

# SALES

**MEDIACRAT COMMERCIAL MANAGEMENT PROJECTS  
BRIEF OVERVIEW**



# BOLSHOI

HIGHER. STRONGER. RICHER

# SPORT



**THE ONLY MEN'S GLOSSY**

**MONTHLY PUBLICATION**

**ABOUT SPORTS IN RUSSIA**

### TARGET AUDIENCE

The vast majority of BOLSHOI Sport readers (60%) are men leading an active lifestyle. 80% of the magazine's audience are people with upper middle income levels.\*

### SEMIANNUAL AUDIENCE

1,495,000 readers in Russia\*

\* Mediascope 

### DISTRIBUTION SYSTEM

- Nationwide retail sales through wholesale retailers
- Promo distribution through partners: Alex Fitness, X-fit, Fitness One, Don sport, Miss Fitness, Mark Avreliy fitness centers
- Liga Stavok betting clubs
- John Donne pubs
- "Otkritie Arena" and "Lokomotiv" football stadiums
- Subscription and direct mail distribution
- Distribution at thematic sports-related events

Official Media Partner  
of FC Lokomotiv Moscow  
and FC Spartak Moscow



Worldwide distribution of the electronic version at



### FREQUENCY

8 issues per year

### PRINT RUN

140,000 copies

### AD RATES

Full Page	€ 9,300
Special Page (opposite the Editor's letter, contents, etc.)	€ 12,200
Full Page (first 1/3 of the magazine)	€ 10,400
Full Page (first half of the magazine)	€ 9,700
First DPS	€ 21,700
Second DPS	€ 16,700
Third, Fourth, Fifth DPS	€ 14,400
Double Page Spread (DPS)	€ 12,200
Second Cover	€ 17,200
Third Cover	€ 12,400
Fourth Cover	€ 20,100

## Mediacrat

Phone: +7 (495) 2800031  
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www.mediacrat.com

# WATCH



## ABOUT WATCHES. ABOUT TIME. ABOUT ARTS

### TARGET AUDIENCE

Connoisseurs of expensive watches and attributes of good life.

Core audience: affluent men 25-45 years of age holding top executive positions.\*

\* Mediascope 

### DISTRIBUTION SYSTEM

- WATCH Russia is distributed exclusively at establishments holding an alcohol sales license and, in particular at the:
  - ▶ Moscow theatres
  - ▶ A and A+ class restaurants, bars, cafes in Moscow
  - ▶ Premium wine shops
  - ▶ Alcohol and cigar boutiques

### FREQUENCY

4 issues per year

### PRINT RUN

50,000 copies

### AD RATES

Full Page	€ 9,300
Special Page (opposite the Editor's letter, contents, etc.)	€ 12,200
Full Page (first 1/3 of the magazine)	€ 10,400
Full Page (first half of the magazine)	€ 9,700
First DPS	€ 21,700
Second DPS	€ 16,700
Third, Fourth, Fifth DPS	€ 14,400
Double Page Spread (DPS)	€ 12,200
Second Cover	€ 17,200
Third Cover	€ 12,400
Fourth Cover	€ 20,100

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PRIVATE BANKING MAGAZINE

# WEALTH

— NAVIGATOR —



## THE MOST TRUSTWORTHY AND INFLUENTIAL MAGAZINE FOR THE WORLD'S RICHEST

### TARGET AUDIENCE

WEALTH Navigator targets two main audiences – high and ultra-high net worth individuals, and private banking & wealth management industry professionals.

### DISTRIBUTION SYSTEM

- Distribution aboard **British Airways** (London – Moscow – London, First Class), **Qatar Airways** (London – Moscow, First Class), **Aeroflot** (London – Moscow, Business Class); in VIP lounges of **Heathrow**, **Vnukovo**, **Domodedovo**, and **Sheremetyevo** airports.
- Privileged direct mail to clients of WEALTH partners – banks and financial organizations providing private banking & wealth management services.

### FREQUENCY

8 issues per year

### PRINT RUN

21,000 copies

### AD RATES

Full Page	€ 11,300
Special Page (opposite the Editor's letter, contents, etc.)	€ 13,800
Full Page (first 1/3 of the magazine)	€ 12,900
Full Page (first half of the magazine)	€ 11,700
First DPS	€ 22,100
Second DPS	€ 19,200
Third, Fourth, Fifth DPS	€ 15,800
Double Page Spread (DPS)	€ 14,900
Second Cover	€ 19,200
Third Cover	€ 12,900
Fourth Cover	€ 21,100

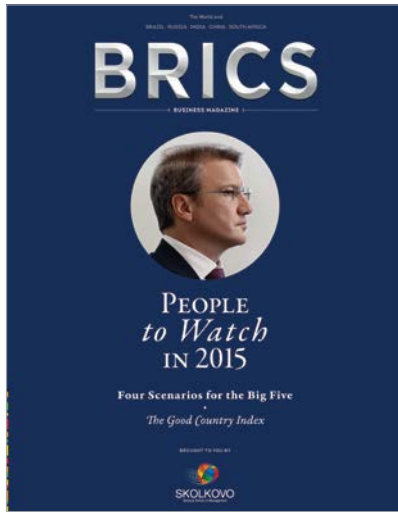


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# BRICS

BUSINESS MAGAZINE



## A PRO-EMERGING-MARKETS PUBLICATION SHARING INSIGHTS:

- FROM EMERGING MARKETS TO EMERGING MARKETS
- FROM EMERGING MARKETS TO THE WORLD
- FROM THE WORLD TO EMERGING MARKETS

## TARGET AUDIENCE

The global investor community, influential decision-makers & authoritative figures in business & politics.

## DISTRIBUTION SYSTEM

- Distribution at high-profile international business forums
- International subscription
- International distribution to contacts of Ruben Vardanyan and his partners
- Moscow School of Management SKOLKOVO
- Distribution in 5-star hotels in Moscow

## FREQUENCY

4 issues per year

## PRINT RUN

21,000 - 25,000 copies  
depending on the coinciding  
forums

## AD RATES

Full page	\$ 16,900
Special page	\$ 23,400
Full Page (first 1/3 of the magazine)	\$ 21,000
First DPS (Double Page Spread)	\$ 43,900
Second DPS	\$ 35,200
Third DPS	\$ 32,000
Double Page Spread (DPS)	\$ 30,000
Second cover	\$ 37,900
Third cover	\$ 26,100
Fourth cover	\$ 43,200

Worldwide distribution of the electronic version at



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