

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

95,000 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

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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 |

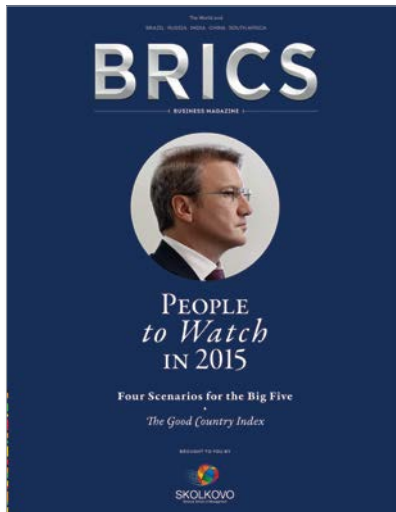


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BRICS

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

3 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 |

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