

The World and
BRAZIL · RUSSIA · INDIA · CHINA · SOUTH AFRICA

BRICS

BUSINESS MAGAZINE

Bridging communities. Guiding Investors. Leading Nations.



Media Kit

What is BRICS Business Magazine?



BRICS Business Magazine is a bookazine – a book-like magazine – addressed to global investors, businessmen, politicians, and experts. A business and humanitarian publication on rapid-growth markets, it is issued four times a year and explains **how to understand others**. The goal of this project is to organize a direct information exchange between the BRICS countries and other emerging markets.

We define a bookazine as a thick magazine with complex printing which is designed for slow reading and filled not in accordance with a constant set of sections, but rather in accordance with the topics chosen. Our bookazine includes (with occasional exceptions) three main kinds of data:

- essays and columns that would fit into “Opinions” or “Recommendations” sections
- indices, ratings, and rankings
- business cases

Industry and event projects as well as investment guides are featured as special add-ons.

Project Leader



Ruben Vardanyan Chairman of the Editorial Board

The magazine's editorial board is chaired by Ruben Vardanyan, an investment banker and philanthropist who commands a great deal of respect both in Russia and abroad. His participation raises the project's quality to a new level, lends the magazine a global outlook and ensures in-depth analyses of all developing world issues providing a unique opportunity to establish a direct dialogue with the most prominent representatives of the international business establishment.

The Origins

The original idea behind the project was to create a magazine and subsequently – a media platform for developing markets. But more importantly – to create a publication that would in essence support these markets. The concept was based on research into the coverage of emerging markets in international media. Having studied the issue we reached two principal conclusions:

1 There is no single sizeable media project that would be fully dedicated to emerging markets. Such prominent business publications as The Economist, Financial Times and the Wall Street Journal feature regular articles covering selected countries from this group. They, however, tend to focus on isolated aspects or publish special editions, in blogs and on various websites at best. Only commercial and analytical entities that are not in magazine publishing business tend to adopt a systemic approach toward BRICS and other emerging markets viewing them as an integral trend. Hence the ubiquitous distortions and confusion in describing the challenges that need to be addressed.

2 The second conclusion relates to the expert community in this area. The vast majority of emerging markets specialists in international media are from Europe and the United States. In an American publication a development in Indonesia is almost always likely to be covered by an American expert and not a native of Indonesia. Outside views tend to prevail over domestic opinions, and to this day Brazil, Russia, India, China and South Africa much like other developing markets did not have a media channel that would consolidate their own perspectives.

This status quo has been galvanised in the phrase “London is the capital of BRICS” often used by Western journalists. We remain deeply convinced that the real centres of knowledge, regional and industrial expertise and advice are found inside the BRICS countries and other emerging markets.

Why BRICS?


Back in 2001, in his report entitled “**Building Better Global Economic BRICs**” Jim O’Neal, the former chairman of the Asset Management department at Goldman Sachs coined the term **BRIC** to describe the four largest developing economies in the world – Brazil, Russia, India and China. Since that time the acronym has evolved from a mere investment idea to become a geopolitical reality.

The initial meaning hinted at the gradual transition of influence from the developed to the developing economies – a phenomenon that is well underway today. O’Neal emphasised that by 2027 the aggregate GDP of the BRIC countries would surpass that of the G7.

With the arrival of South Africa BRIC turned into **BRICS** ultimately moulding itself into a political and economic club that was prepared to offer the international community its own agenda and promote the interests of what reached far beyond several dozens of other developing markets.

The real impact of BRICS on the world economy and the fact that this acronym has become synonymous with High-Growth Markets helped us pick the right name for the magazine. Today **BRICS** is a well-known, respected and popular international brand that requires no further explanation. It appeals not only to the five nations in question but also to all other developing countries.

What Does BRICS Business Magazine Write About?

 **BRICS Business Magazine** finds itself inside the developing world and therefore it is uniquely positioned to effectively extract new knowledge from it. The content of the magazine would be best described by its slogan: “Bridging communities. Guiding Investors. Leading Nations”.

Bridging Communities

BRICS stands for a community of people united by their various goals and interests. They serve as the main generator of ideas, concepts and social, cultural and economic trends that directly impact the global agenda. The magazine is a meeting point for business and professional communities of the BRICS countries. Here they can find the entire spectrum of best practices, share their experience in managing various issues and create a blueprint for the new post-Western world in social and business commentaries, case studies, interviews and editorials.

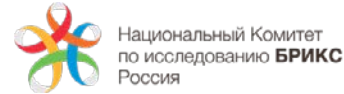
Guiding Investors

BRICS represent the most promising and dynamically developing part of the world economy. The magazine offers a platform where modern day global investors can find the information they need to operate on the target markets and the skills enabling them to understand, predict and act in uncharted territories. The real experience of reaching out to new markets, coverage of specific in-country and regional trends, insider tips and “cheat sheets” from members of governments would inform the most balanced, educated and by extension – most effective investment decisions.

Leading Nations

BRICS is a leading club in the developing world, which stands ready to revamp the global financial architecture, tackle global security issues and claim its rightful place in the world that would reflect its growing economic power. The magazine provides a platform where politicians and their closest aides, global and local think tanks and authors of fundamental publications dedicated to the fates of entire countries and civilisations engage in a discourse in interviews and articles.

Analytical Support and Partners



BRICS Business Magazine languages

In 2012 the magazine is published in English and Russian. Subsequently, it will be expanded to include versions in Chinese, Portuguese, Spanish and French. BRICS Business Magazine in English will remain the primary international issue and the project's core. Issues released for Russia, China, Brazil, Africa will be different but they will still share the same structure and sets of key materials translated from the English-language edition.

Audience

You would be able to form an accurate picture as to who the readers of the BRICS Business Magazine are if you look at the list of the **Davos Forum** participants. In Russia, the magazine's readers are the attendees of the **St. Petersburg Economic Forum**. Copies of the magazine are also delivered to S.D. Shibulal, Viktor Vekselberg, Jean-Pierre Raffarin, Mark Mobius and Jim O'Neal, just to name a few masterminds.

The audience can be classified into three categories:

POLITICIANS representing high-growth economies who are willing to speak out on vital issues on the BRICS agenda and want their voices to be heard in these countries and the rest of the world.

GLOBAL INVESTORS, HEADS OF CORPORATIONS and new entrepreneurs on a mission to find growth points.

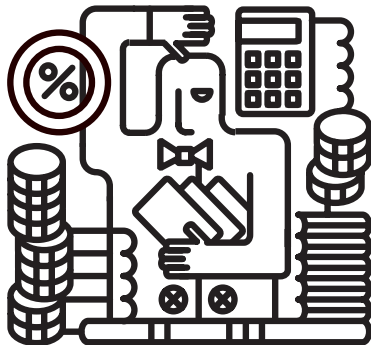
ECONOMISTS AND POLITICAL SCIENTISTS whose job is to describe the current situation and identify trends.

BRICS

BRICS Business Magazine: Geography & Audience Profile

Geography

Russia	68%
United Kingdom	7%
China	5%
Brazil	4%
Kazakhstan	4%
Germany	3%
India	3%
USA	3%
South Africa	2%
Switzerland	1%



Gender

Men	66%
Women	34%

Occupation

Investors & Entrepreneurs (business owners, top executives, CEOs of investment funds)	64%
Experts & Academia (scientists, business school professors, political and business consultants, art and culture figures, journalists)	17%
Statesmen (presidential executive office and government officials, ambassadors, heads of regional administrations, mayors)	14%

Income Level

UHNWI	68%
HNWI	32%

Age

30-44 y.o.	28%
45-55 y.o.	61%
Over 55 y.o.	7%

BRICSmagazine.com: Audience Profile*

Analysis of the user behavior shows that BRICSmagazine.com is a preferred choice for a highly intelligent audience – people come to the site on purpose, are determined to find information they need, highlight & copy texts.

Gender

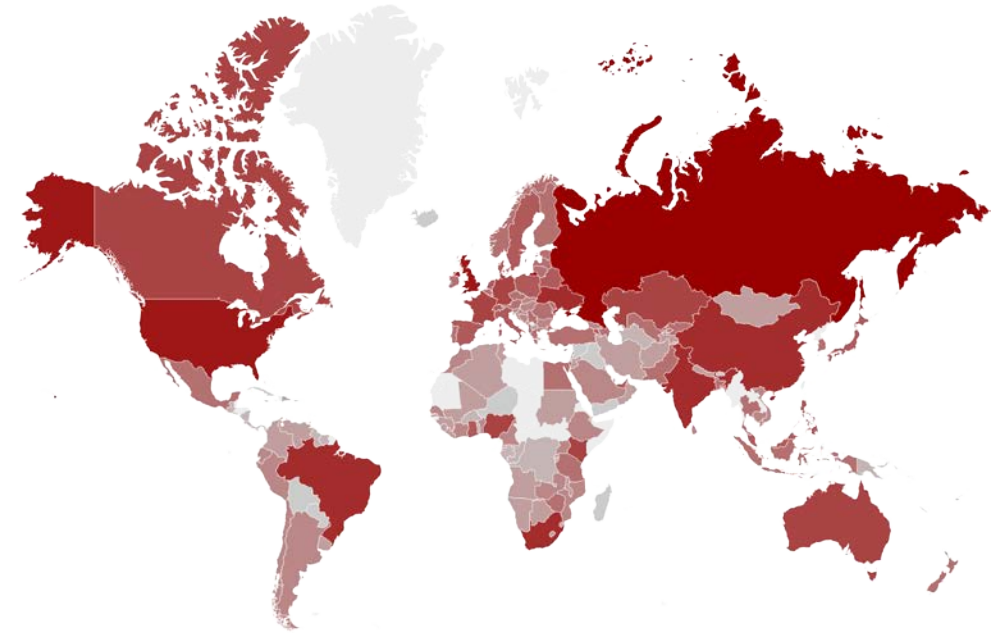
Men	56%
Women	44%

Age

18-24 y.o.	23%
25-34 y.o.	47%
35-44 y.o.	11%
Over 45 y.o.	15%

Key Interests

Education, literature, cinema	32%
Business	13%
Tourism	12%
Family	11%
Finance	6%
Automobiles	5%



Geography (leaders)

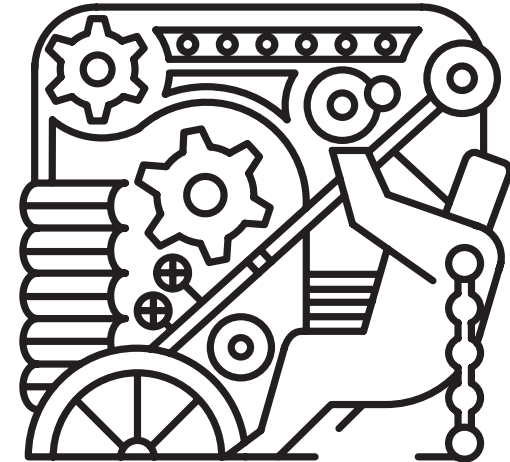
Russia	41%
USA	11%
India	6%
United Kingdom	5%
Ukraine	4%
China	3%
Germany	2%
Brazil	2%
South Africa	2%
Canada	2%
France	2%

* Yandex.Metrica data

BRICS Business Magazine: Frequency & Circulation

Three issues of the magazine will be published in 2019 to coincide with the most salient economic and political events – from the BRICS Summit to the St. Petersburg Economic Forum.

For each BRICS Business Magazine issue circulation is range from 21,000 to 25,000 copies (separately for the English and Russian editions) depending on the scale of the forum where they are to be presented.

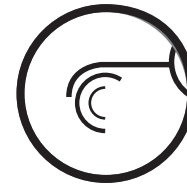
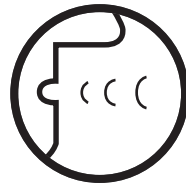
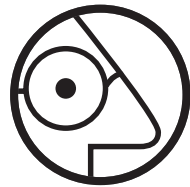


BRICS Business Magazine: Distribution System

- 45%** Subscription & Direct Mail (Chairman of the Editorial Board Ruben Vardanyan database)
- 39%** International Business Forums (see next page)
- 7%** Moscow International Business School SKOLKOVO
- 7%** 5-Star Hotels in Russia (Hyatt, Kempinski, Lotte, Marriott, Radisson Royal, Metropol, Swissotel, Belmond Grand Hotel Europe etc.)
- 2%** Other Channels

Key International Business Forums

In 2019 BRICS Business Magazine will partner with and will be represented at the following forums:



- Gaidar Forum, Russia
- World Economic Forum Annual Meeting, Switzerland
- Krasnoyarsk Economic Forum, Russia
- Moscow Economic Forum, Russia
- Russian Business Week, Russia
- Indo Defence Expo & Forum, Indonesia
- Russian Energy Week, Russia
- InvestRos International Conference, Russia
- St. Petersburg Economic Forum, Russia
- Kazansummit, Russia
- SCO Summit, China
- BRICS Summit, South Africa
- International Industrial Trade Fair INNOPROM, Russia
- MAKS International Aviation and Space Salon, Russia
- International Military-Technical Forum "Army", Russia
- Eastern Economic Forum, Russia
- Russian Investment Forum, Russia
- Open Innovations Forum, Russia
- Global Economic Symposium, Germany
- "Russia Calling!" Forum, Russia
- Synergy Global Forum, Russia
- Moscow Urban Forum, Russia
- Siberian Economic Forum, Russia

