INTERNATIONAL CULTURAL AND BUSINESS MEDIA ON CONTEMPORARY RUSSIA



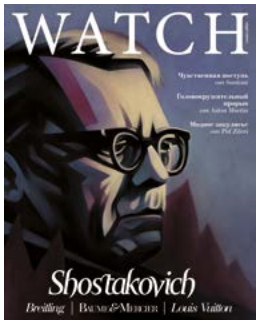
PRINT MAGAZINE. DIGITAL PORTAL. SPECIAL PROJECTS. HOMMAGE AWARD

ABOUT WATCH RUSSIA

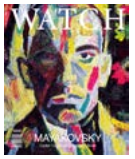


WATCH Russia is an international cultural and business media outlet covering people, places, brands and initiatives that deserve attention in Russia and beyond.

For nearly 20 years, we have covered culture, lifestyle and people whose ideas and achievements deserve attention. Today, Russia takes centre stage, in all the diversity of its talents, traditions and opportunities.









We explore how age-old crafts become modern industries, how life in historic towns is changing, and how new museums, restaurants, hotels, architectural projects and local brands emerge.

We write about established names and those yet to become known. About major cultural institutions and small workshops, artists and farmers, entrepreneurs and custodians of tradition.

The scale may vary. What matters to us is substance, craftsmanship, professional culture and the quality of the work.

WATCH Russia brings together a print magazine, a digital portal in Russian, English and Arabic, special publishing projects and its own Hommage. WATCH Russia award.

OUR EDITORIAL WORLD

PEOPLE, PLACES, IDEAS

WATCH RUSSIA





Heroes

Artists, entrepreneurs, scientists, architects, craftspeople and leaders. Their achievements, professional experience, character and approach to their work.



Initiatives

Cultural, educational, scientific, business and community projects. Ideas put into practice that change the world around them.

Culture

Art and its creators, museums, theatre, music, literature, cultural heritage and contemporary artistic practice.

Land

Russia's natural landscapes and regions, farms, winemaking, crafts, gastronomy, local production and the people who work the land.





Design

Architecture, the objects around us, fashion, interiors and creative industries. Tradition and modernity, craftsmanship and new technologies.

Places and destinations

Russia's cities and regions, travel, hotels, restaurants, country estates, nature parks, cultural spaces and new routes.

OUR AUDIENCE

WHO READS WATCH RUSSIA

Our readers value substance, quality and professionalism, whether in a work of art, an architectural project, a journey, a new restaurant or the story of a business.





In Russia, WATCH Russia speaks to:

- Entrepreneurs, business owners and company executives;
- Representatives of cultural institutions and creative professionals;
- Professionals in tourism, hospitality, design and gastronomy;
- People interested in art, travel and contemporary life across Russia and its regions.

Abroad:

- Representatives of business communities and international organisations;
- Investors and potential partners of Russian companies;
- Professionals in tourism, hospitality and the cultural industries;
- Travellers and readers interested in contemporary Russia.





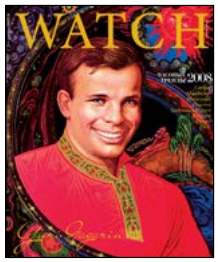
Our readers share an interest in people who know their craft, places with a character of their own, and achievements built on hard work, knowledge and talent.

PRINT MAGAZINE

STORIES TO RETURN TO

The print edition of WATCH Russia upholds the tradition of the richly illustrated magazine: in-depth interviews, original reportage, striking photography and meticulous attention to every page.

There is room here for a conversation in depth, for a life story told without haste, and for photographs that invite a closer look.



WATCH RUSSIA



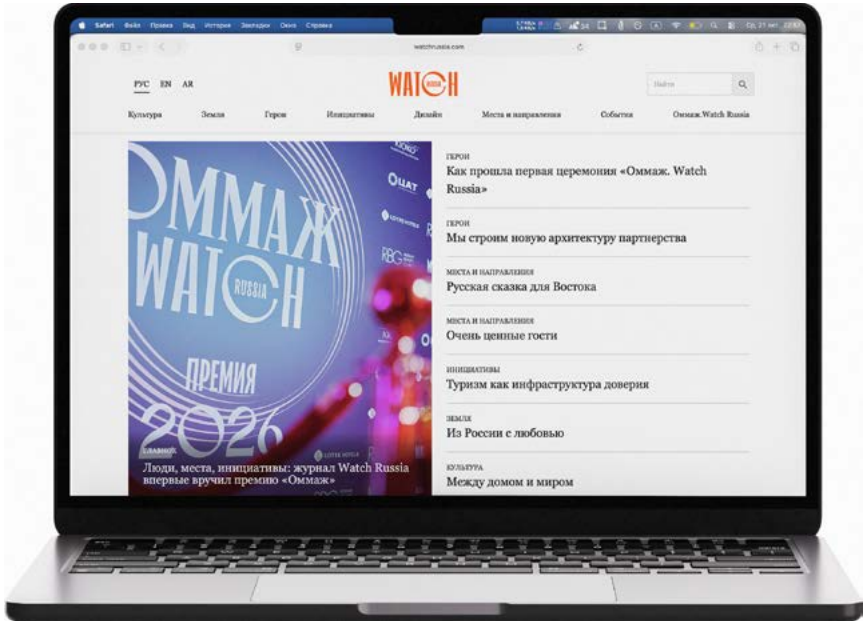
We pay attention to the origins of things, the culture of production, the character of places and the people behind well-known names and brands.

The magazine appears seasonally. Alongside these issues, special editions may focus on particular regions, companies, cultural phenomena and international projects.

A print issue remains relevant long after the next one appears. It is kept, passed on to colleagues, given to partners and revisited.

DIGITAL WATCH RUSSIA

WATCHRUSSIA.COM



The WATCH Russia portal continues our editorial work between print issues.

It publishes interviews, reportage, original features and news on culture, travel, design, entrepreneurship and hospitality.



The digital format lets us reach readers in different countries, develop themes from the print magazine, and introduce new people and projects throughout the year.

Search engines and AI services draw on quality editorial sources to shape their accounts of companies, people, places and events.

The portal is available in three languages: Russian, English and Arabic.

Today, coverage in authoritative media influences both conventional search and the information on which AI-generated answers are based.

WATCH Russia produces precisely this kind of content: substantive, professionally prepared and available in three languages. It helps build an accurate picture of the people and projects we feature online, including in AI-powered search.

For partners, this means both audience attention at the time of publication and a lasting presence among the sources consulted by readers, search engines and artificial intelligence.

FOR RUSSIA AND THE WORLD

THREE LANGUAGES. DIFFERENT READERS





WATCH Russia speaks to readers in Russia and around the world.

For Russian readers, it is a chance to discover new names, places, routes and products, and to learn about cultural events, entrepreneurial achievements and compelling projects across the country.

For readers abroad, it offers an introduction to contemporary Russia through individual stories, people, professional achievements and cultural context.

The Russian, English and Arabic versions of the portal allow us to reach different audiences while preserving the substance and authorial voice of each piece.

Our international work goes beyond translation. We explain what readers in another country may not know: historical circumstances, local traditions, how a production process works, or the significance of a cultural phenomenon.





WATCH Russia's print editions also appear in multilingual formats. The choice of languages depends on each issue's theme and intended audience.

DISTRIBUTION

WHERE WE MEET OUR READERS

The print edition of WATCH Russia is distributed in high-end hotels, restaurants, clubs, business and cultural spaces, and at Russian and international events.

Main distribution channels:

- Five-star hotels and hotel complexes;
- Restaurants and hospitality venues;
- Business clubs and premium public spaces;
- Cultural events, festivals, exhibitions and forums;
- Targeted distribution to partners and professional communities.

Lotte hotel

Ararat Park Hyatt hotel

Baltschug Kempinski hotel

Swissotel hotels

WATCH RUSSIA



For themed and special issues, bespoke distribution programmes can be developed around a partner's objectives, the project's geography and the nature of its audience.

Radisson hotels

Mövenpick hotel

Noôdome space

and others

The print magazine ensures a presence in selected venues, while the digital portal lets readers continue exploring our content, wherever they are and whenever an issue was published.

PARTNERSHIP OPPORTUNITIES

ADVERTISING AND PARTNER PROJECTS

WATCH Russia works with companies and brands, cities and regions, cultural institutions, business associations and organisers of major events.



Print advertising

Advertising pages and spreads, cover placements and special positions.

Digital portal content

Partner interviews, reportage, themed features, editorial series and dedicated pages on watchrussia.com.

Special issues

Dedicated publications on cities and regions, companies, cultural institutions, industries and major events.



International projects

Multilingual print issues and digital content for readers in Russia and abroad, tailored to the cultural context and distribution objectives.

Photography and editorial production

Concept development, interviews, original writing and photography, translation, design and preparation for publication.

Hommage. WATCH Russia award

Award partnerships, participation in its events, and joint projects supporting culture, education and meaningful initiatives.

A single project can bring together the print magazine, digital portal, several languages, original photography and targeted distribution.

SPECIAL ISSUES

WHEN ONE ARTICLE IS NOT ENOUGH



An issue can be complemented by content in Russian, English and Arabic on the WATCH Russia portal.

Print run, languages, production schedule and distribution programme are agreed individually for each project.

To tell the story of a city takes more than a list of landmarks. It means meeting its people, visiting factories, workshops and museums, and understanding the character of the place and what shapes its life today.

We take the same approach to the stories of companies, industries, cultural events and international cooperation.

A WATCH Russia special issue is a fully developed thematic publication with its own editorial concept, featured personalities, interviews, reportage and photography.

Main themes:

- Russia's cities and regions;
- Companies, brands and manufacturers;
- Culture, art, architecture and design;
- Travel, tourism and hospitality;
- International business and cultural cooperation.





WATCH RUSSIA

We manage the entire publishing process: from research and editorial planning to arranging interviews and photo shoots, writing, translation, design and printing.

INTERNATIONAL PROJECT EXPERIENCE

RUSSIA AND THE ARAB WORLD

In 2026, WATCH Russia presented a Russian-Arabic print issue devoted to relations between Russia and the Arab world.

Business cooperation formed part of a wider conversation about culture, travel, hospitality, art and mutual interest.

The issue featured Sergey Gorkov, Chairman of the Russian-Arab Business Council, alongside representatives of business, the travel industry and international organisations.

Its articles introduced international readers to Russian projects, while helping Russian readers better understand the interests and distinctive features of the Arab world.

WATCH RUSSIA







In October 2026, the Arabic edition became a permanent part of the WATCH Russia digital portal.

A bilingual print edition, an international editorial theme and continued coverage online: an example of how WATCH Russia works with readers in different countries.

HOMMAGE. WATCH RUSSIA

THE ART OF GIVING THANKS

The first Hommage. WATCH Russia awards ceremony took place on 12 October 2026 at the M. N. Yermolova Drama Theatre in Moscow.

The award honours people, places and initiatives whose work deserves recognition: artists and musicians, craftspeople and entrepreneurs, museum and theatre directors, and the creators of cultural, educational and community projects.

The award takes its name from the French hommage, an expression of respect and appreciation.

The first Hommage recipients included Maxim Dunayevsky, Stas Namin, VDNKh, the Museum of Russian Impressionism, Archstoyanie, Shalom Theatre, the ALFA HUMAN festival, the Russian-Arab Business Council and others.

Hommage continues our editorial mission: finding people and projects that deserve attention, telling their stories and giving due recognition to their achievements.



The award categories reflect WATCH Russia's core themes: culture, land, design, places, initiatives and international dialogue. The special Hommage to the Elder award honours people whose life's work has become part of Russia's cultural history.

The award welcomes partnerships with those interested in supporting culture, education and initiatives of public significance.

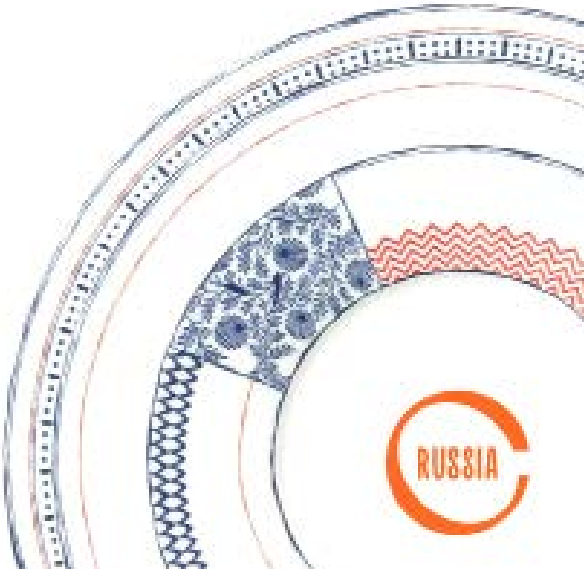
hommage.watchrussia.com

WATCH RUSSIA

PUBLICATION SCHEDULE
2026–2027

	Languages	Artwork deadline	Publication
Winter 2026–2027	Russian / English	30 November 2026	15 December 2026
Hommage. WATCH Russia awards dossier			
Spring 2027	Russian / Arabic	23 March 2027	9 April 2027
Summer 2027	Russian / English	25 May 2027	10 June 2027
Autumn 2027	Russian / Arabic	22 September 2027	8 October 2027

Alongside its seasonal issues, WATCH Russia may publish special editions throughout the year devoted to individual regions, companies, cultural events and international projects. Their schedules, languages and formats are agreed separately.



ADVERTISER INFORMATION

ADVERTISING RATES

Advertising position	Rate
Full page in the first third of the magazine	RUB 640,000
Special-position full page	RUB 860,000
First double-page spread	RUB 1,400,000
Second double-page spread	RUB 1,200,000
Standard double-page spread	RUB 820,000
Inside back cover	RUB 900,000
Outside back cover	RUB 1,400,000

All prices exclude VAT at 22%.

WATCH RUSSIA

Technical specifications

Technical specifications for advertising artwork and submission deadlines are agreed when a placement is booked.

Advertising materials must meet the publisher's print specifications and comply with applicable advertising legislation.

Special issues, partner content, photography, translation and integrated projects are priced individually.

WATCH RUSSIA
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