



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

OCTOBER 2021





..... 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 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 **630 000**

Printed **in Russia**

Full colour 72-96 pages

Distribution **retail, subscription**

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

Crossword, puzzle

Psychology

Health

House, garden, apartment



OUR READERS

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



Average issue readership in Moscow

Average issue readership in Russia

DISTRIBUTION

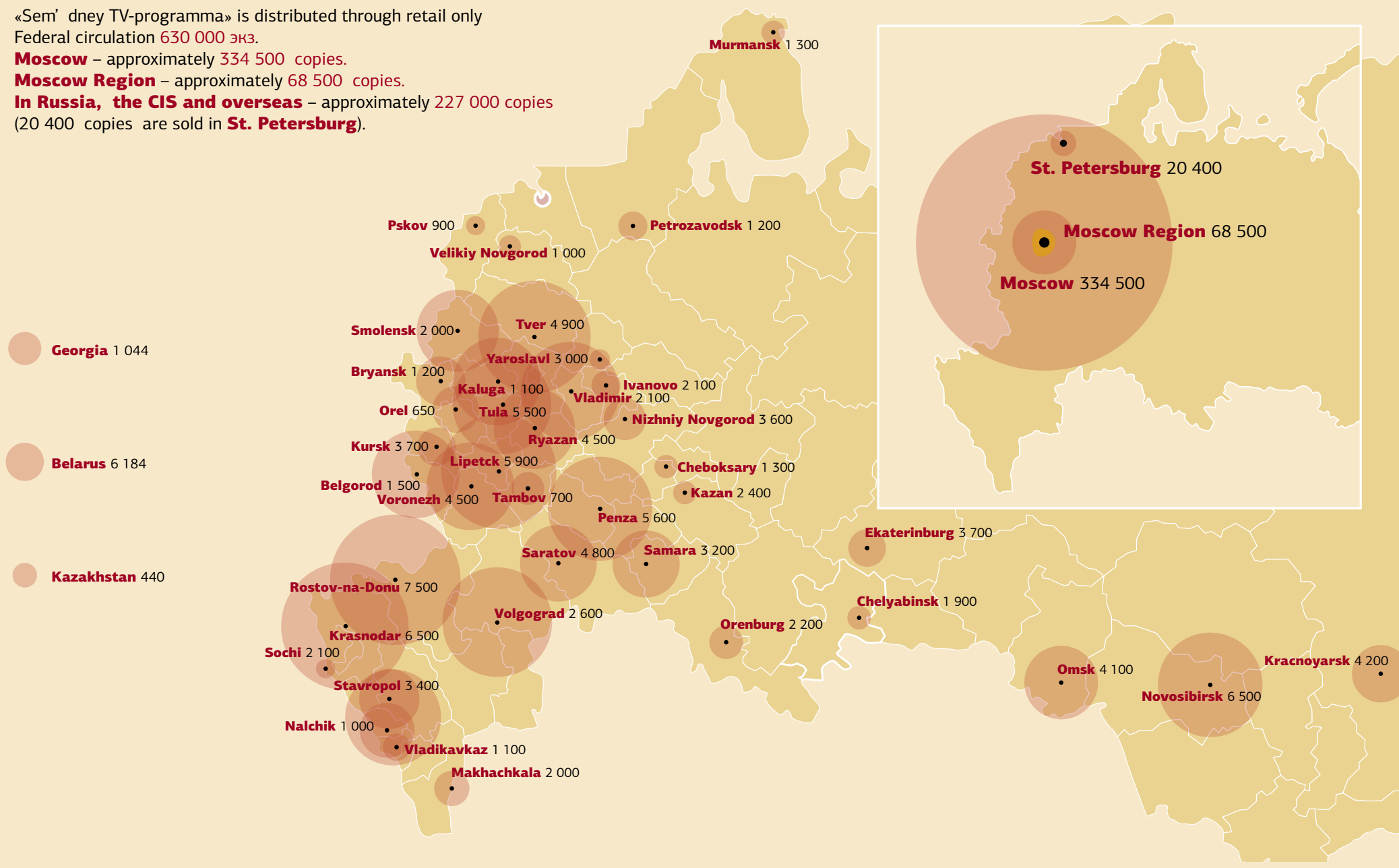
«Sem' dney TV-programma» is distributed through retail only

Federal circulation 630 000 экз.

Moscow – approximately 334 500 copies.

Moscow Region – approximately 68 500 copies.

In Russia, the CIS and overseas – approximately 227 000 copies
(20 400 copies are sold in **St. Petersburg**).



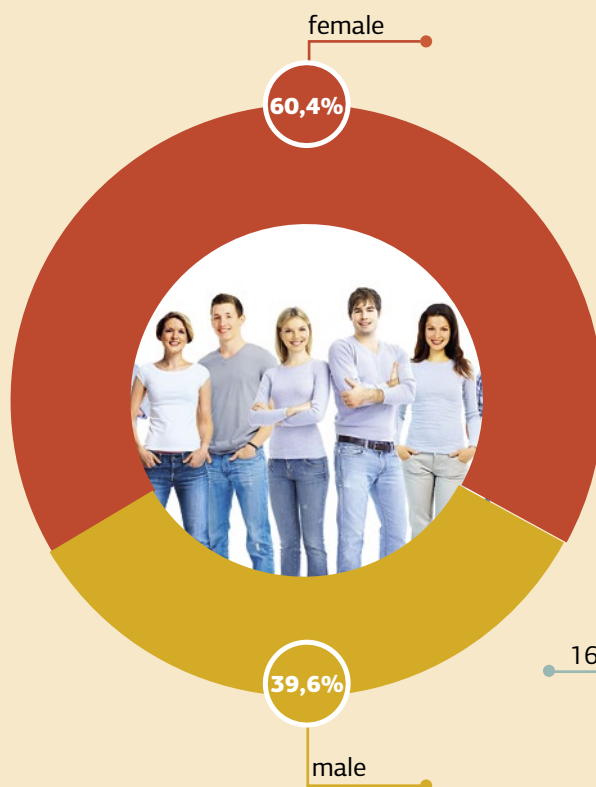
OUR READERS

Average issue readership of the magazine «**Sem' dney TV-programma**» is presented based on the data from «Mediascope Russia» in the major regions of Russia:

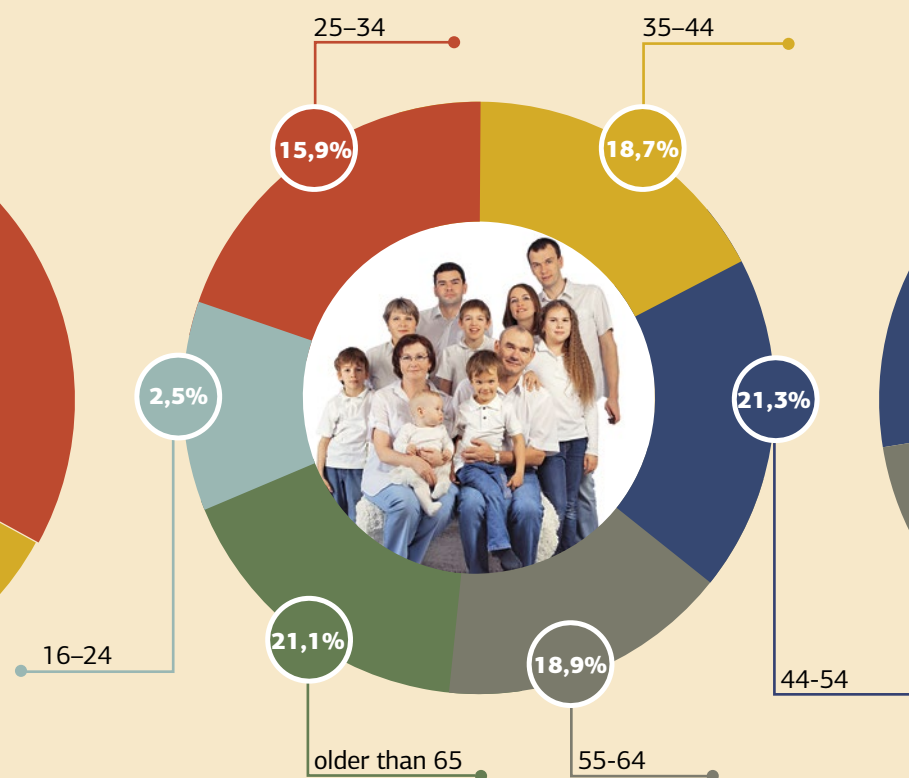


OUR READERS

Sex



Age



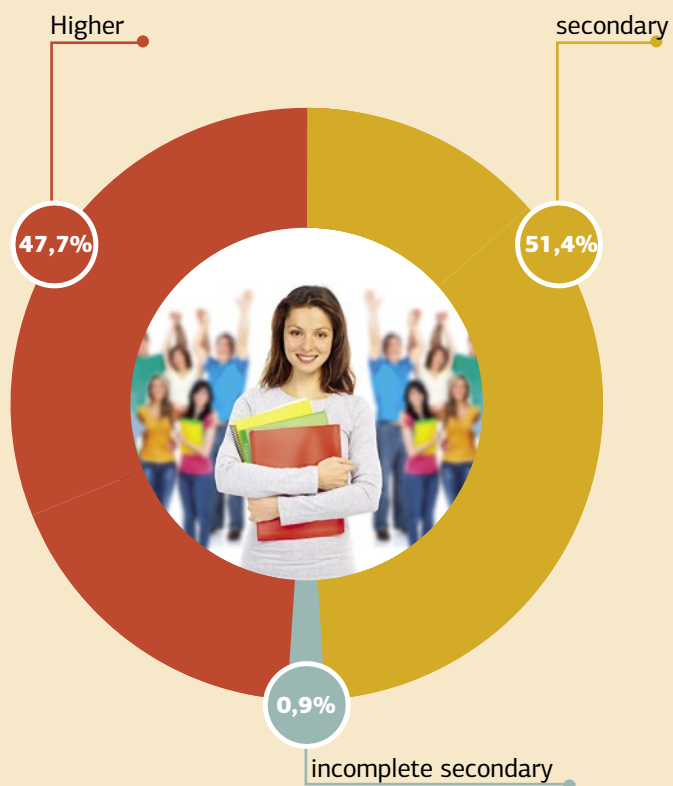
Working status



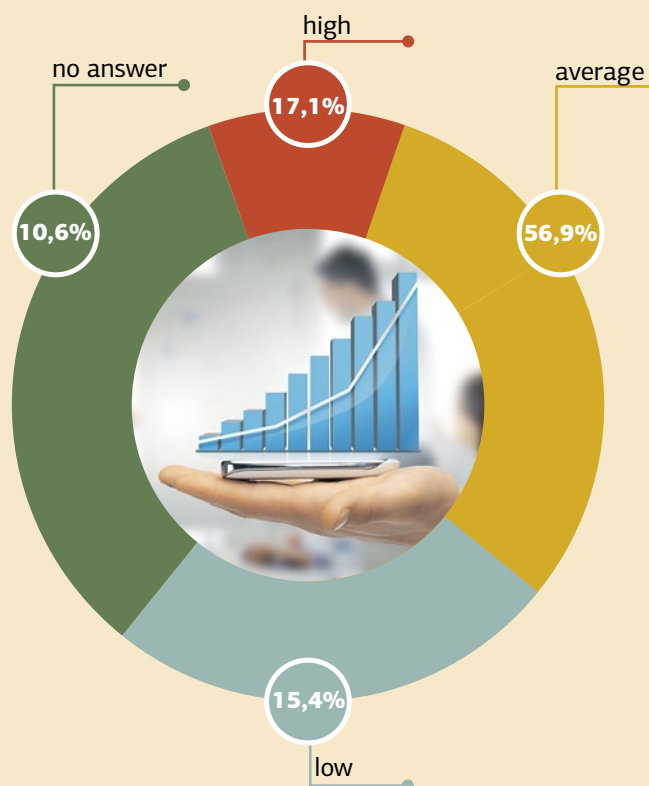
The magazine «Sem' dney TV-programma» interests the members of all age groups. However the regular readership consists of those aged between 25 and 44: the most consumer-active section of the population

OUR READERS

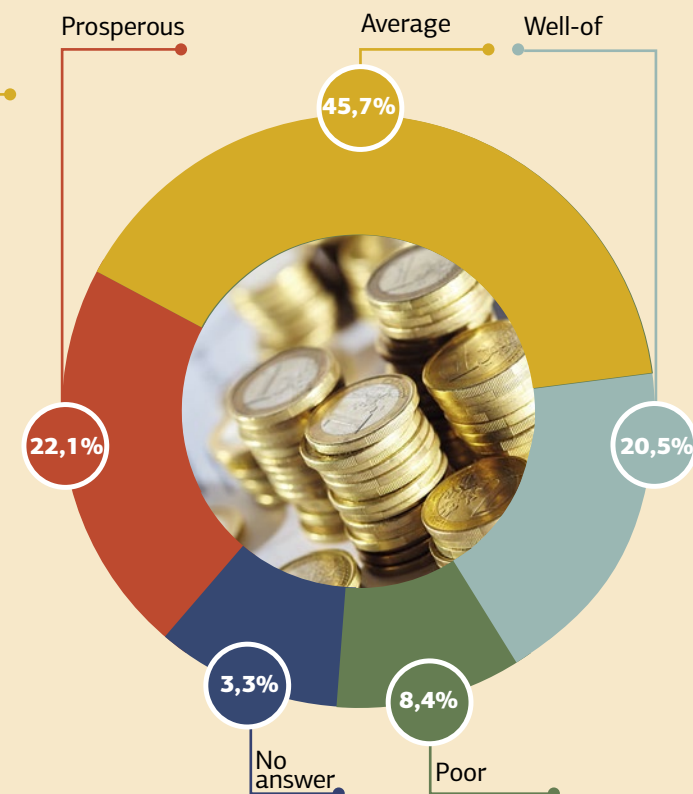
Education



Income



Financial status



Therefore, 88.1% 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	945 000
2/3 page	800 000
1/2 page	570 000
1/3 page	430 000
1/4 page	280 000
1/6 page	190 000
1/8 page	150 000
1/16 page	98 000
2nd cover	1 150 000
4nd cover	1 300 000
Block on the cover	945 000
Block in the journal block page	360 000
Block in the journal block spread	535 000

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.

SPECIAL PLACEMENT PROGRAMME GRID

Size	cost, RUB
1 block (41x40 мм, horizontal)	280 000
2 block (84x40 мм, horizontal)	150 000
3 block (127x40 мм, horizontal)	55 000
Large block (84x70 мм, horizontal)	104 000
Block (270x40,5 мм, horizontal)	130 000
	150 000

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, %
Outside ad block (for 1/2 page and more)	45%
On the 1st cover	45%
On the first and sentral spreads for 1/1 page	45%
Before TV programs grid	20%
After TV programs grid on the right page	20%
In a definite column without page choice	20%
Next to the Hoposcope, Crossword (only for sizes 1/3 page and more)	20%
Successively 2 layouts (only for sizes 1/4 page and more)	20%
On spread 2 layouts (only for sizes 1/4 page and more)	20%

SPECIAL PLACEMENT IN PROGRAMS GRID

Item	Markup, %
In TV programs grid with place choice	30
In TV programs grid for Friday, Saturday, Sunday on the right page	30
Successively up to 7 layouts on the right page	30
On spread in TV programs grid (only for layouts 1/4 of page)	30

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



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

ADVERTORIAL PROJECTS

[illegible]

ХРАНИТЕ КРЕДИТЫ В СБЕРБАНКЕ

[illegible]

1/2

BLEED

3 000 characters (8 pt)

[illegible]



Как мы спасли долгожданные выходные

Лазолван® так спасло моему мне его самочувствие, когда я простыл на работе. До этого я не мог даже выйти с кровати. Во вторник, после сна, в четверг, вечер чувствовал себя лучше. Тогда доктор мне, отпуская лекарство, дал совет: «Возьми Лазолван, это поможет тебе быстрее выздороветь. Оно — лучшее, но эффективное. Потому, что хорошо снимает воспаление, но не пересушивает слизистую. Поэтому, не пересушивает даже и самый короткий период».

— Тезис? —
— Тезис! Моему поздравлю. В бум, не — не пересушивает, не — пересушивает. И даже в его время лучше прозаним — я сейчас про

Boehringer Ingelheim

© 2011 Boehringer Ingelheim GmbH, 105 101, Tel.: +49 (0) 240 54 54 54, Fax: +49 (0) 240 54 54 55, E-Mail: +49 (0) 240 54 54 55



1/3

BLEED

1 500 characters (10 pt)

[illegible][illegible]

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

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.

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

FIRST 5 ADVERTISEMENTS IN A HEADING ARE EXTRA CHARGED:

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) 753-41-45/46

69
СЕМЬ ДНЕЙ № 4 21 – 27 ЯНВАРЯ 2019 РЕКЛАМА

ТОРГОВЫЙ РЯД

ПРЕДЪЯВИТЕЛЯ КУПОНА:

диагностика, составление
плана лечения... **БЕСПЛАТНО**
уточненная пр-во США... от 500 р.
за (точка)... 8500 р. 7500 р.
... 3300 р. 2900 р.
... 16000 р. 9500 р.
... 24000 р. 17500 р.
... 2500 р. 2000 р.
... 470 р. 400 р.

Здоровье в каждый сустав

Задумайтесь и запомните на всю жизнь: здоровье – самая
большая ценность каждой личности и зависит в первую
очередь от Вас.
Все суставы в нашем организме, способны служить всю жизнь,
при условии: если Вы будете заботиться и обеспечивать мак-
симальное питание каждой клетке Ваших хрящей. Если клетка
не получает достаточного питания, то питательная жидкость она не
находит, истощает диндрит питательная жидкость среда,
начинает истощать жизнь и погибает. Коллоидное сред-
ство «Молекарт-РА» содержит в себе 11 активных фито-
триггеров, которые могут способствовать защите хрящевой
ткань, устранение неприятных ощущений. «Молекарт-РА»
сбалансированный коллоидный фито-комплекс, способный
поддерживать все Ваши 360 суставов в активном состоянии,
начните применять «Молекарт-РА» сейчас и ощутите разни-
цу в подвижности каждого Вашего сустава. Коллоидная форма
в виде жидкого раствора с ГИДРОКОКСИДНОЙ КИСЛОТЫ по-
могает беспрепятственно и быстро усваиваться в организме,
может обеспечить интенсивное и необходимое питание всей
хрящевой системы, тем самым способствуя улучшению под-
вижности и эластичности суставов.

При покупке 4-х
упаковок Молекарт-РА-
КАРДАТЕРОН в ПОДАРОК!
Срок действия акции с 16.01.2019 г. по
31.01.2019 г.

ПОДРОБНУЮ ИНФОРМАЦИЮ О СРЕДСТВЕ МОЖНО ПОЛУЧИТЬ ПО ТЕЛЕФОНАМ:
звонок по России **8-800-333-47-79** в Москве **8-495-989-60-45**
Бесплатный
Сайт: www.molekart.ru № RU 77-99-88-003 E 001479-04-10, Сайт № RU 77-99-88-003 E 005005-11-18 от 12.11.2018 г. РЕКЛАМА.

www.skyce-clinique.ru Лиц. по 77-01-003226 Реклама.
СТОМАТОЛОГИЧЕСКАЯ КЛИНИКА «СКАИС»
НАМ 8 ЛЕТ!
**УДАЛЕНИЕ БЕСПЛАТНО
ПРИ ПРОТЕЗИРОВАНИИ**
МИНИ-ИМПЛАНТАЦИЯ ЗУБОВ
от 19 000 руб.
консультация бесплатно

СКИДКА НА ЛЕЧЕНИЕ 25% СКИДКА НА ПРОТЕЗИРОВАНИЕ 10%
М. «Алтуфьево», Алтуфьевское ш, д. 78
+7 (499) 908-66-33 +7 (985) 777-80-01

Плохо разбираете РЕЧЬ? МИР СЛУХА
НЕ СЛЫШИТЕ, что говорят по телевизору?
СЛУХОВЫЕ АППАРАТЫ
с повышенной разборчивостью речи!
• Бесплатная консультация
• Пенсионерам скидки до 50%
• + запас батареек в подарок!
• Выезд специалиста на дом
8 (495) 411-90-16
Наши центры по всей Москве:
○ «Котловский», Новокосинский,
ул. Пятницкая, д. 28
○ «Корсаков», ул. Казакова, д. 6 стр. 1
○ «Сухаревская», ул. Сретенка, д. 27/29
○ «Белорусская», ул. в Брестскую, д. 62
Имеются противопоказания. Необходимо проконсультироваться со специалистом.

**В РУБРИКУ
РЯД»**
Дней ТВ-Программа»
81-05
...спресс»
99-11
Eckert@informexpress.ru
...орун»
(495) 944-30-07
н-макет БЕСПЛАТНО
Рекламы»
9-31-55
...бл-блинтер»
3 (499) 530-28-07
www.colidarnost.ru

ОБЪЯВЛЕНИЯ

● НАШ АДРЕС: Ленинградское шоссе, д. 5а (рядом с метро «Войковская»);
по вопросам размещения строчных объявлений звоните Бугаевской Татьяне с 10.00 до 18.00 по телефону:
● 8 (495) 753-81-05 (перерыв с 14.00 до 15.00), Tbugaevskaya@7days.ru

УСЛУГИ
● Обивка мебели.
8 (909) 914-93-13
ОБИВКА.
Перетяжка МЕБЕЛИ.
WWW.KALET.RU
8 (495) 649-56-56

ДОМАШНИЕ ЖИВОТНЫЕ
● Усыпление животных.
Кремация.
8 (495) 509-47-75
РАЗНОЕ
● УЛЬЯНА РОСС.
8 (985) 233-50-53
...панина,

По вопросам размещения
рекламы в журнале
«Семь Дней ТВ-программа»
обращайтесь в отдел рекламы
по телефону
8 (495) 753-81-05
Tbugaevskaya@7days.ru

ADVERTISING

SIZE OF THE ORIGINAL LAYOUTS

BLEED SIZES (TRIM SIZE)

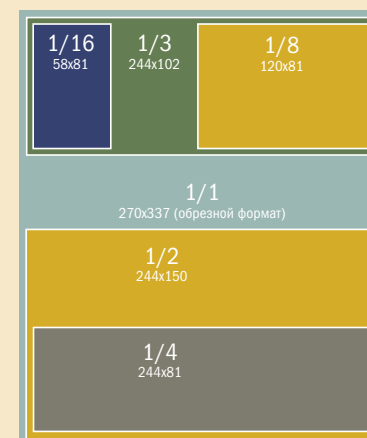
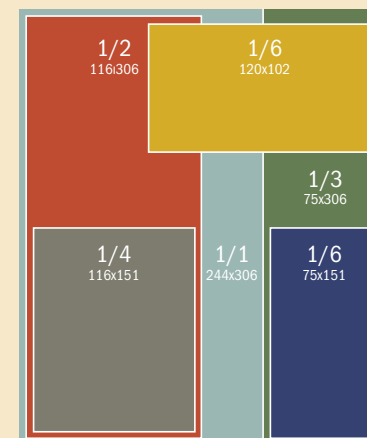
block	on the cover	248,3x19
1/1		270x337
2/3	vertical	171,5x337
1/2	horizontal	270x163
	vertical	130x337
1/3	horizontal	270x114
	vertical	89x337
1/4	horizontal	270x94
1/4	horizontal, in the TV	270x78
block	in the journal block	270x41

+ 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

FORMAT
horizontal



1/2



1/2

BLEED
horizontal



1/2

BLEED
vertical

ADVERTISING

THE SIZE AND SAMPLE LAYUOTS



1/3

BLEED
vertical



1/3

FORMAT
horizontal



1/4

BLEED
horizontal



1/4

FORMAT
vertical

ADVERTISING

THE SIZE AND SAMPLE LAYUOTS



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 30 000 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.

SPECIAL ADVERTISING PROJECTS



GLUING OF SAMPLES

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

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 30 000 to 300 000 copies.

Cost of advertising is calculated as the following:

- adaptation 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 — 30 days before issue.

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 —

The term of delivery of ready advertising production — 6 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 2022

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

№№	date	deadline for booking	deadline for proving the original layout or advertisements cancellation	deadline for advertorial
32	03 August	18 July	19 July	05 July
33	10 August	25 July	26 July	12 July
34	17 August	01 August	02 August	19 July
35	24 August	08 August	09 August	26 July
36	31 August	15 August	16 August	2 August
37	07 September	22 August	23 August	09 August
38	14 September	29 August	30 August	16 August
39	21 September	05 September	06 September	23 August
40	28 September	12 September	13 September	30 August
41	05 October	19 September	20 September	06 September
42	12 October	26 September	27 September	13 September
43	19 October	03 October	04 October	20 September
44	26 October	10 October	11 October	27 September
45	02 November	17 October	18 October	4 October
46	09 November	24 October	25 October	11 October
47	16 November	31 October	01 November	18 October
48	23 November	07 November	08 November	25 October
49	30 November	14 November	15 November	1 November
50	07 December	21 November	22 November	08 November
51	14 December	28 November	29 November	15 November
52	21 December	05 December	06 December	22 November
01/2023	28 December	12 December	13 December	29 November
02/2023	04 December	19 December	20 December	6 December

* 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