



НОВЫЙ

практичный домашний твой

ОЧАГ

MEDIAKIT 2024



EDITOR'S LETTER



NOVY OCHAG — a responsible media for adult women that makes their lives better: more qualitative, more interesting and safer. Our women are of different ages, hobbies, and professions. They are united by one thing: they all manage their lives and take care not only of themselves, but also of their "ochag" (hearth and home) — children, partners, pets and parents. We help them in this — give expertise, warmth, inspiration and all the support at any situations.

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

NATALIA RODIKOVA,
Editor-in-chief

MAIN BRAND TOPICS

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 — 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 up lifted.

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очаг
MEDIAKIT 2024



NOVY OCHAG HELPS TO LIVE A LIFE IN WHICH THERE'S ROOM FOR EVERYTHING: WORK, COMMUNICATION, HOBBIES, ACTIVE AND RELAXING REST.

BRAND PLATFORM

MAGAZINE

80 K COPIES

SOCIAL MEDIA

1.7 MLN

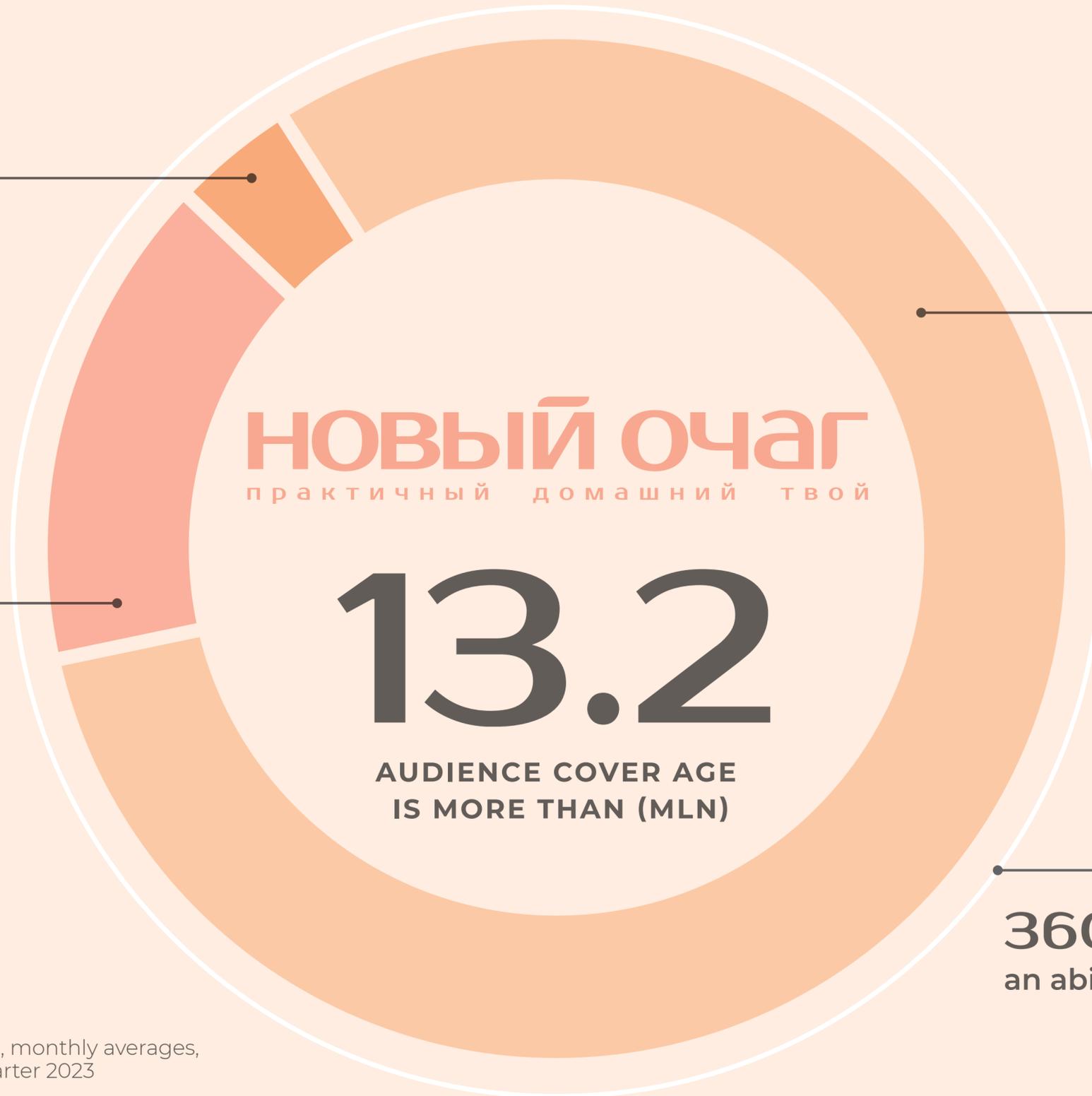


WEBSITE

11.5 MLN

ADVANTAGES OF BRAND CONSUMPTION

360° ECOSYSTEM —
an ability to interact on line and offline



*Sources: IM Data Hub, "Yandex Metrica", 2023, monthly averages, Ipsos Russia, Rosindex, population 16+, 3rdquarter 2023

MAGAZINE

TARGET AUDIENCE

36 YEARS
AVERAGE
AGE

32%
EXECUTIVES

83%
HAVE
CHILDREN

17%
MANAGERS AND
SPECIALISTS

71%
MARRIED



6 ISSUES
PER YEAR

80 THOUSAND
COPIES
CIRCULATION



DISTRIBUTION

OFFLINE:

Atak, Auchan, Azbuka Vkusa, Lenta, Perekrestok, O'KAY, EUROSPAR, METRO, SELGROS, Globus

ONLINE:

OZON / Wildberries / Yandex Market

BOOK SHOPS:

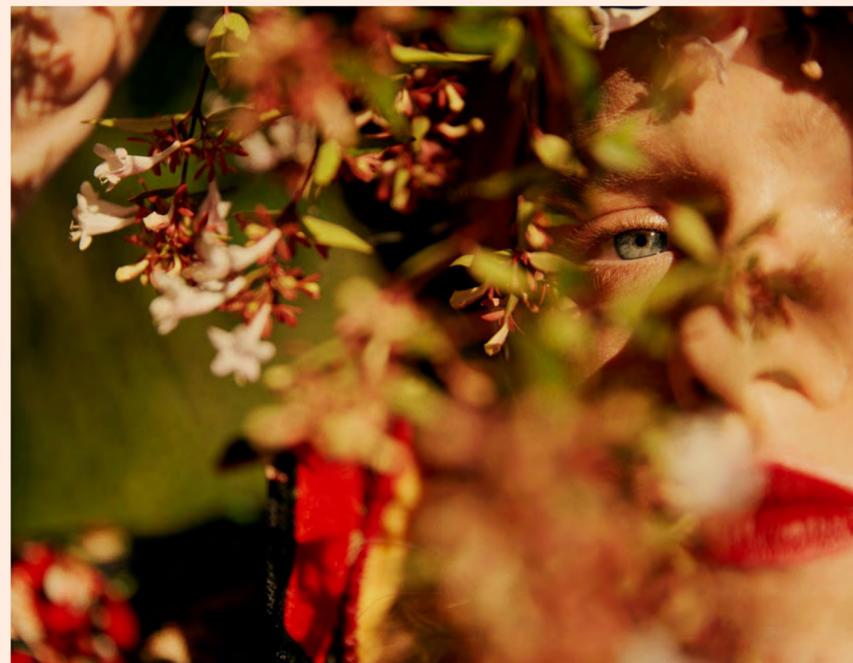
My favorite bookstore "Moscow"

*Sources: IMDDataHub, Ipsos Russia, RosIndex, population 16+, 3rd quarter 2023

EDITORIAL PLAN 2024

SPRING 2024: CHANGE THE PICTURE

At the beginning of spring, everything wan to be transformed. It has become brighter, more colorful, more positive! We suggest changing the picture — to look at familiar things with a new angle, and to change something radically. And we tell you how to do it with maximum effect. Inspiring stories, life hacks, transformations, career growths — and things that help us in this. A "clean" issue — clean the house and life for something new.



SPECIAL EDITION 2024: IN MOTION

A woman's life in different speeds and spaces. One of the central themes is the history of women behind the wheel-how we have mastered car and roads, and how cars have changed our lives and continue to change our lives now — in everyday life, in travel, in fashion, and so on. Women and technology (not only cars), women and outdoor activities, women and sports. Exploring Russia by different vehicles + stories of women from different regions.

SUMMER 2024: FLY IN TO THE SUMMER!

Stop rocking out, summer is in full swing. Anything else you can do over the summer — you need to do it. 100 ideas and lifehacks — for vacation and for health, for remodeling in the garden and at home, for buying country real estate and so on. The start of the special project "Staying up late" — about how women get out of maternity leave: education, career scenarios, stories from life, and a real-life storytelling website (reference — 10 brave ones).





AUTUMN 2024: EVERYONE IS WARM

A support number, an anti-stress number, an investment number. The chief editors on duty are psychologists who help us look at life with optimism and see our best horizons. Stories about what supports us and what we invest in: friendship (stories of girlfriends -including business cases, a business we founded together), love, our home, our health, beauty, things that surround us.

THE RELEASE OF
EACH ISSUE IS THE
START OF A RELATED
SPECIAL PROJECT
ON THE DIGITAL
PLATFORM OF THE
NOVY OCHAG

WINTER 2024 / 2025: NEW YEAR — CHOOSE YOUR OWN

The most beautiful and atmospheric issue of the year is for everyone. We are looking for universal and individual recipes for both the holiday and the prospects we want to discover for ourselves.

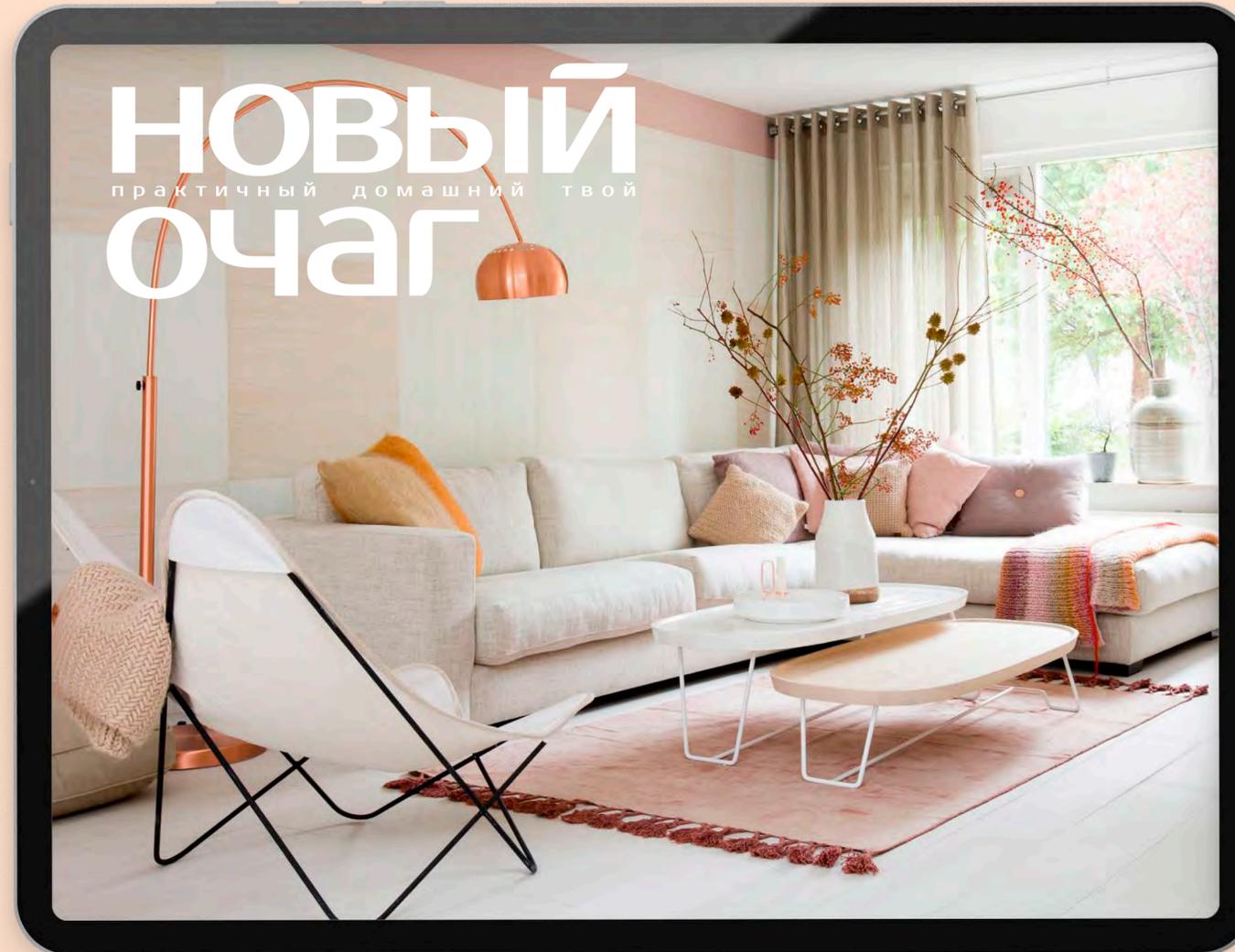


MAGAZINE / DEADLINES FOR ADVERTISING MATERIALS IN 2024



ISSUE	CONFIRMATION OF THE ADVERTISING PLACE	READY ADVERTISING LAYOUTS. TEST SAMPLES	READYTABS IN THE PRINTING HOUSE	RELEASE
SPRING 2024	24 January	31 January	22 February	9 March
SPECIAL ISSUE 2024	27 March	3 April	25 April	11 May
SUMMER 2024	5 June	12 June	4 July	20 July
AUTUMN 2024	7 August	14 August	5 September	21 September
SPECIAL ISSUE 2024	25 September	2 October	24 October	9 November
WINTER 2024/2025	30 October	6 November	21 November	7 December

TARGET AUDIENCE



LONG-TERM INTERESTS:

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

13.4 MLN
UNIQUE VIEWS

25 MLN
VIEWS PER MONTHS

2.70
BROWSING DEPTH

1:58
AVERAGE TIME ON WEBSITE

*Sources:IMDataHub, "Yandex Metrika", 2023, average for month

DIGITAL FORMATS

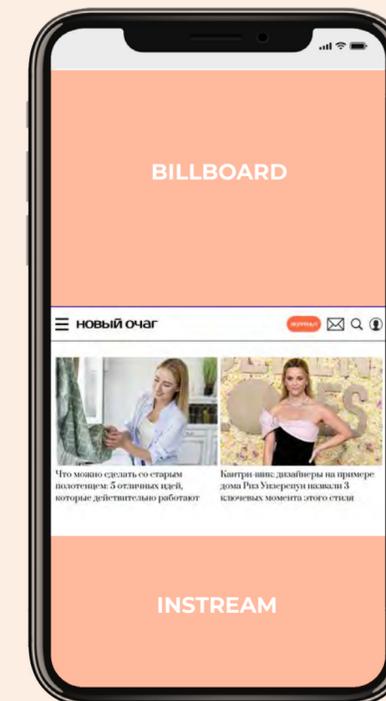
1260 x 250

300 x 250

300 x 600



FLOOR AD



INSTREAM



FULL SCREEN /
 PARALLAX

BILLBOARD / BANNER 1260 x 250 / BANNER 300 x 600 / SYNCHRONOUS BANNERS / PAGE BRANDING / FLOOR AD / SKYSCRAPER

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

SPECIAL PROJECTS/COVERAGE

AUCHAN



FEASIBLE MISSION

ANNOUNCEMENT PERIOD
4 weeks

UNIQUE VIEWS
25 000

COVERAGE OF THE ANNOUNCEMENT
680 000

LA ROCHE-POSAY



COLD BEAUTY

ANNOUNCEMENT PERIOD
3 weeks

UNIQUE VIEWS
70 000

COVERAGE OF THE ANNOUNCEMENT
780 000

DANISSIMO



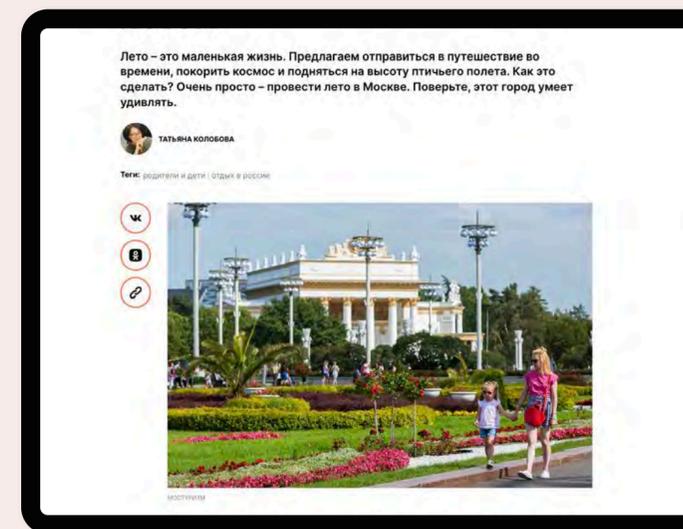
ASK A QUESTION AND FIND OUT THE FUTURE

ANNOUNCEMENT PERIOD
4 weeks

UNIQUE VIEWS
57 000

COVERAGE OF THE ANNOUNCEMENT
1 280 000

MOSTOURISM



SUMMER IS A SMALL LIFE

ANNOUNCEMENT PERIOD
4 weeks

UNIQUE VIEWS
22 000

COVERAGE OF THE ANNOUNCEMENT
150 000

SPECIAL PROJECTS

HAIER

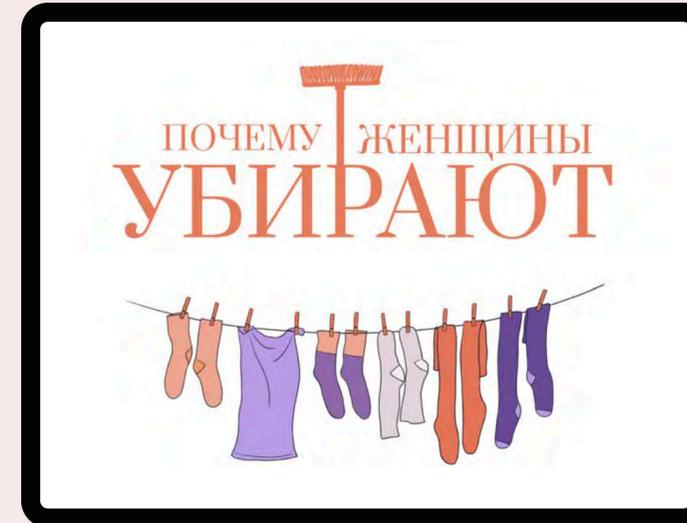


LIKE IN THE MOVIES

ANNOUNCEMENT PERIOD
4 weeks

UNIQUE VIEWS
30 000

AVITO SERVICES



WHY DO WOMEN CLEANING

ANNOUNCEMENT PERIOD
3 weeks

UNIQUE VIEWS
21 000

TEFAL

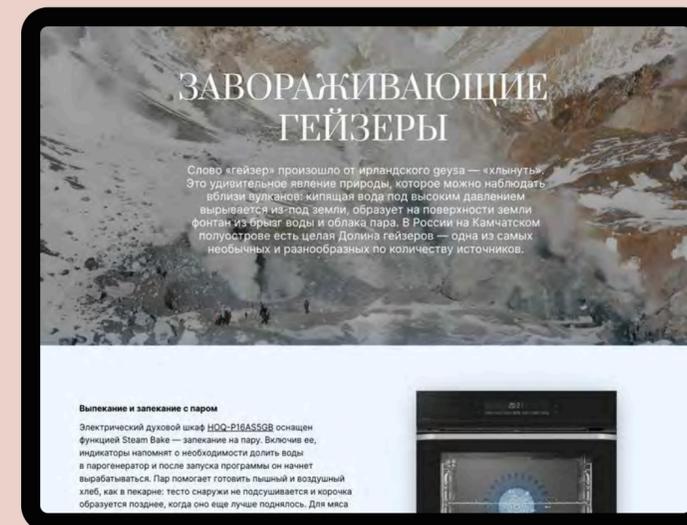


INTUITIVE CLEANING

ANNOUNCEMENT PERIOD
2 weeks

UNIQUE VIEWS
16 000

HAIER



REDISCOVERING

ANNOUNCEMENT PERIOD
3 weeks

UNIQUE VIEWS
15 000

SPECIAL PROJECTS

NATIONAL LOTTERY

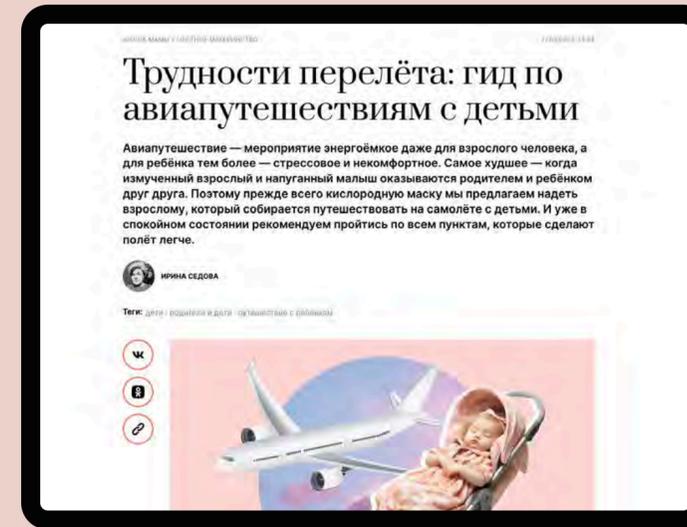


**LOTS OF GIFTS
FOR EVERYONE**

ANNOUNCEMENT PERIOD
3 weeks

UNIQUE VIEWS
20 000

YANDEX MARKET



**FLIGHT
DIFFICULTIES**

ANNOUNCEMENT PERIOD
2 weeks

UNIQUE VIEWS
16 000

WATER DENT

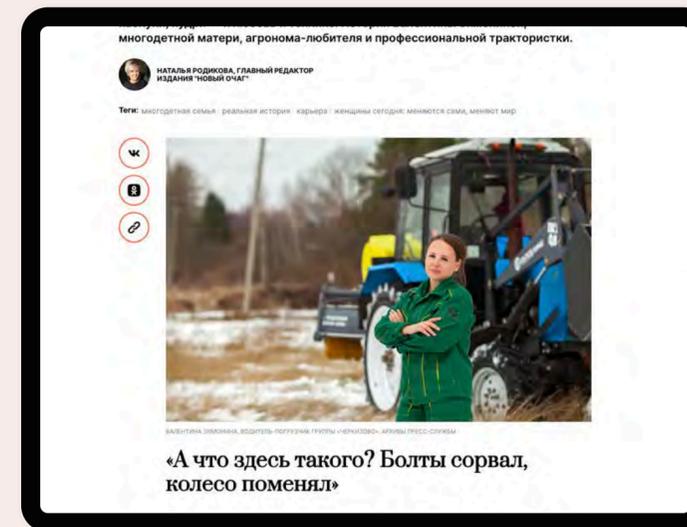


**TELL ME
YOUR SECRET**

ANNOUNCEMENT PERIOD
4 weeks

UNIQUE VIEWS
24 000

CHERKIZOVO



**THE STORY OF
A TRACTOR DRIVER
IN LOVE**

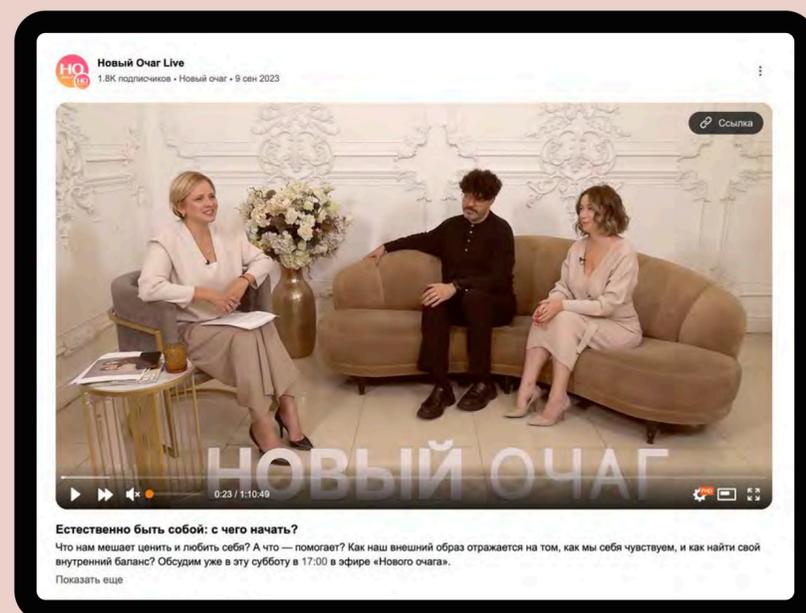
ANNOUNCEMENT PERIOD
4 weeks

UNIQUE VIEWS
20 000

PARTNERSHIP PROJECTS

LIVE BROADCASTS IN OK AND PODCASTS — NATALIA RODIKOVA
 AND CELEBRITY EXPERTS DISCUSS ACTUAL TOPICS

EDITORIAL PROJECT

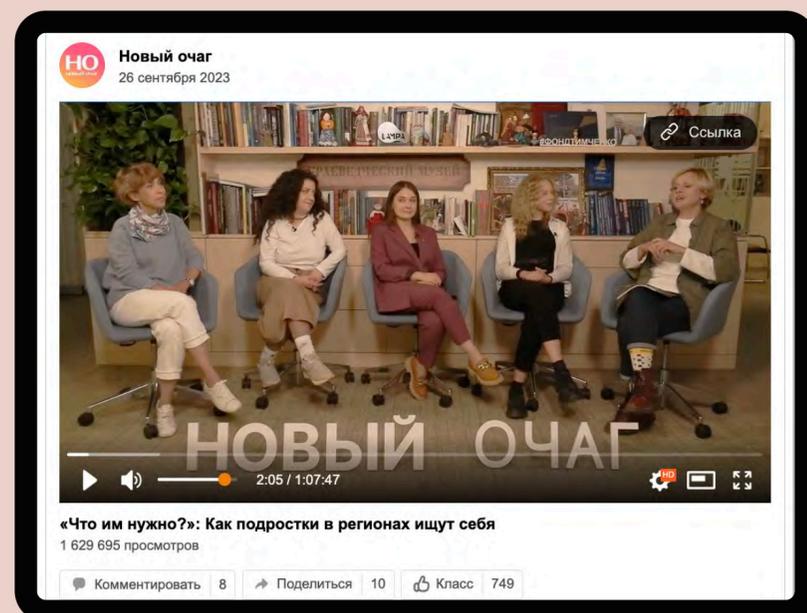


IT'S NATURAL TO BE YOURSELF

What prevents us from appreciating and loving ourselves? Does it help? How does our external image affect how we feel, and how do we find our inner balance?

NUMBER OF AIR VIEWS: 1 790 000

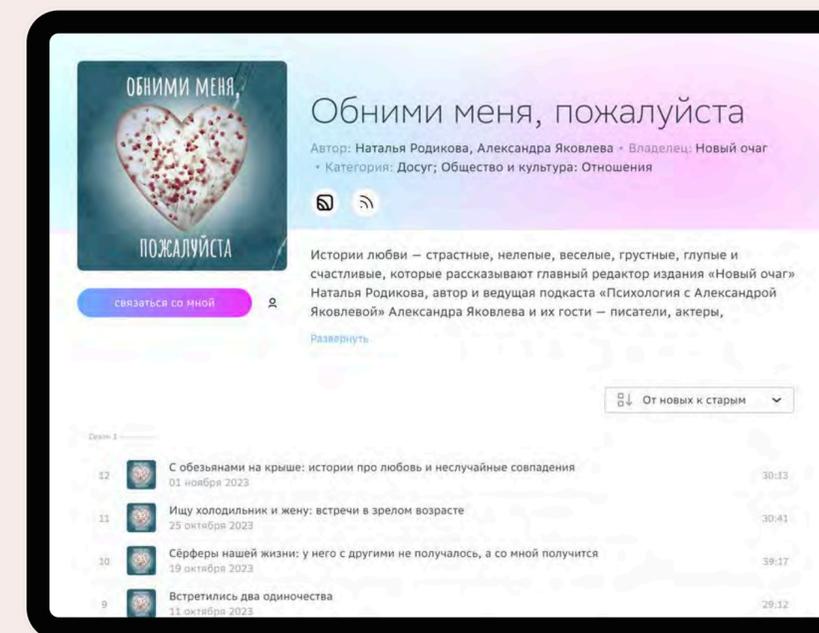
TIMCHENKO FOUNDATION



WHAT DO THEY WANT?

What do teenagers need? And what do teenagers who live in the regions, in small towns and villages need? How do they differ from their peers in larger cities? How are they looking for themselves? What kind of support do those who already have a dream need?

NUMBER OF AIR VIEWS: 1 600 000



HUG ME, PLEASE: A PODCAST WITH LOVE STORIES

A SERIES OF 12 ISSUES

Natalia Rodikova, editor-in-chief of Novy Ochag, and one of Russia's most listened-to podcasters, psychologist Alexandra Yakovleva and their guests tell real love stories: ridiculous, passionate, sad, funny and happy.

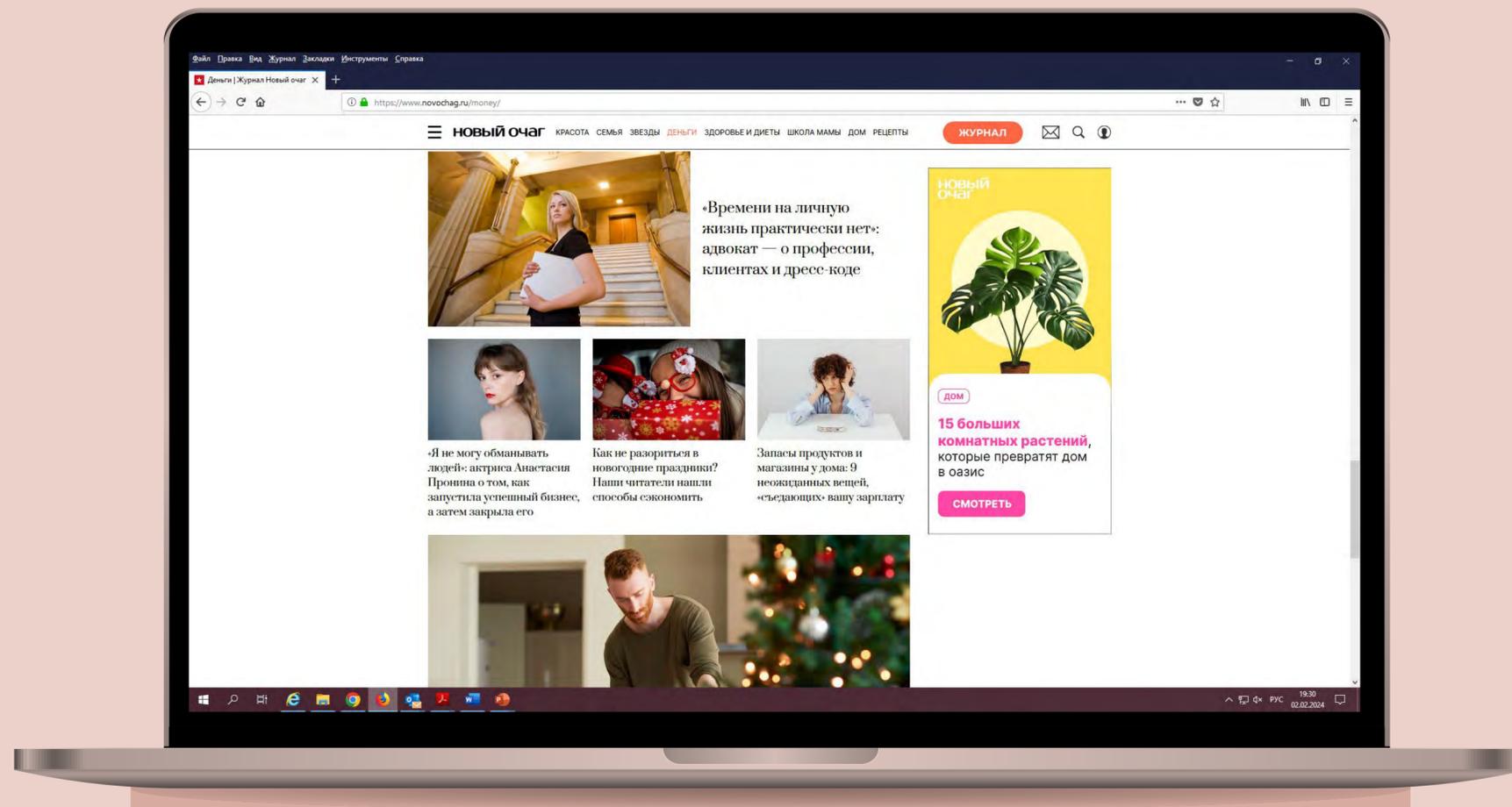
UNIQUE AUDITIONS: 5 800

ANNOUNCEMENT COVERAGE: 600 000

MONEY IS A SPECIAL SECTION ON THE WEBSITE

EXPERT AND CLEAR ANSWERS TO HUNDREDS OF DIFFERENT QUESTIONS HOW IT:

- ▶ Saving and earning wisely
- ▶ How to spend
- ▶ Save up and not quarrel over money
- ▶ How to build and develop your business



A woman is seen from the back, sitting on a sandy beach. She is wearing a bright pink hat and a pink net dress over a pink swimsuit. The background is a vast, sandy beach under a clear sky.

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