



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

JANUARY 2018





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 **740 000 – 750 000**

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



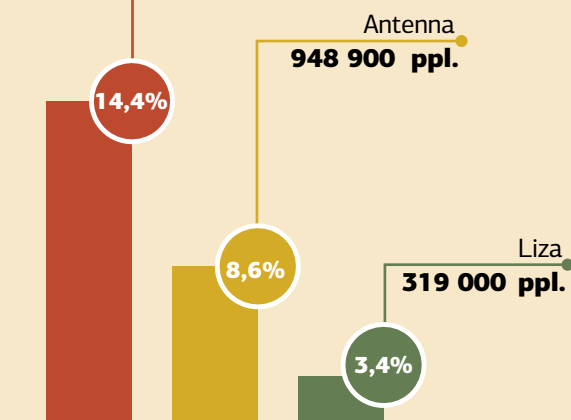
OUR READERS

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

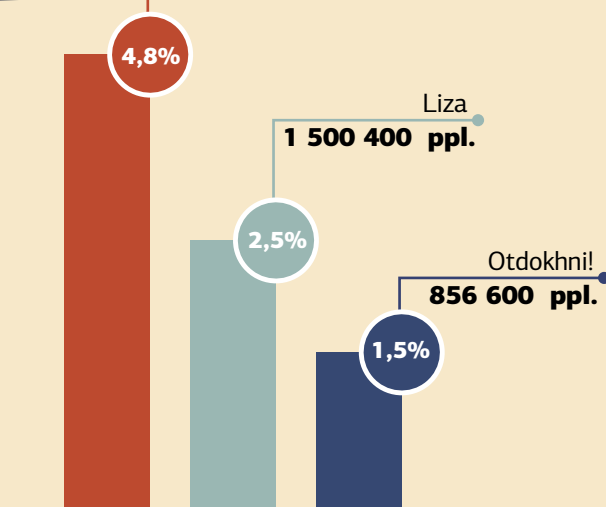


Sem' dney TV-programma
1 372 000 ppl.

Sem' dney TV-programma
2 677 300 ppl.



Average issue readership in Moscow



Average issue readership in Russia

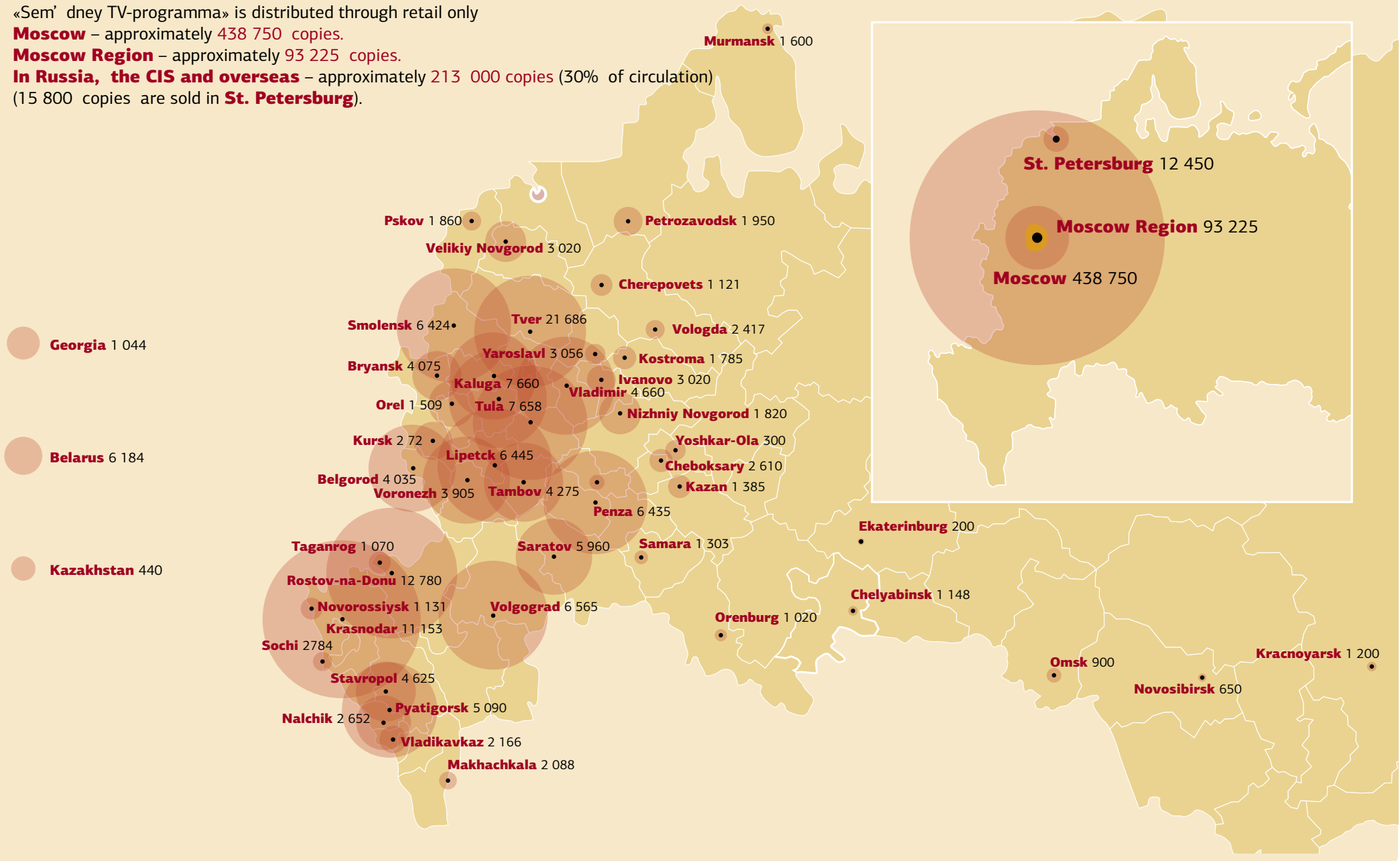
DISTRIBUTION

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

Moscow – approximately 438 750 copies.

Moscow Region – approximately 93 225 copies.

In Russia, the CIS and overseas – approximately 213 000 copies (30% of circulation)
(15 800 copies are sold in **St. Petersburg**).



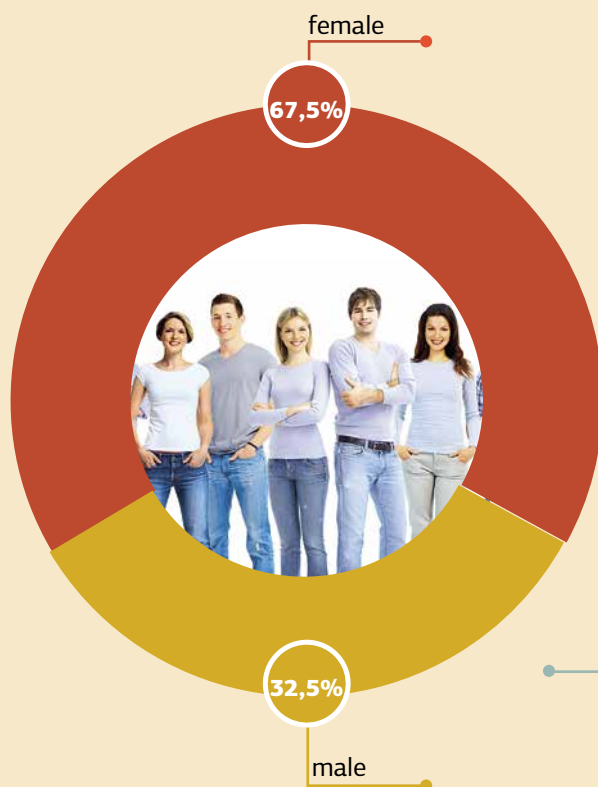
OUR READERS

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

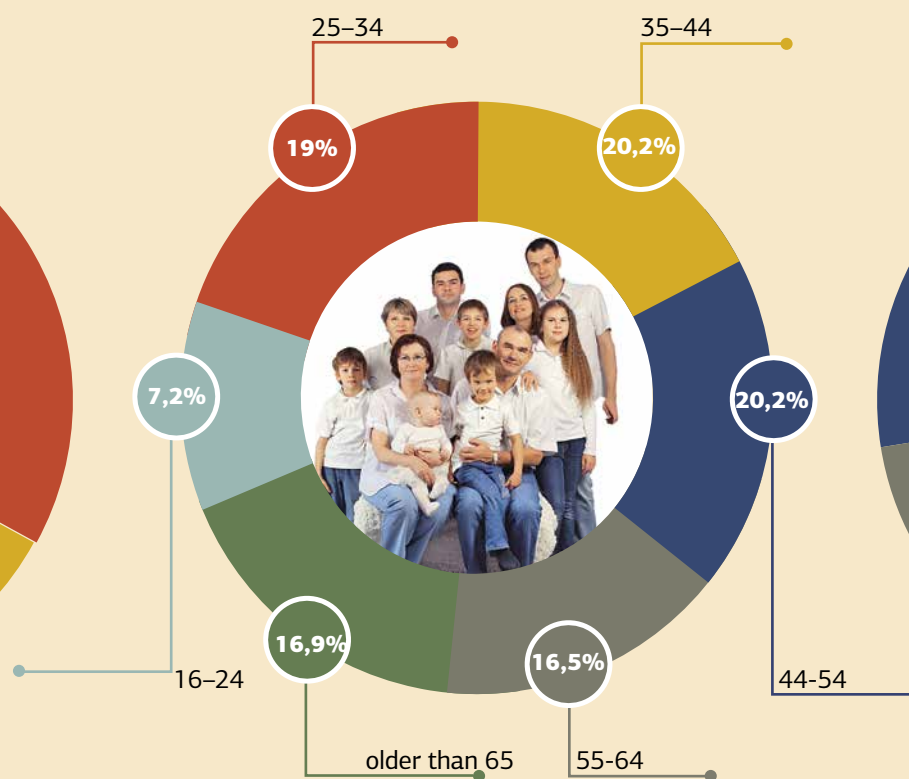


OUR READERS

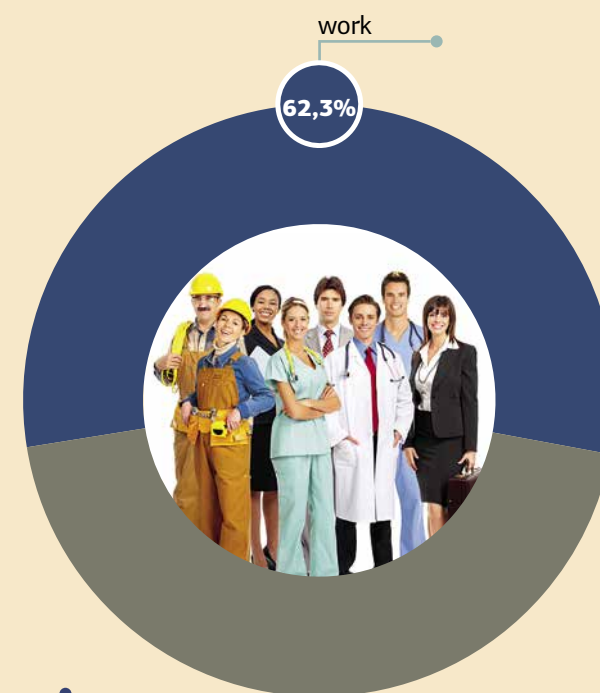
Sex



Age



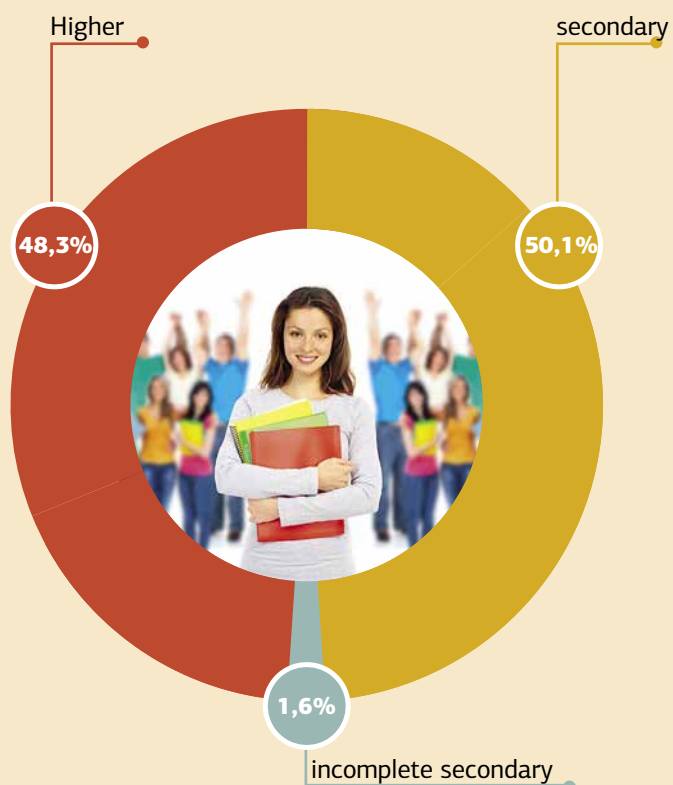
Working status



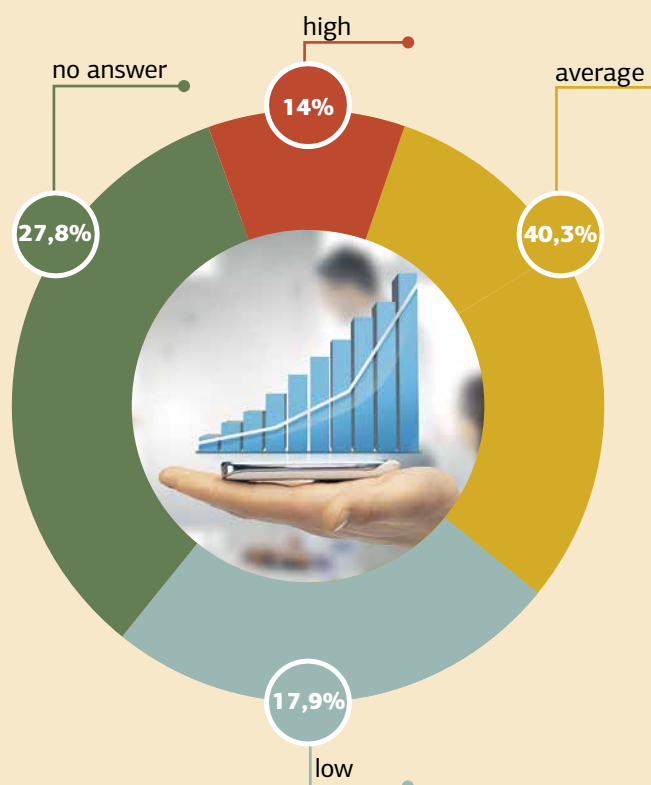
The magazine «Sem' dney TV-programma» interests the members of all age groups. However the regular readership consists of those aged between 25 and 44: the most consumer-active section of the population

OUR READERS

Education

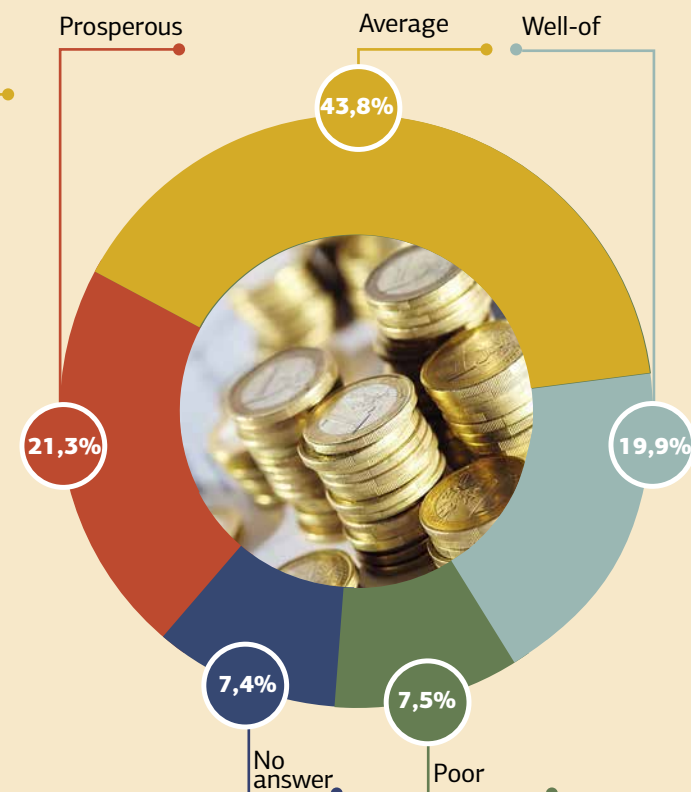


Income



Over 82.1% of the readers are referred to the category of people with relatively high income.

Financial status



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

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	
2/3 page	
1/2 page	
1/3 page	
1/4 page	
1/6 page	
1/8 page	
1/16 page	
2nd cover	
4nd cover	

SPECIAL PLACEMENT PROGRAMME GRID

Size	cost, RUB
1 block (41x40 мм, horizontal)	
2 block (84x40 мм, horizontal)	
3 block (127x40 мм, horizontal)	
Large block (84x70 мм, horizontal)	

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

SPECIAL PLACEMENT IN PROGRAMS GRID

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

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.

ADVERTORIAL PROJECTS



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	
1/2	
1/3	
1/4	
2/1	

Making lay-out (with prepared text):

Size	Price, rubles
1/1, 2/1	
1/2, 1/3	
1/4	

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

Самый ценный багаж

Одним из самых ценных вещей в багаже каждого путешественника является здоровье. Именно поэтому так важно позаботиться о своем здоровье еще до начала путешествия.

Эргферон — это уникальный препарат, который помогает укрепить иммунитет и предотвратить развитие вирусных заболеваний. Он эффективен против гриппа, ОРВИ, а также других вирусных инфекций.

Именно так вы сможете избежать серьезных осложнений и наслаждаться каждым моментом своего путешествия.

Эргферон — это ваш лучший друг в дороге. Он поможет вам справиться с любыми вирусными инфекциями и сохранить свое здоровье на протяжении всего путешествия.

Имеются противопоказания. Перед применением ознакомьтесь с инструкцией.

1/2

BLEED

2 700 characters (8 pt)

ADVERTORIAL PROJECTS

17
19 мая 2014 г. № 19 — 14 мая 2014 г.

КИНОЛАД

«Итальянцы» — итальянская комедия режиссера Паскаля Шварца. В главной роли Роберт Де Ниро. В фильме участвуют также Роберт Де Ниро, Алан Кэмпбелл, Роберт Де Ниро, Алан Кэмпбелл, Роберт Де Ниро, Алан Кэмпбелл.

«Итальянцы 2» — продолжение комедии режиссера Паскаля Шварца. В главной роли Роберт Де Ниро. В фильме участвуют также Роберт Де Ниро, Алан Кэмпбелл, Роберт Де Ниро, Алан Кэмпбелл, Роберт Де Ниро, Алан Кэмпбелл.

Актриса **ОНАТЮРА**

В ГОЛЛИВУДЕ ГОТОВЫ ПЛАТИТЬ МИЛЛИОНЫ ЗА ЛЫСИНУ

Целевая аудитория: мужчины 30+, обладающие достаточным уровнем дохода. Основные каналы продаж: специализированные салоны, аптеки, интернет-магазины.

В Голливуде готовы платить миллионы за лысину. Это не шутка. Многие знаменитости готовы платить огромные деньги за то, чтобы избавиться от лысины. В Голливуде готовы платить миллионы за лысину. Это не шутка. Многие знаменитости готовы платить огромные деньги за то, чтобы избавиться от лысины.

Актриса **ОНАТЮРА**

НИКОЛАЙ ВАЛУЕВ СНЯЛ С СЕБЯ ВСЕ ОГРАНИЧЕНИЯ

Николай Валуев снял с себя все ограничения. Он снял с себя все ограничения. Он снял с себя все ограничения. Он снял с себя все ограничения.

Актриса **ОНАТЮРА**

ХРАНИТЕ КРЕДИТЫ В СБЕРБАНКЕ

Сбербанк предлагает лучшие условия хранения кредитов. Вы можете хранить кредиты в Сбербанке. Вы можете хранить кредиты в Сбербанке. Вы можете хранить кредиты в Сбербанке.

Актриса **ОНАТЮРА**

Как мы спасли долгожданные выходные

Лазолван — это лучшее средство для спасения выходных. Лазолван — это лучшее средство для спасения выходных. Лазолван — это лучшее средство для спасения выходных.

Актриса **ОНАТЮРА**

Болезнь не входит в наши планы!

Ардидол — это лучшее средство для предотвращения болезни. Ардидол — это лучшее средство для предотвращения болезни. Ардидол — это лучшее средство для предотвращения болезни.

Актриса **ОНАТЮРА**

1/2
BLEED

3 000 characters (8 pt)

1/3
BLEED

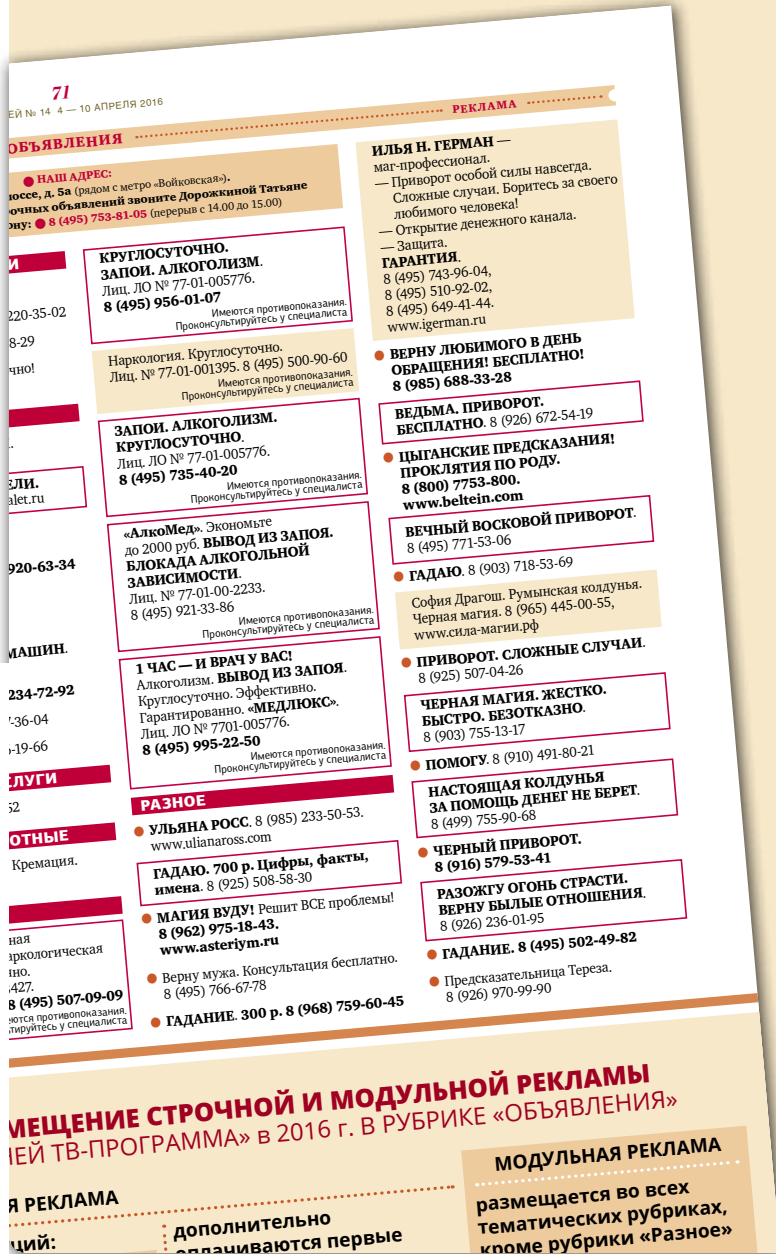
1 500 characters (10 pt)

1/4
FORMAT

1 700 characters (7 pt)

ADVERTISING

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



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)*	
1 capital lettered word	
1 bold word (or phone number, conjunctoin,preposition)	
Frame	
Fill the background	

CORPORATE ADVERTISING:

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

* 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	
Second	
Third	
Fourth	
Fifth	
Last	

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 LAYOUTS

TOY.RU
+7(495)961-00-44
Доставка в Санкт-Петербурге

Пусть это лето будет лучшим!

Время радостных открытий и новых приключений с Little Tikes и Peg Perego!

Детские: • Кресла • Мебель • Детские стулья • Детские кровати • Детские столы • Детские стульчики • Детские кровати • Детские стульчики • Детские кровати • Детские стульчики

Детские: • Кресла • Мебель • Детские стулья • Детские кровати • Детские столы • Детские стульчики • Детские кровати • Детские стульчики

1/1

Двойные комплименты весь май!

СКИДКИ x2 на все свадебные услуги

ПАРНОМЕРЫ КОСМЕТИКА АКСЕССУАРЫ

1/2

FORMAT horizontal

НОВАЯ КОЛЛЕКЦИЯ ВЕСНА - ЛЕТО ОТ VOLKSWAGEN
Polo Style, Jetta Style, Passat Style

45 000 руб.
98 000 руб.

ВАЗОНАМ

1/2

BLEED horizontal

МАШКОВА И ТЕРЕПТЬЕВУ РАЗЛУЧИЛИ КИЛОМЕТРЫ

АКИНЬШИНА ПОЛЮБИЛА МУЖА ЗА ЧУВСТВО ЮМОРА

НАСТОЯЩИЕ ИТАЛЬЯНСКИЕ ОБОИ!

Для Вашего дома выберите лучшие - стильные и высококачественные обои, произведенные в Италии.

Zamboni Parati Murella

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

19 АСТРОЛОГИЧЕСКИЙ ПРОГНОЗ НА 28 АПРЕЛЯ — 4 МАЯ

ТЕЛЕЦ
28 АПРЕЛЯ — 22 МАЯ

РАК

ЛЕВ

ДЕВА

ВЕСЫ

СКОРПИОН

СТРЕЛЕЦ

КОЗЕРОГ

ВОДОЛЕЙ

РЫБЫ

КАК В ЛЮБОЙ СИТУАЦИИ СОХРАНИТЬ СПОКОЙСТВИЕ И САМООБЛАДАНИЕ?

Космические технологии для земной красоты

1/6

FORMAT
horizontal

20 ДОЧЬ МАКАРСКИХ ПОБЫВАЛА НА ПЕРВОМ СВИДАНИИ

КАК И ЗА ЧТО УБИЛИ РАДУГИНА? АСТРОЛОГИЧЕСКИЙ ДЕТЕКТИВ ПАВЛА ГЛОБИ

МИХАИЛ ГАЛУСТЯН ПЕРЕСТАЛ СПАТЬ ПО НОЧАМ

Вклады работают на подопытных

1/6

FORMAT
vertical

21 ГЕРОИНИА КИРИН С ГОЛЫМ НИВТОМ НЕ ХОДИТ!

ТО, ЧТО НИКОГДА НЕ ДОЛЖНО ВИДЕТЬ

САМА СПОКОЙСТВЕН

АССЕССОР ПОТОМНИ МОДЕСТЬ ВСЕ ИСПОРТИТЬ

1/8

FORMAT
horizontal

22

20 лет

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 300 000 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.



ADVERTISING

SPECIAL ADVERTISING PROJECTS



GLUING OF SAMPLES

An advertising model not less than $1\frac{1}{3}$ of the stripe is gened.

Types:

- Sample
- Discount card
- Card, coupon

Circulation to 100 000 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 2018

№№	date	deadline for booking	deadline for proving the original layout or advertisements cancellation	deadline for advertorial
1	27 December 2017	11 December 2017	12 December 2017	22 November 2017
2**	03 January	14 December 2017	15 December 2017	29 November 2017
3**	10 January	18 December 2017	19 December 2017	06 December 2017
4**	17 January	21 December 2017	22 December 2017	13 December 2017
5	24 January	10 January	09 January	20 December 2017
6	31 January	15 January	16 January	27 December 2017
7	07 February	22 January	23 January	03 January
8	14 February	29 January	30 January	10 January
9	21 February	05 February	06 February	17 January
10	28 February	12 February	13 February	24 January
11	07 March	19 February	19 February	31 January
12**	14 March	26 February	27 February	07 February
13**	21 March	05 March	02 March	14 February
14	28 March	12 March	13 March	21 February
15	04 April	19 March	20 March	28 February
16	11 April	26 March	27 March	07 March
17	18 April	02 April	03 April	14 March
18	25 April	09 April	10 April	21 March
19	02 May	16 April	17 April	28 March
20**	09 May	23 April	23 April	04 April
21**	16 May	26 April	27 April	11 April
22**	23 May	07 May	07 May	18 April
23	30 May	14 May	15 May	25 April
24	06 June	21 May	22 May	02 May
25	13 June	28 May	29 May	09 May
26**	20 June	04 June	04 June	16 May
27	27 June	11 June	08 June	23 May
28	04 July	18 June	19 June	30 May
29	11 July	25 June	26 June	06 June
30	18 July	02 June	03 July	13 June

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