

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.

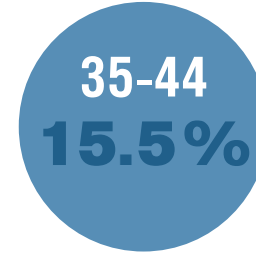
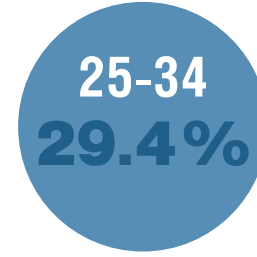
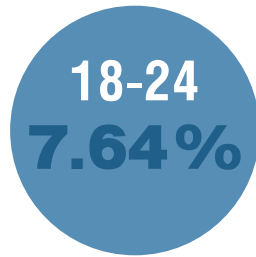
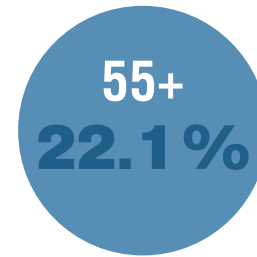
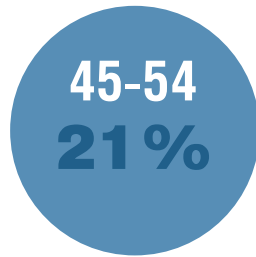
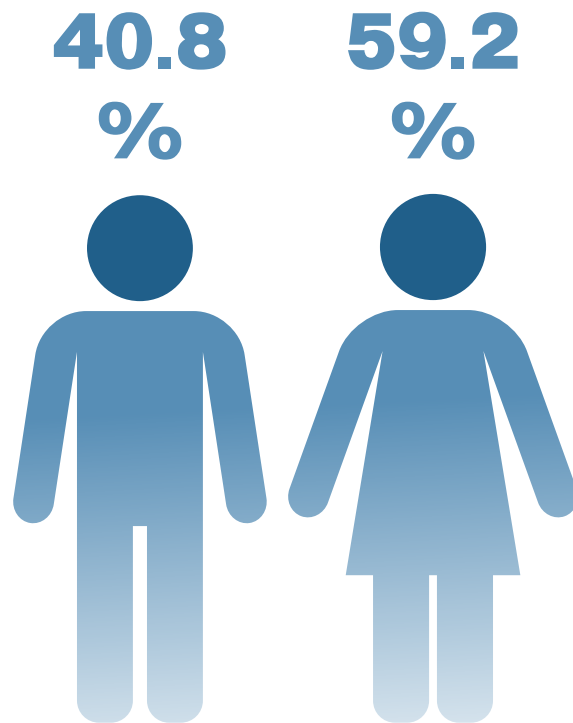
Also available in English at **kommersant.co.uk**

Our readers value

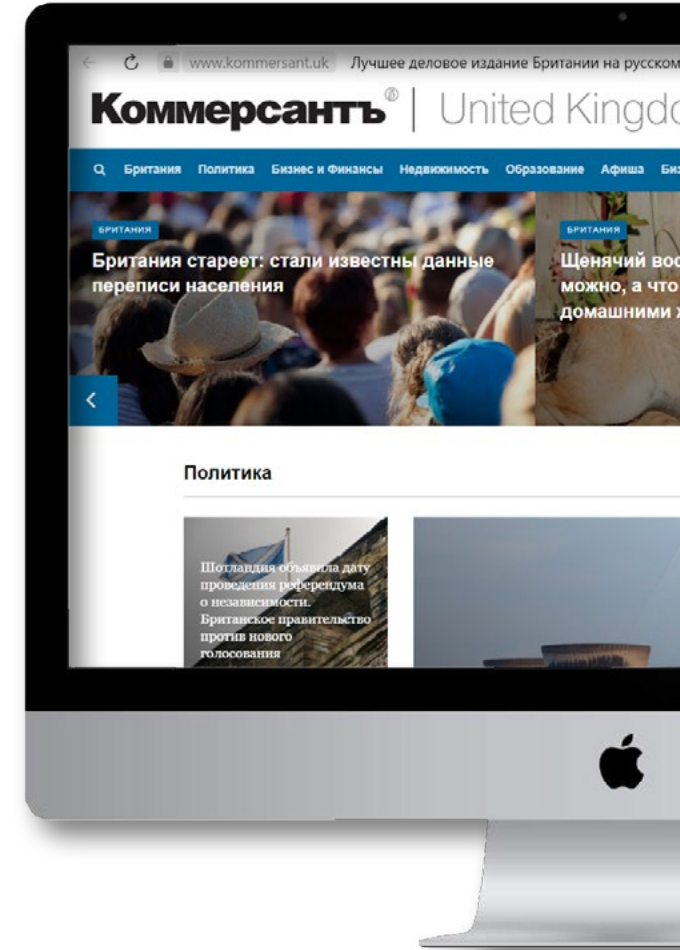
Kommersant's brand visibility together with a deep analysis of the British economy, politics, and social life. We are the best and the fastest route to deliver your message to a prosperous, well-educated, Russian speaking business audience in the UK originated from Eastern and Central Europe, Eurasia,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

Our Audience

gender



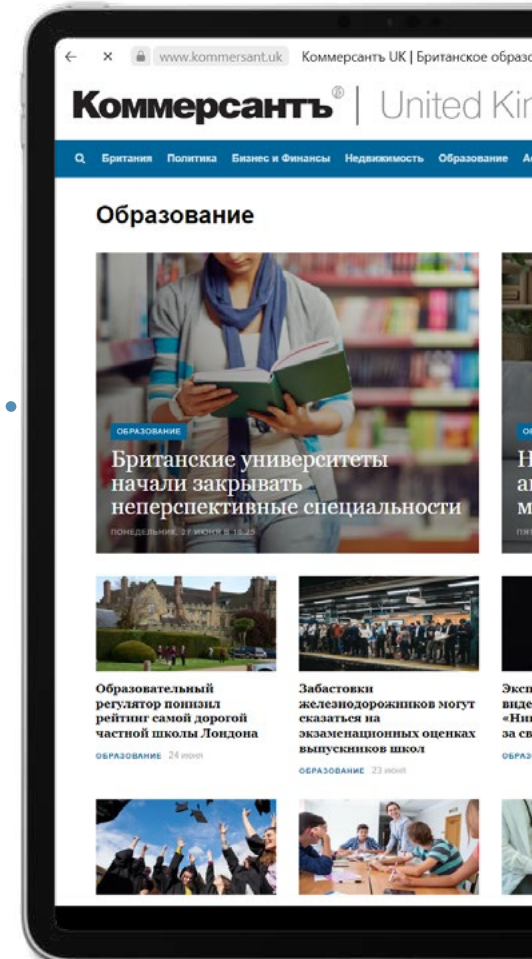
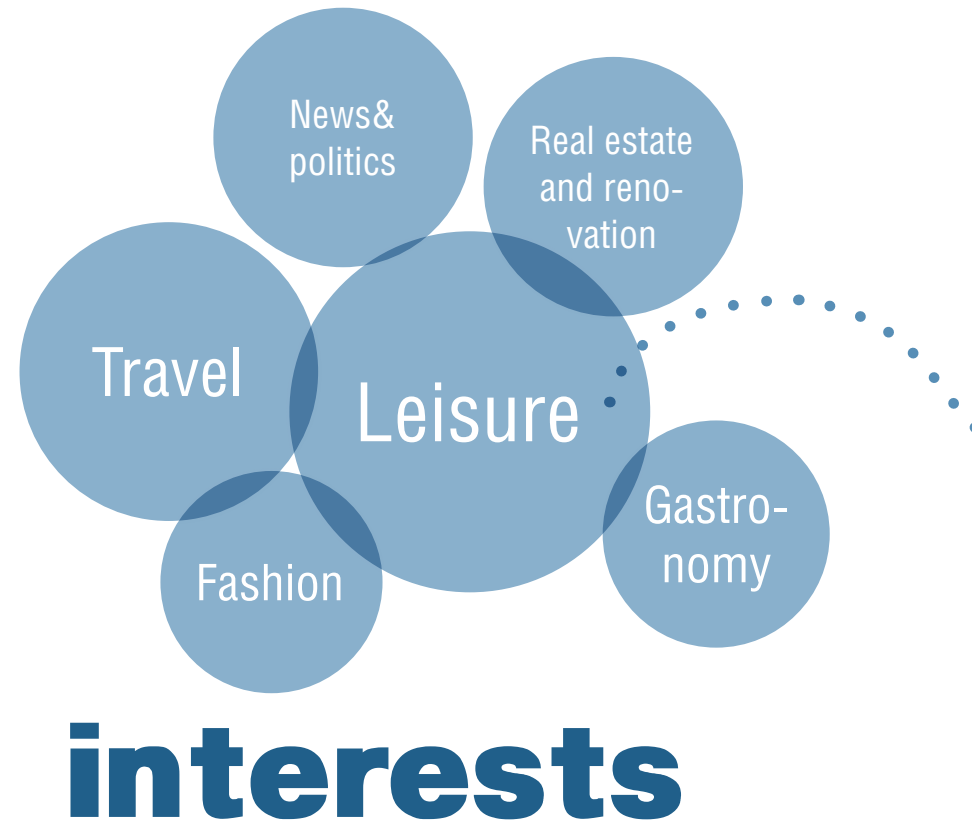
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Our Audience In Detail

origin from

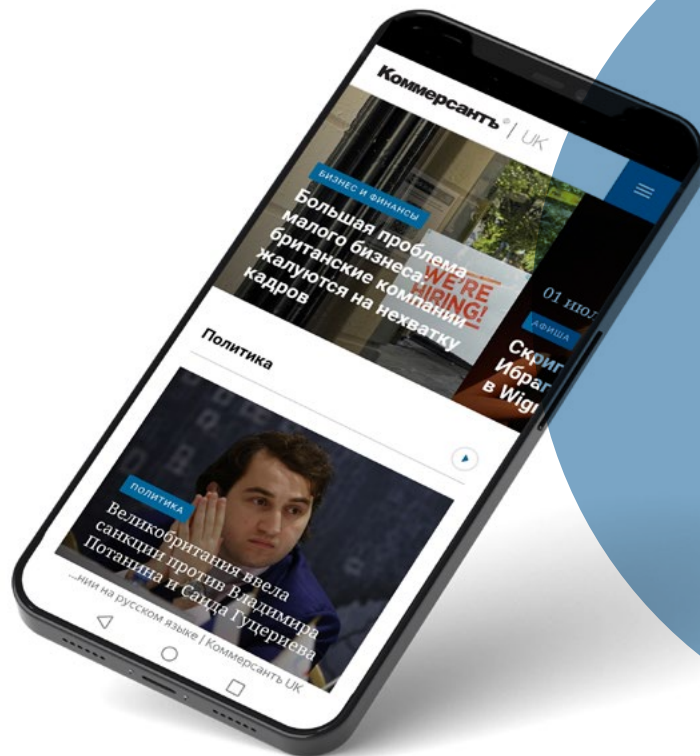
52%	UK
15.8%	Russia
6.25%	Ukraine
2.76%	Norway
1.72%	USA
21.1%	Others



kommersant.uk in numbers

website

1.3
million
visits
annually



143K

2.1K



8.5K



8K

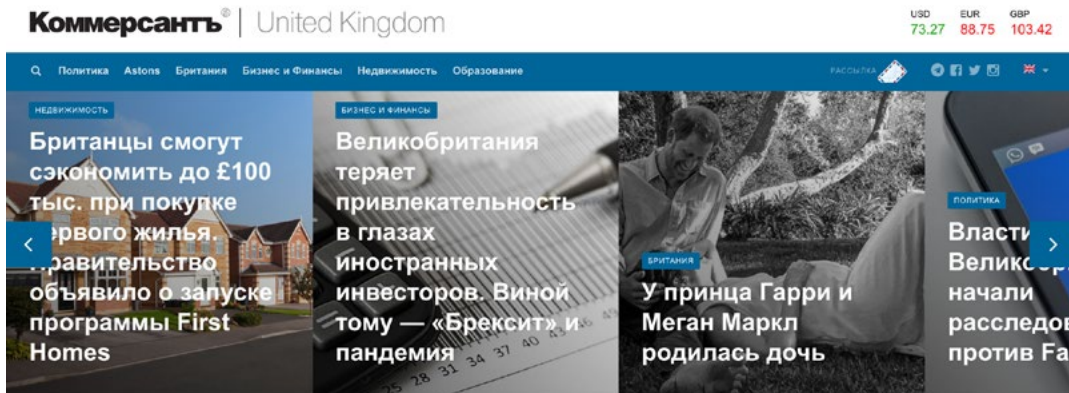


*click on the image
to go to the website*

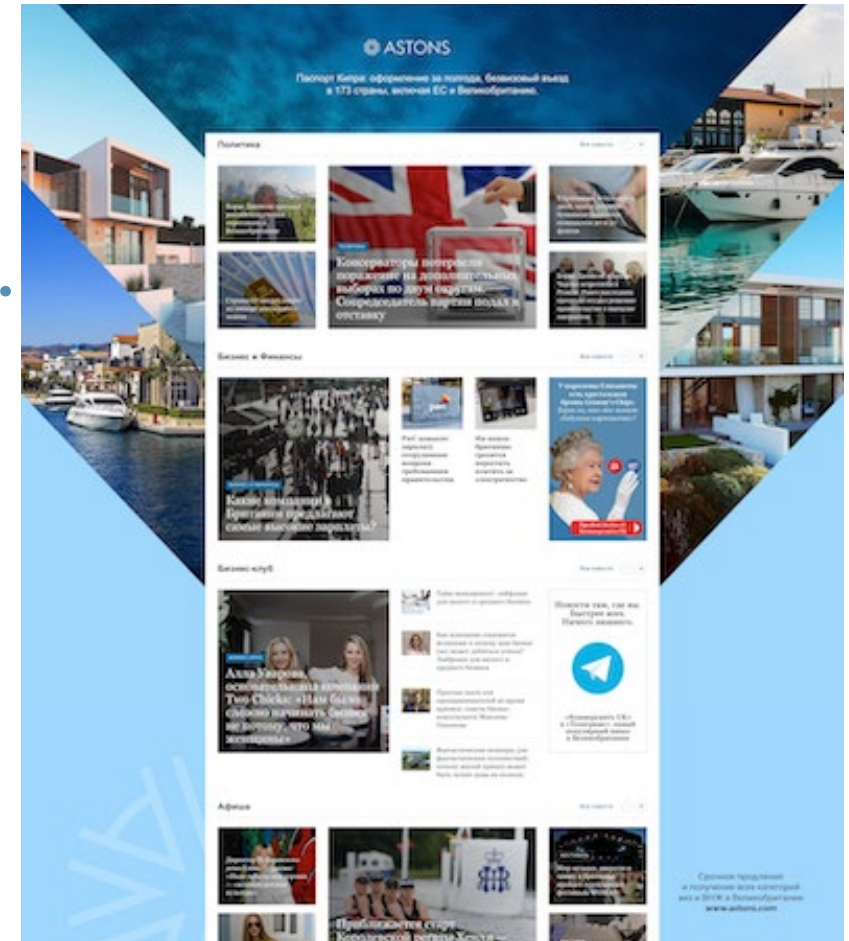
Banner Price List

Top horizontal banner - £500* -800**

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



Section branding - £3,500*



Price List

Article on the website

£2,000*

Description: The most popular and effective way to talk about the brand, business or service in native format. Formats can vary depending on request: how-tos («10 ways to boost your career during the pandemic»), storytelling («Coffeeshop chain got through crisis and doubled its revenue»), case study, etc.
Brand integration: contact information and links below the article.

Interview

£2,200*

Description: This format provides deeper knowledge of the brand, discussing case studies and presenting the company's best. Also useful to develop personal brand and PR goals.
Brand integration: links below the article, sharing the article on LinkedIn

Quiz

£1,800*

Description: This format helps the user to quickly show interest in the topic and interact with the subject by sharing their opinion. Full-size quizzes containing 5-6 questions. There are different content options available: the quiz can contain questions about a specific area of knowledge or experience or invite readers to share their emotional opinion. A quiz be presented in the form of a game with prizes.
Brand integration: a short description before the first question and after the last one. The quiz can be a good solution to show people the brand's selling points or demonstrate its uses.

* VAT excluded



click on the image
to go to the website

Price List

Facebook/ Telegram/ Instagram post

£350*

Description: post on any of our social media platforms, #promo/#partner material
Brand integration: link in the post

Feature in Weekend/ Events section

£400*

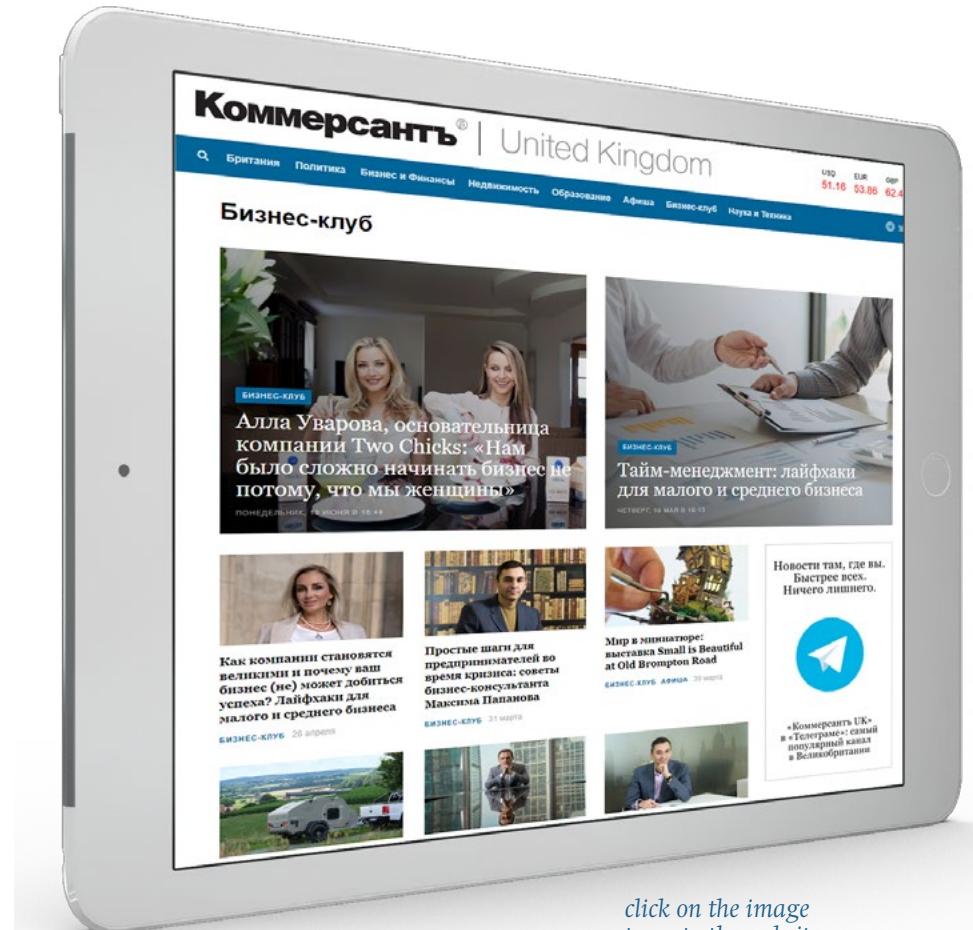
Description: «Event» section on kommersant.uk announces business, cultural, networking and education events in London and other cities within the UK.
Brand integration: link to the website selling tickets, or the information page.

Newsletter integration

£300*

Description: The mailing format assumes a leisurely reading mode. Usually, the newsletter goes out on Thursday or Friday, the quietest days.
Brand integration: a slot in a newsletter may announce an article on kommersant.uk or work as an editorial partnership leading to another source.

* VAT excluded



click on the image
to go to the website

Kommersant media support for online/offline conferences

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

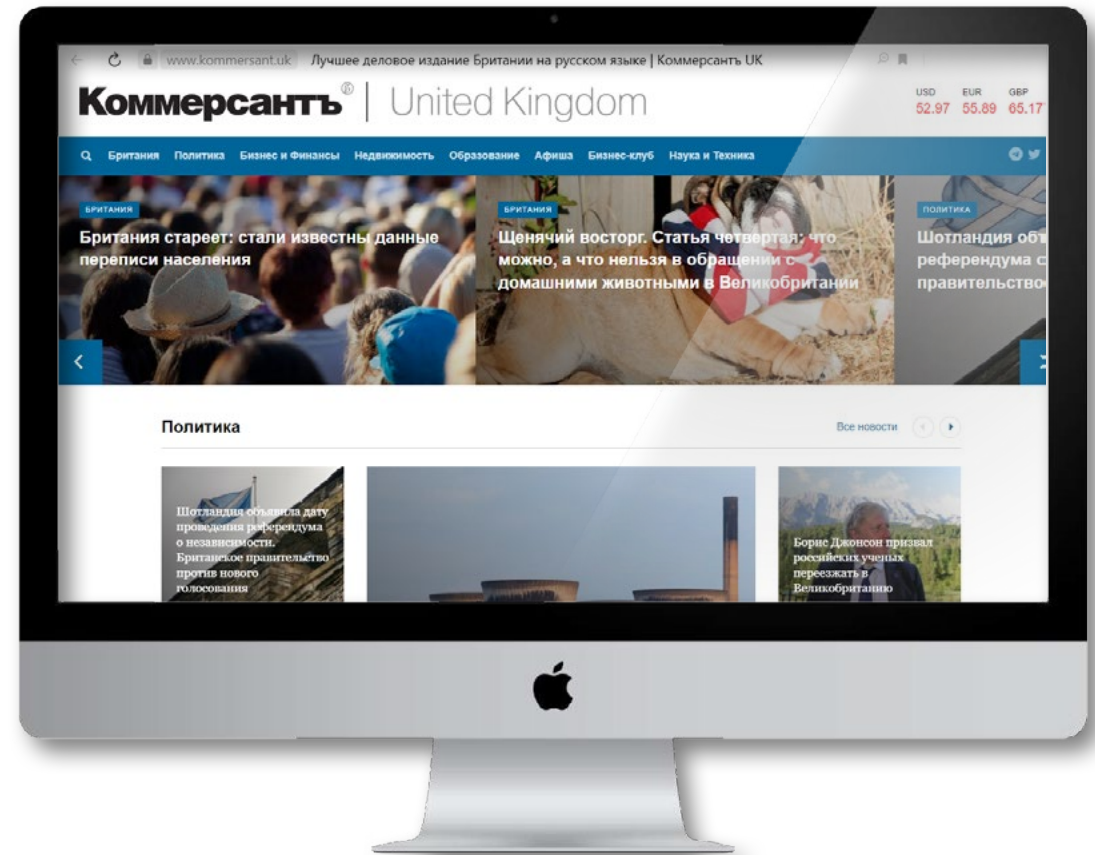
- Creating event topics and discussion points
- Inviting speakers
- Kommersant's Editor-in-Chief session moderating
- Event announcement at kommersant.uk website and in social media (announcement in "Events" section, 2 Facebook posts and 2 Telegram posts)
- Kommersant UK logo as a media partner on the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



£2100

Contact Us

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