



## The magazine «Sem' dney TV-programma»

APRIL 2017







## ABOUT THE MAGAZINE

**«Sem' dney TV-programma» is an illustrated entertainment magazine for all the family, containing TV listings.**

It contains news about cultural and entertainment events in the world of television, cinema and show business. The magazine discusses celebrities of films, show business and sport.

Only exclusive materials, photos and interviews compiled by our own correspondents are included in the magazine «Sem' dney TV-programma».

The representatives of the «Sem' dney TV-programma» magazine report on major international cultural events such as the Oscar in the US, the Cannes Film Festival, Paris Fashion Week etc.

The magazine «Sem' dney TV-programma» includes the fullest and most user-friendly TV guide for the week.

The advertising impact of the magazine «Sem' dney TV-programma», which is read by all members of the family, lasts over 10 days.

In that way, the magazine «Sem' dney TV-programma» is practically the only colour, illustrated and widely distributed family publication in Russia.

## ABOUT THE MAGAZINE



Circulation **800 000 – 825 000**

Printed **in Russia**

Full colour 72-96 pages

Distribution **retail, subscription**

Regular columns:

**7Days Reports**

**Kaleidoscope**

**Film frame**

**Colour Presentation**

**star style**

**My Star**

**TV-programme**

**Tet-a-tete**

**Fashion**

**Star beauty secrets**

**The Little Nothings of Life/Cooking**

**sealed with seven seals**

**Crossword, puzzle**



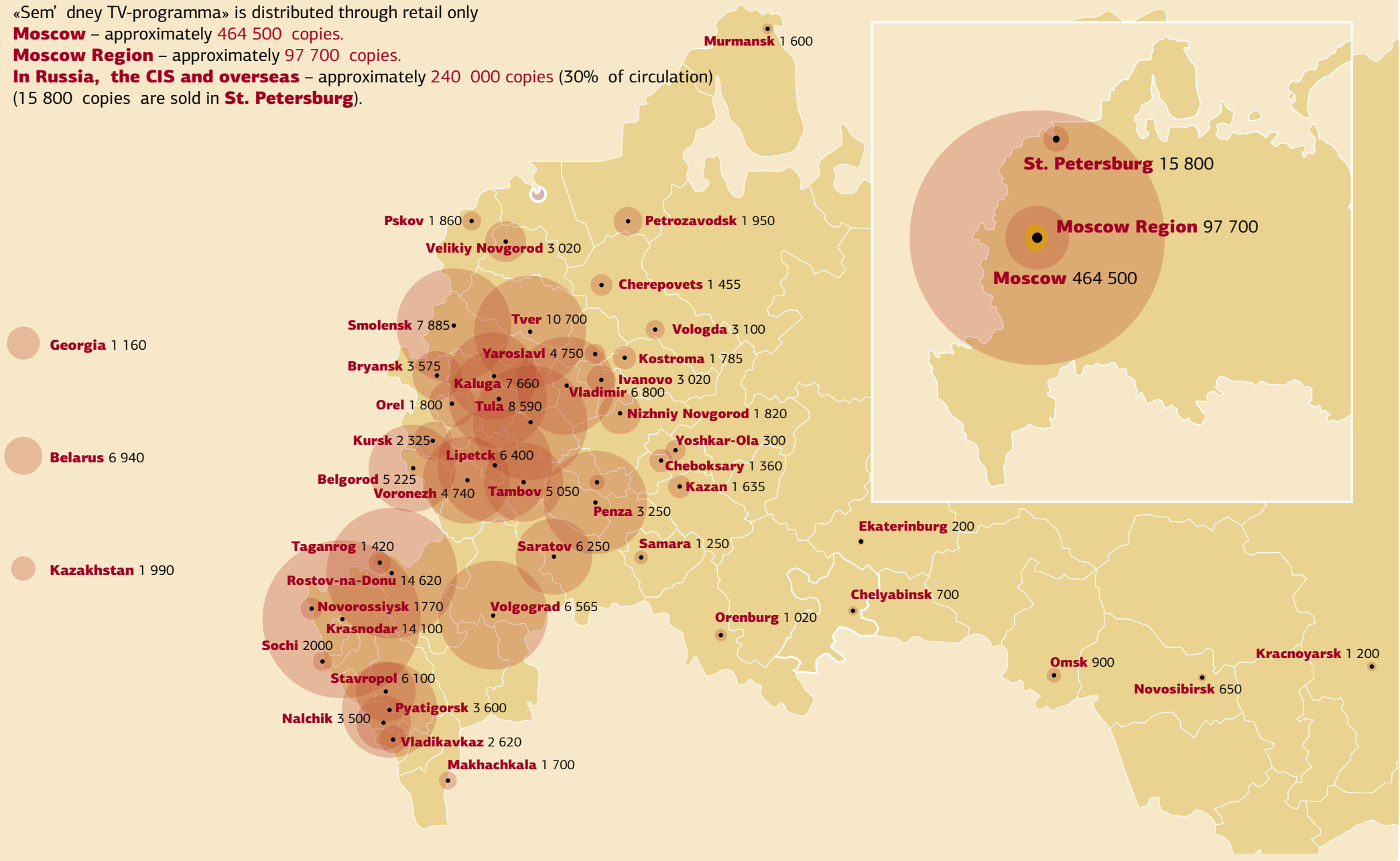
## DISTRIBUTION

«Sem' dney TV-programma» is distributed through retail only

**Moscow** – approximately 464 500 copies.

**Moscow Region** – approximately 97 700 copies.

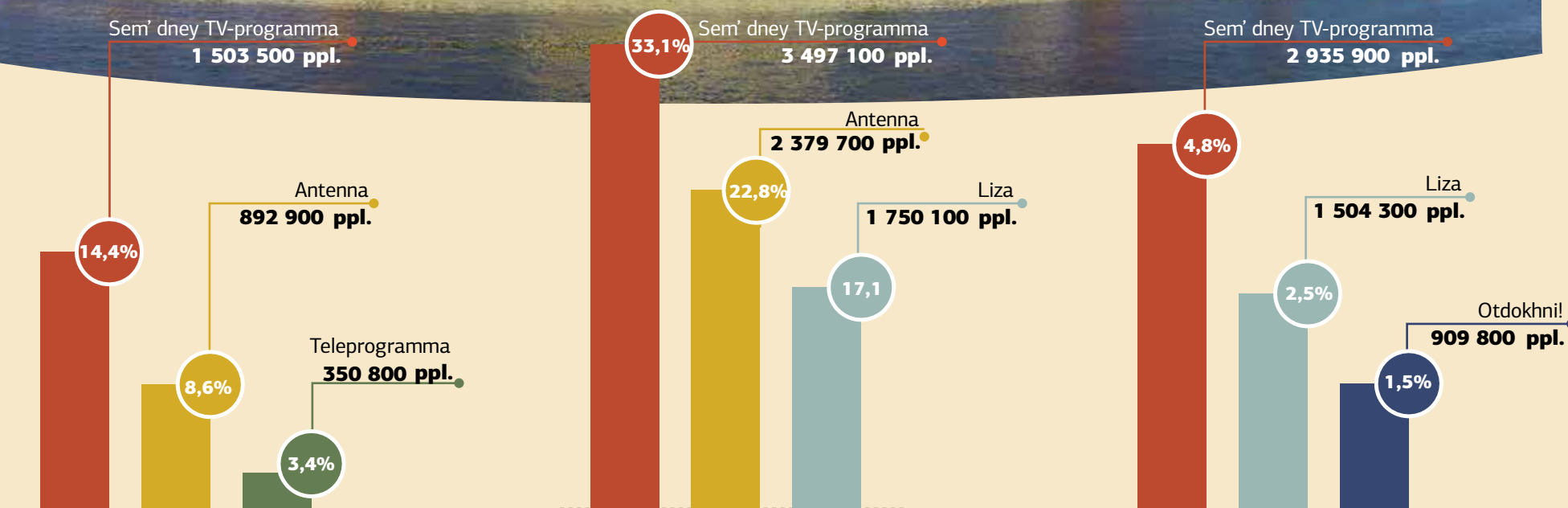
**In Russia, the CIS and overseas** – approximately 240 000 copies (30% of circulation)  
(15 800 copies are sold in **St. Petersburg**).





## OUR READERS

# THE MAGAZINE «SEM' DNEY TV-PROGRAMMA» HAS THE LARGEST AUDIENCE COMPARED TO OTHER ENTERTAINING ISSUES



Average issue readership in Moscow

Half-year audience in Moscow

Average issue readership in Russia

## OUR READERS

Average issue readership of the magazine «Sem' dney TV-programma» is presented based on the data from «Mediascope Russia» (NRS-Russia, September 2016 – February 2017) in the major regions of Russia:

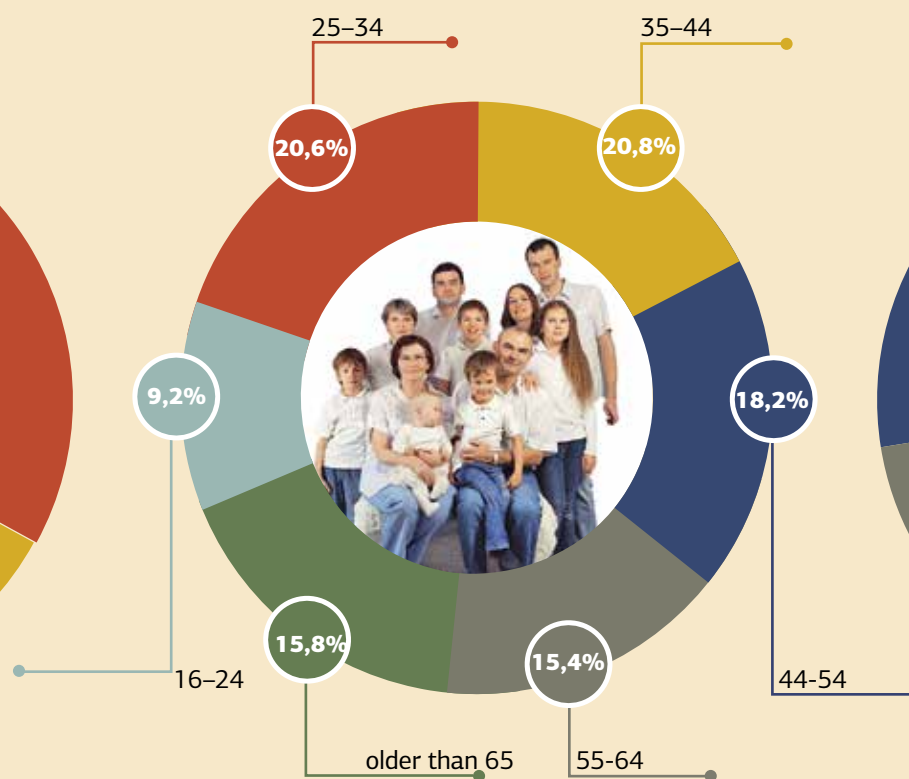


## OUR READERS

### Sex



### Age



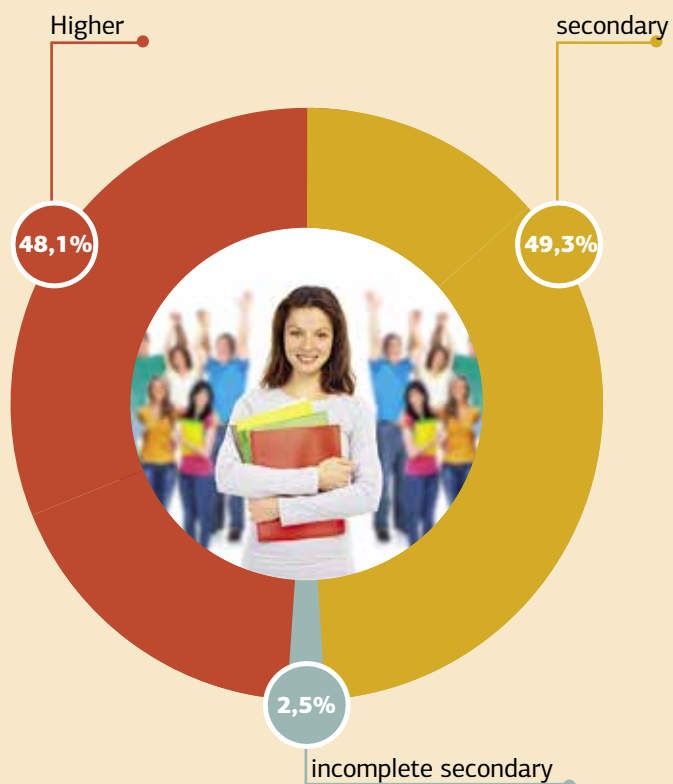
### Working status



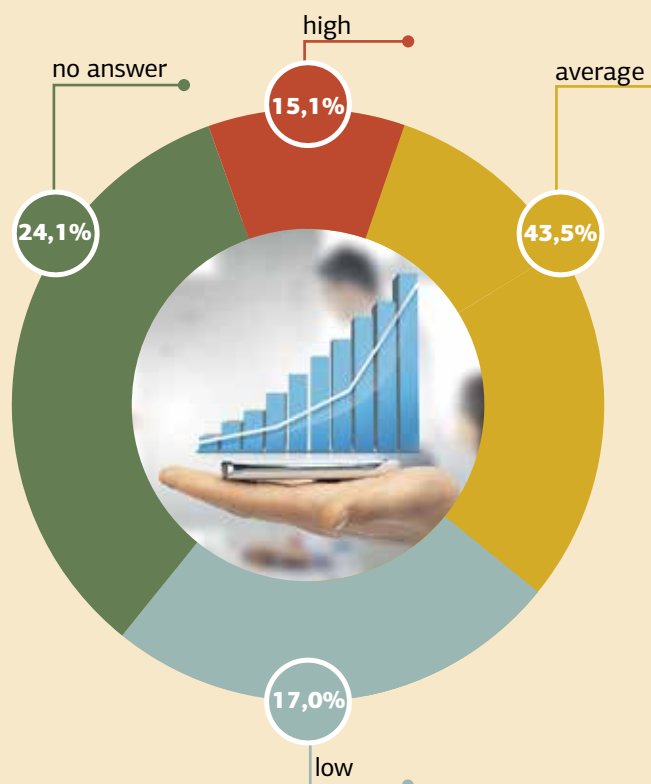
The magazine «Sem' dney TV-programma» interests the members of all age groups. However the regular readership consists of those aged between 25 and 44: the most consumer-active section of the population

## OUR READERS

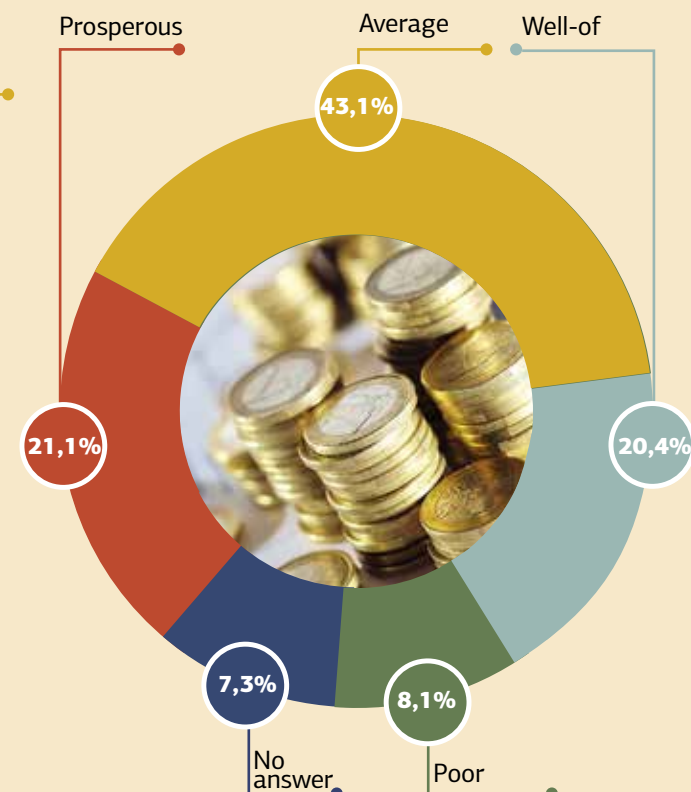
### Education



### Income



### Financial status



Over 83.5% of the readers are referred to the category of people with relatively high income. The proportion of readers with a high income is higher than the 17% stated in the category since the respondents deliberately lowered the information they gave.

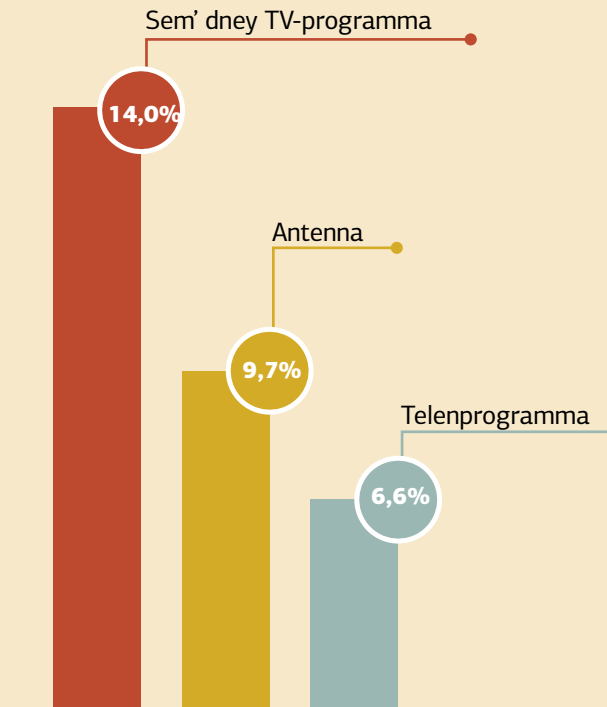
Therefore, 83.4% of readers can be considered as a part of the sufficiently well-off group of the population.





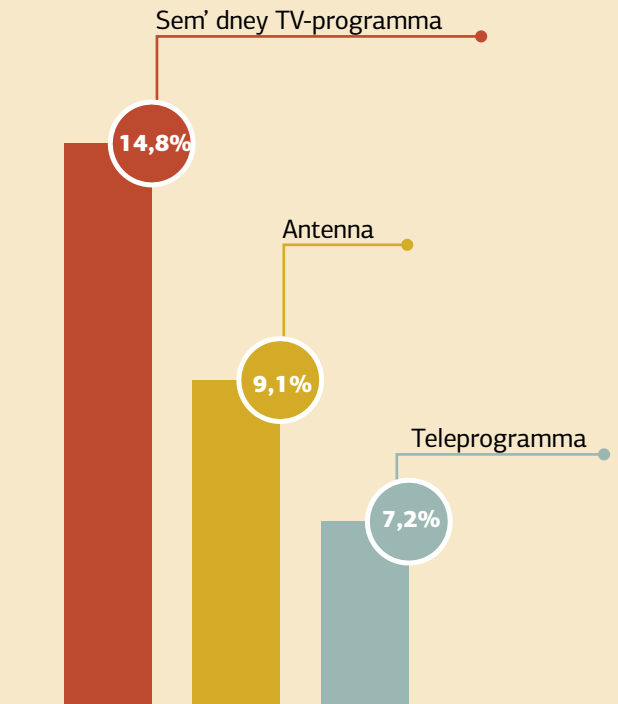
## OUR READERS

### Prosperous muscovites read:



The data of quantity of Readers of the magazines among Muscovites with 25% food cost of family budget

### Social status



The data on the quantity of readers of the magazine among the (co-) owners of businesses and the owners of individual businesses confirms the sufficiently high income of readers of the magazine «Sem' dney TV-programma»

to spread 1/2 one to the right



positioning on the 3rd page



positioning in the programm chain

## ADVERTISING

### STANDART PLACEMENT

Size	cost, RUB
1/1 page	900 000
2/3 page	765 000
1/2 page	540 000
1/3 page	410 000
1/4 page	270 000
1/6 page	180 000
1/8 page	145 000
1/16 page	94 000
2nd cover	1 100 000
4nd cover	1 240 000

### SPECIAL PLACEMENT PROGRAMME GRID

Size	cost, RUB
1 block (41x40 мм, horizontal)	52 000
2 block (84x40 мм, horizontal)	99 000
3 block (127x40 мм, horizontal)	125 000
Large block (84x70 мм, horizontal)	145 000

#### ATTENTION! RATES DO NOT INCLUDE VAT.

The placement of the advertising material on a fixed position and any non- standard placement is 15% marked up. This does not apply to the advertising materials of 1/8th of a page or less.

We reserve the right to refuse advertising in case of incompatibility with the requirements of.



positioning under  
the horoscop



branding of the chain

in the column of  
Vysotskaya, 1\2 to  
the right



## ADVERTISING

### MARKUPS FOR THE ADVERTISING POSITIONING

Item	Markup, %
First advertising of a definite product category	15
On the 3rd page – Only for 1/6 of page	15
Before TV programs grid	15
On the right page	15
One layout on a page	15
In a definite column without page choice	15
Next to the horoscope, crossword	15
Successively 2 layouts (only for sizes 1/3 page and more)	15
On spread (only for layouts of 1/4 page and more)	15
On spread for 1/1	15
On the first and central spreads for 1/1 page	15

### SPECIAL PLACEMENT IN PROGRAMS GRID

Item	Markup, %
In TV programs grid with place choice	15
In TV programs grid for Friday, Saturday, Sunday on the right page	15
Successively up to 7 layouts on the right page	15
On spread in TV programs grid (only for layouts 1/4 of page)	15

Deadlines: for original layouts production – 21 day before the issue date, for ready digital layouts with a print out only – 15 days before the issue date. Advertising rates do not include the layouts production. The Publishing House reserves the right to refuse the placement of the advertisement in case it does not correspond to the ethic requests produced.



## ADVERTISING

### ADVERTORIAL PROJECTS



1/2

**BLEED**

2 700 characters (8 pt)

**Advertorial** — advertising text models, made by Publishing House, including some in style of edition.

For text writing the advertising provider gives the main idea and material. For lay-out the advertising provider gives details and pictures.

### PRICES FOR MAKING ADVERTORIAL PROJECTS IN «SEM' DNEY TV-PROGRAMMA».

Text writing, lay-out, proof (with provided illustrations):

Size	Price, rubles
1/1	60 000
1/2	40 000
1/3	35 000
1/4	30 000
2/1	90 000

Making lay-out (with prepared text):

Size	Price, rubles
1/1, 2/1	20 000
1/2, 1/3	15 000
1/4	12 000

**ATTENTION! VAT IS NOT INCLUSIVE.**

### TERMS FOR PROVIDING MATERIALS:

- for text writing and lay-out - 21 days before the date of providing of ready models to the relevant issue of the magazine according «Sem' Dney» schedule.
- prepared text and illustrations are to be provided 10 days before the date of providing of ready models to the relevant issue of the magazine according «Sem' Dney» schedule.

### ADDITIONAL COSTS (DUE TO AN AGREEMENT):

- if a photo shoot is made by a photographer of Publishing House an interview
- when writing interview
- if some special photos are to be bought in photobanks

# ADVERTISING

## ADVERTORIAL PROJECTS

**ХРАНИТЕ КРЕДИТЫ В СБЕРБАНКЕ**

Сбербанк предлагает в своем кредитном банке — не только, но и самое удобное место хранения кредитов. В Сбербанке вы можете хранить кредиты в виде наличных, в виде сертификатов, в виде облигаций. В Сбербанке вы можете хранить кредиты в виде наличных, в виде сертификатов, в виде облигаций. В Сбербанке вы можете хранить кредиты в виде наличных, в виде сертификатов, в виде облигаций.

**Сбербанк**

1/2

BLEED

3 000 characters (8 pt)

**В ГОЛЛИВУДЕ ГОТОВЫ ПЛАТИТЬ МИЛЛИОНЫ ЗА ЛЫСИНУ**

Целевая аудитория: мужчины, женщины, подростки. Основные каналы продвижения: социальные сети, печатные издания, видеоконтент.

**Как мы спасли долгожданные выходные**

Лазолван — это эффективное средство для лечения бронхита и астмы. Он помогает быстро избавиться от симптомов заболевания и вернуть себе хорошее самочувствие.

**Лазолван**

1/3

BLEED

1 500 characters (10 pt)

**НИКОЛАЙ ВАЛУЕВ СНЯЛ С СЕБЯ ВСЕ ОГРАНИЧЕНИЯ**

Болезнь не входит в наши планы!

Имеется противопоказание: перед применением проконсультируйтесь с врачом.

**Арбидол**

1/4

FORMAT

1 700 characters (7 pt)

## ADVERTISING

### RATES FOR TEXT ADVERTISEMENTS IN «SEM' DNEY TV-PROGRAMMA»

71  
ЕИ № 14.4 — 10 АПРЕЛЯ 2016

**ОБЪЯВЛЕНИЯ** ..... РЕКЛАМА

● **НАШ АДРЕС:**  
прос. д. 5а (рядом с метро «Войковская»),  
очных объявлений звоните Дорожкиной Татьяне  
телефону: ● 8 (495) 753-81-05 (перерыв с 14.00 до 15.00)

**КРУГЛОСУТОЧНО.  
ЗАПОИ. АЛКОГОЛИЗМ.**  
Лиц. ЛО № 77-01-005776.  
8 (495) 956-01-07  
Имеются противопоказания.  
Проконсультируйтесь у специалиста

Наркология. Круглосуточно.  
Лиц. № 77-01-001395. 8 (495) 500-90-60  
Имеются противопоказания.  
Проконсультируйтесь у специалиста

**ЗАПОИ. АЛКОГОЛИЗМ.  
КРУГЛОСУТОЧНО.**  
Лиц. ЛО № 77-01-005776.  
8 (495) 735-40-20  
Имеются противопоказания.  
Проконсультируйтесь у специалиста

«АлкоМед». Экономите  
до 2000 руб. **ВЫВОД ИЗ ЗАПОЯ.  
БЛОКАДА АЛКОГОЛЬНОЙ  
ЗАВИСИМОСТИ.**  
Лиц. № 77-01-00-2233.  
8 (495) 921-33-86  
Имеются противопоказания.  
Проконсультируйтесь у специалиста

**1 ЧАС — И ВРАЧ У ВАС!**  
Алкоголизм. **ВЫВОД ИЗ ЗАПОЯ.**  
Круглосуточно. Эффективно.  
Гарантированно. «МЕДЛЮКС».  
Лиц. ЛО № 77-01-005776.  
8 (495) 995-22-50  
Имеются противопоказания.  
Проконсультируйтесь у специалиста

**РАЗНОЕ**

● **УЛЬЯНА РОСС.** 8 (985) 233-50-53.  
www.ulianaross.com

**ГАДАЮ. 700 р. Цифры, факты,  
имена.** 8 (925) 508-58-30

● **МАГИЯ ВУДУ!** Решит ВСЕ проблемы!  
8 (962) 975-18-43.  
www.asteriy.ru

● Верну мужа. Консультация бесплатно.  
8 (495) 766-67-78

● **ГАДАНИЕ. 300 р. 8 (968) 759-60-45**

**ИЛЬЯ Н. GERMAN** —  
маг-профессионал.  
— Приворот особой силы навсегда.  
— Сложные случаи. Боритесь за своего  
любимого человека!  
— Открытие денежного канала.  
— Защита.

**ГАРАНТИЯ.**  
8 (495) 743-96-04,  
8 (495) 510-92-02,  
8 (495) 649-41-44.  
www.igerman.ru

● **ВЕРНУ ЛЮБИМОГО В ДЕНЬ  
ОБРАЩЕНИЯ! БЕСПЛАТНО!**  
8 (985) 688-33-28

**ВЕДЬМА. ПРИВОРОТ.  
БЕСПЛАТНО.** 8 (926) 672-54-19

● **ЦЫГАНСКИЕ ПРЕДСКАЗАНИЯ!  
ПРОКЛЯТИЯ ПО РОДУ.**  
8 (800) 7753-800.  
www.beltein.com

**ВЕЧНЫЙ ВОСКОВОЙ ПРИВОРОТ.**  
8 (495) 771-53-06

● **ГАДАЮ.** 8 (903) 718-53-69  
София Драгош. Румынская колдунья.  
Черная магия. 8 (965) 445-00-55,  
www.сида-магии.рф

● **ПРИВОРОТ. СЛОЖНЫЕ СЛУЧАИ.**  
8 (925) 507-04-26

**ЧЕРНАЯ МАГИЯ. ЖЕСТКО.  
БЫСТРО. БЕЗОПАСНО.**  
8 (903) 755-13-17

● **ПОМОГУ.** 8 (910) 491-80-21

**НАСТОЯЩАЯ КОЛДУНЯ  
ЗА ПОМОЩЬ ДЕНЕГ НЕ БЕРЕТ.**  
8 (499) 755-90-68

● **ЧЕРНЫЙ ПРИВОРОТ.**  
8 (916) 579-53-41

**РАЗОЖГУ ОГОНЬ СТРАСТИ.  
ВЕРНУ БЫЛЫЕ ОТНОШЕНИЯ.**  
8 (926) 236-01-95

● **ГАДАНИЕ. 8 (495) 502-49-82**

● Предсказательница Тереза.  
8 (926) 970-99-90

**МЕЩЕНИЕ СТРОЧНОЙ И МОДУЛЬНОЙ РЕКЛАМЫ  
В «SEM' DNEY TV-ПРОГРАММА» В 2016 Г. В РУБРИКЕ «ОБЪЯВЛЕНИЯ»**

**МОДУЛЬНАЯ РЕКЛАМА**  
размещается во всех  
тематических рубриках,  
кроме рубрики «Разное»

**РЕКЛАМА**  
Дополнительно  
оплачиваются первые

#### MODUL ADVERTISING (except Heading «Miscellaneous»):

moduls	size, mm	Cost, RUB (full color)
Small block	58x25	18 000
Large block	58x40	25 000

Additional information: +7 (495) 753-41-45/46

#### INDIVIDUAL ADVERTISING:

	Rate, RUB	
	All headings except for «Miscellaneous» «acquaintance»	«Miscellaneous» «acquaintance»
1 word (or phone number, conjunctoin,preposition)*	340	450
1 capital lettered word	400	500
1 bold word (or phone number, conjunctoin,preposition)	450	570
Frame	1000	1000
Fill the background	1000	1000

#### CORPORATE ADVERTISING:

	Rate, RUB
1 word (or phone number, conjunctoin,preposition)*	500
1 capital lettered word	550
1 bold word (or phone number, conjunctoin,preposition)	600
Frame	1000
Fill the background	1000

\* e-mail or webpage is charged as a word.

In the column Health the phrase about counterindications is paid  
as one word.

**ATTENTION! VAT IS NOT INCLUSIVE.**

#### FIRST 5 ADVERTISEMENTS IN A HEADING ARE EXTRA CHARGED:

	Rate, RUB	
Positions	«Health» and «Miscellaneous»	Other headings
First	+100%	+30%
Second	+75%	+25%
Third	+50%	+20%
Fourth	+40%	+15%
Fifth	+30%	+10%
Last	+10%	+10%

Additional information: +7 (495) 753-81-05



## ADVERTISING

### SIZE OF THE ORIGINAL LAYOUTS

#### BLEED SIZES (TRIM SIZE)

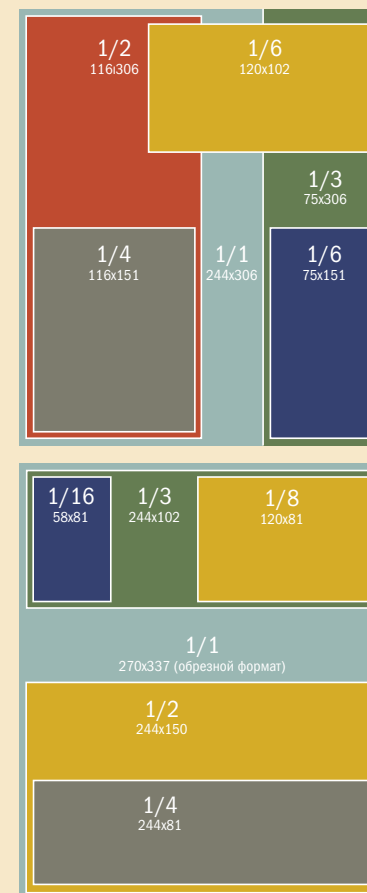
1/1		270x337
2/3	vertical	171,5x337
1/2	horizontal	270x163
	vertical	130x337
1/3	horizontal	270x114
	vertical	89x337
1/4	horizontal	270x94
1/4	horizontal, in the TV	270x78

+5 mm for the trimming

#### NON-BLEED SIZES

1/1		244x306
1/2	horizontal	244x150
	vertical	116x306
1/3	horizontal	244x102
	vertical	75x306
1/4	horizontal	244x81
	vertical	116x150
1/6	horizontal	120x102
	vertical	75x150
1/8	horizontal	120x81
	horizontal, in the TV guide grid	120x71
1/16	vertical	58x81
	horizontal, in the TV guide grid	58x71
1 block	in the TV guide grid	41x40
2 block	in the TV guide grid	84x40
3 block	in the TV guide grid	127x40
big block	in the TV guide grid	84x70

#### BASIC ADVERTISING OPTIONS



# ADVERTISING

## THE SIZE AND SAMPLE LAYUOTS



1/1



1/2

**FORMAT**  
horizontal



1/2

**BLEED**  
horizontal



1/2

**BLEED**  
vertical

# ADVERTISING

## THE SIZE AND SAMPLE LAYOUTS



1/3

**BLEED**  
vertical



1/3

**FORMAT**  
horizontal



1/4

**BLEED**  
horizontal



1/4

**FORMAT**  
vertical



# ADVERTISING

## THE SIZE AND SAMPLE LAYOUTS



1/6

**FORMAT**  
horizontal



1/6

**FORMAT**  
vertical



1/8

**FORMAT**  
horizontal



1/16

**FORMAT**  
vertical

## ADVERTISING

### SPECIAL ADVERTISING PROJECTS

#### INSCRIPTION OF PRINTED PRODUCTS

Types:

- Card, leaflet, coupon, booklet
- advertising catalogue

an edition of 50 000 to 350 000 copies

Possible region of circulation:

- Moscow and Moscow region
- Moscow, Moscow region and Sankt-Petersburg
- Regions of Russia (without an option of choosing a region)

Costs

It depends on number of copies and amount of inlays and available upon request.





### SPECIAL ADVERTISING PROJECTS



#### GLUING OF SAMPLES

An advertising model not less than 1\3 of the stripe is gened.

#### Types:

- Sample
- Discount card
- Card, coupon

Circulation to 80 000 copies

#### Possible region of circulation:

- Moscow and Moscow region
- Moscow, Moscow region and Sankt-Petersburg
- Regions of Russia (without an option of choosing a region)

Price: available upon request.

#### BINDING UNDER THE CLIP IN THE MIDDLE OF THE ISSUE

- appendixes printed on the base of the Publishing House
- provided by the advertising supplier.

an edition of 50 000 to 350 000 copies.

Cost of advertising is calculated as the following:

- adaption to the format of an issue
- with account of stitching-in edition in the amount of the whole edition

Cost of appendix production is calculated separately depending on its technical characteristics.

#### TERMS OF WORK WITH SPECIAL PROJECTS.

the advertising provider delivers himself an edition of sticking-in or clays to the place of production according the instructions of the Publishing House.

**project proposal** — not later than 35 days before issue.

**Testing** — 28 days before issue.

samples for testing in the amount of 100 items are delivered to the address of the Publishing House.

**The term of delivery of ready advertising production** —

The term of delivery of ready advertising production - 5 days before the date of issue.



## ADVERTISING

### ISSUE DATES AND THE DEADLINES FOR PROVIDING THE INSERTION ORDERS AND ORIGINAL LAYOUTS IN THE MAGAZINE «SEM' DNEY TV-PROGRAMMA» IN 2017

№№	date	deadline for booking	deadline for proving the original layout or advertisements cancellation	deadline for advertorial
1	28 December 2016	09 December 2016	14 December 2016	23 November 2016
2**	04 January	12 December 2016	16 December 2016	25 November 2016
3**	11 January	16 December 2016	20 December 2016	29 November 2016
4**	18 January	20 December 2016	22 December 2016	01 December 2016
5	25 January	09 January	10 January	05 December 2016
6	01 February	13 January	17 January	19 December 2016
7	08 February	20 January	24 January	26 December
8	15 February	27 January	31 January	10 January
9	22 February	03 February	07 February	17 January
10	01 March	10 February	14 February	24 January
11**	08 March	17 February	17 February	31 January
12	15 March	27 February	28 February	07 February
13	22 March	03 March	06 March	14 February
14	29 March	10 March	14 March	20 February
15	05 April	17 March	21 March	28 February
16	12 April	24 March	28 March	06 March
17	19 April	31 March	04 April	14 March
18	26 April	07 April	11 April	21 March
19	03 May	14 April	18 April	28 March
20**	10 May	21 April	25 April	04 April
21	17 May	28 April	02 May	11 April
22**	24 May	05 May	10 May	18 April
23	31 May	12 May	16 May	24 April
24	07 June	19 May	23 May	02 May
25	14 June	26 May	30 May	10 May
26**	21 June	02 June	06 June	16 May
27	28 June	09 June	13 June	23 May
28	05 July	16 June	20 June	30 May
29	12 July	23 June	27 June	06 June
30	19 July	30 June	04 July	13 June

№№	date	deadline for booking	deadline for proving the original layout or advertisements cancellation	deadline for advertorial
31	26 July	07 July	11 July	20 June
32	02 August	14 July	18 July	27 June
33	09 August	21 July	25 July	04 July
34	16 August	28 July	01 August	12 July
35	23 August	04 August	08 August	19 July
36	30 August	11 August	15 August	26 July
37	06 September	18 August	22 August	02 August
38	13 September	25 August	29 August	09 August
39	20 September	01 September	05 September	16 August
40	27 September	08 September	12 September	23 August
41	04 October	15 September	19 September	30 August
42	11 October	22 September	26 September	06 September
43	18 October	29 September	03 October	13 September
44	25 October	06 October	10 October	20 September
45	01 November	13 October	17 October	27 September
46	08 November	20 October	24 October	04 October
47	15 November	27 October	31 October	11 October
48**	22 November	03 November	07 November	18 October
49	29 November	10 November	14 November	25 October
50	06 December	17 November	21 November	01 November
51	13 December	24 November	28 November	08 November
52	20 December	01 December	05 December	15 November
1/2018	27 December	08 December	12 December	22 November

\* changes are possible during the year

\*\* the term of submission of materials for manufacture of advertising - for 21 day before the date of delivery of ready original models