



КАРАВАН
историй

Ирина Антоненко
Настоящий мужчина должен быть как Магомаев

Татьяна Веденеева
Я обнаруживала на своем столе записки типа «какая отвратительная прическа»

Екатерина Климова
Счастье — никуда не мчаться, никому ничего не доказывать

Иван Охлобыстин
Ругаемся... У Оксаны сложный характер, у меня — не лучше. Но у нас дети и деваться все равно некуда

ПОДАРКИ!
Подробности на стр. 107, 143, 153, 159, 165,

16+

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JANUARY 2020

ABOUT MAGAZINE

The magazine «**Karavan Istory**» – is an illustrated colour publication.

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

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

First published March 1998. Circulation 180 000 copies.
Full colour 196 pages. Printed in Finland.
Distribution: retail only.



REGULAR COLUMNS

Love Story



The Art of Living



Mood



Star Track



Names



Dynasty



Fact



Feature



Life style



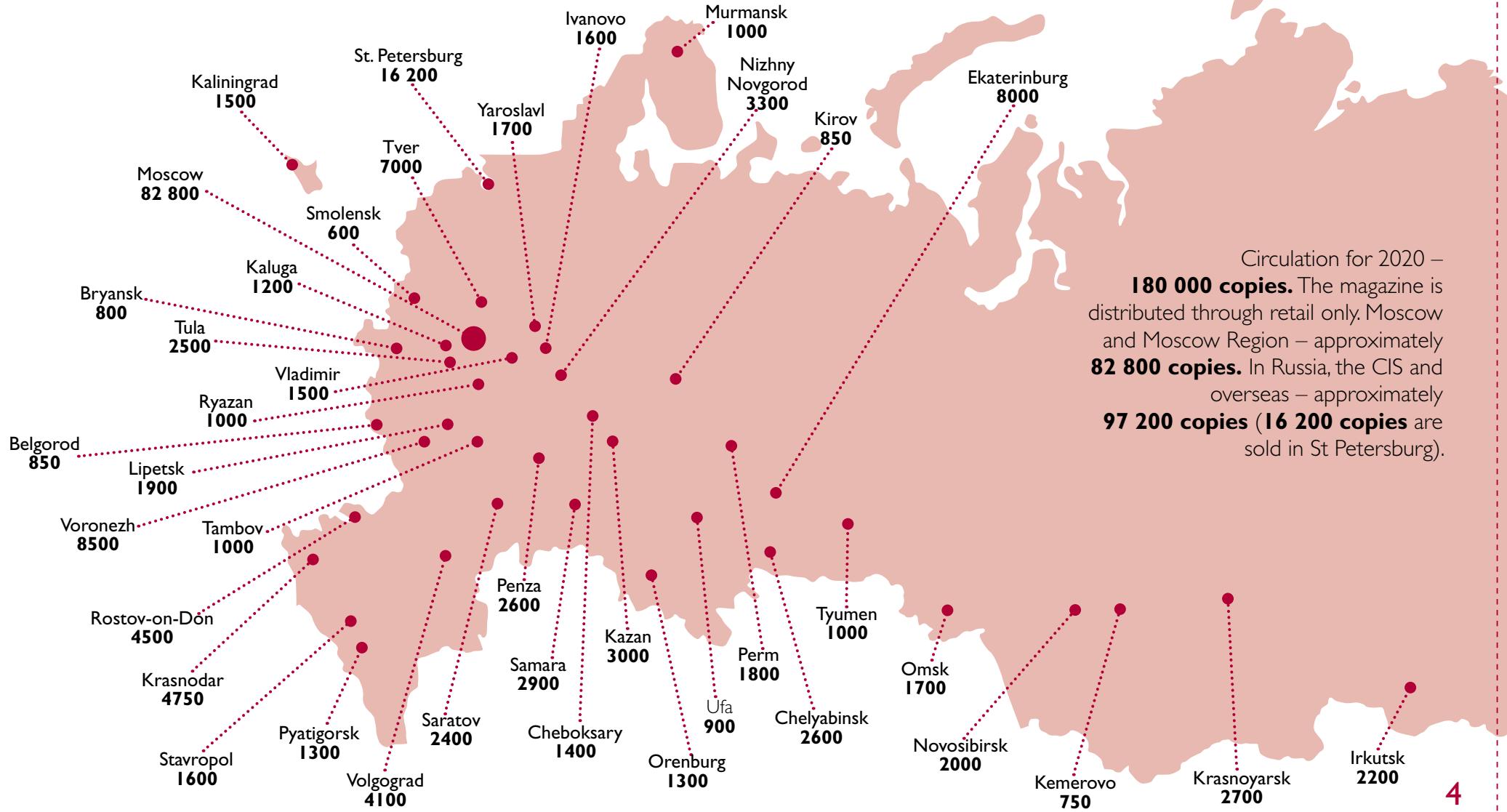
Beauty



Horoscope



DISTRIBUTION



READERSHIP

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 (10 494 300 people) and in total figures:

Karavan Istory	5,7%	602 400
Cosmopolitan	5,2%	548 000
Collection Karavan Istory	3,4%	355 900
Glamour	2,8%	293 100
Domaschniy ochag	2,5%	260 100
Vogue	1,9%	194 200
Elle	1,5%	158 200

AVERAGE

AVERAGE ISSUE READERSHIP IN RUSSIA

Average issue readership in Russia is presented based on the data from «Mediascope Russia» (NRS-Russia, May – October 2019) as a percentage of the adult population (60 942 100 people) and as total figures:

Cosmopolitan	4,3%	2 619 000
Karavan Istory	3,5%	2 117 600
Collection Karavan Istory	1,6%	977 800
Domaschniy ochag	1,6%	1 004 400
Glamour	1,6%	975 000
Vogue	1,3%	820 000
Elle	0,8%	492 400

TOTAL AUDIECE MAGAZINES KARAVAN ISTORY AND COLLECTION KARAVAN ISTORY

(percentage and in total figures)

in Moscow	4,5%	2 734 200
in Russian	7,9%	827 400
in Saint Petersburg	5,4%	244 800

READERSHIP

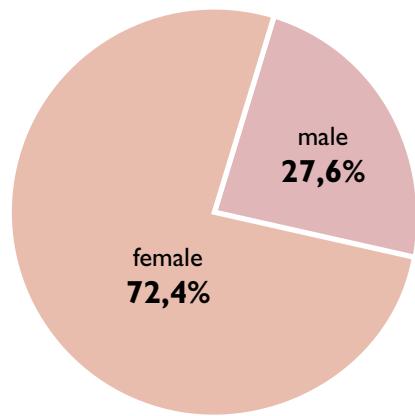
Average issue readership of the magazine
«Karavan Istory» major regions of Russia:



READERSHIP

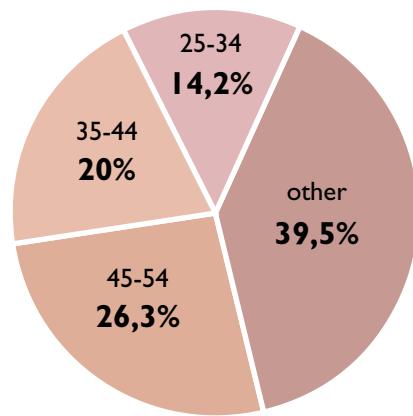
SOCIAL AND DEMOGRAPHIC CHARACTERISTICS OF THE READERSHIP

1. Sex



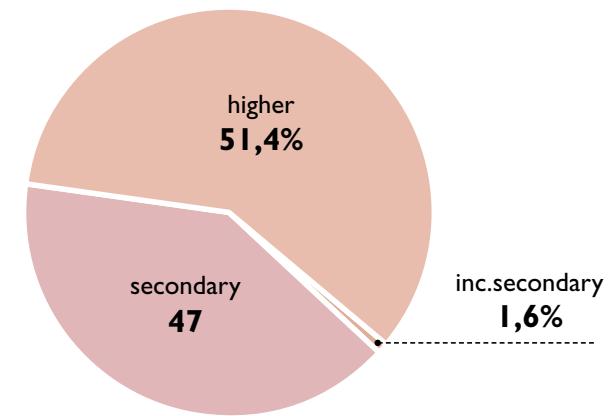
Although the majority of readers of the magazine «Karavan Istory» are women, 22,2% of its readers are men. That is to say the magazine is more unisex compared with traditional women's publications.

2. Age



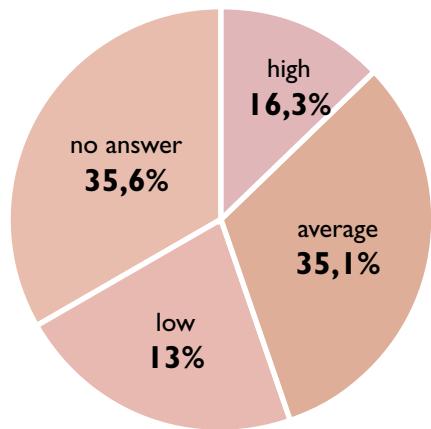
The magazine «Karavan Istory» is of equal interest to all readership age groups, moreover, it contains more consumer-active group – from 25 to 54 years old, whereas a large proportion of the readership of traditional women's magazines are young readers aged between 16 and 24 years old.

3. Education



READERSHIP

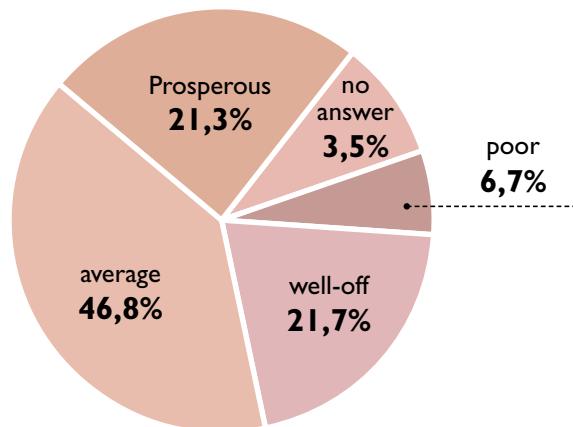
4. Income



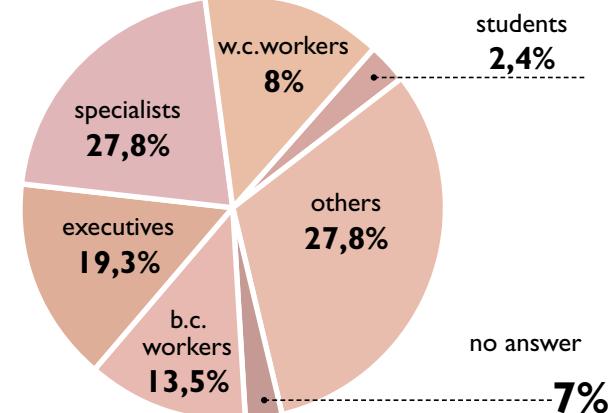
It is necessary to note that during the course of the study respondents do not willingly answer questions about their income – more than 26.7% refused to answer. Since under examination there is a tendency to lower the actual level of income, it is possible to assume that the members of the lower and average income groups in fact belong to the average and higher groups.

5. 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 Istory»:



6. Social status



PRICES

ADVERTISING RATES OF THE MAGAZINE «KARAVAN ISTORIY»

Size	Cost, RUB
1/1 page	680 000
1/2 page	470 000
1/3 page	320 000
Double page	1 180 000
First double page	1 650 000
Second double page	1 450 000
Third double page	1 350 000
Fourth double page	840 000
Right Hand Page face to Editor's letter	800 000
1-st Right Hand Page face to Content	780 000
2-nd Right Hand Page face to Content	800 000
3-rd Right Hand Page face to Content	975 000
Right Hand Page face to Contributors	820 000
II cover	1 260 500
III cover	
IV cover	

Rates do not include VAT.

ADVERTISING RATES IN CATEGORY «CLASSIFIED»

Size	Cost, RUB
1/4 page	105 000
1/8 page	65 000
1/16 page	37 000

Rates do not include VAT.

Advertising agencies are granted with 15% discount.

MARKUPS AT POSITIONING

Position	Markup
First half of the magazine	20%
First advertising of a definite product category	20%
Placement of 2 -3 layouts successively	20%
Placement of 2 layouts on spread	20%
Placement in a definite column	20%
Non-standard size advertising	20%

PACKAGE DEPLOYMENT

**PRICES FOR PACKAGE PLACEMENT IN
«KARAVAN I STORY» AND «COLLECTION
KARAVAN I STORY» MAGAZINES**

<i>Karavan istoriy</i>	<i>Collection Karavan istoriy</i>	Size	Cost, RUB
1/1	1/1		840 000
1/2	1/1		650 000
1/3	1/1		540 000
1/1	1/2		780 000
1/2	1/2		580 000
1/3	1/2		430 000
1/3	1/3		410 000
2/1	2/1		1 420 000
1/1	2/1		1 000 000
2/1	1/1		1 240 000

Rates do not include VAT.

ADVERTISING

EXAMPLES OF NON-STANDARD ADVERTISING:



junior-spread



2 ads on the double page



ad with an extension

SPECIAL ADVERTISING PROJECTS

INSERTION OF PRINTED PRODUCTS



Card



Advertising catalogue



Leaflet, coupon, CD/DVD

Circulation of insertion: from 50 000

Possible regions of distribution: Moscow and Moscow region: Moscow, Moscow region and Sankt-Petersburg. Regions of Russia (without an option of choosing a region)

Price on request.

SPECIAL ADVERTISING PROJECTS

GLUING OF SAMPLES



Sample on the double page



Sample on the page



Discount card, greeting card, coupon

Is glued on the advertising model which is 1/1 of page or spread

Circulation of gluing: from 50 000

Possible regions of distribution: Moscow and Moscow region: Moscow, Moscow region and Sankt-Petersburg. Regions of Russia (without an option of choosing a region)

Price: on request

SPECIAL ADVERTISING PROJECTS

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 38 days before.

Testing 35 days before the issue date. Samples for testing in the amount of 50 items are delivered to the address of the Publishing House.

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



ADVERTORIAL PROJECTS

Advertisorial – 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 layout the advertising provider gives details and pictures.

PRICES FOR MAKING ADVERTORIAL PROJECTS IN «KARAVAN ISTORIY»

Text writing, layout, proof (with provided illustrations).

Size	Price, rubles
I/1	50 000
I/2	35 000
I/3	25 000
2/1	80 000

Making layout (with prepared text).

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

Prices do not include VAT.

TERMS FOR PROVIDING MATERIALS:

Terms are given in the schedule of «Karavan Istory».

prepared text and illustrations are to be provided 10 days before the date of providing of ready layout to the relevant issue of the magazine according «Karavan Istory» schedule.

ADDITIONAL COSTS (DUE TO AN AGREEMENT):

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

ADVERTORIAL PROJECTS

ADVERTORIAL IN PACKAGE «KARAVAN I STORY» + «COLLECTION KARAVAN I STORY»

If it is a package, any material, which was made for «Karavan Istory», is adopted for the size of «Collection Karavan Istory»

Materials for advertorial is to be provided in terms, which are given in schedule of «Karavan Istory»

PRICES FOR MAKING OF ADVERTORIAL PROJECTS IN «KARAVAN I STORY» + «COLLECTION KARAVAN I STORY»

Text writing, layout, proof (with provided illustrations).

Size	Price, rubles
I/1	60 000
I/2	45 000

Making layout (with prepared text).

Size	Price, rubles
I/1	25 000
I/2	20 000

Prices do not include VAT.

TERMS FOR PROVIDING MATERIALS:

Terms are given in the schedule of «Karavan Istory».

- prepared text and illustrations are to be provided 10 days before the date of providing of ready layout to the relevant issue of the magazine according «Karavan Istory» schedule.

ADDITIONAL COSTS (DUE TO AN AGREEMENT):

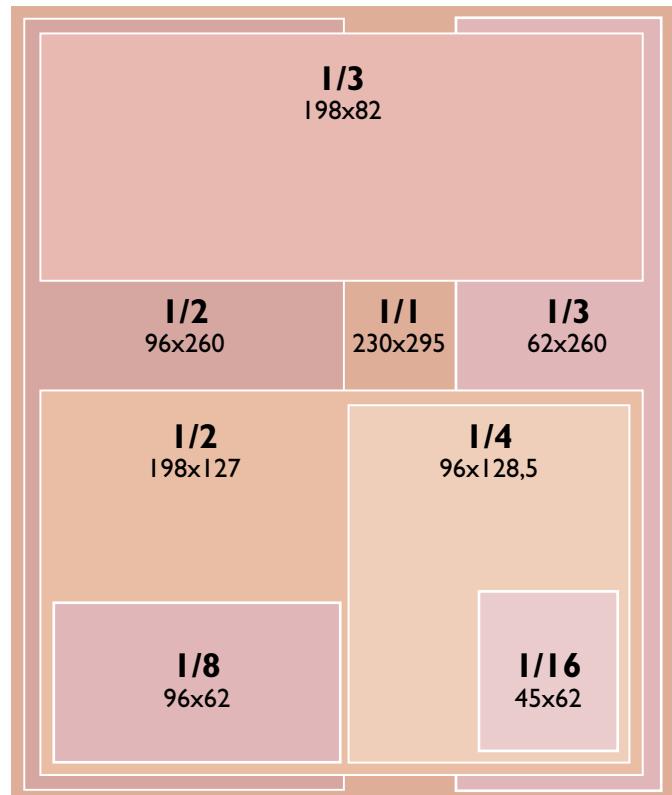
- if a photo shoot is made by a photographer of Publishing House
- an interview
- if some special photos are to be bought in photobanks

SIZES

SIZES OF THE ORIGINAL LAYOUTS

I/1	230 x 295 mm (+5 mm for the trimming)
I/2 horizontal	230 x 142 mm (+5 mm for the trimming)
I/2 horizontal	198 x 127 mm
I/2 vertical	112 x 295 mm (+5 mm for the trimming)
I/2 vertical	96 x 260 mm
I/3 horizontal	230 x 97 mm (+5 mm for the trimming)
I/3 horizontal	198 x 82 mm
I/3 vertical	78 x 295 mm (+5 mm for the trimming)
I/3 vertical	62 x 260 mm
I/4 vertical	96 x 128,5 mm
I/8 horizontal	96 x 62 mm
I/16 vertical	45 x 62 mm

BASIC ADVERTISING OPTIONS



EXAMPLES

EXAMPLES OF ADVERTISING IN PAGINATION OF CERTAIN ISSUES



111



2/1



1/3
(vertical bleed)

ISSUE DATES

ISSUE DATES, BOOKING AND MATERIAL DEADLINES FOR «KARAVAN ISTORY» MAGAZINE FOR 2020.

The ipad version of the magazine «Karavan Istory» goes simultaneously with the paper version.

Nº	Issue	Deadline for Advertorial *	Deadline for providing original layouts or cancellation	The issue date
01	January	05.11.19	25.11.19	23.12.19
02	February	02.12.19	23.12.19	27.01.20
03	March	23.12.19	27.01.20	24.02.20
04	April	03.02.20	20.02.20	23.03.20
05	May	09.03.20	30.03.20	27.04.20
06	June	06.04.20	21.04.20	25.05.20
07	July	11.05.20	29.05.20	29.06.20
08	August	08.06.20	29.06.20	27.07.20
09	September	06.07.20	27.07.20	24.08.20
10	October	10.08.20	31.08.20	28.09.20
11	November	07.09.20	28.09.20	26.10.20
12	December	05.10.20	23.10.20	23.11.20
01/21	January	02.11.20	23.11.20	21.12.20

* For special projects on paper (inserts, gluing, loose insertions) deadline of application and the filing of the layouts should be clarified further.

IPAD-VERSION OF MAGAZINE

iPad-version of «Karavan Istory»-magazine is in App StoreTop in categories “Kiosk/Entertainment” and «Magazines in Russian».

Installation of apps – more than 190 000.
Number of downloading of one magazine – 10 000 – 12 000

PRICE FOR ADVERTISING IN IPAD-VERSION OF «KARAVAN ISTORIY».

Term of placement – 1 month

Name	Description	without disposition	on the 2nd page	inside of main material
Standard formats				
Static model	Model without interactive solutions	100 000	130 000	160 000
Static model with hyper-link	Hyper-link to a site or mobile app of advertising provider			
Static model with a video	Model with possibility of video activation (till 30 sec.), with is downloaded to the app	150 000	195 000	240 000
Special formats				
Model with basic animation	Static model with affects of basic animation	180 000	230 000	280 000
Content of Brand	Content of Publishing House where an advertising provider is mentioned			200 000
Individual formats	Provide by an advertising provider (agreed with editors) or designed under RK		call	