

SYMBOL

the

O F I N F U E N C E



SYMBOL^{the}

*Fashion, beauty
and lifestyle media,
created by the
Harper's Bazaar team*

The SYMBOL is a lifestyle media created by a team of experienced professionals.

We believe that fashion is a symbol of the spirit of the time. Our objective is to provide comprehensive coverage of this sector through the lens of social agenda, culture, and art, underpinned by our long-term visionary expertise.

We have established and will continue to expand a community of individuals who share our passion for fashion and social progress. This community is interested in exploring not only the latest fashion trends but also the processes shaping society, strategies for enhancing quality of life, and contemporary role models worthy of admiration.

«*PEOPLE, THINGS, EVENTS,*
THAT BECOME
SYMBOLS OF TIME»

Daria Khalfina

EDITOR-IN-CHIEF



BEAUTY

- ▶ News
- ▶ Trends
- ▶ Expert Materials



FASHION

- ▶ Experts's Analytics
- ▶ Author Columns from Opinion Leaders
- ▶ Trends & Product Selections
- ▶ Jewelry & Watches
- ▶ Edutainment (content that combines educational and entertainment elements)



CULTURE

- ▶ Interviews with Cultural Figures
- ▶ Author's Digests
- ▶ Announcements of Major Cultural Events

HEROES

- ▶ Symbols of Time
- ▶ Red Carpet
- ▶ Legendary Figures



LIFESTYLE

- ▶ Travel
- ▶ Real Estate
- ▶ Psychology
- ▶ Business & Finance
- ▶ Design & Technology



www.thesymbol.ru



Follow the link
to the material
on the website

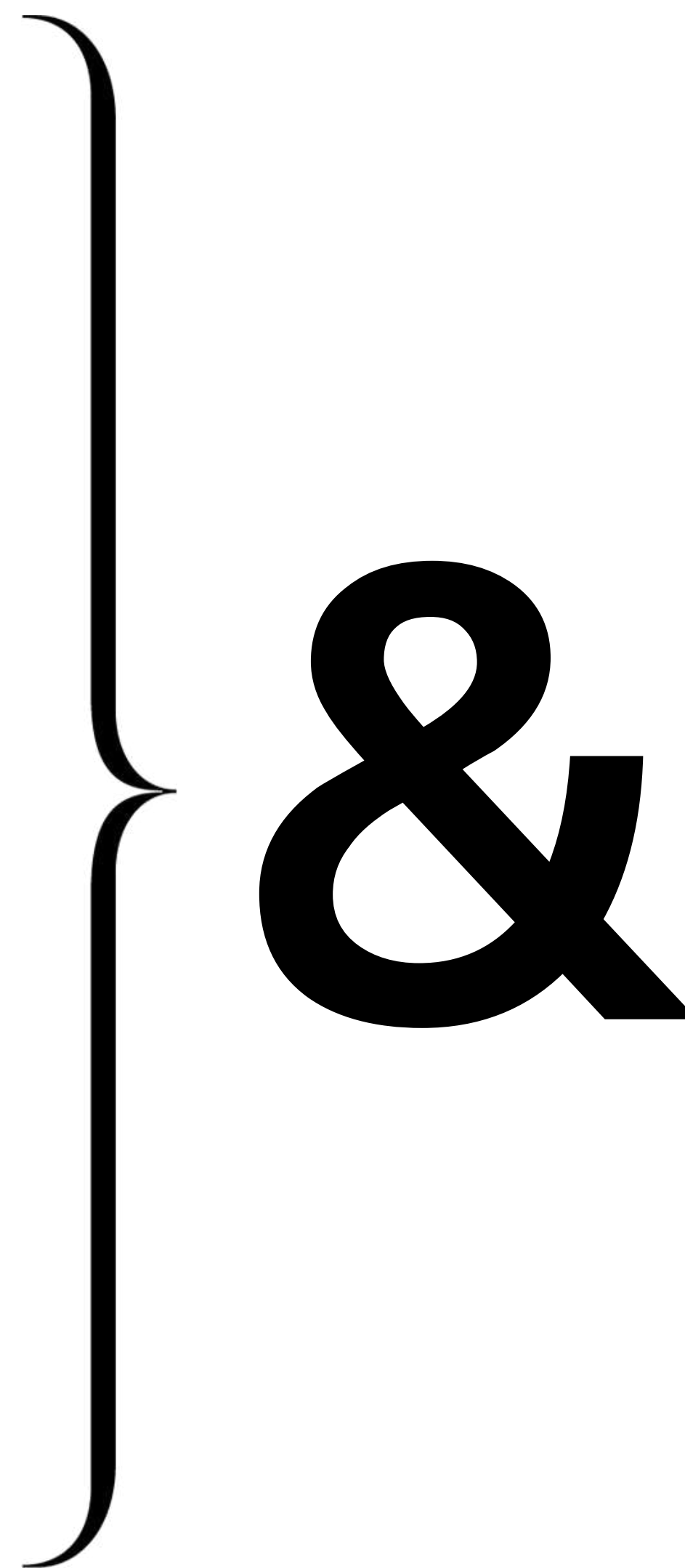
3.1
mln. unique users/month

16.7
mln. visits/month

2.4
min. average time on site

2.8
pgs. visit depth

75%
viewability



SOCIAL NETWORKS

TELEGRAM
VKontakte
ZEN
INSTAGRAM*

> **400**_K
subscribers

3.5_{MLN.}
total audience



GENDER

FEMALE **78%**
MALE **22%**

AGE

25-54 **64%**

INCOME

CC + **40%**

EDUCATION

HIGHER **76%**

SOCIAL STATUS

BUSINESS OWNERS,
TOP MANAGERS **39%**



Modern women who have achieved success in their careers or businesses.

They actively follow current trends in fashion, wellness, and culture.

They prioritize their physical and mental well-being.

They are committed to enhancing their quality of life.

They travel frequently, engage in hobbies, seek new knowledge, and continuously broaden their horizons.

CLOTHES, SHOES, ACCESSORIES **399**

JEWELRY **338**

BEAUTY & HEALTH **254**

INTERIOR DESIGN **441**

REAL ESTATE **170**
Premium **194**

FITNESS **296**

FINANCE **210**

ADDITIONAL EDUCATION **205**

STUDY ABROAD **308**

HOUSEHOLD APPLIANCES **180**

*Affinity Index
is an effective tool that
allows for a deeper understanding
of the connection with the brand's
target audience. A score of more
than 100 indicates high interest from
the target audience and effectiveness
in choosing The Symbol brand
for promotion with maximum
commercial effect.*



desktop

BILLBOARD

first screen + all pages

BANNER 300 X 600

first screen / in content

WEBSITE BRANDING

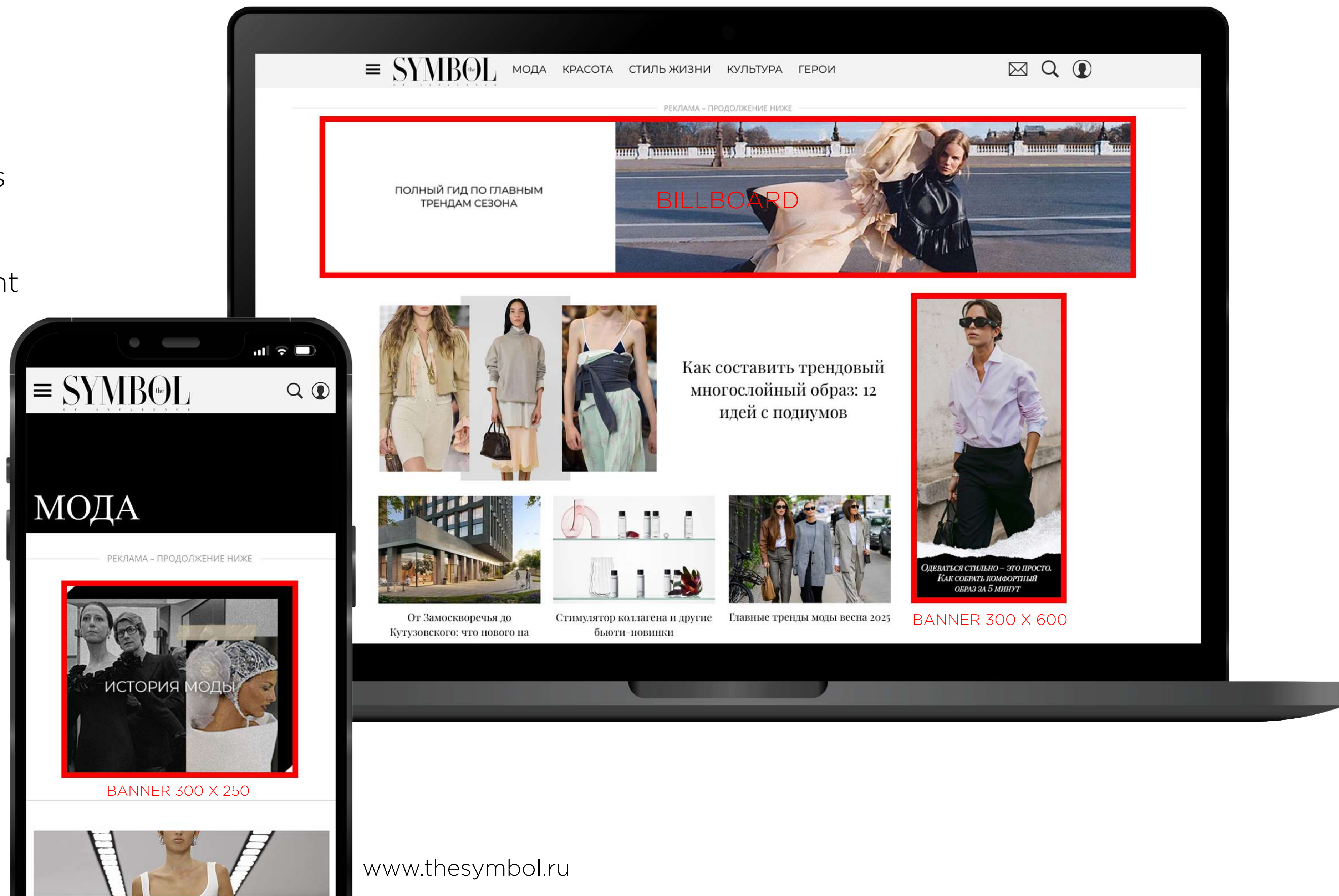
mobile

BILLBOARD

BANNER 300 X 250

FULL SCREEN

PARALLAX



INTERACTIVE LAYOUT

КНОКНЛОМА



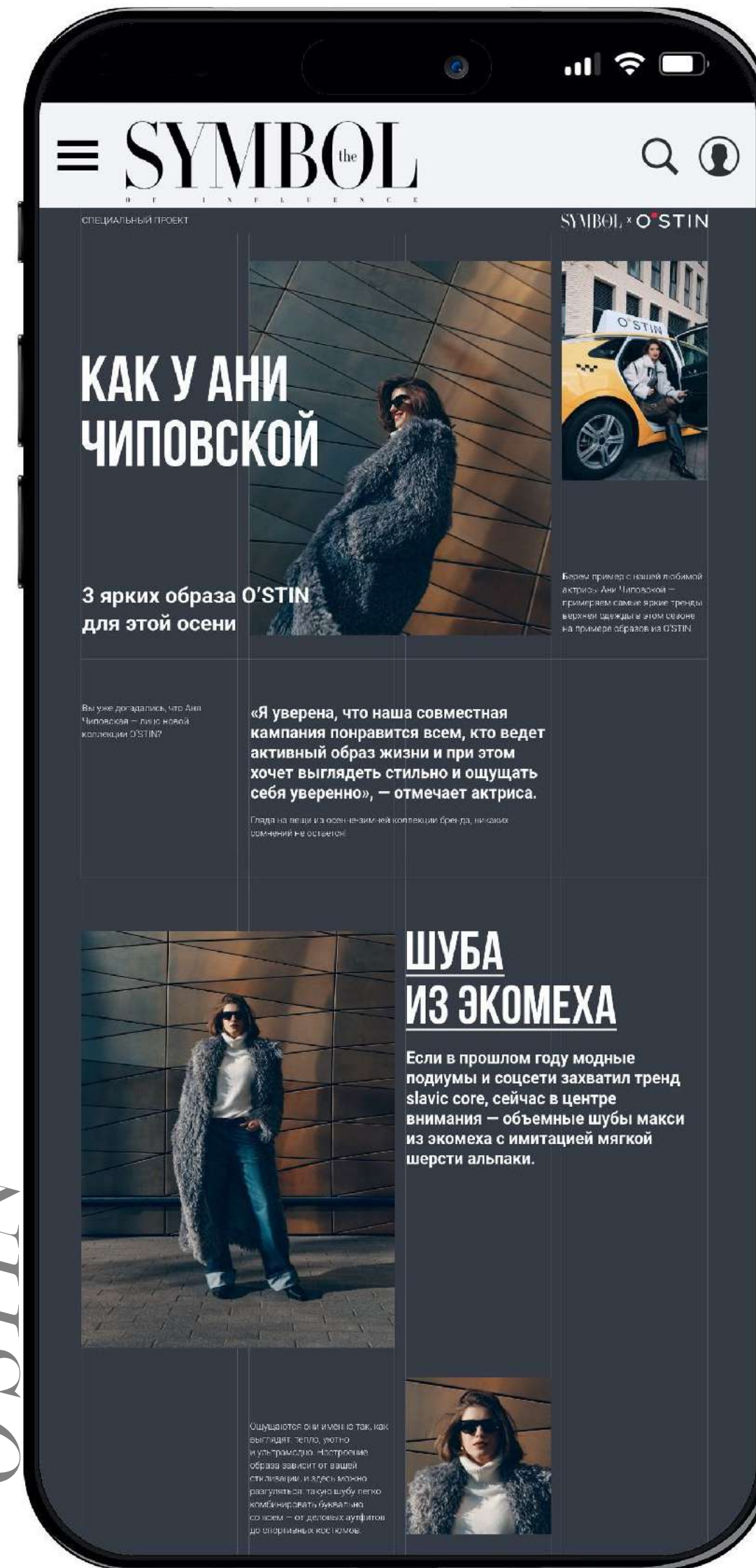
ON WEBSITE

NO ONE



ON WEBSITE

O'STIN



ON WEBSITE

INTERACTIVE LAYOUT

INTERACTIVE LAYOUT

AUCHAN



ON WEBSITE

FORMA



ON WEBSITE

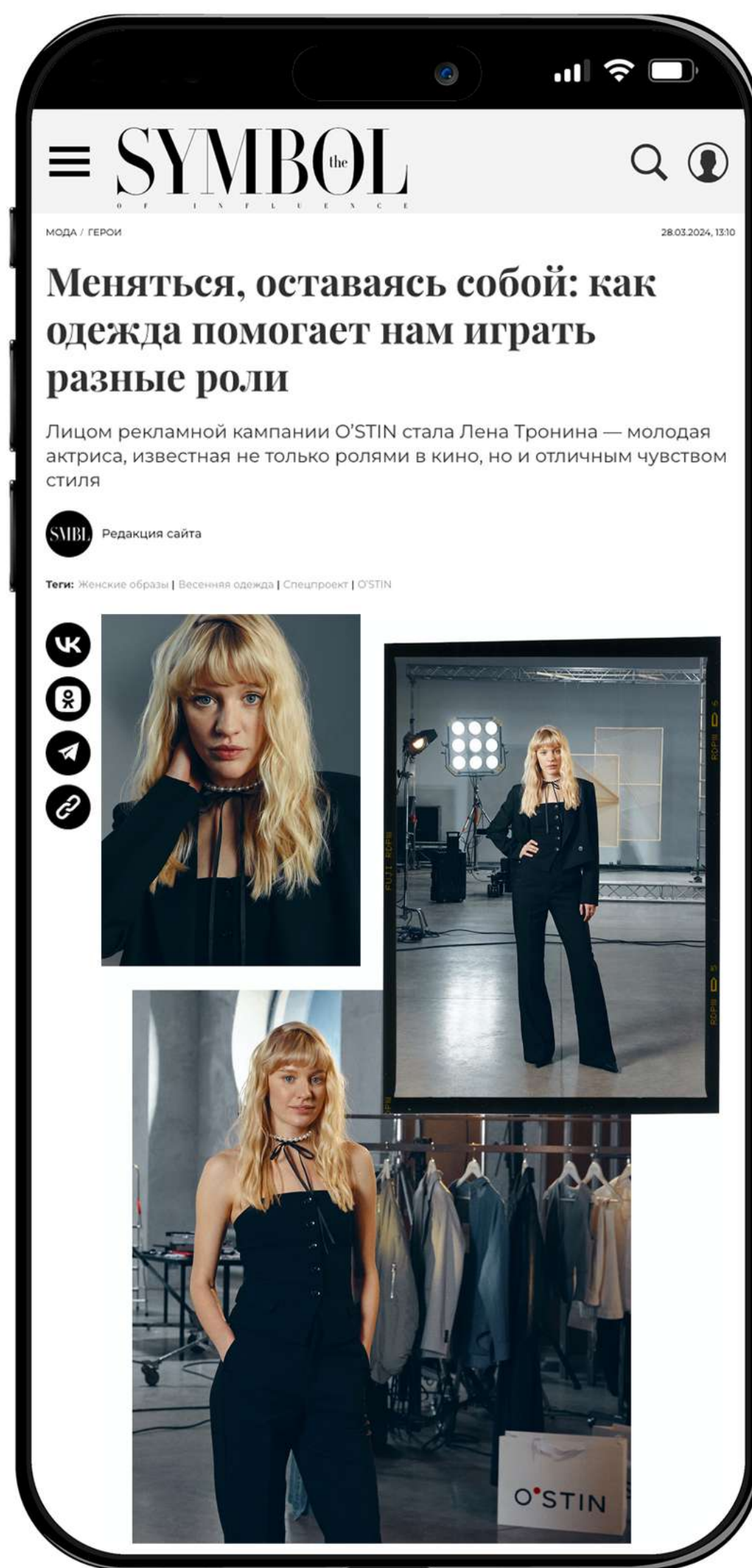
The SYMBOL



ON WEBSITE

INTERACTIVE LAYOUT





ON WEBSITE

ON WEBSITE



Равшана Куркова стала первым
амбассадором бренда OLOLOL

ON WEBSITE



Ювелирный гороскоп: какое
украшение подойдет вашему знаку

ON WEBSITE



Выбираем свое настроение:
капсула-конструктор от belle you

ON WEBSITE



Не просто часы: как L'Duchen
объединяют непревзойденное
швейцарское качество и
современные тенденции

Part of the media holding company

INDEPENDENT MEDIA

General Director
NATALIA VESNINA

www.imedia.ru

Publisher
OLGA VETROVA
o.vetrova@imedia.ru

Editor-in-chief
DARIA KHALFINA
d.khalfina@imedia.ru

ADVERTISING DEPARTMENT

JULIA NEMTSOVA
j.nemtsova@imedia.ru

SVETLANA DMITRIEVA
s.dmitrieva@imedia.ru

IRINA RAGULINA
i.ragulina@imedia.ru

KHRISTINA GATAULLINA
k.gataullina@imedia.ru

Marketing Director
SVETLANA EVSTIGNEEVA
s.evstigneeva@imedia.ru