

BOLSHOI

HIGHER. STRONGER. RICHER

SPORT

Mediacrat

READERS IN RUSSIA

1,495,000



According to Mediascope



About the Magazine

BOLSHOI Sport magazine was launched in late 2005, just before the Winter Olympics in Turin. Back then, few could have imagined that Russia would be hosting the Winter Games itself just a few years later, or that in 2024 it would be organizing the first international phygital sports tournament, the Games of the Future.

As our publishing project has developed, sport in Russia has become a matter of state significance, trending everywhere; it is an essential part of the positive image of individuals and corporations alike, a hot topic in public discourse. Now, BOLSHOI Sport helps people navigate through the topic of sports.

Unlike most other sports publications on the market, the magazine is published monthly. This allows us to be unbiased, analytical, and thoughtful in our approach to covering sporting events. Such an editorial concept makes our project interesting not just for hardcore sports fans, but for anyone who simply wants or needs to be aware of the latest developments in sport.



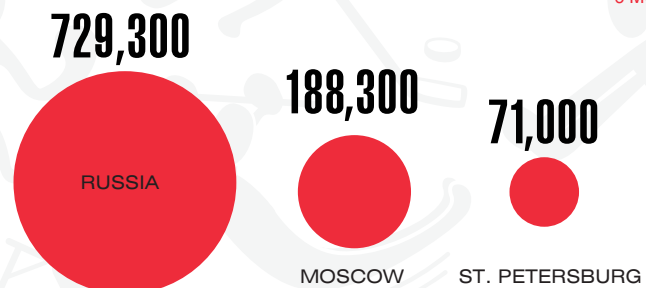
6
ISSUES PER YEAR

95,000
COPIES

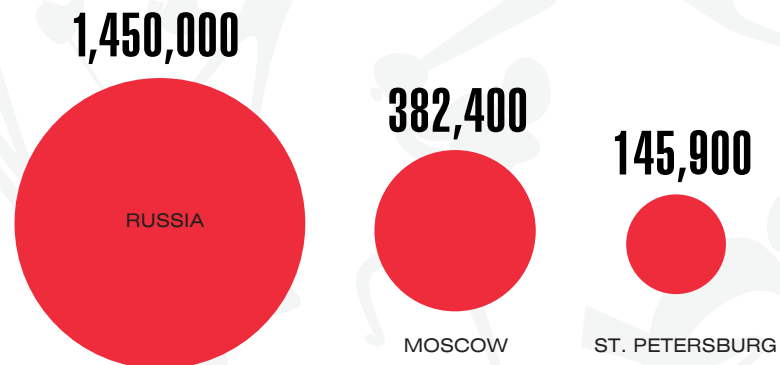
Our readers are professional athletes or people who take sport seriously, a public or corporate affair, and a way to network and communicate with the world.

Audience

AIR, PEOPLE



6 MONTHS, PEOPLE



ACCORDING TO MEDIASCOPE RESEARCH



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Reader profile

SOCIAL STATUS

45%

EXECUTIVES,
PROFESSIONALS

26%

EMPLOYEES,
WORKING CLASS

14%

STUDENTS

15%

OTHER

AGE

14%

18-20

52%

21-44

21%

45-54

13%

54+

CORE AUDIENCE

FINANCIAL STATUS

52%

AVERAGE

28%

ABOVE AVERAGE

20%

OTHER

GENDER

60%

MEN

40%

WOMEN

ACCORDING TO MEDIASCOPE RESEARCH

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Distribution

Major industry events

(SPIEF, “Russia – Country of Sports”, “We Are Together. Sports”, and others)

Major professional and amateur sporting events

Leading fitness chains

(World Class, XFIT, etc.)

Regional airports in Russia

Railways trains (Sapsan, Lastochka, etc.)

On Aeroflot flights

At legal betting shops

Direct mailing

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Special solutions / special magazine issues



Special issue
of BOLSHOI Sport
in partnership with Gillette



Special issue
of BOLSHOI Sport celebrating
Dynamo's anniversary

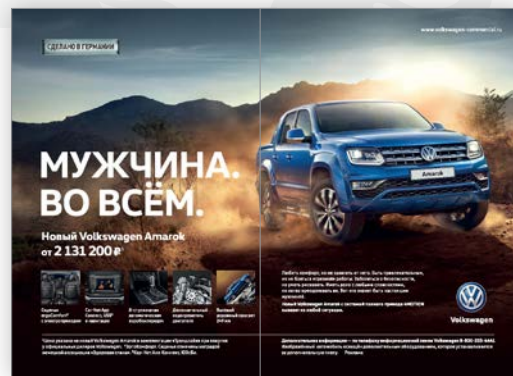


Special issue
of BOLSHOI Sport
in partnership with Sberbank

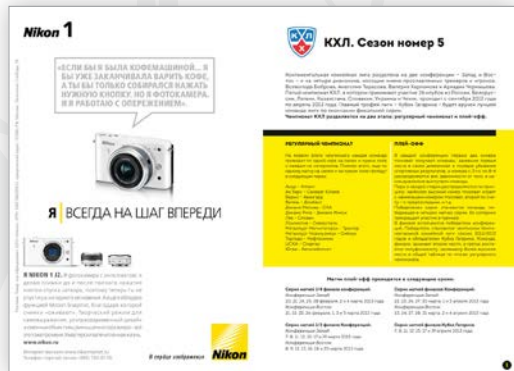
Special solutions / attachments in the magazine



The special project:
"BOLSHOI Sport.
Rear View. Top 100"



Special project
in partnership with VW:
"Embrace of BOLSHOI Sport"



Special project
with Nikon:
"KHL. Guide to the Season"

Special solutions / projects in the magazine

Roomy SUVs



Rugby with Peugeot



Volvo's Nautical Crossover



Sports on the pages of the magazine

Of course we write about **high-performance sports**. We write about celestial heroes – champions, prize winners, participants in major sports events. And we write about us – their fans, the lifelong memories that sports give us. As we root for our idols and bet on them to win, we are overcome with the amazing feeling of belonging to something bigger, something heroic – their true grit and thirst for victory. When we support the national team, we feel like a community and take pride in the country, in one big team.



We write a lot about **grassroots sports**, which have become just as important in Russian today as elite sports. Our common mission is to increase the number of Russians who regularly engage in physical activity and sports to 70% by 2030. In BOLSHOI Sport magazine, we reveal how this challenge is being tackled by governors, mayors and regional government officials.

Sports on the pages of the magazine

We love **corporate sports** because they make up a big part of popular sports and are an integral component of modern corporate culture. The magazine regularly covers such topics as how businesses cultivate, support, and invest in sports, and what they do to encourage their staff to get involved.



The magazine always talks about sports as a **personal challenge**. In almost every issue, we run special stories on amateur champions, their personal accomplishments and records. We talk about how sports help them in life and business, and how, through sport, they have reached new levels in their own personal development. In this context, sports appear as a unique philosophy of life.

The "Friends of BOLSHOI Sport" Annual Awards



Larisa Latynina



Boris Bekker and Alexey Nemov



Vladimir Salnikov



Tatyana Navka



BOLSHOI Sport hosts this annual gala event to

- 1 Promote charity initiatives around sports in Russia
- 2 Distribute awards to Russia's best athletes
- 3 Support Russian athletes in the run-up to major sports events

More than 100 Russian media outlets cover the gala event.

Publication schedule 2025

ISSUE	AD CLOSE	RELEASE
# 1	21 February 2025	7 March 2025
# 2	21 March 2025	11 April 2025
# 3	27 May 2025	10 June 2025
# 4	22 August 2025	5 September 2025
# 5	19 September 2025	3 October 2025
# 6	21 November 2025	5 December 2025

Ad rates*

Full Page.....	RUB 660 000
Special Page (opposite the Editor's letter, contents, etc.).....	RUB 876 000
Full Page (first 1/3 of the magazine).....	RUB 756 000
Full Page (first half of the magazine).....	RUB 684 000
First DPS.....	RUB 1 571 000
Second DPS.....	RUB 1 188 000
Third, Fourth, Fifth DPS.....	RUB 1 056 000
Double Page Spread (DPS).....	RUB 876 000
Second Cover.....	RUB 1 224 000
Third Cover.....	RUB 900 000
Fourth Cover.....	RUB 1 440 000

* All indicated advertising rates are valid in case of provision by the advertiser of the apostilled Certificate of Residence proving residence outside of Russia. Otherwise, the Russian VAT of 20% will apply on top of indicated rates.



Fedor Smolov. Russian football player. Honored Master of Sports of Russia.

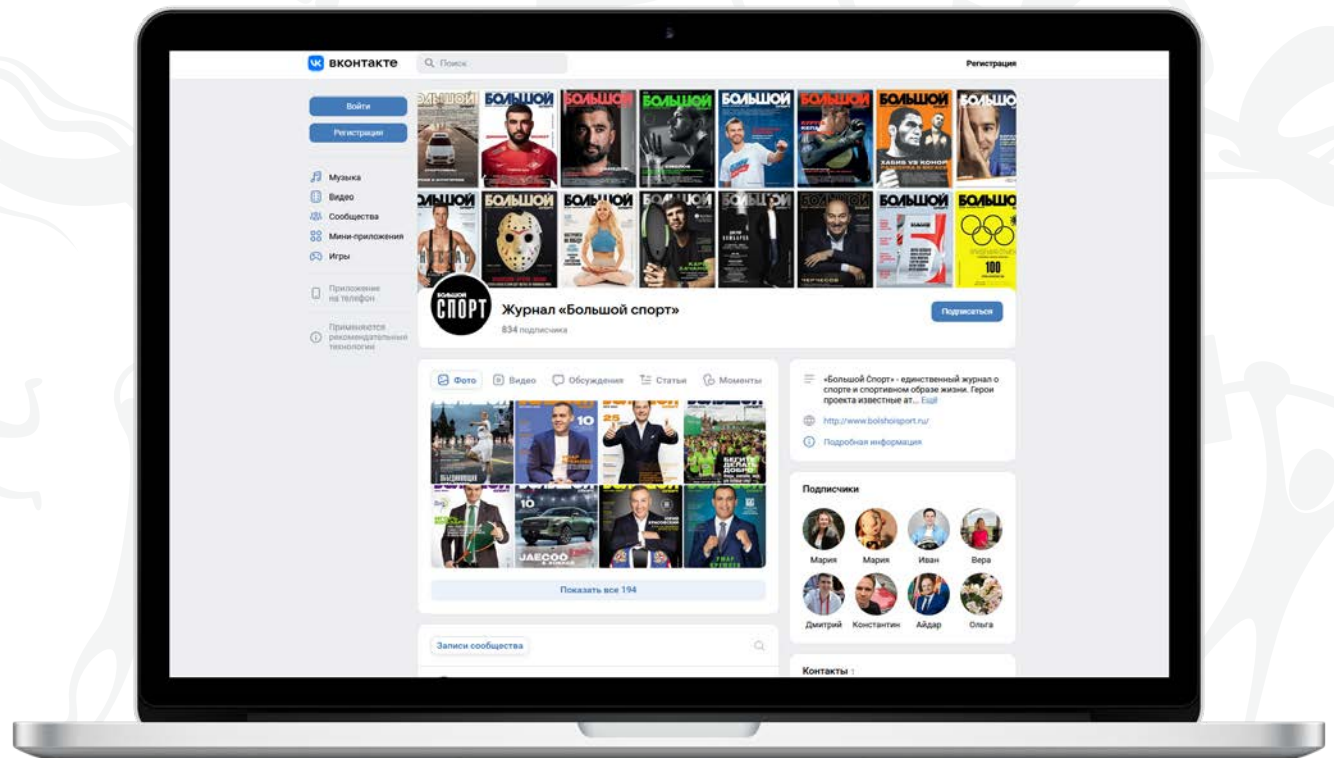
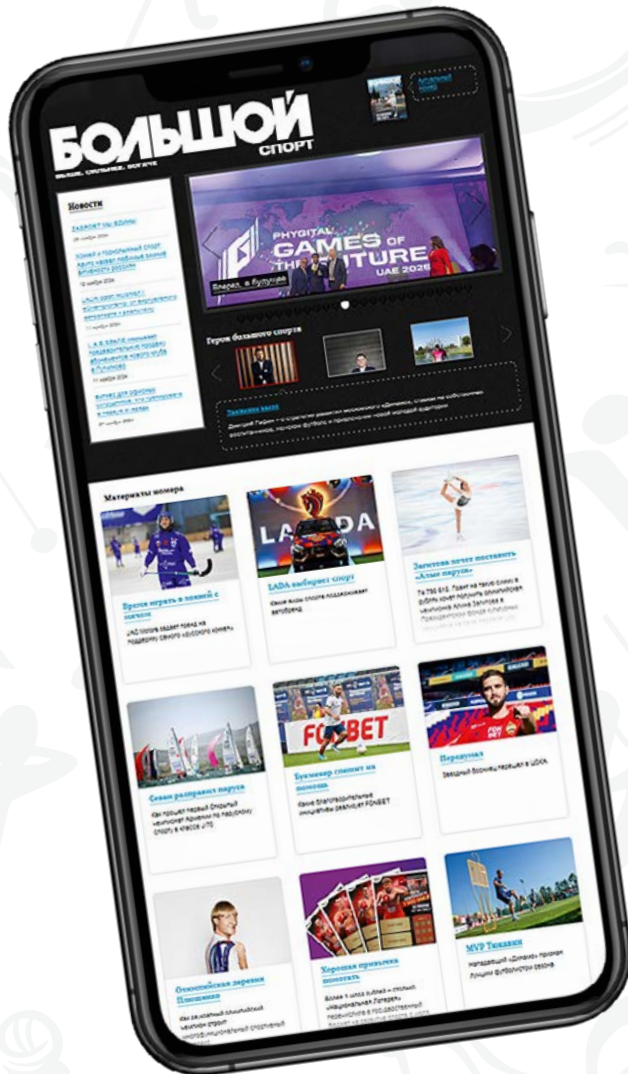
Digital subscription



www.bolshoisport.ru



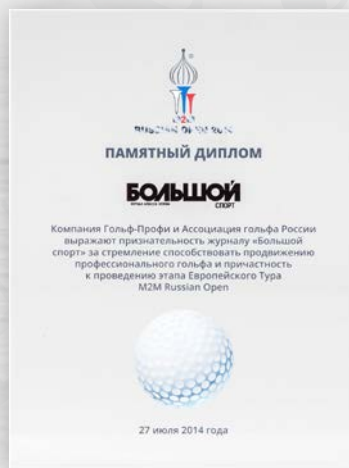
www.vk.com/bolshoi_sport



Bolshoi Sport trophies



In the 19 years since it was launched, the magazine's team and some of its members have received commemorative certificates and letters of appreciation from the Russian Olympic Committee, organizers of various tournaments and different sports federations.



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