

# SALES

**MEDIACRAT COMMERCIAL MANAGEMENT PROJECTS  
BRIEF OVERVIEW**



# BOLSHOI

ALEXEI NEMOV'S MAGAZINE

# SPORT



## ALEXEI NEMOV'S MAGAZINE

## THE ONLY MEN'S GLOSSY


## MONTHLY PUBLICATION ABOUT SPORTS IN RUSSIA

### TARGET AUDIENCE

The vast majority of BOLSHOI Sport readers (73%) are men leading an active lifestyle. 72% of the magazine's audience are people with upper and upper middle income levels.\*

### SEMIANNUAL AUDIENCE

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

\* TNS Russia 

## 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

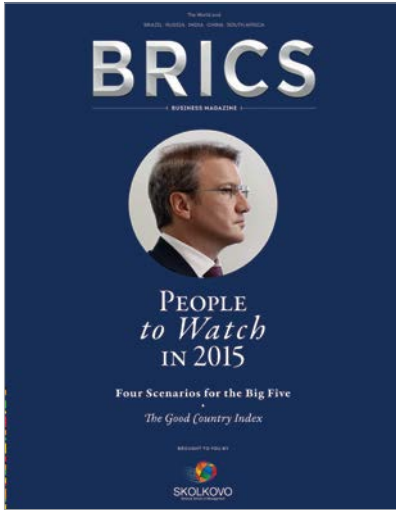
Full Page	€ 8,400
Special Page (opposite the Editor's letter, contents, etc.)	€ 11,100
Full Page (first 1/3 of the magazine)	€ 9,500
Full Page (first half of the magazine)	€ 8,800
Half Page	€ 5,000
First DPS	€ 19,800
Second DPS	€ 15,100
Third, Fourth, Fifth DPS	€ 13,100
Double Page Spread (DPS)	€ 11,100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

**M.** PUBLISHING  
BRAND DEVELOPMENT  
EVENT MANAGEMENT

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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:  
**BRICS Business Magazine №1 (17)** – Krasnoyarsk Economic Forum, Moscow Economic Forum;  
**BRICS Business Magazine №2 (18)** – St. Petersburg International Economic Forum, BRICS Summit;  
**BRICS Business Magazine №3 (19)** – “Russia Calling!” Forum, Sochi International Investment Forum, Forum Open Innovations;  
**BRICS Business Magazine №4 (20)** – World Economic Forum Annual Meeting in Switzerland.
- 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

4 issues in 2016

## 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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RUSSIAN EDITION

# SPEAR'S

PRIVATE BANKING  
& 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.\*

\* TNS Russia 

### 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

9 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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