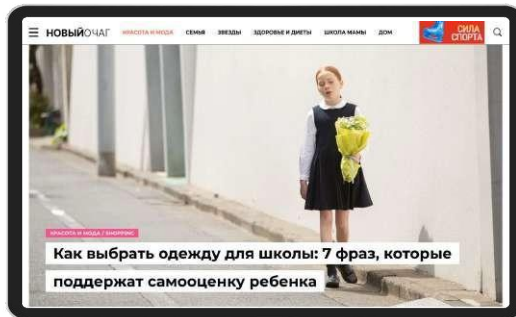
Number of
unique views

18 327

Average
page viewing
time

4:02

UNIQLO



Announcement
period

4 weeks

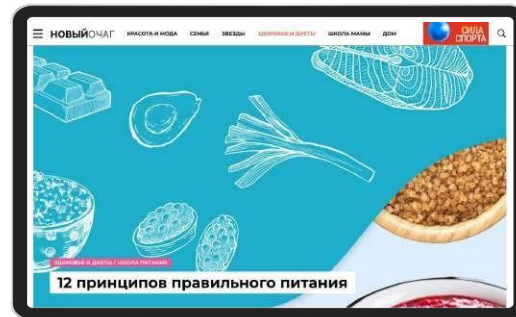
Number of
unique views

46 281

Average
page viewing
time

4:00

National Project «Demographics»



Announcement
period

12 weeks

Number of
unique
views

116 749

Average
page viewing
time

3:15

COMMERCIAL SPECIAL PROJECTS

Best case
with heroes

Yandex.Business



Announcement
period

4 weeks

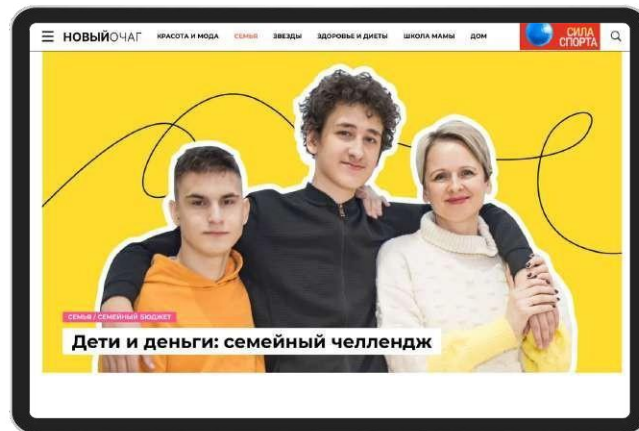
Number of
unique views

45 835

Average
page viewing
time

1:40

Tinkoff



Announcement
period

4 weeks

Number of
unique views

23 400

Average
page viewing
time

3:20

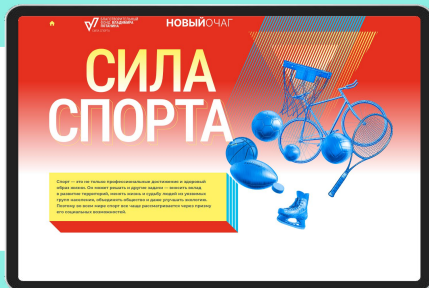
COMMERCIAL SPECIAL PROJECTS

BRANDED MAILING

Bioderma

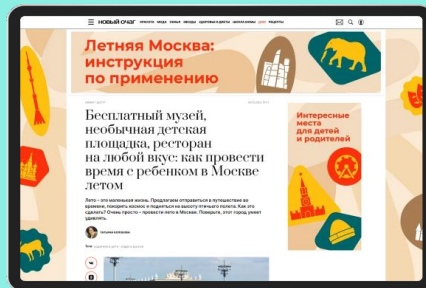
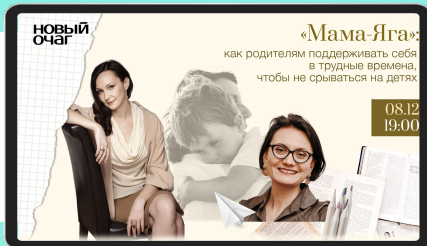
LANDING PAGE

Fund
Potanina



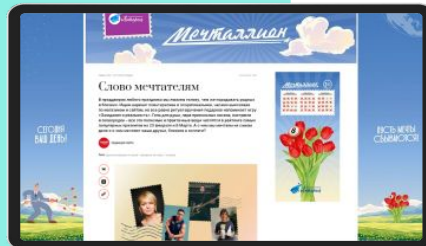
LIVE BROADCASTS

Publishing House
«Bombora»



BRANDING + NATIVE AD

Mostourism



MechtaLLion

TALK SHOW

The BEST live broadcasts in OK —
Natalia Rodikova and celebrity
experts discuss current topics.



National projects

Cooking with Tutta
Larsen: three healthy
lifestyle dishes for the
whole family

1 508 268

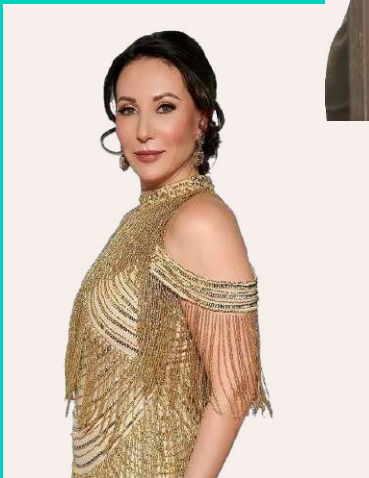
Total number of views

VICHY

Alika Smekhova:
"A new relationship after
50 is for a new me!"

1 567 859

Total number of views



Mildronat

I don't have the strength
anymore. What can I do? Why
do we often notice a lack of
energy and, of course, how to
feel better

1 658 779

Total number of views

Advertising opportunities. PRINT

CUSTOM PUBLISHING



Interior + renovation

Multi-brand project



Women today

Faberlic



SPECIAL PROJECTS

"Novy Ochag" brand team offers the creation of customized projects on request. To create a project, a creative editor is involved, who works on the concept based on the partner's brief. A designer is engaged to create a presentation in Readymag.



Friday TV Channel

spec. Issue No. 1 2023, pp. 70-75



Mosturism

spec. Issue No. 1 2023, pp. 86-87



Sela

winter 2022/2023, pp. 40-45

SPECIAL PROJECTS



CHARUEL

Summer 2022, pp. 42-45



Managing Director
Maria Kolmakova
m.kolmakova@imedia.ru

Editor-in-Chief
Natalia Rodikova
n.rodikova@imedia.ru

ADVERTISING DEPARTMENT

Commercial Director of the
Advertising Department
Irina Filimonova
irina@imedia.ru

Advertising Director
Lyudmila Nikulina
l.nikulina@imedia.ru

Deputy Commercial Director of
the Advertising Department
Ekaterina Kondratieva
e.kondratieva@imedia.ru

Deputy Head of the
Advertising Department
Marusya Kalinnikova
m.kalinnikova@imedia.ru

Senior Manager
of the Advertising Department
Tatiana Smirnova
tatyana.smirnova@imedia.ru

Advertising Department
Manager
Ekaterina Shmeleva
e.shmelyova@imedia.ru

Advertising Department
Assistant
Victoria Kirillova
v.kirillova@imedia.ru

MARKETING DEPARTMENT

Brand Manager
Varvara Rumyantseva
v.rumyantseva@imedia.ru

Editor-in-Chief
Maria Kostryukova
m.kostryukova@imedia.ru

Website Editor-in-Chief
Marina Kuznetsova
m.kuznetsova@imedia.ru

EDITORIAL OFFICE

It is part of the media holding
Independent Media

General Director
Natalia Vesnina
n.vesnina@imedia.ru

Webster:
www.imedia.ru
Telegram: @imsmedia

READ

НОВЫЙ

практичный домашний твой

Очаг

WHEREVER YOU LIKE!

