

PRIVATE BANKING MAGAZINE

# WEALTH

— NAVIGATOR —

Magazine for wealth  
owners and those  
working with them

Mediacrat

# WEALTH

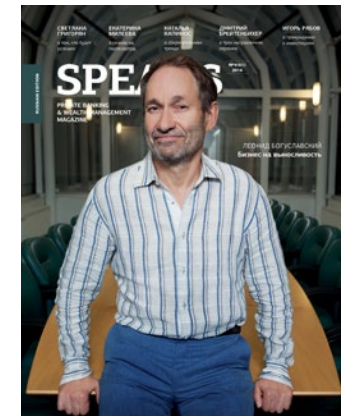
— NAVIGATOR —

.....  
is a direct successor of SPEAR'S Russia,  
which was published in Russia for almost  
14 years and laid the groundwork for this new  
publication. WEALTH Navigator will continue  
drawing on the best minds from the PB&WM  
industry, explaining how to save and grow  
one's wealth.  
.....

# WEALTH Navigator. AUDIENCE



The magazine targets two primary audiences: high net worth and ultra high net worth Russians\*, and professionals involved in private banking and wealth management.



\* High Net Worth Individuals (HNWI) and Ultra High Net Worth Individuals (UHNWI) are private banking industry terms. According to the annual global wealth survey (Capgemini & RBC Wealth Management), High Net Worth Individuals are people with investable assets of at least \$1 million, excluding investments in private collections, consumer goods, durables and real estate at their main residence. Ultra High Net Worth Individuals are people with investable assets of at least \$30 million, excluding investments in private collections, consumer goods, durables and real estate at their main residence.



# Editorial formula

Truly successful investment ideas, family capital management recommendations, high wealth taxation issues, as well as interviews with Russian millionaires and practitioners from the private banking and wealth management industry are priority topics for the magazine.



# WEALTH Navigator leads

The central figures – authors and columnists of WEALTH Navigator publications – are opinion leaders including Petr Aven (Alfa Group), Dmitry Kostygin (Yulmart), Roman Avdeev (MKB), Vadim Moshkovich (Rusagro), Ivan Pictet (Pictet & Cie), Hans Vontobel (Vontobel Holding), Prince Hans-Adam II (LGT Group) and many others.



*Mikhail Fridman*



*Ruben Vardanyan*



*Vadim Moshkovich*



*Hans Vontobel*



*Roman Avdeev*



*Ivan Pictet*



*Alexander Svetakov*



*Leonid Boguslavsky*



*Petr Aven*

# Topic categories

## Part 1. People, opinions, numbers and trends

WEALTH Navigator introduces its readers to the world's wealthiest people and top-performing wealth managers, offers market analysis, looks for new ways to grow wealth and puts time-proven strategies for preserving assets to the test.

### LEADERS & OPINION

The column invites the most prosperous clients and legendary professionals in the wealth management industry. Portraits and interviews.

### FIGURES

Investing in numbers: ratings and indices of corporations, banks and funds. Best managers of other people's money.

### INSIDERS

A networking platform for WEALTH Navigator columnists. This is where top managers and decision-makers discuss the industry's most pressing concerns.

### ALTERNATIVES

Exploring unconventional asset classes: hedge funds, PE&VC, private debt and private credit, wine, art, antiques and other exitoc investments, such as books, musical instruments and football clubs.



# Topic categories

On the one hand, WEALTH Navigator speaks about important matters in serious banking terms

While, at the same time, discussing things of interest with aristocratic ease. Even though the important and the interesting are inseparable, WEALTH Navigator can be conventionally divided into two topic categories.

## Part 2. Infotainment

A millionaire's life is more than just money and business. WEALTH Navigator knows this and pays due regard to lifestyle issues, plus everything wealthy people may be interested in. For such things, profit is optional.

### LIFE

About the lifestyle of HNWI – ultimate comfort and the spoils of affluence.

### ARTS

Top-class art through the lens of big money.



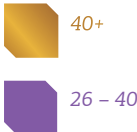
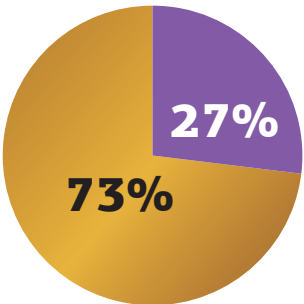


# Reader profile\*

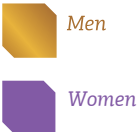
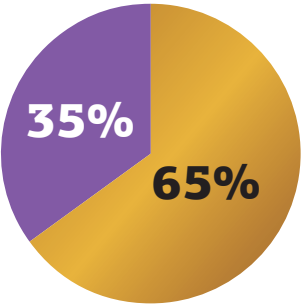
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**WEALTH Navigator readers** are passionate people, business owners, top managers and finance professionals. They possess wealth worth millions and billions, have a say in what happens in the country and worldwide, and are rightfully recognised as intellectual leaders. Depth and good taste are their priority demands on the magazine, people and things.



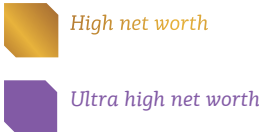
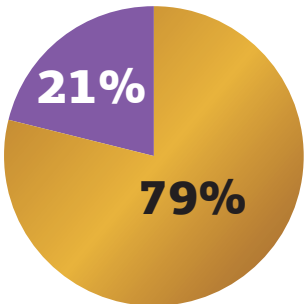
Age



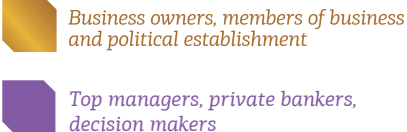
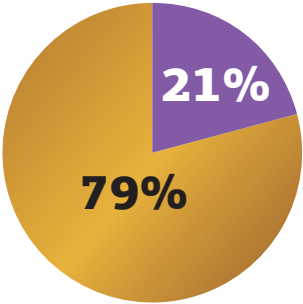
Gender



Financial status



Social status



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\* According to MEDIACRAT Customer Service and findings of surveys among the magazine subscribers and VIP mailing recipients



# Distribution



- At private banking offices
- At the offices of management companies, MFOs and investment boutiques
- In CoffeeMania coffee shops
- Noôdome club space
- At relevant events (Private Wealth Forum, Family Office Forum, WEALTH Navigator Awards, etc.)
- At airports, in restaurants, hotels (optional)
- Delivery to the magazine's own client pool

# WEALTH Navigator Awards

**WEALTH Navigator Awards** is the only awards event in Russia for top-performing companies and professionals in the private banking and wealth management industry. It has been held annually since 2009. Since its inception, the award has earned trust in the world of finance and proven its weight and expertise, as is clearly demonstrated by the steadily growing competition in all categories.





# WEALTH Club



**WEALTH Club** is a forum for discussing the most contentious and pressing matters of concern to the Russian business and professional communities.

The Club holds regular sessions throughout the year. The event's free and "open mike" format allows each guest to share their own perspective. Participants in the discussion represent the expert community on the topic of choice, the financial community and private banking and wealth management industry, and the media.



# Special projects



**WEALTH Navigator** offers proprietary solutions for special themed projects and develops custom models based on the client's personal needs. Publication genres vary from investment and macroeconomic reviews and opinions on selected markets to client cases, in-depth analysis of certain asset classes, extended interviews with corporate and banking executives or researchers, investment guides, mini-encyclopaedia and opinion column digests.





# Information for Advertisers

## Frequency

10 issues per year

## Circulation

21,000 copies per issue

(advertising images are reproduced in the e-version of the magazine free of additional charges)

## Publication Schedule

Issue	Ad Close	Release
# 1 (130)	20 January 2025	3 February 2025
# 2 (131)	18 February 2025	4 March 2025
# 3 (132)	24 March 2025	7 April 2025
# 4 (133)	26 May 2025	9 June 2025
Special legal issue	8 August 2025	25 August 2025
# 5 (135)	2 September 2025	15 September 2025
# 6 (136)	25 September 2025	9 October 2025
# 7 (137)	24 October 2025	7 November 2025
# 8 (138)	21 November 2025	5 December 2025
# 9 (139)	8 December 2025	22 December 2025

## Discount System

- Discounts for new clients – 5%
- Discounts for advertising agencies – 15%
- Discounts for long-term clients (accumulative):

Number of placements	1–2	3–4	5–6
Discount	5%	10%	15%
- Special positioning markup – 15%
- No-competitor status markup – 40%

## Ad Rates\*

Full Page	RUB 815,000
Special Page ( <i>opposite the Editor's letter, contents, etc.</i> )	RUB 984,000
Full Page ( <i>first 1/3 of the magazine</i> )	RUB 925,000
Full Page ( <i>first half of the magazine</i> )	RUB 840,000
First DPS	RUB 1,596,000
Second DPS	RUB 1,380,000
Third, Fourth, Fifth DPS	RUB 1,150,000
Double Page Spread (DPS)	RUB 1,080,000
Second Cover	RUB 1,380,000
Third Cover	RUB 925,000
Fourth Cover	RUB 1,524,000

\* 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.

# CONTACTS

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