

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

1,240,800 readers in Russia
382,400 readers in Moscow
145,900 readers in St. Petersburg*

* 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
- Sports complex «Olimpiysky»
- «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

10 issues per year

PRINT RUN

140,000 copies

AD RATES

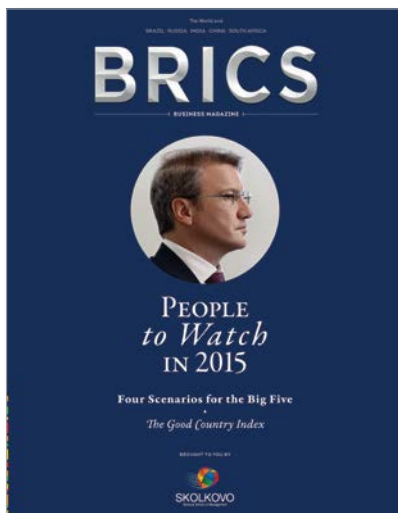
Full Page	€ 8,400
Special Page (opposite the Editor's letter, contents, etc.)	€ 11,100
Full Page (first 1/3 of the magazine)	€ 9,500
Full Page (first half of the magazine)	€ 8,800
Half Page	€ 5,000
First DPS	€ 19,800
Second DPS	€ 15,100
Third, Fourth, Fifth DPS	€ 13,100
Double Page Spread (DPS)	€ 11,100
Second Cover	€ 15,600
Third Cover	€ 11,300
Fourth Cover	€ 18,300

M. PUBLISHING
BRAND DEVELOPMENT
EVENT MANAGEMENT

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

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

Worldwide distribution of the electronic version at



FREQUENCY

3 issues per year

PRINT RUN

10 000 - 25 000 copies
depending on the coinciding
forums

AD RATES

Full page	\$ 15,400
Special page	\$ 21,300
Full Page (first 1/3 of the magazine)	\$ 19,000
First DPS (Double Page Spread)	\$ 39,900
Second DPS	\$ 32,000
Third DPS	\$ 29,100
Double Page Spread (DPS)	\$ 27,300
Second cover	\$ 34,500
Third cover	\$ 23,700
Fourth cover	\$ 39,200

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SPEAR'S

WMS.RUSSIAN EDITION
PRIVATE BANKING AND WEALTH MANAGEMENT MAGAZINE



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

TARGET AUDIENCE

Similar to the original British edition, SPEAR'S Russia 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 SPEAR'S partners - banks and financial organizations providing private banking & wealth management services.

FREQUENCY

10 issues per year

PRINT RUN

21,000 copies

AD RATES

Full Page	€ 10,200
Special Page (opposite the Editor's letter, contents, etc.)	€ 12,600
Full Page (first 1/3 of the magazine)	€ 11,700
Full Page (first half of the magazine)	€ 10,600
Half Page	€ 6,100
First DPS	€ 20,100
Second DPS	€ 17,400
Third, Fourth, Fifth DPS	€ 14,400
Double Page Spread (DPS)	€ 13,600
Second Cover	€ 17,400
Third Cover	€ 11,700
Fourth Cover	€ 19,200



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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, St. Petersburg and other big cities in Russia
 - ▶ Premium wine shops
 - ▶ Alcohol and cigar boutiques

FREQUENCY

6 issues per year

PRINT RUN

50,000 copies

AD RATES

Full Page	€ 8,400
Special Page (opposite the Editor's letter, contents, etc.)	€ 11,100
Full Page (first 1/3 of the magazine)	€ 9,500
Full Page (first half of the magazine)	€ 8,800
Half Page	€ 5,000
First DPS	€ 19,800
Second DPS	€ 15,100
Third, Fourth, Fifth DPS	€ 13,100
Double Page Spread (DPS)	€ 11,100
Second Cover	€ 15,600
Third Cover	€ 11,300
Fourth Cover	€ 18,300

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