



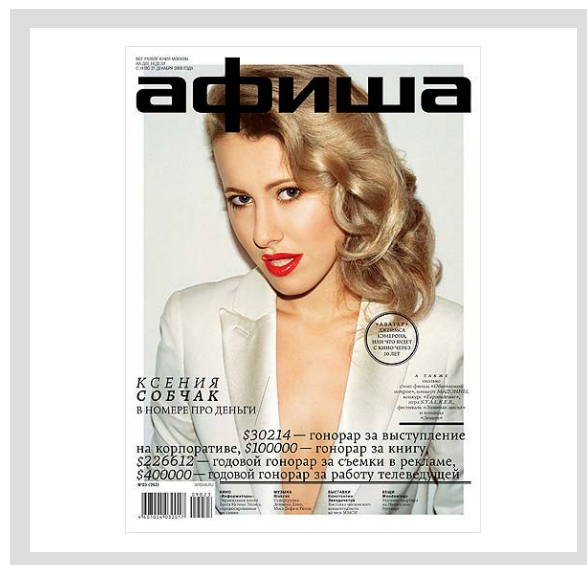
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# “AFISHA” Magazine

Media kit

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## About “AFISHA”



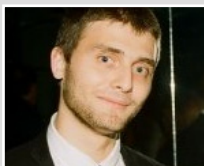
“Afisha” is the best Russian informational magazine, providing extensive coverage of culture, art and entertainment. The magazine contains information of what will happen in these spheres and how to make use of it. “Afisha” is the first to inform about new people, items, events, tendencies and works of art that are worthy of note.

The first issue of “Afisha. The guide to Moscow’s entertainment” was launched in April 1999. In March 2003 “Afisha. The guide to Saint-Petersburg’s entertainment” appeared. Since November 2006 “Afisha. All entertainment in Universe” is available in all great cities in Russia.

The print run of the magazine in Moscow is 84300 copies. The total circulation in Russia – 184300 copies. The magazine appears fortnightly. One publication’s audience is about 1’023’900 readers.

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# CREATORS



**Ilya Krasilshchik**  
Editor-in-chief



**Irina Voloshina**  
Art Director



**Yuri Saprikin**  
Editorial Director

## Team

Our team is young and dynamic, consisting of high class professionals. The magazine closely works with the best Russian journalists, designers and photographers. Among the authors and columnists are the most reputable experts, who express their own point of view only.

## Editorial policy

Among the main principles of the editorial policy are honesty and transparency.

We do not publish embedded advertising and do not put editorial matter on the commercial basis.

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# CONTENT



## People

Interviews and reports about the main characters of the fortnight and photos of ordinary citizens.

## Trends

“Afisha” highlights all relevant trends in cinema, music, fashion, art, literature, theatre, architecture, design as well as internet and computer games.

## Events

A handy guide to the most significant events in city and country's life.

## Breakthrough

“Afisha” tells not only about well-known facts, it also sets new trends.



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# “AFISHA” is read

## For a long time

Articles and reviews are written by the best journalists, capable to make catching articles worth of reading. That’s why the magazine is not browsed, but read.

## Often

“Afisha” is a guide to entertainment, it provides a considerable amount of reference information. That’s why “Afisha” is turned to several times more frequently than to majority of life-style editions.

## Regularly

Each issue has something important and unique -something you won’t find anywhere else –that is why every issue is worth of reading.



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# DISTRIBUTION

## Direct distribution

- Newsstalls
- Supermarkets: Auchan, 7 Continent, Perekrestok, Okey, Paterson, etc.
- Shopping malls: MEGA, etc
- Petrol stations: BP, Shell, etc

## Promotional distribution

- Cinemas: 5 Zvezd, Kinomi, etc
- Bookstores: "Moscow", "Dom knigi" etc
- Audio and video stores
- Cafes, restaurants and clubs
- Webstores

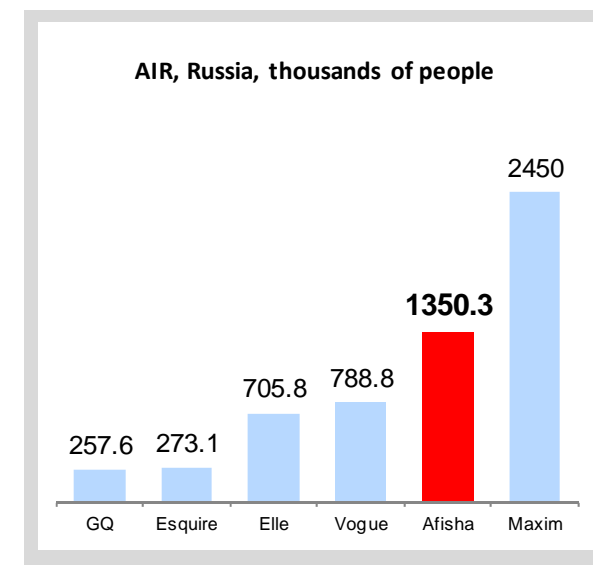
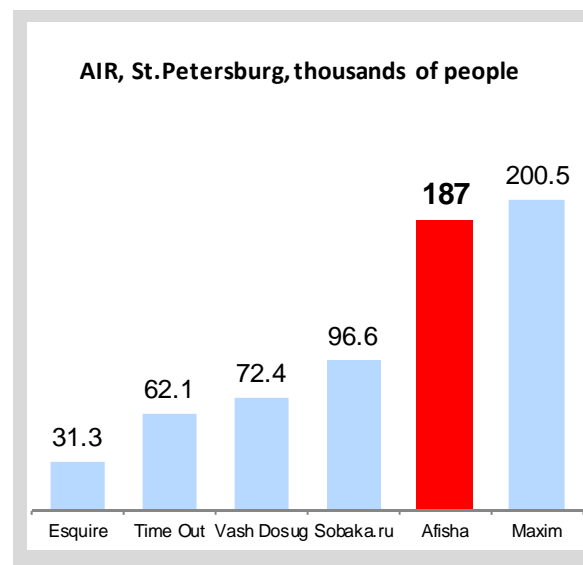
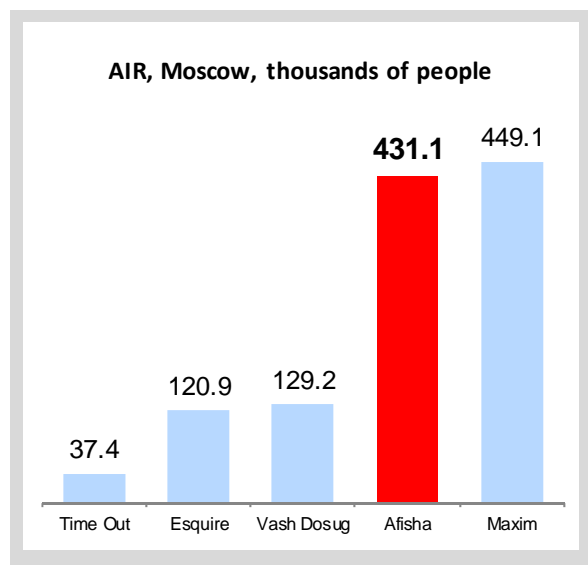
## Geography

More than 30 cities across Russia.  
Total print run 184300 copies, of which:

- Moscow and the Central region: 57%
- St. Petersburg and the Northwest region: 25%
- Siberia: 7%
- The Volga region: 4%
- Other regions: 7%

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# EXPOSURE



According to TNS NRS, May-October 2010



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# AUDIENCE

## Portrate

The target reader is an expert in quality products, watching for innovation technologies and interested in everything new.

He appreciates his free time and knows how to spend it. He spares no expense on restaurants, cinema and theatre, keeps up with the fashions and often renews wardrobe.

## Structure\*

Men 43%, women 57%.  
53% are Younger than 35.

With an average or above the average household income.

Managers 14%, specialists 15%,  
employers 15%, students 12%.

## Geography\*\*

32% are from Moscow,  
14% – from St. Petersburg,  
54% – from other cities of Russia.



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# THE REASON TO BUY ADS in “AFISHA”

1. Great exposure in Moscow, Saint-Petersburg and other cities in Russia.
2. Young and independent audience guided by the values of consumer society.
3. Long and frequent contact of the advertisement with the audience.
4. Visitors associate advertised product with bright features of the brand of “Afisha”.



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# ADVERTISING OPPORTUNITIES

## Standard placement

Advertisement pages with a flexible placement structure: Moscow, St. Petersburg, regions, whole Russia.

Pasted insets and heavy inserts with various printing modes: lettering, selective varnishing, perforation, etc.

## Special sections

Sponsor’s brand and output may be integrated into the special section of several subject columns.

## Supplements and enclosures

Editorial or advertising supplement in the form of a booklet or a folder including thematic content.

Irregular enclosures made of different paper and plastic types, with scarfing, CD/DVD, sampling.



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# ALL PRODUCTS OF “AFISHA” COMPANY

## “Afisha” Magazine

A magazine about culture, art and entertainments.

## “Afisha-Mir” Magazine

A magazine about interesting and economic travels.

## “Afisha-Eda” Magazine

A magazine about food, wine and gastronomic experiences.

## “Afisha” website

A site about entertainments in the biggest cities of Russia.

## “Nightparty” website

A site about night clubs and club music.

## “Afisha-Eda” website

A gastronomy site.

## “Afisha” Travel guides

Travel guides to the cities all over the world.

## “Afisha” Picnic

Annual summer festival in Moscow.