



# mamas & papas

MAGAZINE FOR MODERN PARENTS

EXPERT FOR  
CHILDHOOD!



MEDIAKIT 2012



## Editor's Note



In 2012 Mamas&Papas turned three. Like all three-year-olds, our «child» has grown up, got stronger and now is scaling new heights with great enthusiasm. It were our readers who suggested the idea of taking pregnant women and babies under our wing: actually, for the last two years they had been attacking us with letters trying to know when we would «begin to write about childbirth and babies». Honestly speaking, we didn't accept this idea at once because the last thing we would do is to cut down the columns dedicated to preschoolers. We were altering the editor's layout this way and that and arguing a lot.


- There are too much articles about toys. What's one less? - I suggested in our editorial office.
- But people read them and then thank us for that! - the editorial staff was hurt.
- Ok, then, may be, columns on health?
- No way! We can't do that. On the contrary, the number of health columns needs to be increased.
- Let's then kill the cooking ones.


We were lucky not to kill each other, anyway. As a result, we decided to increase the magazine size and invent brand-new columns - and it was the only right decision. But then a new problem aroused. A column per se is, actually, nothing. It's only a number of letters in a title and only a good author can put life into them. By the way, searching for authors for Mamas&Papas is a really challenging task, but searching for the authors who know all the angles of pregnancy, baby food and baby care is pure science fiction. Only try to think about it: first of all, these authors should be real experts with specialized education (medical, psychological or pedagogical). Secondly, they should really love life because Mamas&Papas won't stand sad mentors. Actually, we had to sweat but our new magazine met all the deadlines. The first day of selling, the second one... and at the end of the third one I thought that the sun was not so bright and the world was very imperfect. **The moment of truth came the next day when our mail server fell over.**

**But what were our readers writing?**


**This is what: if you don't believe us, you'll believe them!**




 **Good morning!**  
My name is Kamilla and I'm your old regular reader. First of all, I would like to thank you for new «About Small Fry» insert. My daughter is only two years old and I was very happy to read about something focused on us. Special thanks for wonderful body restitution exercises! Enough with praises - my belly has reduced in 4 days and it's the main proof! Secondly, I would like to know how to subscribe to your magazine. The recent issue had a subscription coupon and at the post office I was said to take it to a bank. Everything is paid but I can't understand what to do. Please explain. It seems that after childbirth my brains have not recovered yet but I wish to receive your magazine. Thank you again, yours sincerely,  
**Kamilla Kerimova**

 **Dear editors,**  
I'm the happy mother of a four-month-old Ivan. Recently I've come across your magazine in a supermarket and decided to buy it because the front cover promised its readers 20 pages about babies up to 1 year old. And I didn't regret that! I swear to read your magazine provided you write about babies of our age (sorry for such blackmailing). Me and my son are looking forward to the next issues...  
**Valery, 27, Moscow**




 **Dear editors,**  
I've got acquainted with your magazine by accident. Actually, by our Grandma's wish. As a rule, our tastes differ but... When I saw on a fridge door a magazine cutting under the magnets I was amazed with writing style - these were really my thoughts! It was unusual to know that my Mom actually likes the same and I insisted on her sharing with me a source material. Now I can't miss an issue! At first, Grandma reads it, then - me, then - my husband according to my notes, then my daughter comes (Kate, 4.5 years old) examining pictures and begging to buy her new clothes!)) And now the «baby» section has appeared in my favorite magazine! Those articles are the most welcome cause we're expecting a newborn. Good luck in all your endeavors!  
Truly yours,  
**Zamchinskaya Ada**



 **Good day to you!**  
Actually, I have never written to magazines in my life let alone those poems that I sent to «Murzilka» magazine fifteen years ago. Anyway, they didn't publish them. But your magazine... I liked it so much that it would be very rude of me not to thank you. The half year subscription came to me as a present. My son Georgiy is only 8 months old so I read your articles out of curiosity. But when you made the appendix about babies... I've read the article about post-natal depression for a million times! Why didn't anyone tell me about that when I was in a maternity hospital?! I had been groping for the information on pregnancy and birth training but you have all that under one cover. Where were you then? Your October issue is always on my desk cause I need it all the time. It has the best article on baby food and, believe me, I've read a lot. Your table helps me to understand what, how many and when I should give to my child. First time in my life I'm sure that everything's right. Actually, I may say the same about the majority of your materials - they are clear, professional, without blabbering and verbiage. All the other magazines about children I've come across are full of nonsense, and you manage to get a great vol-

ume of information into one text. Moreover, this information is structured and presented in a way we only can admire. And the language! Modern journalists aren't familiar with that kind of language nowadays! I was actually enjoying the article about kindergartens - especially the paragraph on the parent's committee. It may be presented in schools as an example at the classes of literature. Well, I'm going to subscribe to your magazine - it's not on the market here. Thank you.

 **Dear editors of Mamas&Papas,**  
I've been reading your magazine for two years and your work never fails to amaze me. At the beginning you wrote about children of age 2-7 and in spite of that when I was a mother of a one-year-old I couldn't tear myself from the articles. Now when my Vanusha has turned two, you've added 20 more pages dedicated to those of age 0-2. And they're so interesting and topical that I've already read two articles out of three to tatters!  
Best regards,  
**Elena, your reader**

**What's the secret of Mamas&Papas success?**  
**Actually, it's very simple!**  
**We love our work.**

**And we love life**  
**in all its aspects as well.**

**And there are people behind our letters.**

**And our magazine has cool pictures. And...**



## Our magazine comprises five main sections



### 1. We're walking

Large calendar/events guide consisting of the most topical and entertainment events of the month. The diary of traveling with a child in some city/ country, services cost, list of interesting places and sights.

SECTION COLUMNS:  
«CALENDAR»  
«TRIP»

### 2. We're buying

Everything about those things that modern parents «should» buy, show and read to their children this month. Ratings and tests of popular devices for children, as well as books, toys and movies.

SECTION COLUMNS:  
«CHARACTER»  
«PRACTICE»  
«BLAMESTORMING»  
«BOYS AND GIRLS»  
«EXAMINATION»  
«BEAUTY»  
«FASHION»  
«TREND»



### 3. We're developing

Examination of different development methods, their advantages and disadvantages. Reviews of workshops for children, various study groups and sports clubs.

SECTION COLUMNS:  
«GAMES»  
«BOOKS»  
«WORKSHOP»  
«STUDY GROUPS»  
«METHOD»  
«NO PROBLEM»

### 4. We're at home

How can we turn unpleasant semolina into favorite pudding? Directions for use of the products unpopular among children. Advices of experts for children's health.

SECTION COLUMNS:  
«OUR KITCHEN»  
«HEALTH»



### 5. We're bringing up

Practice of humane upbringing, comments of psychologists and pediatricians. Step-by-step directions for solving different bureaucratic problems: beginning with sending a child to a kindergarten or a school and ending with assembling of sports furniture.

SECTION COLUMNS:  
«ISSUE THEME»  
«WE HAVE A PROBLEM»  
«PSYCHOLOGY»  
«TEST FOR ADULTS»

## ... and new «Little Ones» section!

SECTION COLUMNS:

### Expecting a baby

► Information for parents-to-be concerning overcoming of a «delicate» period, choosing of a childbirth method and everything what is necessary for a newborn.



### Little ones

► Guidelines on first years of your child.  
► Review of the goods for newborns.  
► Psychological «climate» in a family after childbirth.  
► Comments and advices of professional psychologists.





## Magazine audience

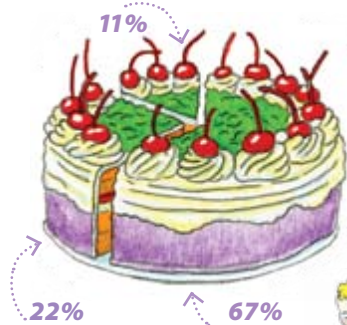
Mamas&Papas magazine audience potential

**4 891 055** people in Russia

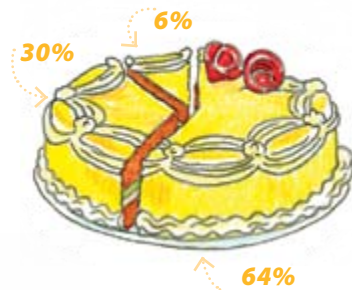


These are working middle-class (middle+ and upper-class as well) mothers and fathers at the age of 25-40 with higher education who have children at the age of 0-7. They pay much attention to their families because consider it to be of the greatest value. They prefer to be informed about the situation: they use the Internet and read magazines. They also lead active lives, visiting theatres, cinemas and restaurants on a regular basis. They like to travel altogether as well.

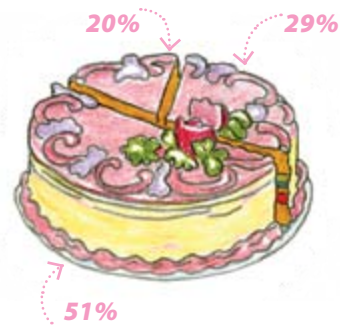
### Our readers



### Number of children in a family



### Income



67% – mothers  
22% – fathers  
11% – grandparents

64% – 1 child  
30% – 2 children  
6% – 3 children and more

51% – middle class  
29% – middle+  
20% – upper class



## Readers' profile



**Parents full of energy.**  
Even with children they continue to travel, go in for sports, visit exhibitions and restaurants.

**Ambitious parents.**  
Though family and children are of the first priority they don't stop making career.

**Initiative parents.**  
They regularly purchase glossy and business magazines, use the Internet, take an interest in cultural, social and political country life.

**Stylish parents.**  
Such parents always follow modern trends and gadgets. Their favorite kind of shopping is shopping in shops for children. Their kids have good clothes and the best toys.

**Responsible parents.**  
They watch over health of their children, consider opinions of doctors but at first try to examine the problem on their own before making a decision.



**Sensitive parents.**  
Such parents try to create welcoming climate in a family, take an interest in child psychology as well as take active part in intellectual and physical development of their children.



## Magazine distribution

Number of copies – **80 000 pieces**

Moscow – **49%**

Saint-Petersburg – **15%**

Other regions – **36%**



## Retail points of sale

### Hypermarkets:

«AUCHAN», «METRO», «REAL», etc.

### Supermarkets:

«Aliye Parusa», «Sedmoi Kontinent», «O'key», «Karusel», «Perekrestok», etc.

### Newsstand retail chains:

«Metropress Moskva», «Metropress Spb», «Piterpressa», OAO «Agency Pospechat», «Soyuzpechat Spb», etc.

**Gas stations:** VR, etc.



## Subscription

### Printed version:

1) via subscription coupon in magazines

2) via catalogues

Print Media of Russia («Pressa Rossii»), code 41750

Russian Post Office («Pochta Rossii»), code 99348

### E-mail version:

Web-site [www.pressa.ru](http://www.pressa.ru)



## 2012 Production Schedule

Issue	Application	Layout	Publication
№ 1-2 January/February	November 02, 2011	November 12, 2011	December 20, 2011
№ 3 March	December 28, 2011	January 10, 2012	February 21, 2012
№ 4 April	February 01, 2012	February 09, 2012	March 20, 2012
№ 5 May	February 28, 2012	March 09, 2012	April 17, 2012
№ 6 June	March 24, 2012	April 06, 2012	May 15, 2012
№ 7-8 July/August	April 28, 2012	May 11, 2012	June 19, 2012
№ 9 September	June 30, 2012	July 12, 2012	August 21, 2012
№ 10 Oktober	July 28, 2012	August 08, 2012	September 18, 2012
№ 11 November	August 24, 2012	September 06, 2012	October 16, 2012
№ 12 December	September 28, 2012	October 11, 2012	November 20, 2012

## Advertising rates

Module size	Price, RUR, without VAT (18%)
Page, 1/1	245 000
Page, 1/2	150 000
Page, 1/3	105 000
Inside double-page spread	430 000
Special conditions	
First double-page spread	490 000
Page, 1/1: editor's note, contents	285 000
2nd cover page	310 000
3rd cover page	270 000
4th cover page	390 000
Theme-based positioning in «Health», «Our kitchen» sections	+10%

## Technical requirements

### Advert size

Advert size	Trim size*
2/1 (double-page spread)	430 × 275 mm
1/1 (page)	215 × 275 mm
1/2 (horizontal)	215 × 138 mm
1/2 (vertical)	104 × 275 mm
1/3 (horizontal)	215 × 93 mm
1/3 (vertical)	74 × 275 mm

\* Bleed size:  
+5mm for each side of an advert

### Requirements to file information\*\*

#### 1. Advert layout printing

The applicant is obliged to present a colored printed version of an advert passed for printing (scale 1:1) with the issue date mentioned. The printed version of the layout should correspond to the electronic one.

#### 2. Data carriers

CR-R disks (ISO 9660 standard). The following should be mentioned on a disk: a publication where the advert layout is published; an issue date (the issue where the advert layout is published); an advert layout brand. Via FTP-server (the address is mentioned in a full version of technical requirements).

#### 3. Types of files

*In Macintosh format:* Adobe InDesign (up to CS3 inclusively) – with types converted into curves; Adobe Illustrator (EPS, up to 10.x version inclusively) – with types converted into curves and embedded images; Adobe Photoshop – in TIFF format (up to CS3 version). *In PC format:* Adobe Illustrator (up to 10.x version inclusively) – with types converted into curves and embedded images; Adobe Photoshop – in TIFF format (up to CS3 version).

\*\* This is an abridged version of requirements. If you wish to get full information, please, contact Sofia Dvoskina, representative of the Customer Support Department via e-mail [s.dvoskina@imedia.ru](mailto:s.dvoskina@imedia.ru)

### Requirements to content

1. Adverts presented should correspond to the provisions of the advertising law accepted in the Russian Federation. According to the requirements of the State Anti-Monopoly Committee all adverts published in our publication should correspond to the standards of certification and licensing of the products being advertised.
2. Adverts of services liable to licensing (restaurants, hotels, health clinics, travel agencies) should contain a license number. The copies of certificates/licenses certified by the seal of your company should be

presented to the magazine advertising department as well, with the layout, in case the advertised products/services are liable for obligatory certification/licensing.

3. An advertiser is obliged to include in the layout the following words: «advertising» or «as advertising». This text is printed with visible and legible type in any place of the layout. In case the layout doesn't contain the abovementioned phrase, Sanoma Independent Media Publishing House reserves the right to include one without agreement with the advertiser upon its type and position (in addition to that Sanoma Independent Media Publishing House excludes the possibility of raising claims related

to adjusting the layout in accordance with the law).

4. When text advertising materials are being prepared – EDITORIAL – we kindly ask you to avoid their confusing similarity with the editor's materials. By that we mean that it is not allowed to use: types of the magazine; names of the magazine sections; similar layouts. Bright colored backing sheet should be used for all the material; in right top corner horizontally with large letters (not less than 6.5 points) it should be mentioned the following: «As advertising».