

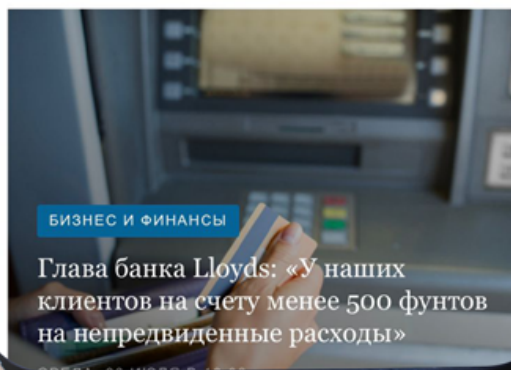
12:56



Коммерсантъ® | UK



## Бизнес и Финансы



**Kommersant**  
United Kingdom

# Who We Are

## **Kommersant UK**

combines the brand's strength of expertise and analysis with UK national focus, providing a Russian-speaking audience with expert analysis of business, finance, services and much more. We are not about fast news but about longreads and analysis.

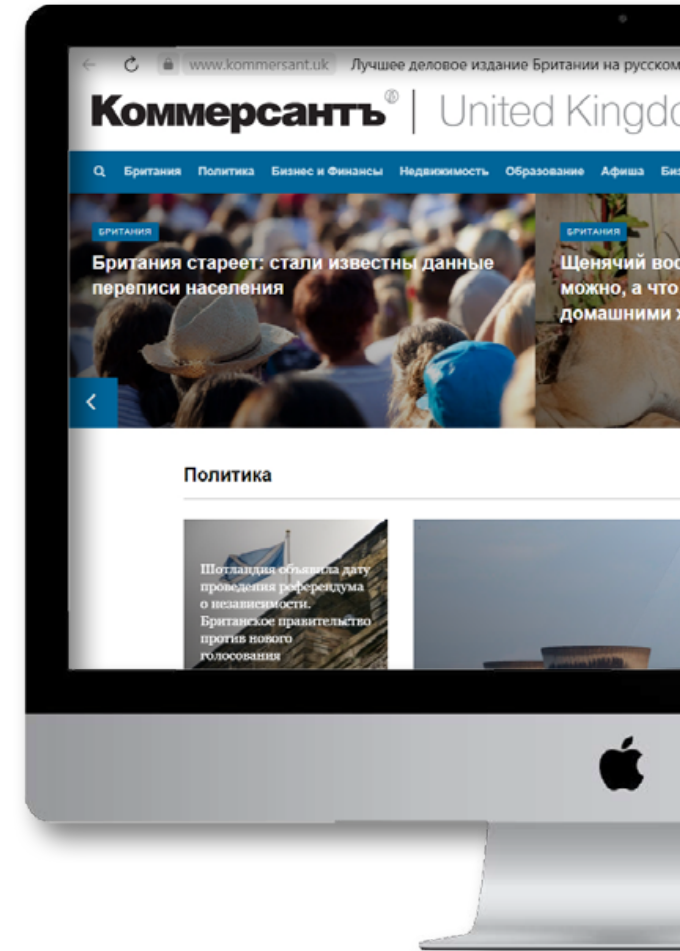
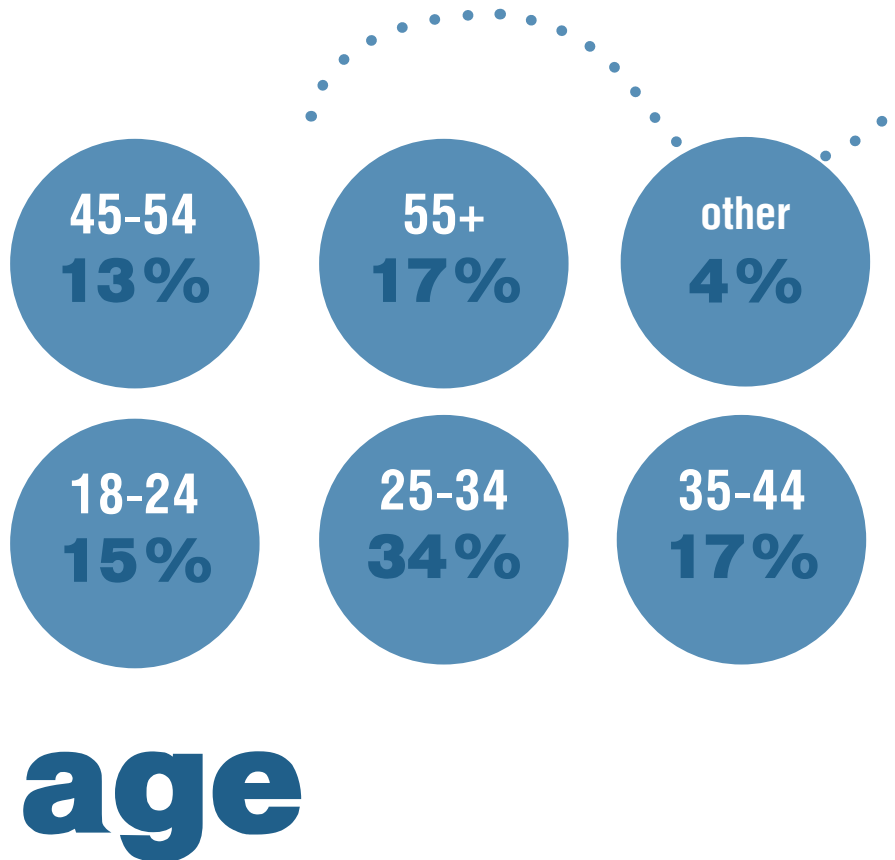
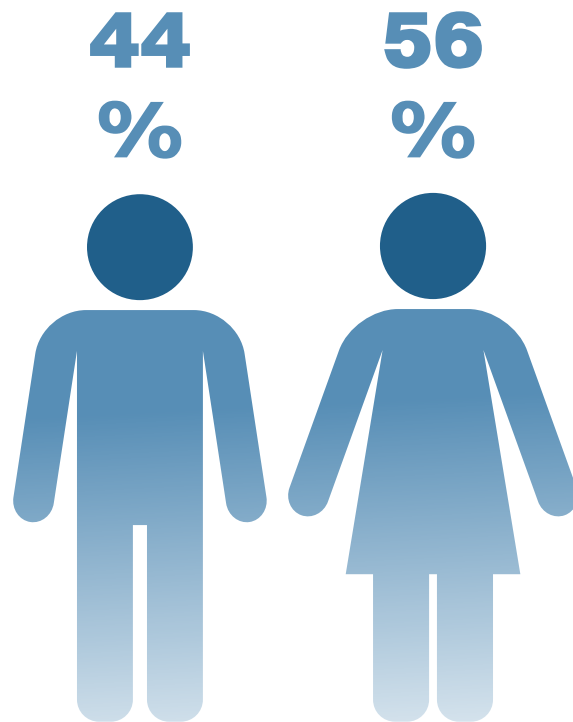
Also available in English at **[kommersant.co.uk](http://kommersant.co.uk)**

Our readers value

**Kommersant's brand** visibility together with a deep analysis of the British economy, politics, and social life. We are the best and the fastest route to deliver your message to a prosperous, well-educated, Russian speaking business audience in the UK originated from Eastern and Central Europe, Eurasia, Ukraine, and Russia itself.

# Our Audience

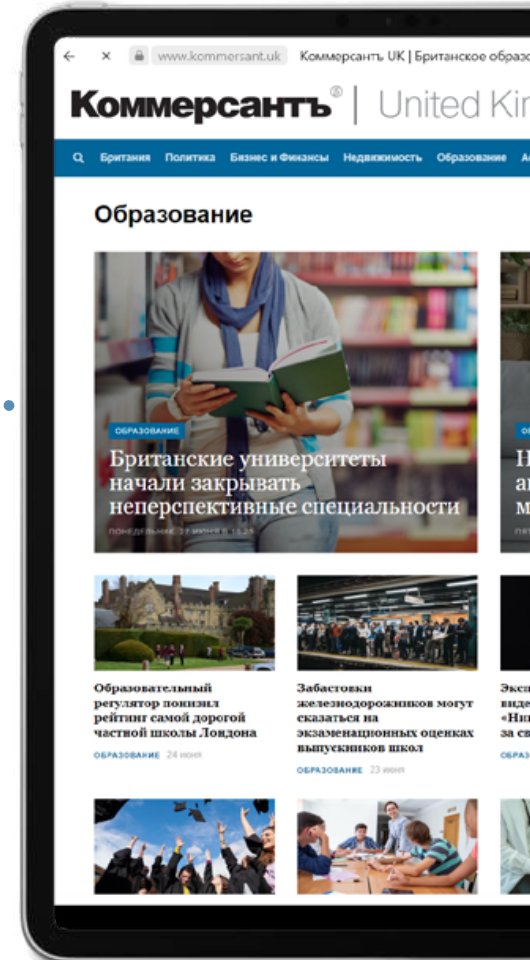
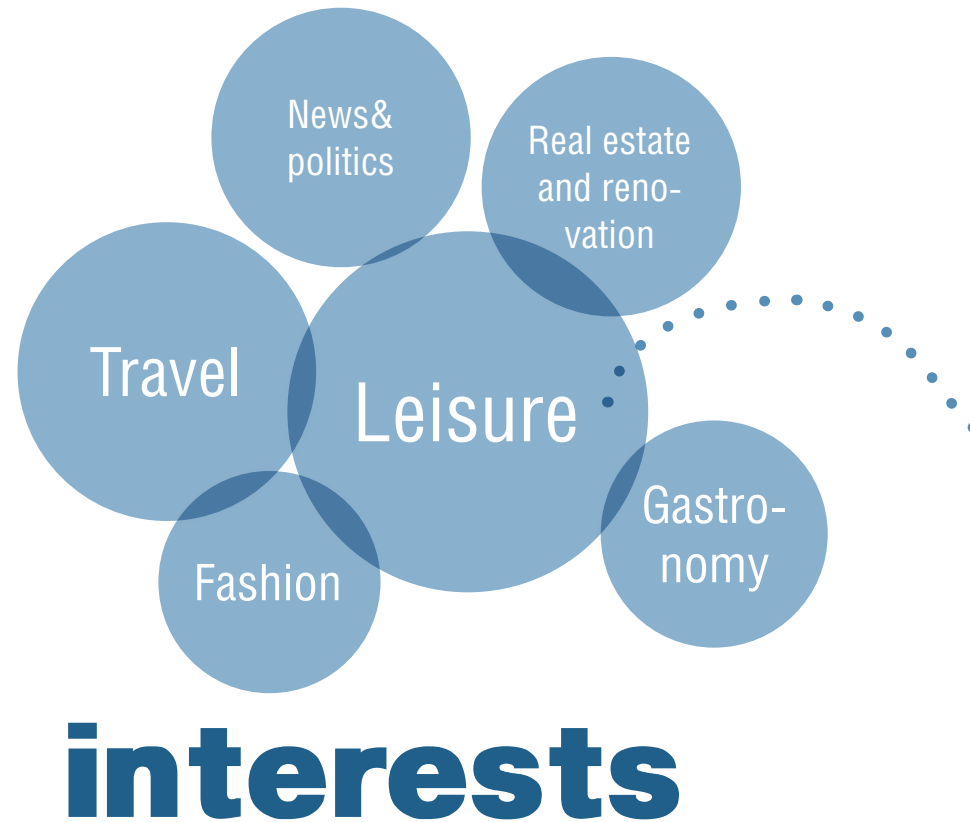
## gender



# Our Audience In Detail

## origin from

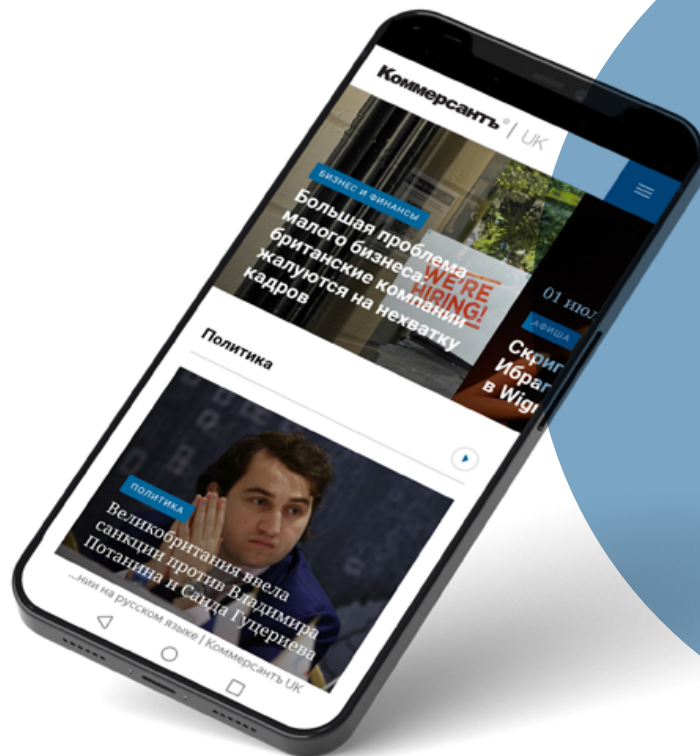
|       |            |
|-------|------------|
| 33%   | UK         |
| 28%   | Russia     |
| 10%   | Bulgaria   |
| 7%    | Norway     |
| 2.5%  | Germany    |
| 2.5%  | Kazakhstan |
| 1.6%  | USA        |
| 15.3% | Others     |



# kommersant.uk in numbers

website

**1.7**  
**million**  
**visits**  
**annually**



**141K**

**11,3K**



**10K**



**8K**

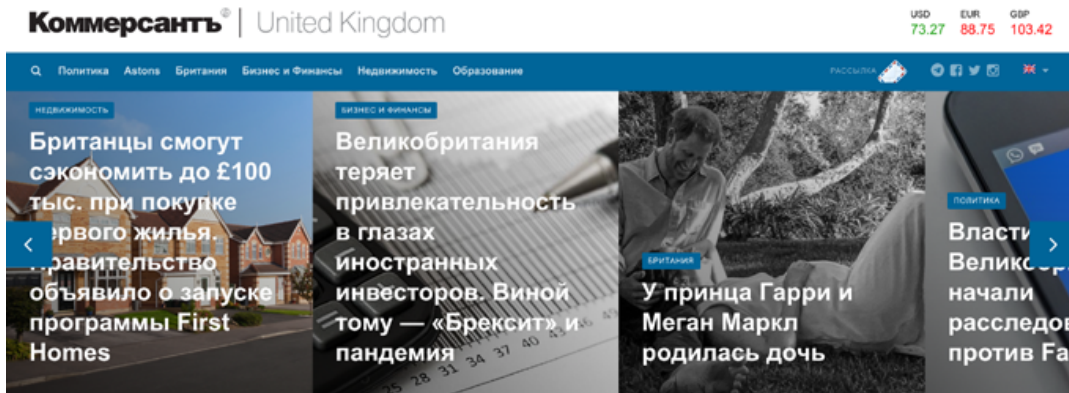


*click on the image  
to go to the website*

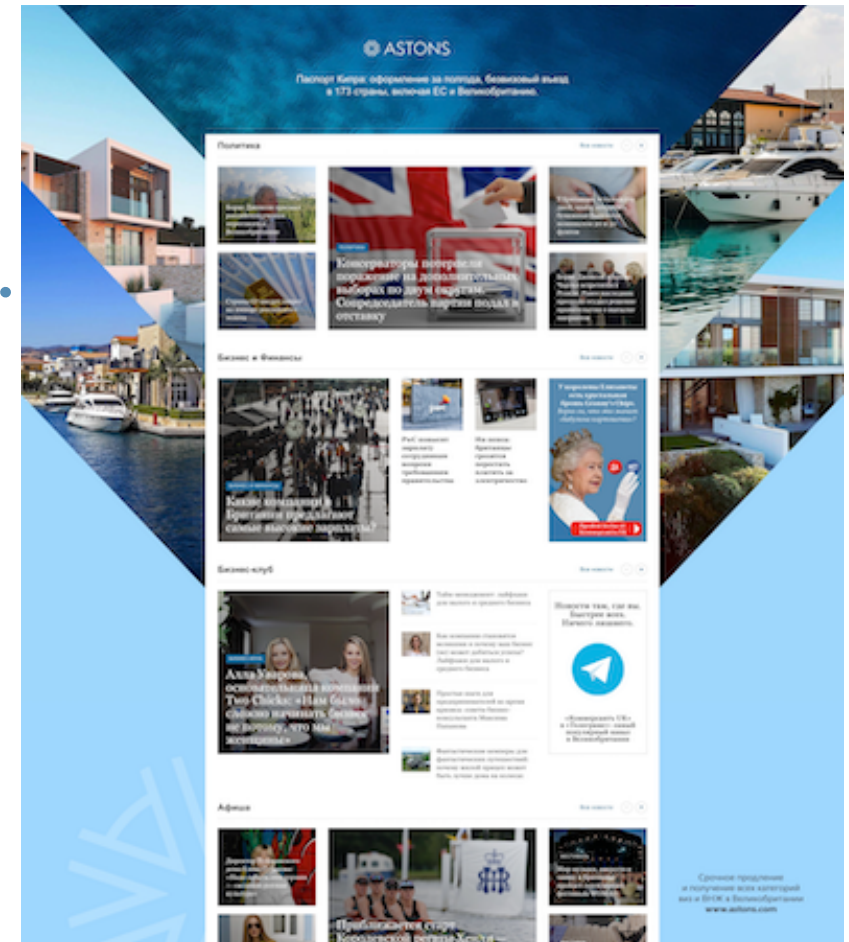
# Banner Price List

Top horizontal banner - £500\* -800\*\*

\*for 1 week, VAT excluded, we accept creative mockups ready to show



Section branding - £3,500\*



# Price List

## Sponsored article on our site

£2,000\*

The most popular and effective way to present your brand, business or service. The format can vary as required. Possibilities range from practical recommendations, such as “10 ways to improve your career during the pandemic”, to storytelling; “Cafe chain overcomes crisis and doubles turnover”, step-by-step accounts of business case studies, or something else.

**Brand integration:** contact information, links to sites and social media pages under the article

## Interview

£2,200\*

This format provides the opportunity for brand creators, representatives, employees or ambassadors to talk about your brand. If developing your personal brand is a priority, we recommend dropping in for an interview. **Brand integration:** links under the article and publication on Kommersant UK’s LinkedIn page.

## Quiz

£1,800\*

This format is ideal when telling readers about your brand is easy. A quiz allows engagement with readers via their interests and opinions in a game format. In a quiz or test, there are usually 5-6 questions and the reader’s task is to reach the end, choosing one or several options for each answer. It’s possible to award prizes to participants.

**Brand integration:** a short description before the first question and after the last, with a link to the brand’s site.

\* VAT excluded



click on the image  
to go to the website

# Price List

## Publication on Facebook/ Telegram/ Instagram £350\*

Publication in any of our social media channels labelled 'partner material'.  
**Brand integration:** a link included in the post.

---

## Publication on stories Facebook/ Instagram

Publication of one story £250

Publication of a series of 2-3 stories  
with a link to the product or service £300

Publication of an Instagram reel  
without filming costs £500

\* VAT excluded





# Kommersant media support for online/offline conferences

Kommersant provides media support during webinars, seminars, online-meetings and offline conferences. This includes:

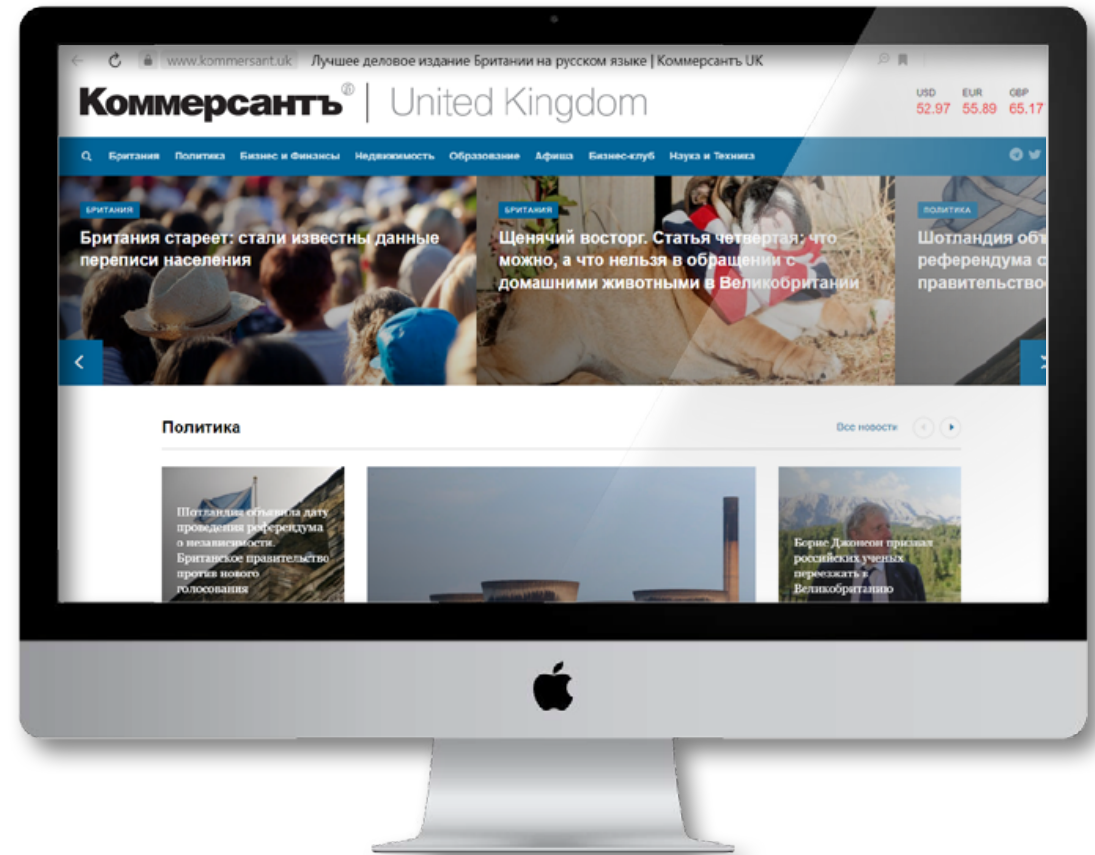
- Creating event topics and discussion points
- Inviting speakers
- Kommersant's Editor-in-Chief session moderating
- Event announcement at [kommersant.uk](http://kommersant.uk) website and in social media (announcement in "Events" section, 2 Facebook posts and 2 Telegram posts)
- Kommersant UK logo as a media partner on the event page and in event's materials



£2100

# Contact Us

# Коммерсант® | United Kingdom



[ask@kommersant.uk](mailto:ask@kommersant.uk)

WhatsApp +44 7789 420185