



VTimes: A new media project
from former Vedomosti
journalists



**GOOD
NEWS
IS COMING**

- **WHY?**

The recent change in Vedomosti's ownership and subsequent decline in editorial independence forced us to leave Vedomosti after dedicating numerous years to the newspaper.

- **WHAT ARE ITS GOALS?**

Now more than ever, Russia needs independent and reliable sources of information. It also needs platforms where people can publish their opinions and professional expertise without fear of censorship – which is exactly what Vedomosti had been for such a long time. Constantly pushing for increased audience numbers led to a homogenized business media landscape, all while sacrificing quality of their analysis.

- **WHO ARE ITS FOUNDERS?**

The core team consists of former Vedomosti journalists including Alexandr Gubsky, Boris Safronov, Filipp Sterkin, Kirill Kharatyan, Elizaveta Bazanova, Ekaterina Mereminskaya, Mikhail Overchenko, Alexandra Chunova and Grigory Kravchenko. *Vedomosti founder Derk Sauer will act as VTimes' adviser.*



VTimes' stages of development

- SEPTEMBER:
Launch announcement
- OCTOBER:
Full-scale launch of the project as well as the vtimes.io website

• WHAT IS VTIMES?

A new multimedia project that provides high-quality coverage of the same topics as Vedomosti, but also some new ones such as health, ecology, responsible consumption and human capital.

VTimes' mission

Our mission is to help the reader increase his or her potential. It will also act as a filter for the constant information overload we encounter every day in today's media landscape.



VTimes' principles of operation

- HONEST JOURNALISM
- ONLY IMPORTANT TOPICS
- NO BLIND SPOTS
- STAY OPEN TO THE WORLD
- PAY ATTENTION TO GLOBAL CHALLENGES AND TRENDS
- ACT AS PLATFORM FOR DISCUSSION
- FRIENDS' CLUB
- TRANSPARENCY IS AN ACT OF TRUST



The numbers speak for themselves!

We announced our project on *July 27* and have already seen highly promising response without any advertising.



7085



6000



9300



10 000

VTimes' philosophy

Humans are at the center of our project.

- SUCCESSFUL BUSINESSMEN AND BUSINESSWOMEN
- INVESTORS AND ENTREPRENEURS
- LIBERALS
- ACTIVE LIFESTYLES
- HIGH MOBILITY
- DECISION-MAKERS
- OBJECTIVE QUICK-READS

Target age group: 35+



How to get involved with *VTimes*

| facebook.com/VTimesMedia |

| t.me/VTimesMedia |

| instagram.com/vtimesmedia |

| twitter.com/VTimesMedia |

Contact us: adv@vtimes.io

We think that you need us,
but we also need you, our former
and future readers, newsmakers
and advertisers! We invite you
to join our VT Friend's Club
in order to build the future
of *VTimes* together.

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