

**СНОБ.**  
**SNOB.RU**

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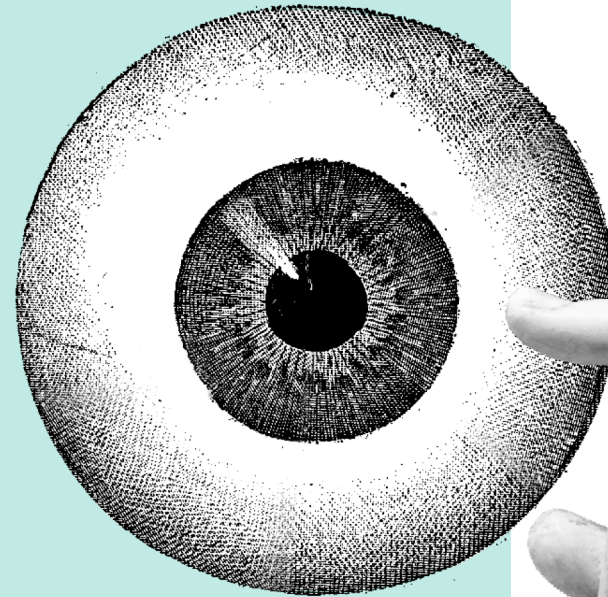
MEDIA ABOUT PEOPLE AND THINGS,  
TRENDS AND CHANGES IN THE WORLD

# ЭНОБ.

## **THE SNOB —**

IS A MEDIA FOR WEALTHY PEOPLE WHOSE INTERESTS INCLUDE PERSONAL, CULTURAL AND BUSINESS DEVELOPMENT.

THEY FOLLOW TRENDS IN CONTEMPORARY ART AND CULTURE, LOOK FOR GASTRONOMIC NOVELTIES, PAY ATTENTION TO HEALTH, TRAVEL FREQUENTLY, PARTICIPATE IN CHARITY WORK, PURCHASE REAL ESTATE, CARS AND ART OBJECTS.



THROUGH COMMON CULTURAL VALUES THE PROJECT HELPS THE BUSINESS COMMUNITY OF MODERN RUSSIA TO FIND NEW MEANINGS AND APPROACHES TO THE FORMATION OF CREATIVE ENVIRONMENT THE REALIZATION OF PROJECTS IN MOSCOW AND OTHER REGIONS OF RUSSIA.



# СНОБ.

## THE SNOB:

### СНОБ.RU

MONTHLY AUDIENCE OF OVER  
2,500,000 PEOPLE

### THE SNOB MAGAZINE

OVER 120,000 PEOPLE READERS

### SOCIAL NETWORKS

OVER 1,000,000 SUBSCRIBERS  
MONTHLY AUDIENCE COVERAGE  
17,000,000 PEOPLE

### THE SNOB CLUB

500+ MEMBERS OF THE CLUB

### ANNUAL "MADE IN RUSSIA" AWARDS

THE AWARD CEREMONY IS COVERED  
BY THE COUNTRY'S LEADING  
PUBLICATIONS

MONTHLY AUDIENCE OF THE  
СНОБ PROJECT:

MORE THAN 20,000,000 PEOPLE

# Эноб.

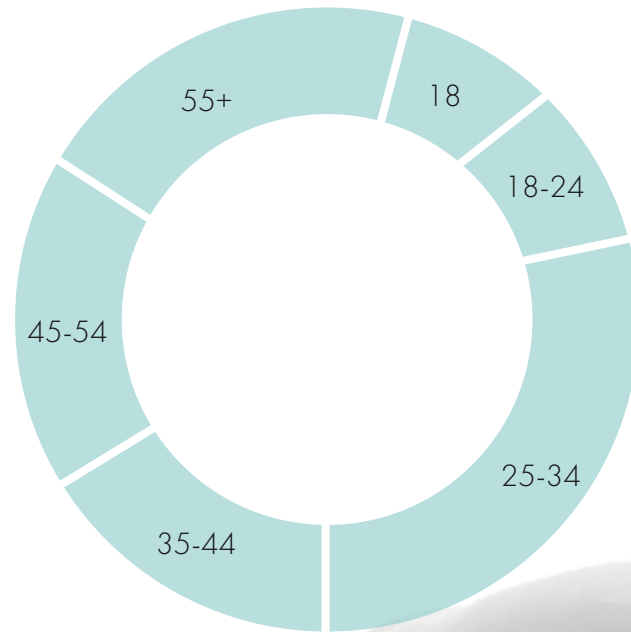
## THE SNOB MEDIA AUDIENCE

### BY AGE:

UNDER 18 **3,4%**  
18-24 **7,6%**  
25-34 **20,5%**  
35-44 **22%**  
45-54 **23,5%**  
OVER 55 **23%**

### BY GENDER

MALE **43 %**  
FEMALE **57 %**





# СНОБ.

## THE SNOB.RU AUDIENCE

### SNOB.RU

**OVER 2,500,000** UNIQUE USERS  
PER MONTH

**OVER 8,000,000** VIEWS PER  
MONTH

### SNOB.RU

#### READERS' INTERESTS:

ENTERTAINMENT AND LEISURE,  
FINANCE, CONSTRUCTION,  
RECREATION AND TRAVEL, CLOTHING,  
SHOES AND ACCESSORIES, BUSINESS,  
CARS, EDUCATION, REAL ESTATE,  
SPORTS, FAMILY AND CHILDREN

# СНОБ.

## THE SNOB.RU AUDIENCE

### OCCUPATION\*

EXECUTIVES	71,1	16,9	197
SPECIALISTS	107,2	25,5	181
OFFICE WORKERS	51,7	12,3	166
WORKMEN	58,5	13,9	76
STUDENTS	28,2	6,7	64
HOUSEKEEPERS	13,0	3,1	97
OTHER UNEMPLOYED	65	76,9	18,3
N/A	13,1	3,1	33

### INCOME\*\*

PREMIUM	7,11%
HIGH	15,39%
ABOVE AVERAGE	24,9%
AVERAGE	31,97%

### VISITORS

### A/I\*\*\*

255%
193%
127%
77%



# СНОБ.

## TRAFFIC SOURCES

**SNOB.RU**

SEARCH ENGINES

**32%**

RECOMMENDATION SYSTEMS

**29,5%**

DIRECT VISITS

**18%**

SOCIAL NETWORKS

**12,5%**

REFERRAL TRAFFIC

**4%**

OTHER

**4%**

# Эноб.











## CITATION RATE

4TH TOP 10 MOST  
CITED MAGAZINE  
MEDIA

3RD TOP 10 MOST  
CITED MAGAZINE  
MEDIA IN SOCIAL  
NETWORKS

### Топ-10 самых цитируемых журналов - август 2023

Медиалогия

Журнал	ИЦ в СМИ
 1. Forbes	858,22
 2. Hello!	14,90
 3. Профиль	11,85
 4. Сноб	11,20
 5. Maria Claire	11,03
 6. 7 Дней	10,04
 7. Караван историй	8,64
 8. The Voice	6,72
 9. Компания	6,25
 10. Эксперт	5,43

### Топ-10 самых цитируемых журналов - август 2023

Медиалогия

Журнал	Гиперссылки в соцмедиа
1. Forbes (forbes.ru)	148 488
2. The Voice (thevoicemag.ru)	83 533
3. Сноб (snob.ru)	69 515
4. Мир фантастики (mirf.ru)	23 492
5. Psychologies (psychologies.ru)	21 562
6. Новый очаг (novochag.ru)	19 157
7. Правила жизни (pravilamag.ru)	18 517
8. Вокруг света (vokrugsveta.ru)	18 113
9. Russian Traveler (rtraveler.ru)	17 275
10. TechInsider (techinsider.ru)	8 917

# ЭНОб.

## SOCIAL MEDIA AUDIENCE



OVER  
**345 K**  
FOLLOWERS

MONTHLY COVERAGE:  
**OVER 2 000 000 PEOPLE**



OVER  
**175 K**  
FOLLOWERS

MONTHLY COVERAGE:  
**OVER 2 000 000 PEOPLE**



OVER  
**45 K**  
FOLLOWERS

MONTHLY COVERAGE:  
**OVER 2 500 000 PEOPLE**



OVER  
**102 K**  
FOLLOWERS

MONTHLY COVERAGE:  
**OVER 10 000 000 PEOPLE**



OVER  
**515 K**  
FOLLOWERS

MONTHLY COVERAGE:  
**OVER 1 900 000 PEOPLE**

\*INTERNAL SOCIAL MEDIA ANALYTICS, JANUARY-JUNE 2023

# ДНОБ.

## What we tell our readers about:

LITERATURE  
CULTURE  
SCIENCE AND  
TECHNOLOGY  
BUSINESS  
PSYCHOLOGY  
MUSIC AND FILM  
INDUSTRY  
TRAVEL

## OUR FLAGSHIP PROJECTS:

### MADE IN RUSSIA AWARDS

A LARGE-SCALE EDITORIAL PROJECT THAT INTRODUCES THE AUDIENCE TO RUSSIAN IDEAS AND PROJECTS, BUSINESSMEN, CULTURAL AND PUBLIC FIGURES WHO SEE THE NEW CONDITIONS AS AN OPPORTUNITY FOR DEVELOPMENT.

### ZOOMER NEWS

A special news video project for the youth audience. Information noise of our days makes it difficult to find a news space that is both objective, positive and relevant for young audiences. Zoomer News aims at broadcasting a positive agenda in the language spoken by Generation Z audiences through dynamic edutaining content. Made in Russia is the umbrella concept for all topics: science and technology, IT, innovation, cinema, festivals, art and fashion, literature, education, sports and cyber sports, digitalisation, business. 3 issues a day, 7 days a week, one issue contains 3 news items, under 3 minutes each.

### ABC OF RUSSIAN CULTURE

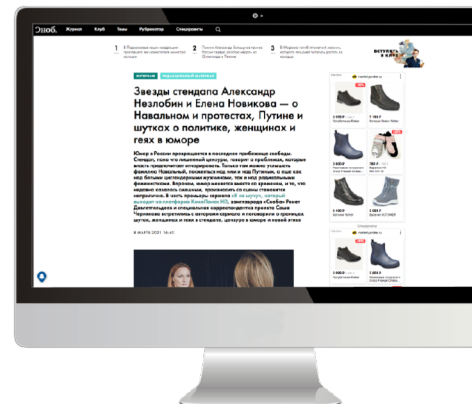
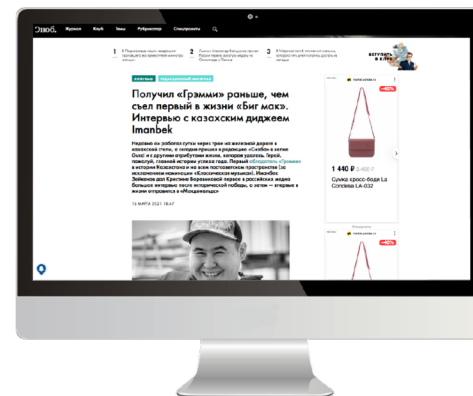
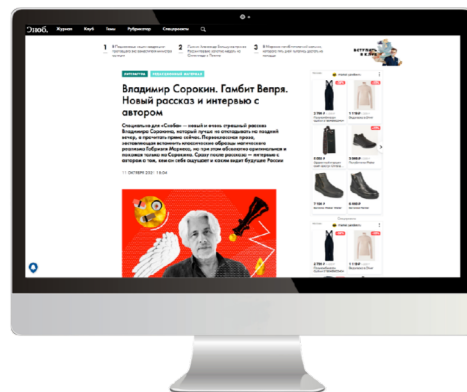
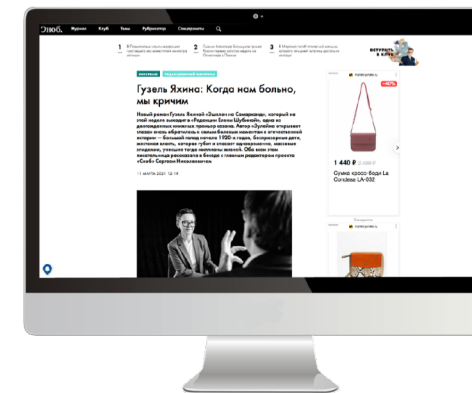
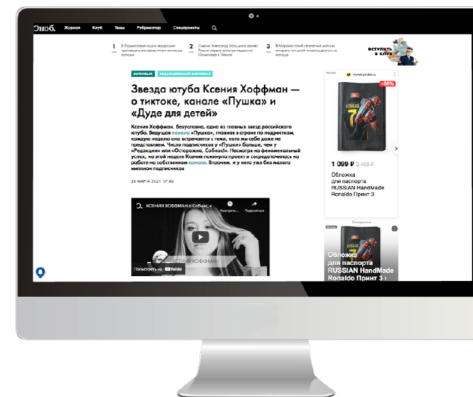
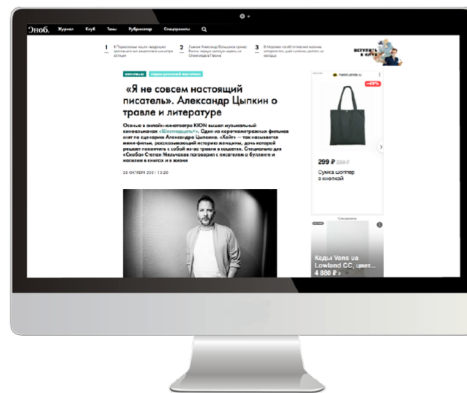
30 SCI-POP VIDEOS ABOUT NAMES, EVENTS AND FACTS SHAPING THE NATIONAL CULTURAL CODE AND DEFINING RUSSIA'S PLACE IN THE MODERN WORLD. ONE LETTER - ONE WORD OR PHRASE UNITING NAMES, WORKS AND TIMES INTO A SINGLE CULTURAL STRATUM. UNCOMMON VISUALS, SIMPLE PRESENTATION AND SHORT TIMING OF THE CLIPS WILL HELP THE VIEWER TO EASILY PLUNGE INTO THE CONTEXT OF RUSSIAN CULTURE. THE TEXT VERSION OF THE PROJECT IS PUBLISHED ON THE WEBSITE.

### I'M GOING TO THE COUNTRY!

A special project about those who have traded money and success in the Moscow for a risky business in the regions. They seem crazy going against the stream of those who seek to conquer the Big City. The tables turn once their businesses start to bear fruits, involve larger groups of locals and change their hometowns. While the project's first two seasons from late 2021 covered a total of 14 heroes, the third season will see the geography expanding from Kaliningrad to Khabarovsk, Vladivostok and Anadyr. Moreover, we'll vary formats adding video materials to texts and photos.

# Эноб. OUR HEROES

TRENDSETTERS, CREATIVE  
AND THINKING PEOPLE  
WHO AREN'T AFRAID TO  
START OVER, TAKE  
RESPONSIBILITY, SENSE  
THE CHANGES AND  
CHANGE,  
FUNDAMENTALLY  
REMAINING THEMSELVES.





ЭНОБ.

## WHAT OUR READERS VALUE US FOR:

HIGH LEVEL OF EXPERTISE

TRANSPARENCY AND  
INFORMATION RELIABILITY

HIGH-QUALITY MATERIALS

TRUSTED AUTHORS

BEAUTIFUL  
PHOTOGRAPHY

INTERACTIVITY

NO CLICKBAIT  
HEADLINES





СНОБ.

ANNUAL MADE IN RUSSIA

AWARDS BY THE SNOB

since 2012

## **WE FOCUS ON:**

SUPPORTING COMPATRIOTS WHO SEARCH NEW OPPORTUNITIES IN THE SCIENTIFIC, SOCIAL, ENTREPRENEURIAL AND CULTURAL LIFE OF THE COUNTRY.

## **WE AIM AT**

HIGHLIGHTING THOSE WHO LIVES IN RUSSIA AND KEEPS ON LOOKING FOR NEW OPPORTUNITIES IN COMPLICATED CONDITIONS. THESE PEOPLE NOT ONLY MAKE CREATIVE AND SCIENTIFIC DISCOVERIES AND RUN BUSINESSES, BUT ALSO HELP US STAY POSITIVE AND CONFIDENT IN THE FUTURE. WE WANT TO INTRODUCE THEM TO OUR READERS IN ORDER TO DISCOVER AN ENTERPRISING AND CREATIVE RUSSIA, LOOKING FORWARD TO THE FUTURE. THE AWARD CEREMONY IS HELD ANNUALLY IN NOVEMBER, WITH MORE THAN 30 MEDIA COVERING THE EVENT.

## **NOMINATIONS OF 2023:**

### **FILM, TV SERIES AND ANIMATION/FOCUS OF ATTENTION**

URBAN ENVIRONMENT / HABITAT

### **FASHION / FORM CONTENT**

SCIENCE AND TECHNOLOGY / SEEKERS

### **ENOGASTRONOMY / TO TASTE AND COLOR**

### **ALCOHOL / DEGREES OF QUALITY**

TRAVEL / IN RUSSIA WITH LOVE

### **TEXT / TO ONESELF AND ALOUD**

THEATRE / PLACE OF ACTION

MUSIC / SELF-MADE MUSICIAN

SOCIETY / MAN TO MAN



ANNUAL MADE IN RUSSIA

AWARDS BY THE SNOB 2022:

[HTTPS://VK.COM/VIDEO-17760452\\_456242847](https://vk.com/video-17760452_456242847)

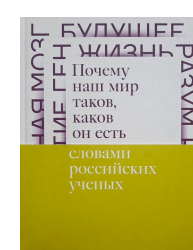
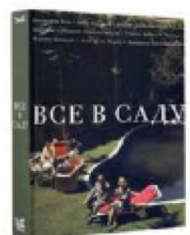
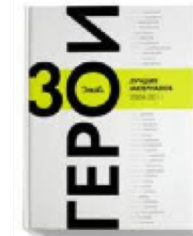
# Эноб.

## BOOKS

“ SNOB ” HAS A SPECIAL FOCUS ON CONTEMPORARY LITERATURE AND FICTION. EACH ISSUE OF THE MAGAZINE FEATURES PREVIOUSLY UNPUBLISHED OR SPECIALLY WRITTEN WORKS FOR THE ISSUE IN THE “ LITERATURE ” SECTION.

THE AUTHORS ARE LEADING RUSSIAN AND FOREIGN WRITERS: MICHAEL CUNNINGHAM, FREDERIC BEIGBEDER, JONATHAN FRANZEN, TATIANA TOLSTAYA, MIKHAIL SHISHKIN, LUDMILA ULITSKAYA, VIKTORIA TOKAREVA, VLADIMIR SOROKIN, EVGENY VODOLAZKIN, ALLA DEMIDOVA, ALEXANDER KABAКOV, LUDMILA PETRUSHEVSKAYA. КНИГИ

THE PUBLICATIONS IN THE MAGAZINE, SUPPLEMENTED WITH NEW ORIGINAL TEXTS AND ILLUSTRATIONS, ARE THEN COLLECTED AND PUBLISHED AS SPECIAL BOOK EDITIONS THAT LATER BECOME BESTSELLERS.





# THE SNOB MAGAZINE

THE SNOB MAGAZINE  
INTELLECTUAL PUBLICATION FOR  
LITERARY GOURMETS AND  
AESTHETES WHO PREFER TO ENJOY  
THOUGHTFUL AND THOROUGH  
READING.

**PERIODICITY: 2  
TIMES A YEAR  
(JUNE, DECEMBER)**

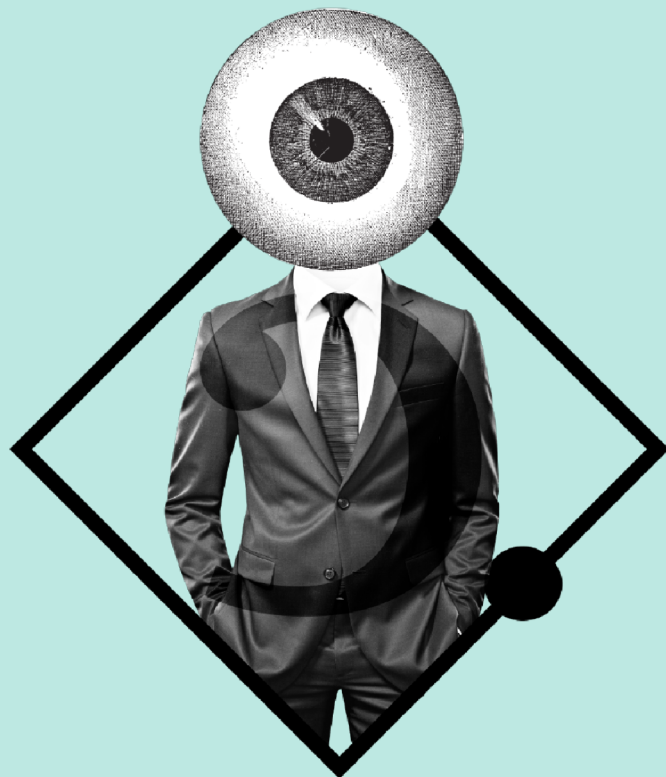
**FORMAT:  
ANTHOLOGY.**

**PRINT RUN: 35,000  
COPIES**

**DISTRIBUTION IN  
RUSSIA: SPIEF  
SITES, PREMIUM  
RETAIL CHAINS,  
AIRPORTS,  
BOOKSTORES,  
OWN ONLINE  
SHOP**



## CLOSED INTELLECTUAL COMMUNITY



## СНОБ. THE SNOB CLUB

THE SNOB CLUB MEMBERS HOLD DISCUSSIONS ON THE WEBSITE, PUBLISH THEIR OWN TEXTS ON A PAR WITH THE COUNTRY'S LEADING JOURNALISTS AND NEWSMAKERS, SHARE THEIR EXPERIENCES, FIND BUSINESS PARTNERS, ATTEND PRIVATE MEETINGS AND EVENTS ORGANIZED EXCLUSIVELY FOR THEM, AS WELL AS EVENTS MADE BY PROJECT PARTNERS, AND ENJOY A PROGRAMME OF PRIVILEGES.

ONE CAN BECOME A MEMBER OF THE CLUB UPON INVITATION OF THE EDITORIAL OFFICE OR BY SUBSCRIBING TO THE MEMBERSHIP PROGRAMME.

## WHO ARE MEMBERS OF THE SNOB CLUB?

ENTREPRENEURS, SMALL AND MEDIUM-SIZED BUSINESS OWNERS, MIDDLE AND TOP MANAGERS.

PEOPLE WHO ARE IN THE CULTURAL AGENDA - THEY ARE KEEN THEATER AND MUSEUM GOERS, CONNOISSEURS OF FINE DINING, PASSIONATE TRAVELERS, TREND FOLLOWERS, ATHLETES AND ACTIVE MEMBERS OF SOCIETY.

# СНОБ.

## ADVERTISER'S OPTIONS

### **A SPECIAL PROJECT ON SNOB.RU:**

A SERIES OF MATERIALS

MEDIA ANNOUNCEMENT  
ON SNOB.RU (BANNERS)

CONTENT-  
PERFORMANCE

EDITORIAL  
ANNOUNCEMENT  
(PUTTING THE PROJECT  
SQUARES ON THE  
HOMEPAGE)

CONCEPT AND DESIGN  
DEVELOPMENT FOR PROJECT  
ANNOUNCEMENT ON  
INSTAGRAM (INTERACTIVE STORY)

POSTS  
IN SOCIAL NETWORKS

EXAMPLE:  
PROJECT FOR GENOTEK  
<https://snob.ru/literature/obychnyj/>  
[HTTPS://SNOB.RU/LITERATURE/PODAROK](https://snob.ru/literature/podarok/)  
/  
[HTTPS://SNOB.RU/LITERATURE/NEISPRAVI  
MYJ/](https://snob.ru/literature/neispravi-myj/)



**СНОБ.**

## ADVERTISER'S OPTIONS

A SPECIAL PROJECT  
FOR PLACEMENT ONLY  
IN SOCIAL NETWORKS UNDER

THE BRAND THE SNOB:

CONCEPT CREATION  
POSTS MAKING  
DESIGN  
PROMOTION

MEDIA  
PLACEMENTS:

BANNERS

DRAG BANNERS

EVENT SPONSORSHIP:

INTEGRATION INTO OFF-  
LINE SNOB CLUB

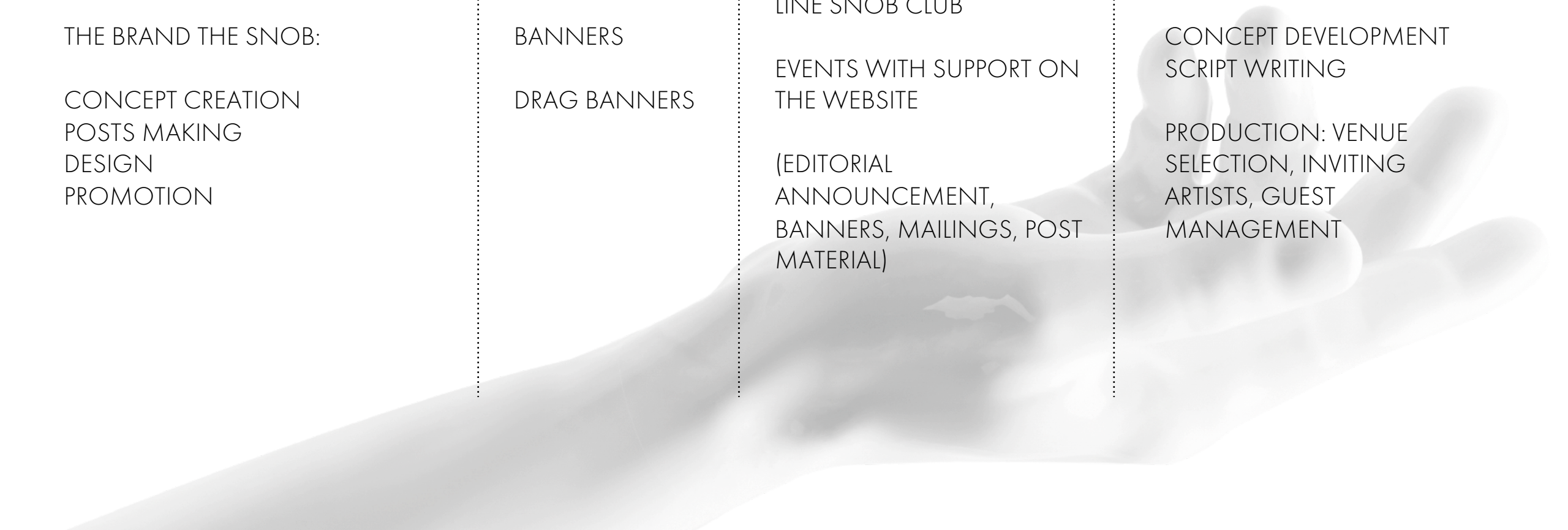
EVENTS WITH SUPPORT ON  
THE WEBSITE

(EDITORIAL  
ANNOUNCEMENT,  
BANNERS, MAILINGS, POST  
MATERIAL)

TURNKEY ORGANISATION  
AND EXECUTION OF  
EVENTS FOR THE CLIENT:

CONCEPT DEVELOPMENT  
SCRIPT WRITING

PRODUCTION: VENUE  
SELECTION, INVITING  
ARTISTS, GUEST  
MANAGEMENT





**СНОБ.**

## ADVERTISER'S OPTIONS

ORGANIZING AND  
CONDUCTING OF ONLINE  
DISCUSSIONS AND LECTURES  
USING ALL THE POSSIBILITIES OF  
THE SNOB PROJECT

CREATION OF ADVERTISING  
CAMPAIGNS FOR THE CLIENT:  
CONCEPTION  
INVITING HEROES  
TEXT/AUDIO/VIDEO CONTENT  
CREATION

TURNKEY MEDIA CREATION FOR  
THE CLIENT / SPECIAL PUBLISHING  
PROJECTS

**Эноб.**