

SEX — *DEAL*

mediakit 2020

AT FIRST SIGHT



**SPORT
EXPRESS**

SEx PROFILE

who we are
mediakit 2020



SPORT-EXPRESS

Age: 28

Date of birth: 14.08.1991



**EXCLUSIVELY REPRESENTS RUSSIA
IN EUROPEAN SPORTS MEDIA** +

Family:



media



>1500 000

Subscribers in social media

THEY WANT (TO READ) US

*who we are
mediakit 2020*

1 000 000
READERS PER DAY

DIGITAL



Visitors per month | Views
11 584 000 | **82 250 000**

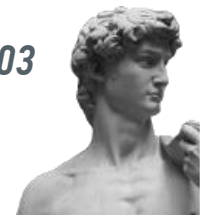
PRINT



Single issue readership | Half-year audience
415 000 | **3 541 000**

Digital: Liveinternet, November 2019

Print: NRS-Russia (16+), December 2018 — April 2019



85%

***OF SPORT EXPRESS AUDIENCE REGULARLY
READ BUSINESS RESOURCES***

Vedomosti.ru



RBC.ru



Kommersant.ru



Gazeta.ru

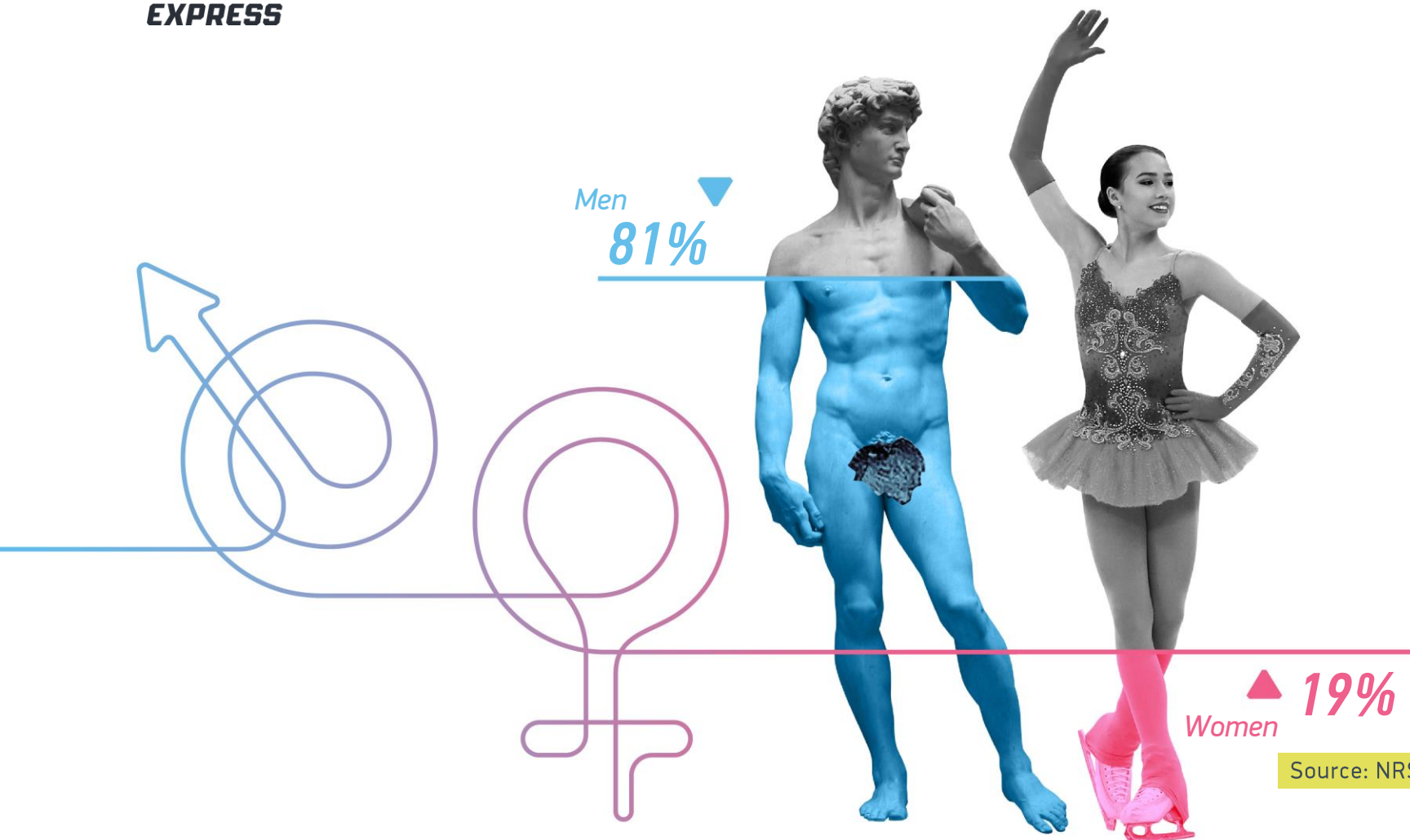


Lenta.ru



WHO LOVES OUR NEWSPAPER

who we are
mediakit 2020



16—34 y.o.
45%

35—54 y.o.
40%

Source: NRS-Russia (16+), December 2018 — April 2019



WHO LOVES OUR WEBSITE

who we are
mediakit 2020

64%
Men

36%
Women



< 24 y.o.
9%

25—34 y.o.
23%

35—44 y.o.
24%

45—54 y.o.
21%

55+ y.o.
24%

Gender: Mediascope, Web-Index, March-May 2019

Age: Yandex.Radar, September 2019



WHO IS BIGGER

who we are
mediakit 2020

MATCHTV.RU
1715

CHAMPIONAT.COM
3798

SPORTBOX.RU
2263

SPORT-EXPRESS.RU
2586

Source: Mediascope (October 2019, Russia, 0+), persons per month, 000





CONTENT IS KING

>250
MATERIALS PER DAY

POLLS

Your opinion is valuable



PHOTO

Emotions from epicenter of action



NEWS

Hot and current



INSIDES

From trustworthy sources



STATISTICS

Online



INTERVIEWS

Exclusive with champions,
politicians, celebrities



LIVE STREAMS

In Sport-express studio with experts
and VIPs



ANALYTICS

By leading sport experts



who we are
mediakit 2020





THEY COPY US!

who we are
mediakit 2020

13015 THE MOST INFLUENTIAL
SOURCE OF SPORTS INFO
IN RUSSIA

SPORT24.RU

12630

MATCH.TV

7901

CHAMPIONAT.COM

10454

RSPORT.RIA.RU

6409

Source: Medialogia, Citation Index, 2019

09





VIP

REGULAR SPEAKERS AND GUESTS



Leonid Slutsky
Ex-head Coach of Vityess FC



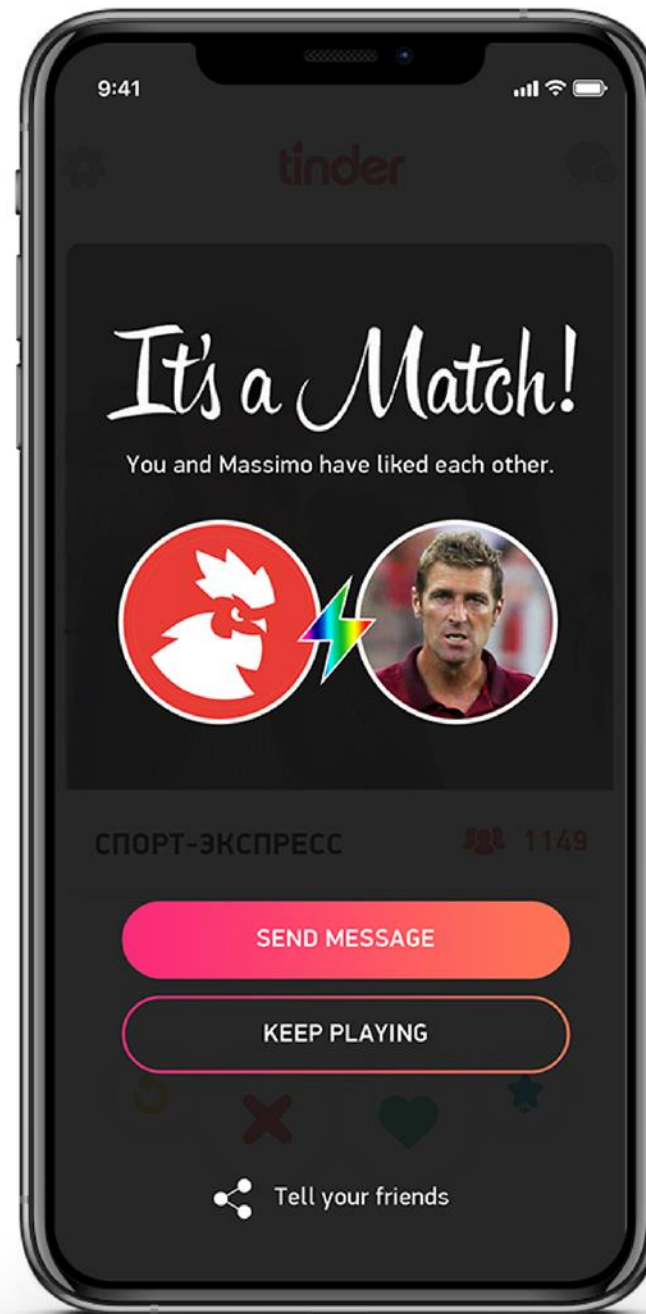
Special Guest



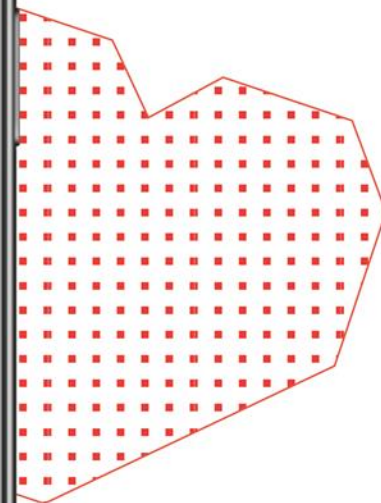
Stanislav Cherchesov
Head coach of National Team



Sergey Karjakin
Chess grandmaster



who we are
mediakit 2020





WE'VE RELAUNCHED

14 AUGUST 2019

who we are
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NEW DESIGN
OF ALL THE PLATFORMS
AND EVEN MORE
POWERFUL AD FORMATS



WE CAN DO ANYTHING

what *we can do*
mediakit 2020

ADVERTORIALS

**ORIGINAL
MATERIALS**

MEDIA FORMATS

**VIDEO
PRODUCTION**

**CELEBRITY
MANAGEMENT**

SPECIAL PROJECTS

YOUTUBE CHANNEL

PODCASTS





... ON DIFFERENT PLATFORMS

what we can do
mediakit 2020

mobile
39%



desktop
61%



 VKontakte
/sportexpress
627 745

 Facebook
/SportExpressNews
384 000

 Twitter
/sportexpress
229 000

 YouTube channel
Sportexpress
60 000

 Ok.ru
/Sportexpress
143 000

 instagram
/sport_express
89 000

Source: «Yandex. Metrics», June 2019





SEx IS IN THE AIR

what we can do
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ABOARD AEROFLOT FLIGHTS



DOMENICO TEDESCO COVER

- Mentions in Spartak FC Youtube live
- Over 50 mentions in digital media
- Mentions in TV
- Over 1000 mentions in personal media



**COVER WITH
EXCLUSIVE
PHOTO OF ARTEM
DZYUBA**



SAFE SEx

**WE ARE FINE
WITH PIXELS
AND CODES**



**FOR THIRD-PARTY
AUDIT**



what we can do
mediakit 2020

1 0 1 1
1 0 0 1
0 0 1 1
1 1 0 0
0 0 1 1
0 1 0 0
1 0 0 1
0 1 1 0
1 1 0 0
0 1 1 1
1 0 0 0
0 1 1
0 1
1

CHAMPIONS OF OUR HEARTS

Dmitry Simonov

Winner of the State Duma and the sport committee award, the best young journalist



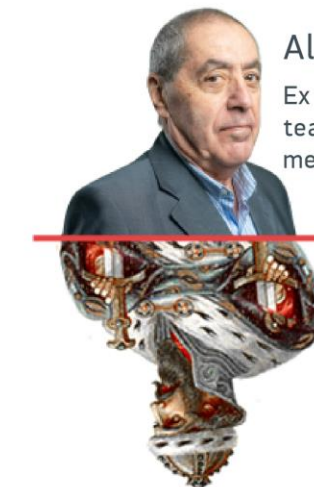
Alena Grebenkova

Ice hockey journalist
Rabiner school graduate
>16 000 Instagram followers



Alexander Bobrov

The only professional expert in soccer refereeing in Russia



Alexander Lvov

Ex Spartak FC and national team press officer, sports media legend

Marat Safin

Russian ice hockey Team and Russian Hockey Federation press officer



Vladimir Ivanov

Regular participant of marathons and triathlon competitions, author of the most vivid sport interviews



Yury Golyshak & Alexander Kruzhkov

Winners of dozens of journalistic awards for "Friday talk" program

what we can do
mediakit 2020

CHAMPIONS OF OUR HEARTS

what we can do
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IGOR RABINER

AIPS
Sports Media Awards winner *

AUTHOR
of the best sports column in the world (2018)

*The highest international accolade in the sport media industry

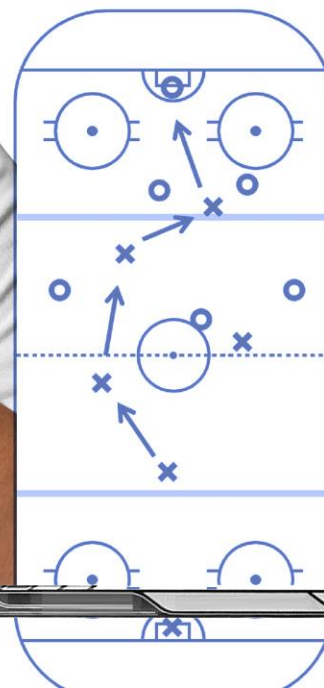


WE HAVE BODY ACCESS

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FANCY
A COOL

CELEBRITY
FOR YOUR PROJECT?

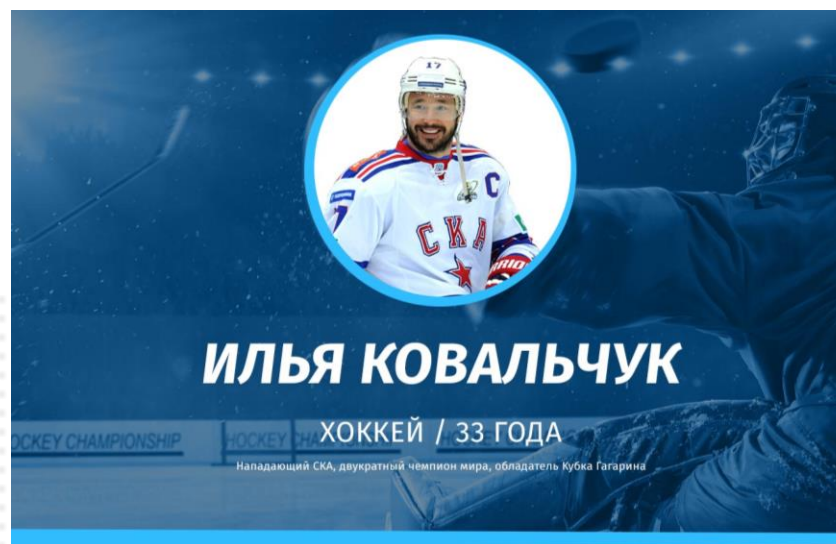


DOUBLE POWER HEROES



ДВА РОЯ ДЖОНСА

Появлению легенды мирового бокса Роя Джонса-младшего мир обязан другому Рою Джонсу – старшему. Отец



ДВА ПУТИ

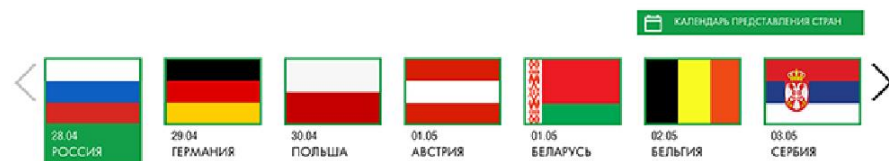
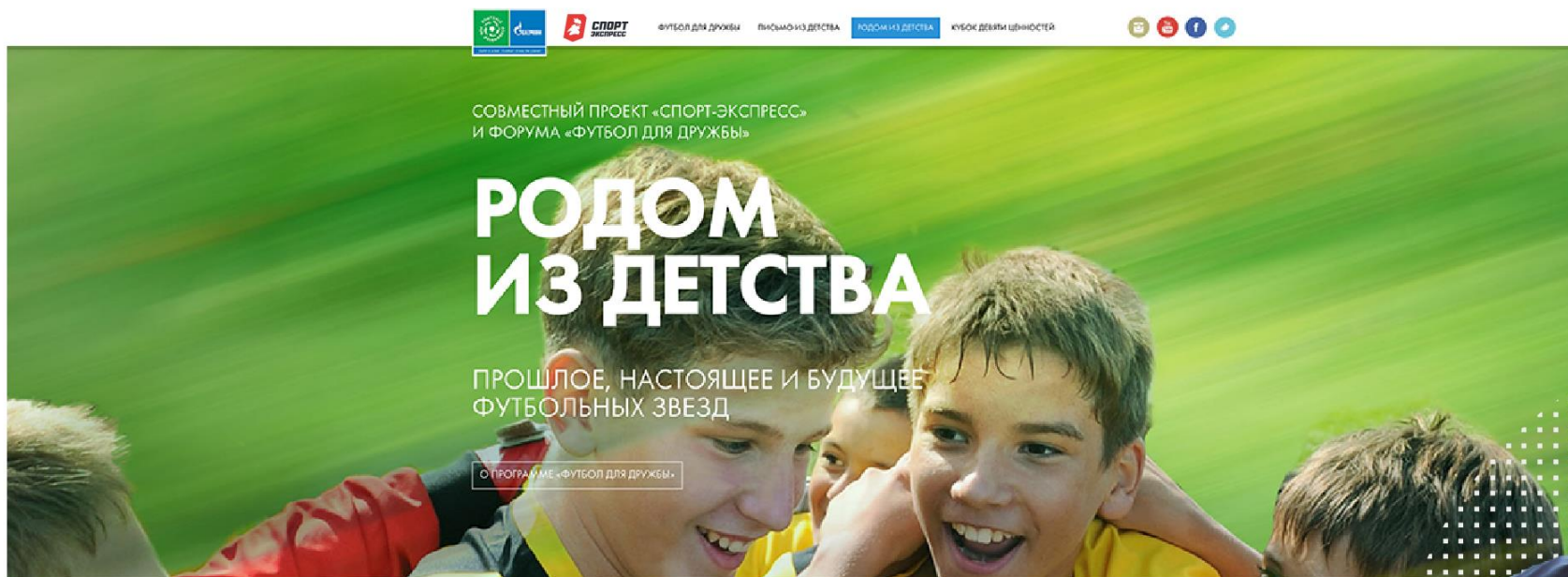
В 1993 году Ковальчук начал заниматься в ДЮСШ «Динамо», давно облюбовавшего Тверь. Но спустя всего год перекочевал в «Спартак». Просто потому, что бело-голубые строили игру от обороны, что было не по душе



WE CAN MAKE IT TOUCHING

FOOTBALL FOR FRIENDSHIP

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IT'S NOT ONLY ABOUT PROFESSIONAL SPORTS

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LIFESTYLE

THEY NOT ONLY TRAIN AND COMPETE, THEY NOT ONLY TRAIN AND COMPETE, THEY NOT ONLY TRAIN AND COMPETE, THEY NOT ONLY TRAIN AND COMPETE

| But also shave, fall in love,
marry and vote



...OR JUST SEND A PHOTO

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Alexander Fedorov

>25 years in sports journalism

Double winner of **Energy of victories**
International photo contest

Owner of **Russia's golden eye** and
Shooter football and national awards

Daria Isaeva

AIPS Sports Media Pearl Award winner

Double winner of **Energy of victories**
and **A. Stenin's** contests

Marked by **Russia's golden eye** jury for
non-standard take on sports
photography

Paris Sport Photo 2019
winner in Portrait category

ALEXANDER FEDOROV & DARIA ISAEVA



Victoria Lopyreva

Maria Lopatova

Anastasia Zadorozhnaya

**4 MILLION WOMEN
READ SPORT-EXPRESS
MONTHLY**

Source: Liveinternet, Mediascope, Web-Index, March-May 2019 г.



SIZE IS NOT IMPORTANT

let's make friends!
mediakit 2020

AUTO

FMCG

TELECOM

FINANCE

PHARMA

CINEMA

**WE WORK
FOR ALL THE CATEGORIES**

AND BUDGETS





SCHEDULED SEx: ADD US TO YOUR 2020 CALENDAR

let's make friends!
mediakit 2020



Ice hockey

Beginning of January

**JUNIOR WORLD
CHAMPIONSHIP**



Biathlon

February 13-23 (Italy)

**WORLD CHAMPIONSHIP IN
ANTERSELVA**



Figure skating

March 16-22 (Canada)

**WORLD CHAMPIONSHIP
IN MONTREAL**



MMA

April 18

**KHABIB VS
FERGUSON**



Ice hockey

April 13-19

**GAGARIN CUP
FINALS**



Ice hockey

May 8-24 (Switzerland)

**IIHF WORLD
CHAMPIONSHIP**



Football

March-May

**RPL
CHAMPIONS LEAGUE**



Football

June 12 – July 12

**UEFA EUROPEAN
CHAMPIONSHIP**



Olympics

July 24 – August 9 (Japan)

**SUMMER OLYMPIC
GAMES IN TOKYO**



Football

End of August

**UEFA SUPERCUP
IN PORTO**



Formula 1

October

**GRAND-PRIX OF RUSSIA
IN SOCHI**



Football

November 9-17

**2 MATCHES OF
NATIONAL TEAM**

**LET'S DO IT
TOGETHER**

