



THE MAGAZINE
«KARAVAN ISTORIY»

.....
BASED ON THE DATA FROM «TNS Russia»
March 2011 - July 2012

KARAVAN
историй

THE MAGAZINE «KARAVAN ISTORIY»

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The magazine «Karavan istoriy» is an illustrated colour publication.

«**Karavan istoriy**» presents the most gripping histories, covering well-known people, historical events and traditions.

«**Karavan istoriy**» is outstanding in its design and print format; the abundance of unique and original photographs and material that leads to the perception of the magazine as being a highly artistic publication.

First published

March 1998

Circulation

300 000 – 330 000 copies

Full colour

220–460 pages

Printed

in Finland

Distribution

retail only

Regular columns

The Art of Living
Tracks of the Stars
Fact
Love Story
Dynasty
Fantasies
Empire
Feature
Horoscop

THE MAGAZINE «KARAVAN ISTORIY»

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DISTRIBUTION OF THE MAGAZINE «KARAVAN ISTORIY»

Circulation of the September issue – 297 000 copies.

The magazine is distributed through retail only.

Moscow and Moscow Region – approximately 171 500 copies.

In Russia, the CIS and overseas – approximately 125 500 copies.

(21 800 copies are sold in St Petersburg).

According to the data of the distribution service in the large cities of Russia, the following number of copies are sold:

Moscow	155 000
St Petersburg	21 800
Novosibirsk	10 200
Rostov-on-Don	7 100
Ekaterinburg	6 800
Krasnodar	6 000
Kazan	5 500
Nizhny Novgorod	4 500
Volgograd	3 900
Samara	3 800
Tver	3 400
Voronezh	3 000
Pyatigorsk	2 900
Saratov	2 900
Vladivostok	2 800
Tula	2 700
Chelyabinsk	2 300
Irkutsk	2 200
Krasnoyarsk	2 000
Tumen	2 000
Yaroslavl	2 000
Penza	1 900
Smolensk	1 600
Lipetsk	1 500
Perm	1 500
Vladimir	1 400

Kaliningrad	1 400
Belgorod	1 200
Cheboksary	1 200
Kemerovo	1 100
Kaluga	1 050
Kirov	1 000
Orenburg	1 000
Ryazan	1 000
Tombov	1 000
Stavropol	800
Ufa	800
Omsk	600
Norilsk	500
Sochi	500

Circulation in CIS:

Ukraine	Karavan istoriy/Ukraine 100 000
	Karavan istoriy/Russia 500
Belorussia	3 500
Kazakhstan	2 000
Latvia	1 700
Azerbaijan	700
Eesti	600
Litva	300
Georgia	250
Armenia	200

Approximately 2 800 copies are sold overseas (Germany – 1 000, USA – 500, Israel – 230, UAE – 100, Greece – 10, Cyprus – 100, Bulgaria – 100, Turkish – 80, Italy – 70, Tunis – 70, Ireland – 50.).

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THE READERSHIP OF THE MONTHLY MAGAZINE «KARAVAN ISTORIY»

Information Studies by «TNS Russia» National Readership Survey, Moscow (16+), March 2011 – July 2012 (NRS 2012/3)

I. AVERAGE ISSUE READERSHIP IN MOSCOW

We present the data on the average issue readership of the most popular women's and family monthly magazines as a percentage of the adult population of Moscow (10 050 400 people) and in total figures:

1 Karavan istoriy	13,9%	1 393 800
2 Cosmopolitan	9,3%	933 100
3 Collection Karavan istoriy	7,8%	783 800
4 Domashniy ochag	4,2%	421 200
5 Burda	3,6%	365 200
6 Biography	3,4%	338 300
7 Glamour	3,1%	310 600
8 Vogue	2,2%	222 500
9 Elle	1,7%	172 300
10 Marie Claire	0,9%	93 700
11 Harper's Bazaar	0,5%	50 600
12 Atmosfera	0,4%	36 600

II. HALF-YEAR AUDIENCE IN MOSCOW

The figures for monthly women's magazines as a percentage of the adult population of Moscow and in total figures (thousands of people):

1 Karavan istoriy	27,2%	2 729 200
2 Cosmopolitan	19,2%	1 925 700
3 Collection Karavan istoriy	13,7%	1 381 500
4 Domashniy ochag	9,7%	973 100
5 Biography	7,8%	780 800
6 Burda	7,6%	760 700
7 Glamour	6,7%	671 700
8 Vogue	4,8%	484 200

9 Elle	4,2%	418 100
10 Marie Claire	2,4%	243 900
11 Atmosfera	1,3%	133 700
12 Harper's Bazaar	1,3%	129 700

III. AVERAGE ISSUE READERSHIP IN RUSSIA

Average issue readership in Russia is presented based on the data from «TNS Russia» (NRS-Russia, March 2011 – July 2012) as a percentage of the adult population (60 361 600 people) and as total figures:

1 Cosmopolitan		
2 Karavan istoriy	10,4%	6 265 900
3 Burda	7,7%	4 636 000
4 Domashniy ochag	4,5%	2 698 500
5 Collection Karavan istoriy	3,3%	1 993 200
6 Glamour	3,1%	1 887 200
7 Biography	2,8%	1 670 400
8 Vogue	1,6%	973 700
9 Elle	1,2%	734 000
10 Marie Claire	1,1%	656 100
11 Harper's Bazaar	0,4%	253 000
	0,2%	136 100

IV. TOTAL AUDIENCE MAGAZINES KARAVAN ISTORIY AND COLLECTION KARAVAN ISTORIY (percentage and in total figures)

1 Moscow		
8 Russia	17,5%	1 758 700
	9,2%	5 530 200

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Average issue readership of the magazine «Karavan istoriy» in the major regions of Russia:

Region	Average issue readership (people)
Central	2 147 800
South	596 000
North-West	564 800
Privoljsky	549 500
Siberian	409 200
Uralsky	246 300
Far-East	122 400

From the NRS study, St.Petersburg, March 2011 – July 2012, Cities (800+), December 2010 – October 2011 the data about the following cities is presented:

City	Average issue readership (people)
St. Petersburg	421 200
Rostov-on-Don	94 000
Nizhny Novgorod	88 700
Ekaterinburg	87 600
Novosibirsk	56 600
Samara	53 400
Voronezh	47 500
Krasnoyarsk	44 300
Chelyabinsk	43 800
Ufa	34 100
Omsk	33 600
Perm	33 000
Kazan	30 400

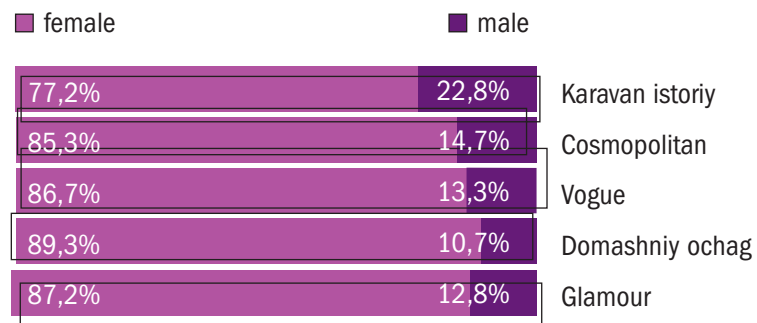
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IV. SOCIAL AND DEMOGRAPHIC CHARACTERISTICS OF THE READERSHIP

1. Sex



Conclusion: although the majority of readers of the magazine «Karavan istoriy» are women, almost 30,0% of its readers are men. That is to say the magazine is more unisex compared with traditional women's publications.

2. Age

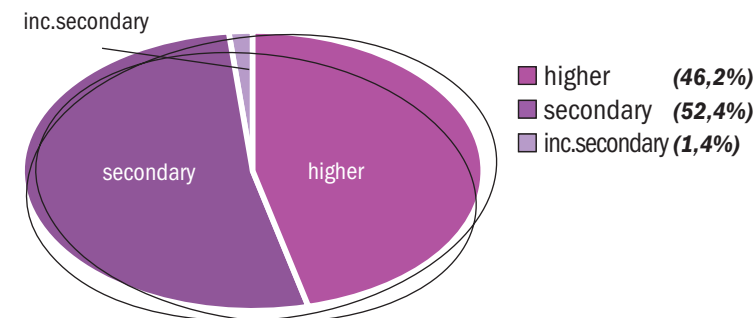
	16-24 y.o.	25-34 y.o.	35-44 y.o.	45-54 y.o.
Karavan istoriy	7,1%	17,2%	20,7%	23,8%
Cosmopolitan	25,8%	28,6%	17,3%	16,8%
Elle	26,7%	28,6%	21,6%	13,9%
Glamour	31,1%	31,2%	20,5%	12,4%

The magazine «Karavan istoriy» is of equal interest to all readership age groups, moreover, it contains **more consumer-active group – from 35 to 54 years old, whereas a large proportion of the readership of traditional women's magazines are young readers aged between 16 and 24 years old.**

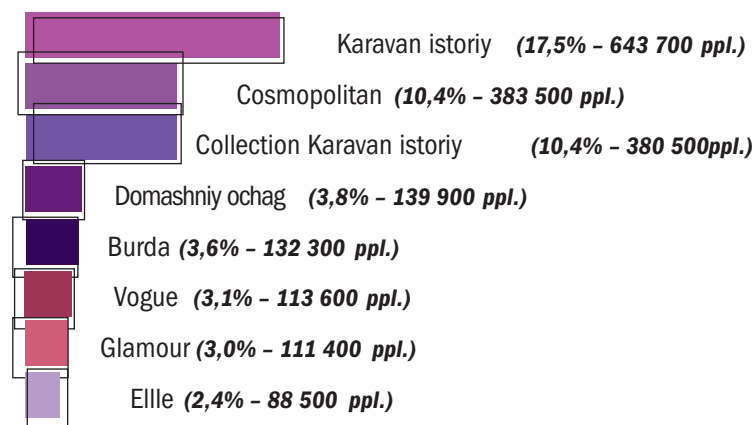
3. Working status

employed (63,4%)

4. Education



Part of the readership of the magazine among people with higher education:

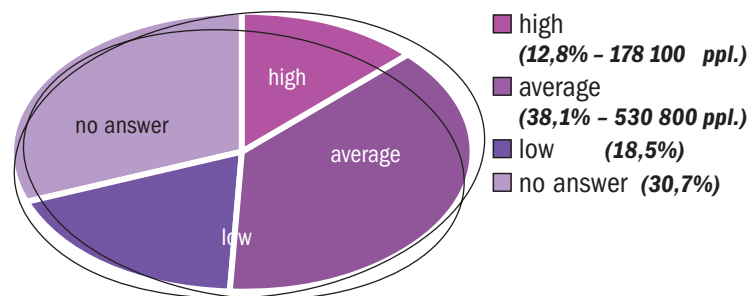


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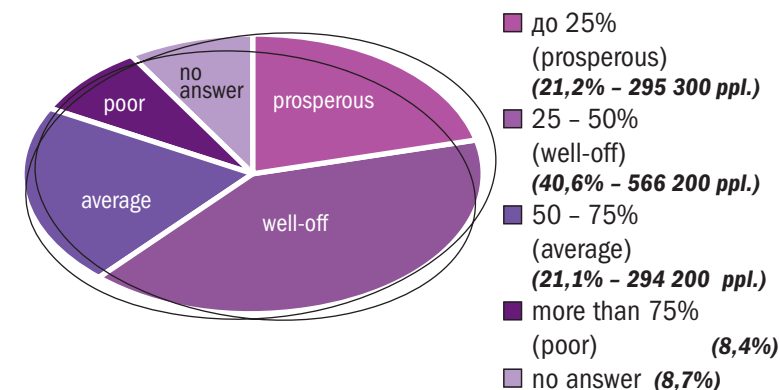
5. Income



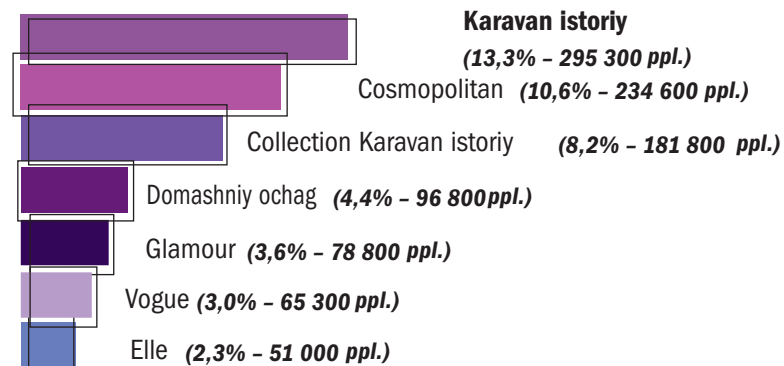
It is necessary to note that during the course of the study respondents do not willingly answer questions about their income – more than 30,7% refused to answer. Since under examination there is a tendency to lower the actual level of income, it is possible to assume that the members of the lower and average income groups in fact belong to the average and higher groups.

6. Financial status

Financial status was determined using data about the percentage of income spent on food stuffs. «Prosperous» people spend less than 25% of the family budget on food stuffs, «well-off» people spend between 25% and 50%, «average» people spend between 50% and 75% and «poor» people spend more than 75%. We present the results of the survey among the readership of the magazine «Karavan istoriy»:



Prosperous muscovites read:

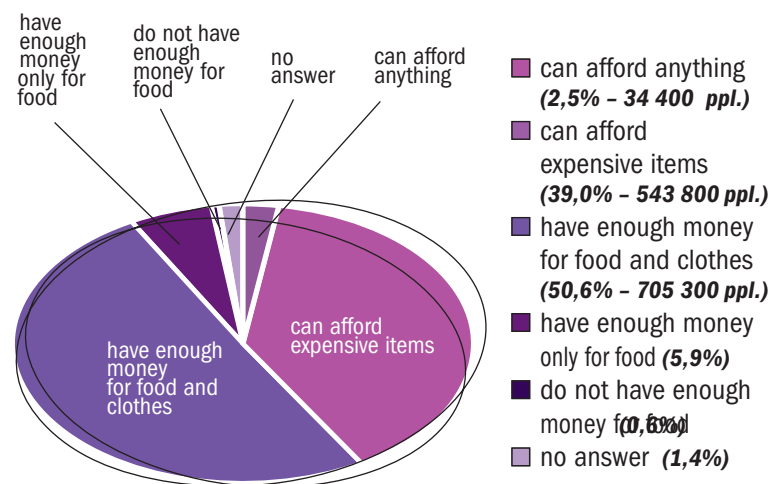


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THE READERSHIP OF THE MONTHLY MAGAZINE «KARAVAN ISTORIY»

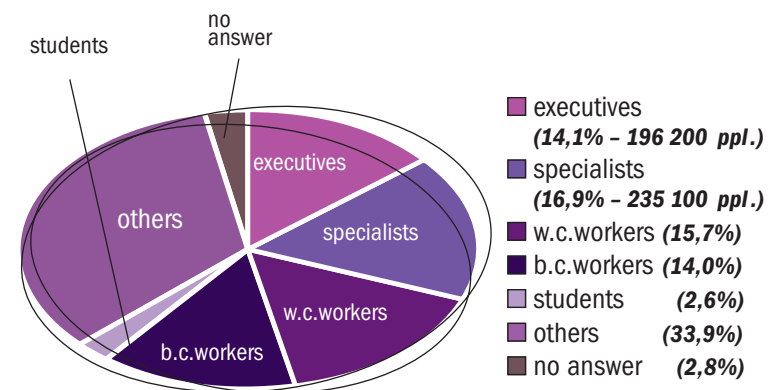
Information Studies by «TNS Russia» National Readership Survey, Moscow (16+), March 2011 – July 2012 (NRS 2012/3)

7. Family purchasing capacity



Conclusion: 92,1% of readers of the magazine «Karavan istoriy» can be considered as members of the well-off group of the population.

8. Social status

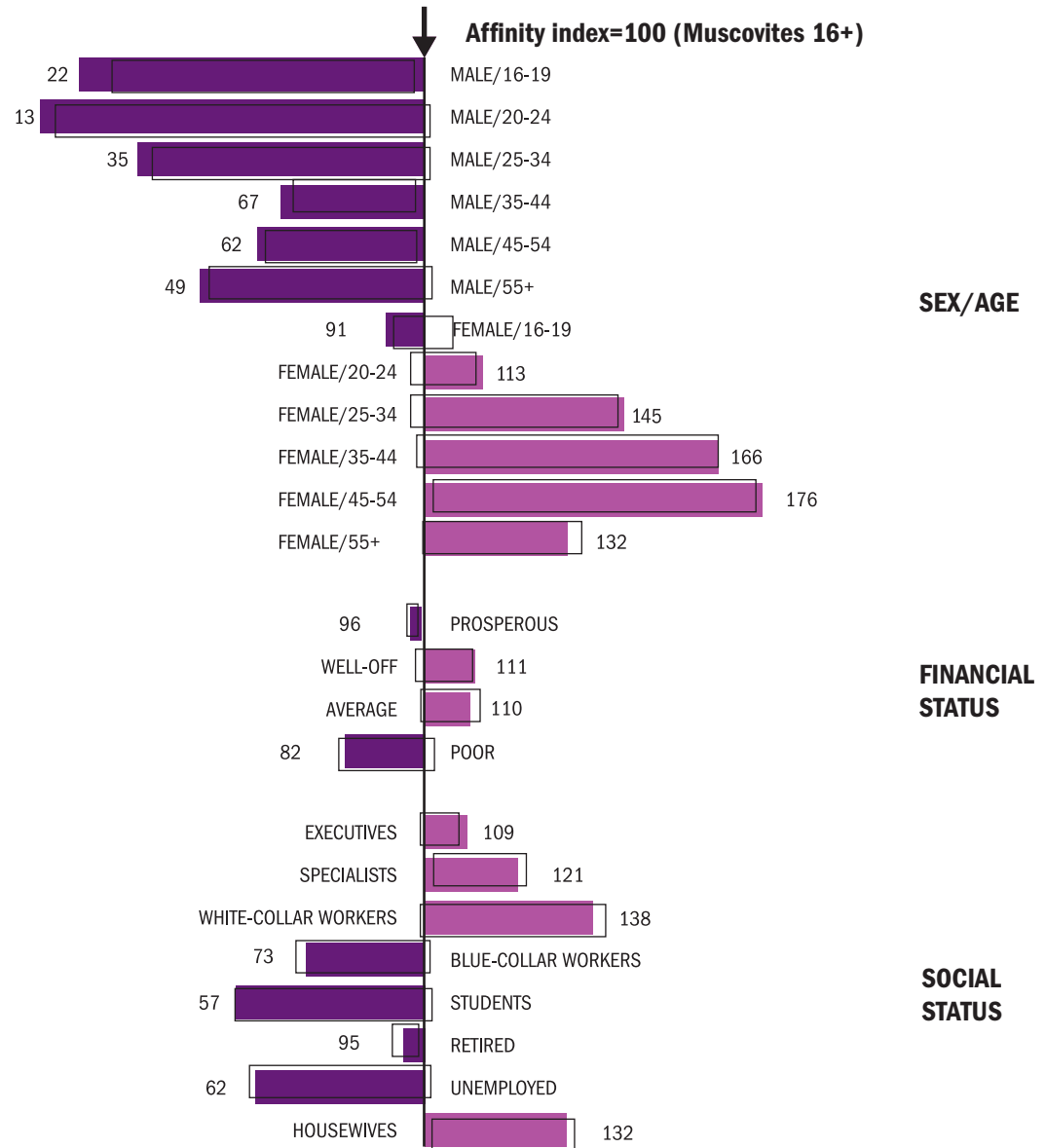


The data on the quantity of readers of the magazine among the executives and specialists:

	Executives	Specialists
Karavan istoriy	15,1%	16,7%
Cosmopolitan	9,9%	10,6%
Domashniy Ochag	3,8%	4,6%
Glamour	3,6%	2,9%
Vogue	3,4%	3,1%

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PROFILE OF THE READERSHIP OF THE MAGAZINE «KARAVAN ISTORIY»



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V. CONSUMER CHARACTERISTICS OF THE READERSHIP

1. Availability of a car in the household

62,4% of readers of the magazine have cars. Moreover, **52,6%** have foreign-made cars, on the whole for Moscow this number is 45,2%. Moreover, **16,1%** of Muscovites, owners of foreign-made cars, read the magazine «Karavan istoriy» (11,0% read «Cosmopolitan»; 3,7% – «Glamour»; 4,6% – «Domashniy ochag» and 2,9% read «Vogue»).

2. Trips abroad

3,7% of readers took business trips abroad in the last half a year (3,3% of the total Muscovites) and **22,9%** of readers spent holidays abroad (16,0% of the total Muscovites).

15,6% of all Muscovites, who took business trips abroad in the last half a year are readers of the magazine «Karavan istoriy» (11,7% read «Cosmopolitan»; 4,9% read «Vogue»; 5,04,**23. Leisure (within the last month)**

We have compared the figures for how readers of the magazine «Karavan istoriy» and Muscovites in general spend their time:

	Readers of the magazine «Karavan istoriy»	Muscovites
visit theatres		
cinemas	24,9%	17,0%
cafe, restaurants	43,3%	36,7%
sport clubs	63,5%	52,8%
beauty salons	19,0%	16,8%
	30,7%	16,9%

4. Usage of a computer (within the last month)

82,0% of readers of the magazine «Karavan istoriy» use computers, for Moscow this number is 77,1%. Besides, **72,6%** of readers have personal computer at home, that indicates high income of «Karavan istoriy» magazine audience.

5. Usage of Internet (within the last month)

79,7% of readers of the magazine «Karavan istoriy» use the Internet, for Moscow this number is 75,3%. Besides, **59,6%** of readers use Internet every or almost every day.

Conclusion: consumer characteristics and way of life of the magazine «Karavan istoriy» readership suggest a higher standard of living of readers than average in Moscow. Moreover, the prosperous group of Muscovites prefers the magazine «Karavan istoriy» to other women's publications.

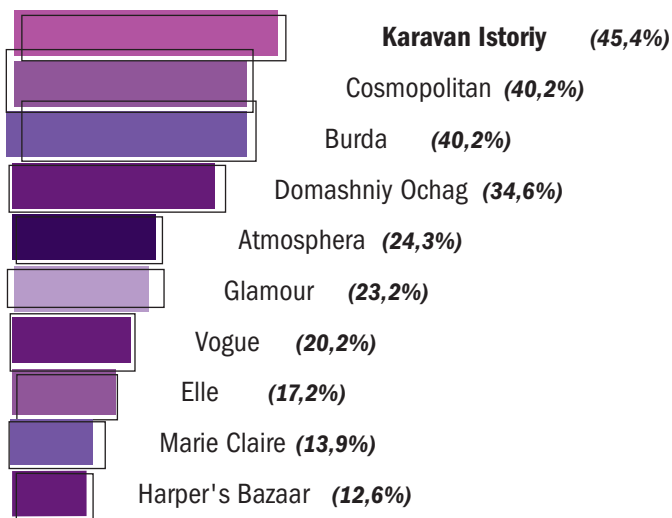
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VI. EXCLUSIVE READERSHIP OF WOMEN'S MAGAZINES

Exclusive readership is a part of average issue readership, which comprises people, who read or look through only magazine X from a group of magazines.



THE EFFECTIVENESS OF ADVERTISING IN THE MAGAZINE «KARAVAN ISTORIY»

The effectiveness of advertising in the magazine «Karavan istoriy» is shown as a coefficient of CPT.

CPT is determined by dividing the price of one page in the publication by the average issue readership (quantity of people). The coefficient of CPT is shown as the expenses of the advertiser in Roubles per 1 000 readers.

Based on the data from «TNS Russia» NRS-Moscow (16+) March 2011 – July 2012.

Here is CPT for a number of monthly publications:

	CPT, RUR
Collection Karavan istoriy	459
Karavan istoriy	466
Burda	1 095
Cosmopolitan	1 297
Domashniy ochag	1 499
Glamour	2 061
Vogue	2 831
Elle	3 714
Marie Claire	3 736
Atmosfera	6 686
Harper's Bazaar	10 564

Conclusion: placing advertisements in the magazine «Karavan istoriy» allows the advertiser to reach the maximum number of readers with minimal expenditure, which is confirmed by the lowest value of the CPT coefficient of the magazine «Karavan istoriy» among other monthly women's and family magazines.

THE MAGAZINE «KARAVAN ISTORIY»

ADVERTISING IN THE MAGAZINE «KARAVAN ISTORIY», RUR, 2012

ADVERTISING RATES OF THE MAGAZINE «KARAVAN ISTORIY»

Size	Cost, RUR
1/1 page	650 000
1/2 page	450 000
1/3 page	310 000
Double page	1 120 000
First double page	1 500 000
Second double page	1 320 000
Third double page	1 250 000
Fourth double page	1 200 000
Fifth double page	1 150 000
Right Hand Page face to Contributors	760 000
1-st Right Hand Page face to Content	730 000
2-nd Right Hand Page face to Content	710 000
3-rd Right Hand Page face to Content	690 000
Right Hand Page face to Editor's letter	730 000
II cover	890 000
III cover	750 000
IV cover	1 150 000

MARKUPS AT POSITIONING

In the first article of the issue	10%
First half of the magazine	10%
First advertising of a definite product category	10%
Placement of 2 -3 layouts successively	10%
Placement of 2 layouts on spread	10%
Placement in a definite column	10%
Non-standard size advertising	15%

DISCOUNTS FOR MULTIPLE ADVERTISEMENTS

Quantity of insertions	Discount
2 - 3	5%
4 - 5	8%
6 - 9	12%
10 - 12	17%

Advertising agencies are granted with 15% discount.

PRICES FOR PACKAGE DEPLOYMENT OF THE MAGAZINE «KARAVAN ISTORIY» AND «COLLECTION KARAVAN ISTORIY»

Size	Karavan istoriy	Collection Karavan istoriy	Cost, RUR
	1/1	1/1	780 000
	1/2	1/1	605 000
	1/3	1/1	505 000
	1/1	1/2	730 000
	1/2	1/2	540 000
	1/3	1/2	405 000
	1/3	1/3	385 000
	2/1	2/1	1 300 000
	1/1	2/1	930 000
	2/1	1/1	1 150 000

Rates do not include VAT.

Advertising agencies are granted with 15% discount.

DISCOUNTS FOR QUANTITY OF MONTHS OF AN EXIT:

Quantity of insertions	Discount
2 - 5	5%
6 - 9	10%
10 - 12	15%

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ADVERTISING IN THE MAGAZINE «KARAVAN ISTORIY», RUR, 2013

ADVERTISING RATES OF THE MAGAZINE «KARAVAN ISTORIY»

Size	Cost, RUR
1/1 page	650 000
1/2 page	450 000
1/3 page	310 000
Double page	1 120 000
First double page	1 575 000
Second double page	1 380 000
Third double page	1 280 000
Fourth double page	1 200 000
Fifth double page	1 250 000
Right Hand Page face to Contributors	800 000
1-st Right Hand Page face to Content	760 000
2-nd Right Hand Page face to Content	740 000
3-rd Right Hand Page face to Content	720 000
Right Hand Page face to Editor's letter	760 000
II cover	930 000
III cover	780 000
IV cover	1 200 500

MARKUPS AT POSITIONING

In the first article of the issue	15%
First half of the magazine	15%
First advertising of a definite product category	15%
Placement of 2 -3 layouts successively	15%
Placement of 2 layouts on spread	15%
Placement in a definite column	15%
Non-standard size advertising	15%

DISCOUNTS FOR MULTIPLE ADVERTISEMENTS

Quantity of insertions	Discount
2 - 3	5%
4 - 5	8%
6 - 9	12%
10 - 12	17%

Advertising agencies are granted with 15% discount.

PRICES FOR PACKAGE DEPLOYMENT OF THE MAGAZINE «KARAVAN ISTORIY» AND «COLLECTION KARAVAN ISTORIY»

Size	Karavan istoriy	Collection Karavan istoriy	Cost, RUR
	1/1	1/1	800 000
	1/2	1/1	620 000
	1/3	1/1	515 000
	1/1	1/2	740 000
	1/2	1/2	550 000
	1/3	1/2	410 000
	1/3	1/3	390 000
	2/1	2/1	1 350 000
	1/1	2/1	950 000
	2/1	1/1	1 180 000

Rates do not include VAT.

Advertising agencies are granted with 15% discount.

DISCOUNTS FOR QUANTITY OF MONTHS OF AN EXIT:

Quantity of insertions	Discount
2 - 5	5%
6 - 9	10%
10 - 12	15%

THE MAGAZINE «KARAVAN ISTORIY»

ISSUE DATES AND THE DEADLINES FOR PROVIDING THE INSERTION ORDERS AND ORIGINAL LAYOUTS 2012

ISSUE DATES, BOOKING AND MATERIAL DEADLINES FOR «COLLECTION KARAVAN ISTORIY» MAGAZINE FOR 2012

Nº	issue date	deadline for providing insertion orders	deadline for providing standard ads' orders	deadline for providing original layouts	Circulation in Moscow
01	January	10.11.2011	12.11.2011	14.11.2011	20.12.2011
02	February	07.12.2011	09.12.2011	12.12.2011	23.01.2012
03	March	11.01.2012	13.01.2012	16.01.2012	20.02.2012
04	April	08.02.2012	10.02.2012	13.02.2012	19.03.2012
05	May	14.03.2012	16.03.2012	19.03.2012	23.04.2012
06	June	11.04.2012	13.04.2012	16.04.2012	21.05.2012
07	July	10.05.2012	11.05.2012	14.05.2012	18.06.2012
08	August	13.06.2012	15.06.2012	18.06.2012	23.07.2012
09	September	11.07.2012	13.07.2012	16.07.2012	20.08.2012
10	October	15.08.2012	17.08.2012	20.08.2012	24.09.2012
11	November	12.09.2012	14.09.2012	17.09.2012	22.10.2012
12	December	10.10.2012	12.10.2012	15.10.2012	19.11.2012
01/'13	January	09.11.2012	09.11.2012	12.11.2012	17.12.2012

SIZES OF THE ORIGINAL LAYOUTS

1/1	230 x 295 mm (+5 mm for the trimming)
1/2 horizontal	230 x 142 mm (+5 mm for the trimming) 198 x 127 mm
1/2 vertical	112 x 295 mm (+5 mm for the trimming) 96 x 260 mm
1/3 horizontal	230 x 97mm (+5 mm for the trimming) 198 x 82 mm
1/3 vertical	78 x 295 mm (+5 mm for the trimming) 62 x 260 mm

SIZES OF THE ORIGINAL LAYOUTS FOR MAGAZINE COLLECTION KARAVAN ISTORIY

1/1 vertical	175 x 225 mm (+5 mm for the trimming)
1/2 horizontal	175 x 110 mm (+5 mm for the trimming)
1/3 horizontal	175 x 72 mm (+5 mm for the trimming)
1/3 vertical	57 x 225 mm (+5 mm for the trimming)

BASIC ADVERTISING OPTIONS

