

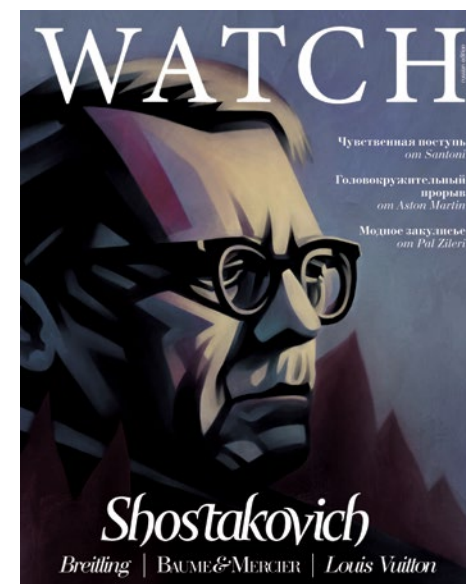
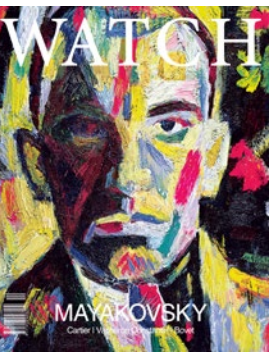


A JOURNAL ABOUT MODERN RUSSIA — FOR THE WORLD AND FOR OURSELVES



# REBOOT-2025

**Watch Russia** has been telling stories about Russian life for nearly 20 years. Initially focused on culture and lifestyle, it has evolved into a broader platform that reflects the face of modern Russia — through art, people, products, services, and everyday realities.



In 2025, the project enters a new phase. With a deeper, more analytical approach, we aim to explore Russia from within. Our mission: to create content equally compelling for both global audiences — partners, tourists, investors — and for Russians who seek a fresh, comprehensive view of their own country, from culture and cuisine to business and regional innovation.

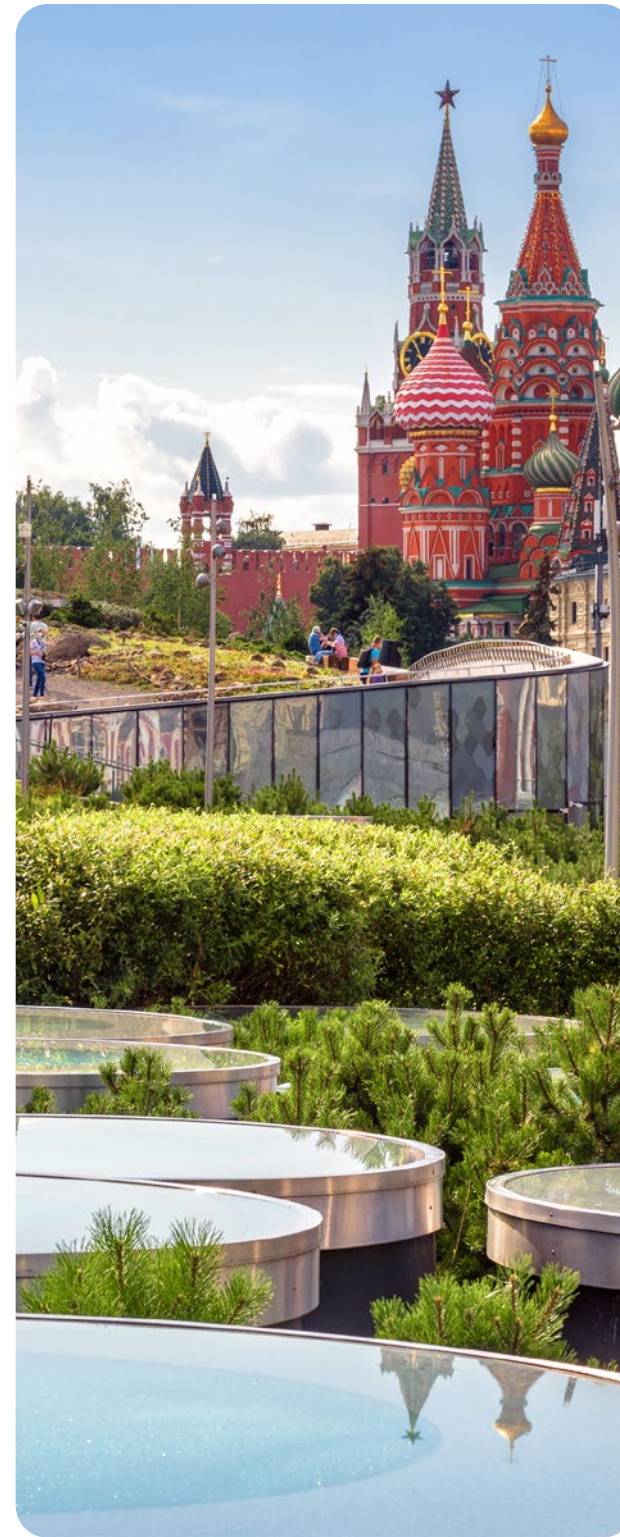
# WATCH RUSSIA



# WHAT WE COVER: PEOPLE, PLACES, PRODUCTS, MEANINGS

**Watch Russia** showcases the Russia that creates:

- Contemporary foods, wines, and sustainable products
- New culinary routes, regional clusters, and cultural venues
- International—standard tourism and hospitality infrastructure
- Services, products, and ideas that matter both locally and globally



## WATCH RUSSIA

We regularly feature **contemporary** artists, designers, craftsmen, creative entrepreneurs, and cultural initiatives.



**For Russian readers:**

A chance to rediscover the country and feel pride in what is being created within its borders.



**For foreign readers:**

A curated guide to a modern, evolving Russia — a place of substance, style, and creativity.



# WHO WE REACH — AND WHY IT MATTERS



Watch Russia is bilingual (Russian and English),  
making it a natural space for dialogue between  
domestic and international audiences.

## WATCH RUSSIA

Our core readership:

- International professionals and partners  
interested in Russia's market, culture, and tourism
- Russian businesses and brands  
aiming to grow and export
- Readers in search of high-quality, authentic,  
and inspiring perspectives on modern Russia





# WHY ADVERTISERS CHOOSE US



**WATCH** RUSSIA — is:

- **Precision targeting** of premium and business-oriented audiences
- **Bilingual format** to engage both domestic and international readers
- **High reader engagement** — our content is consumed thoughtfully, not passively
- A trusted media platform **synonymous with quality, taste, and attention to detail**



Advertising with us means your message appears in a curated, intelligent context — alongside innovative people, ideas, and brands.



# A UNIQUE TWO-IN-ONE FORMAT

## WATCH RUSSIA

Each Watch Russia issue is an almanac composed of two complete editions:

- **Edition One: Genius Loci**

Focus on regions—what is produced, developed, and shaped there. We explore local identity, businesses, culture, and tourism as sources of originality and value.

- **Edition Two: People First**

Focus on creators—entrepreneurs, experts, artisans, thinkers. These stories bring human depth to the regions and projects we've introduced.



### Why it matters:

- Readers gain a full view: **Place + People = Context for Values**
- Partners benefit from flexible content integration — regionally, personally, or by case study

**This structure provides immersive storytelling and holistic coverage of modern Russian life.**



# WHERE WE ARE DISTRIBUTED



Watch Russia reaches high-traffic, high-profile venues, including:



ARARAT PARK HOTEL MOSCOW



Top hotels: Metropol, Ararat Park Hyatt, Radisson, Balchug Kempinski

Premium retail:  
TSUM Moscow  
and other cities

Signature venues:  
Noôdome



Upscale cafés and restaurants: Birds, Ruski, Picnic, Buffalero di Mare, GREMM, Cofemania



S I B E R I A



SPAs and resorts: Arturs SPA Hotel, Siberia SPA (Moscow & St. Petersburg), Grand Chalet Altay

# ADVERTISING INFO & RELEASE SCHEDULE



## 2025 Editions:

Issue I, Edition One: June  
Issue I, Edition Two: August

Issue II, Edition One: October  
Issue II, Edition Two: December

## 2026 Editions:

Issue I, Edition One: February  
Issue I, Edition Two: April

Issue II, Edition One: June  
Issue II, Edition Two: August

Issue III, Edition One: October  
Issue III, Edition Two: December



## Ad Rates (excl. 20% VAT):

Full page (front third)	640,000 rub
Special full page (Editor's word, Contents)	860,000 rub
First spread	1,400,000 rub
Second spread	1,200,000 rub
Double page (spread)	820,000 rub
Inside back cover	900,000 rub
Back cover	1,400,000 rub





# WATCH

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