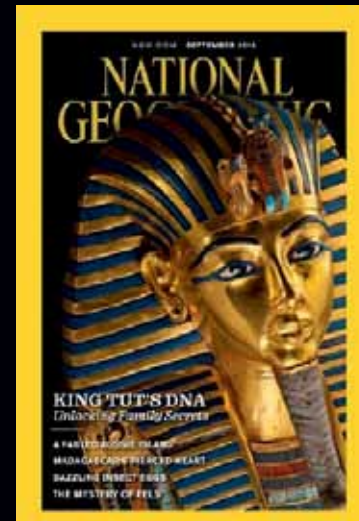


RUSSIA



NETHERLANDS / BELGIUM



U.S.



GERMANY



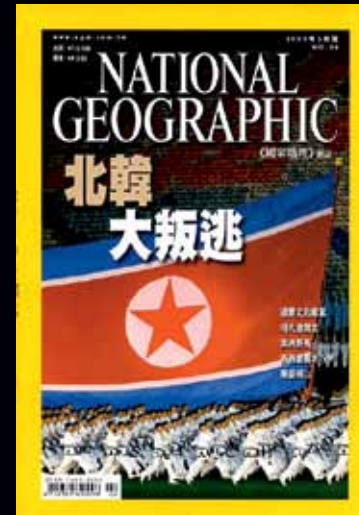
NATIONAL GEOGRAPHIC RUSSIA



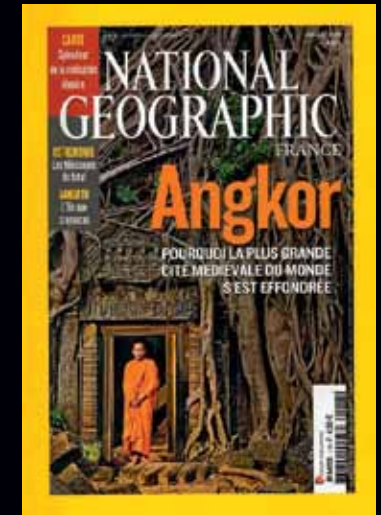
ITALY



TURKEY



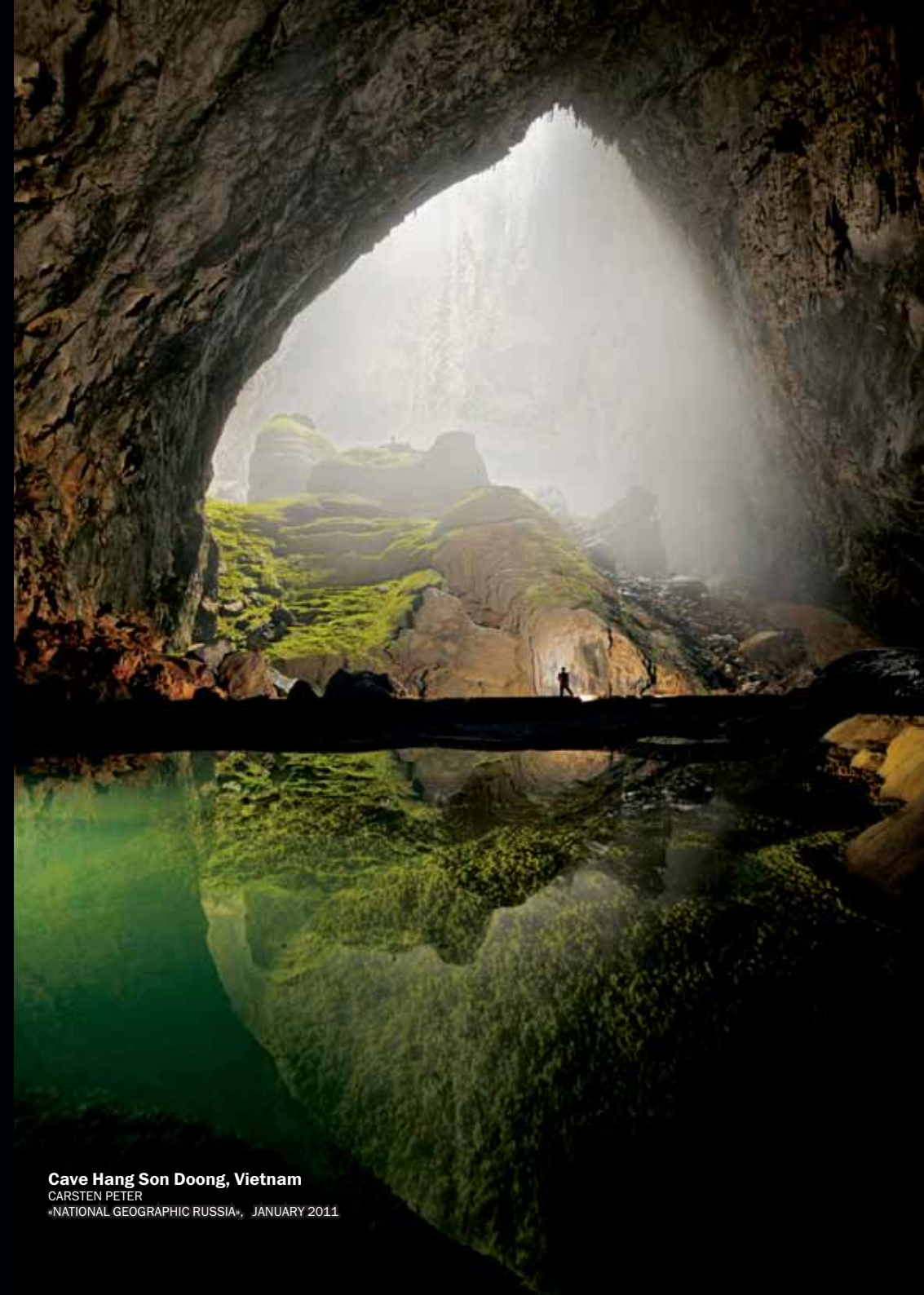
SOUTH KOREA



FRANCE

Worldwide

- Official magazine of the National Geographic Society
- Published since 1888
- Total worldwide print-run – 11,5 million copies
- Total worldwide audience – 70 million readers
- Published in 32 different languages
- Distributed in more than 190 countries over the globe



Cave Hang Son Doong, Vietnam
CARSTEN PETER
«NATIONAL GEOGRAPHIC RUSSIA», JANUARY 2011

In Russia

- Published since October 2003
- Print-run – 140 000 copies
- Audience – 1 708 200* people

NATIONAL GEOGRAPHIC is more than just a magazine: it is a part of a world community, which has roots stretching back to the nineteenth century. Research committees are central to this community, and are also the source of the plenty, many unique materials published in the magazine.

NATIONAL GEOGRAPHIC offers its readers the chance to get acquainted with the work of the international community, to enjoy photographs of unmatched quality and to evaluate materials created specially for the Russian audience.

The magazine's unique characteristics:

- One of the publishing industry's highest budget-per-story ratios. Materials often come to the printed page in the back-pack of pioneering, painstaking and expensive field investigations, expeditions, archaeological digs and extensive worldwide travel
- High-quality images, celebrated as artistic benchmarks in their own right
- Work commissioned and selected from a number of award-winning authors, journalists, photographers, travelers and researchers
- Scrupulous fact-checking
- The most accurate and up-to-date maps from around the globe
- Extremely loyal audience, including many dedicated collectors
- The magazine is published in a convenient, easy-to-carry and accessible format
- Publishing of a large number of materials about Russia.

In addition, the magazine is published in a convenient, easy-to-carry and accessible format.

* According to the TNS Russia, NRS-Russia (16+), may - October 2010



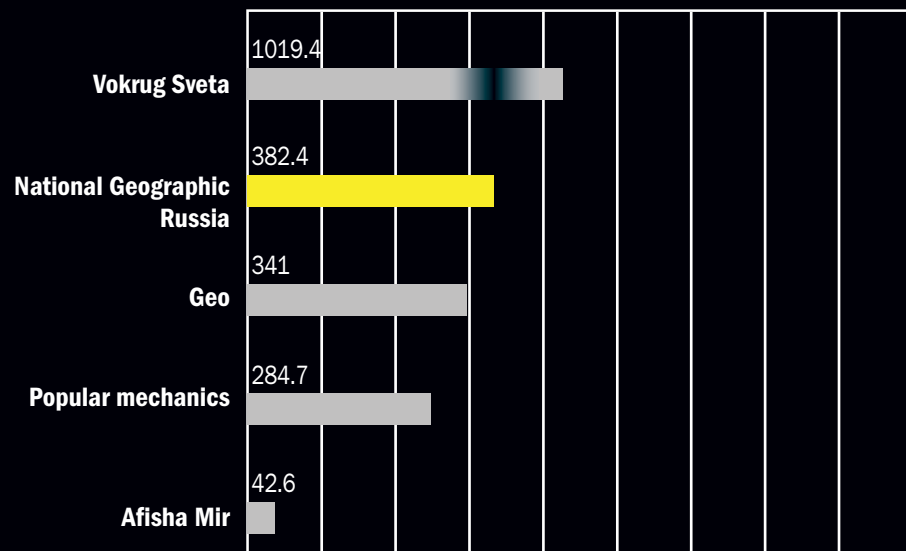
Krasnoyarskie stolby
MICHAIL VERSHININ
"NATIONAL GEOGRAPHIC RUSSIA", DECEMBER 2010

National Geographic Russia

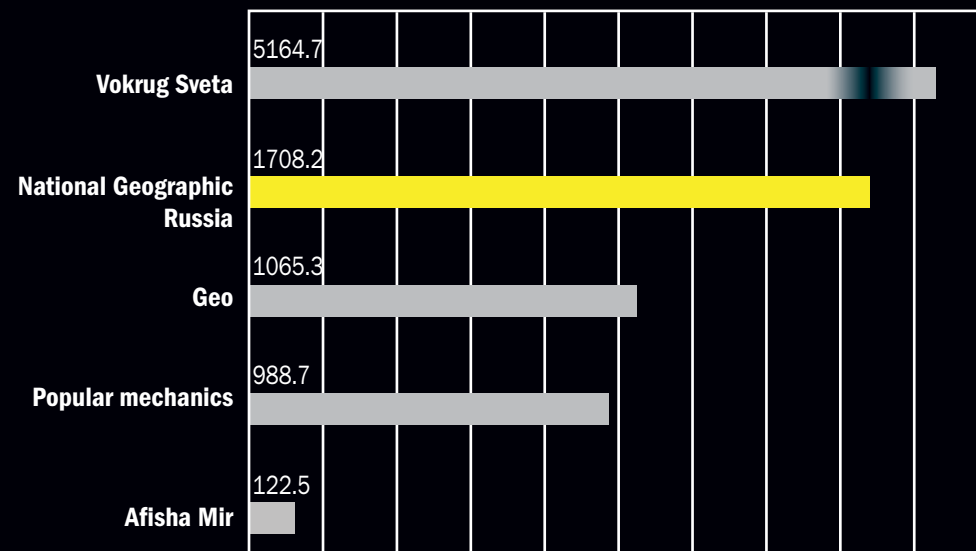
One Issue Audience AIR (Russia) – 1 708 200 people (3,0%) Semi-annual Audience AIR (Russia) – 4 127 200 people (7,1%)

One Issue Audience AIR (Moscow) – 382 400 people (4,2%) Semi-annual Audience AIR (Moscow) – 793 800 people (8,6%)

One Issue Audience AIR (Moscow)

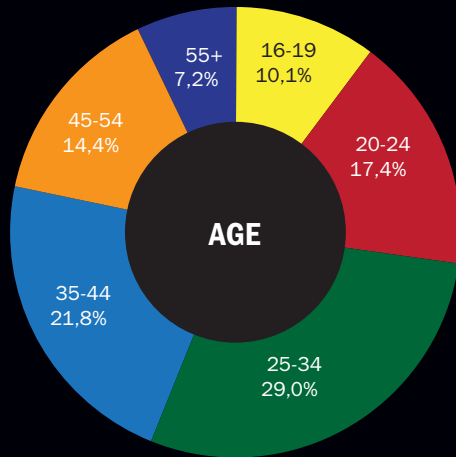


One Issue Audience AIR (Russia)



Reader's Profile

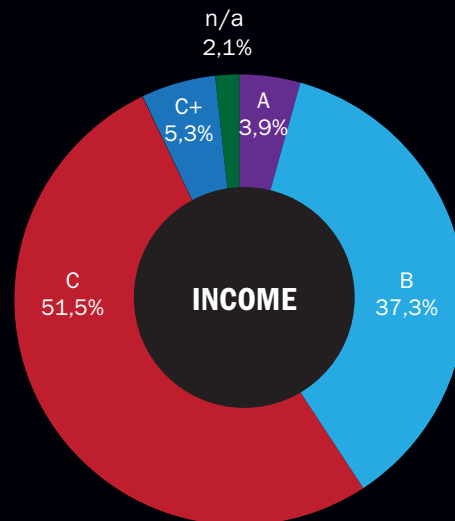
Moscow



25-34 – 110 990 people (29,0%)
35-44 – 83 420 people (21,8%)



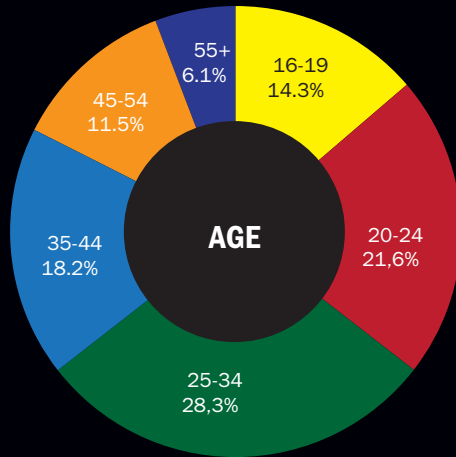
Male – 213 540 people (55,8%)
Female – 168 830 people (42,2%)



C – 196 920 people (51,5%)
B – 142 640 people (37,3%)

Reader's Profile

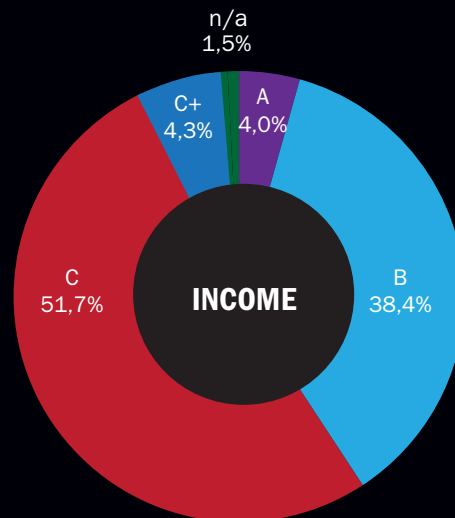
Russia



20-24 – 396 440 people (21,6%)
 25-34 – 482 770 people (28,3%)
 35-44 – 311 710 people (18,2%)

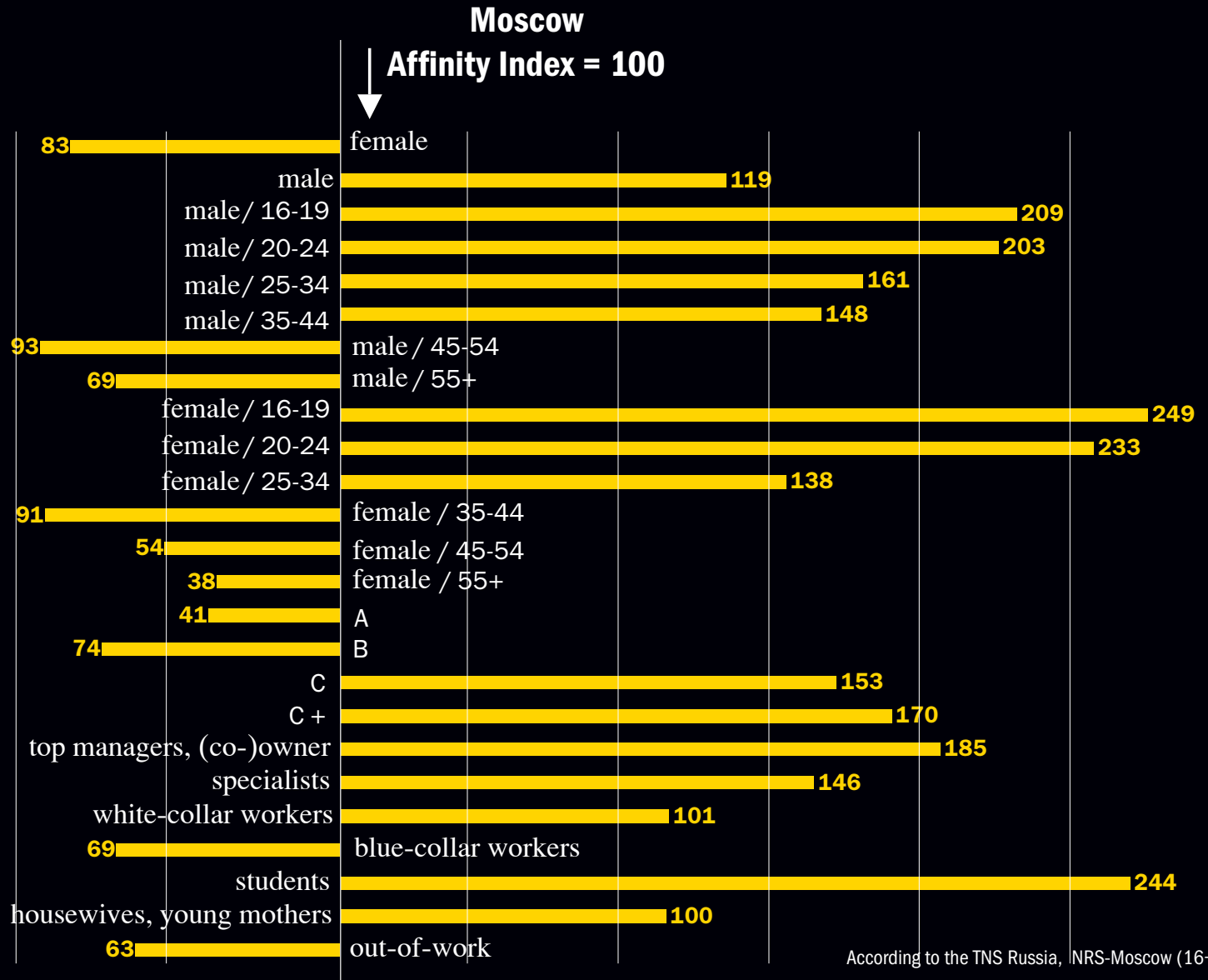


Male – 1 056 890 people (61,9%)
 Female – 651 290 people (38,1%)

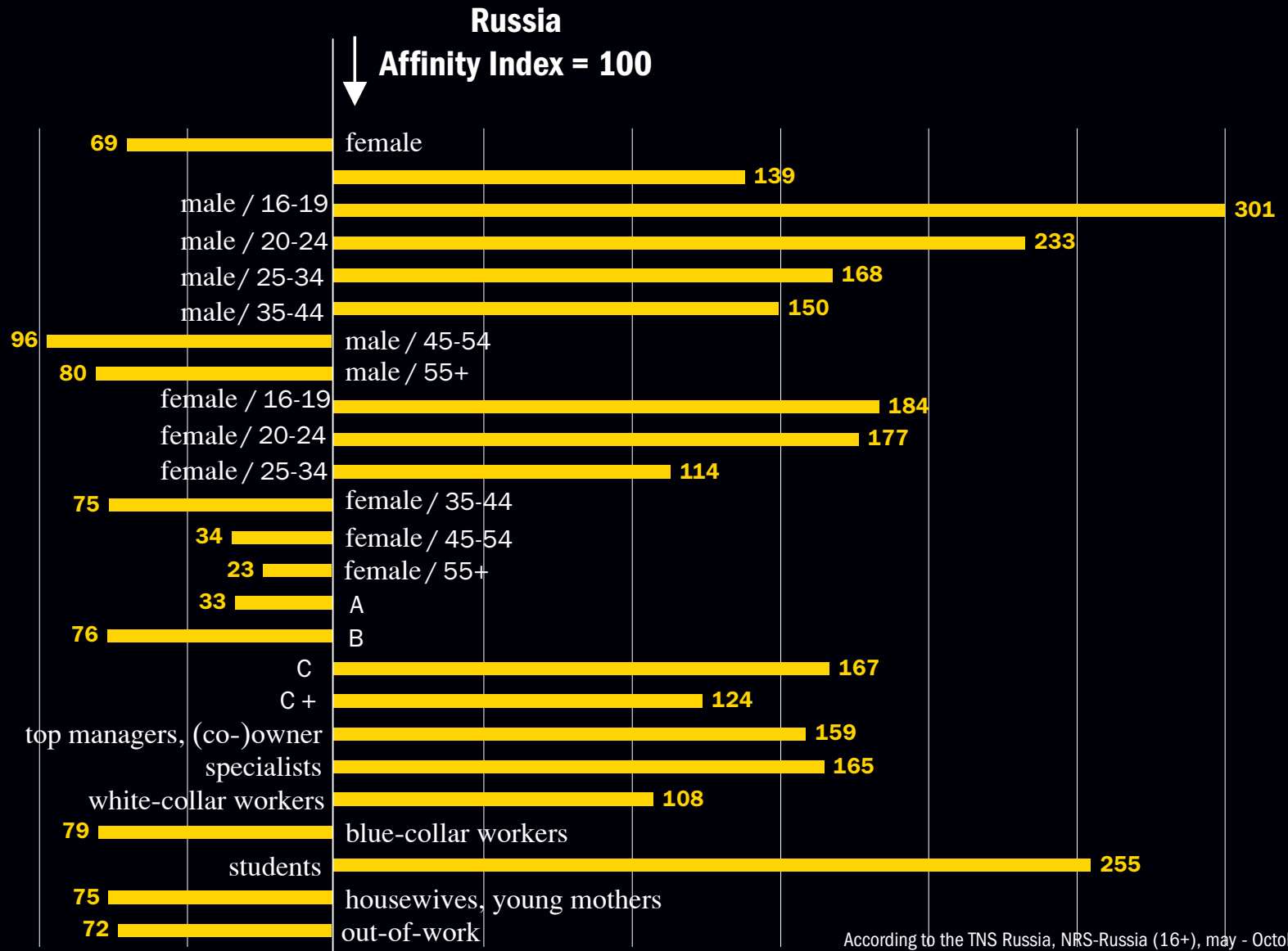


C – 882 980 people (51,7%)
 B – 656 750 people (38,4%)

Readership Structure (affinity index)



Readership Structure (affinity index)



Readership, mapping Age/Income Moscow

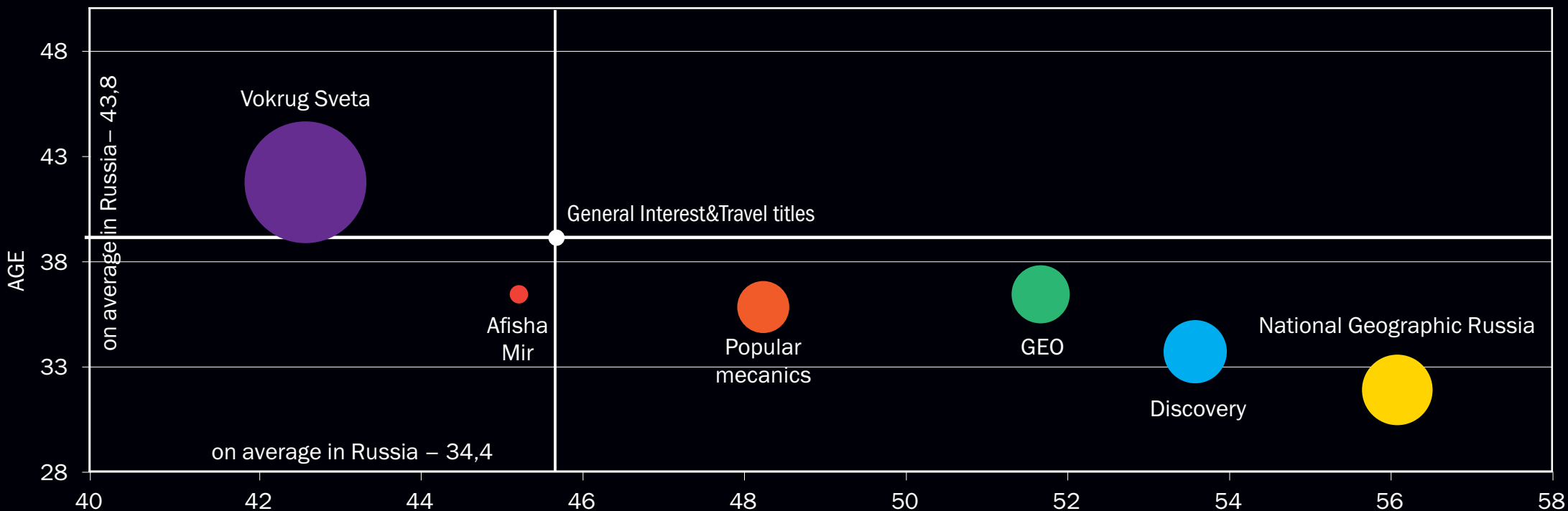


Issue	Age from 25 to 44 (Affinity Index)	C+ (Affinity Index)
National Geographic Russia	270,7	170,1
Popular mecnics	243,1	114,7
Geo	234,5	147,6
Discovery	234,1	149,6
Vokrug Sveta	195,3	120
Afisha Mir	154,3	107,8

INCOME %

Readship of National Geographic Russia
is financially secured

Readership, mapping Age/Income Russia



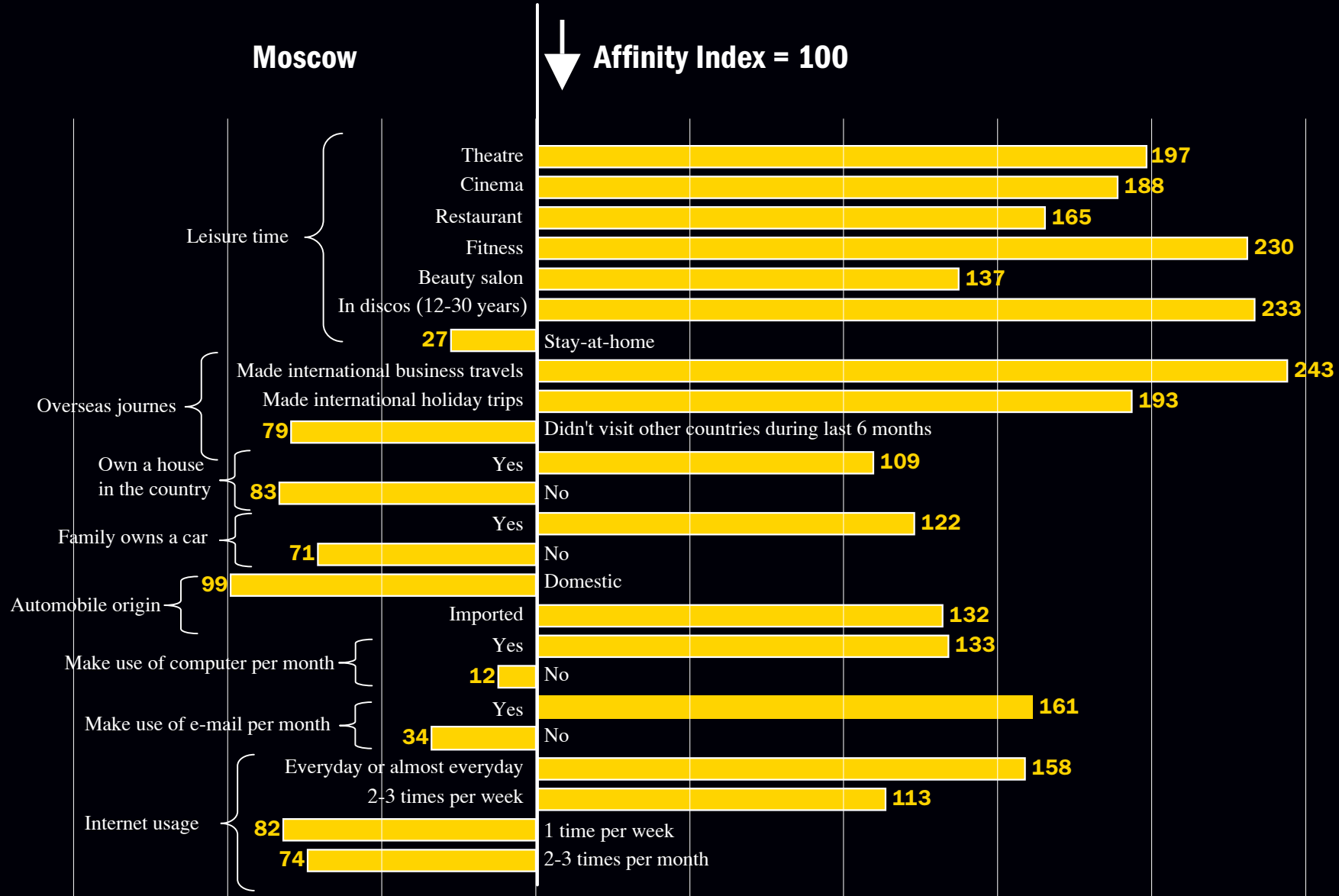
Issue	Age from 25 to 44 (Affinity Index)	C+ (Affinity Index)
National Geographic Russia	251,5	124,3
Popular mechanics	254,3	96,3
Geo	292	119
Discovery	219,6	143,5
Vokrug Sveta	195,3	105,2
Afisha Mir	176,4	220

INCOME %

Readership of National Geographic Russia
is financially secured

According to the TNS Russia, NRS-Russia (16+), may - october 2010

Reader's Consumer Behavior



Comparison of audiences National Geographic Russia and National Geographic Traveler



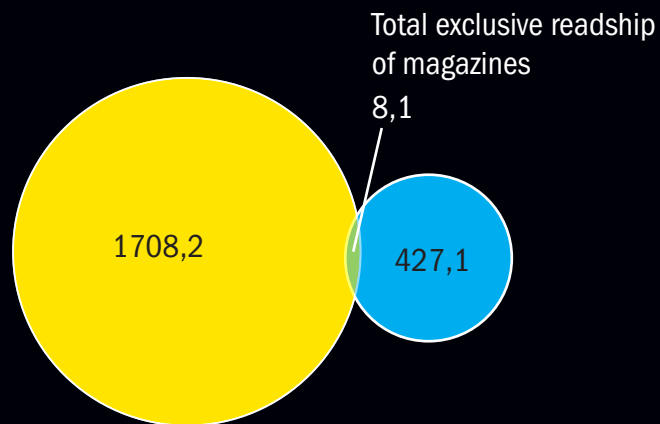
Popular science magazine for people who like to explore the world:

- History and Archaeology
- Country: culture, tradition, people
- Ecology, nature and the environment, animals
- Scientific discoveries and expeditions



Practical and useful magazine for people who travel:

- Tourist routes: with agency and independently
- Practical advice for travelers
- Cities and countries through the eyes of their inhabitants
- Ratings: Top 10 bests



Total exclusive readship of magazines in Russia are 1996,9 people

Complementary publications.

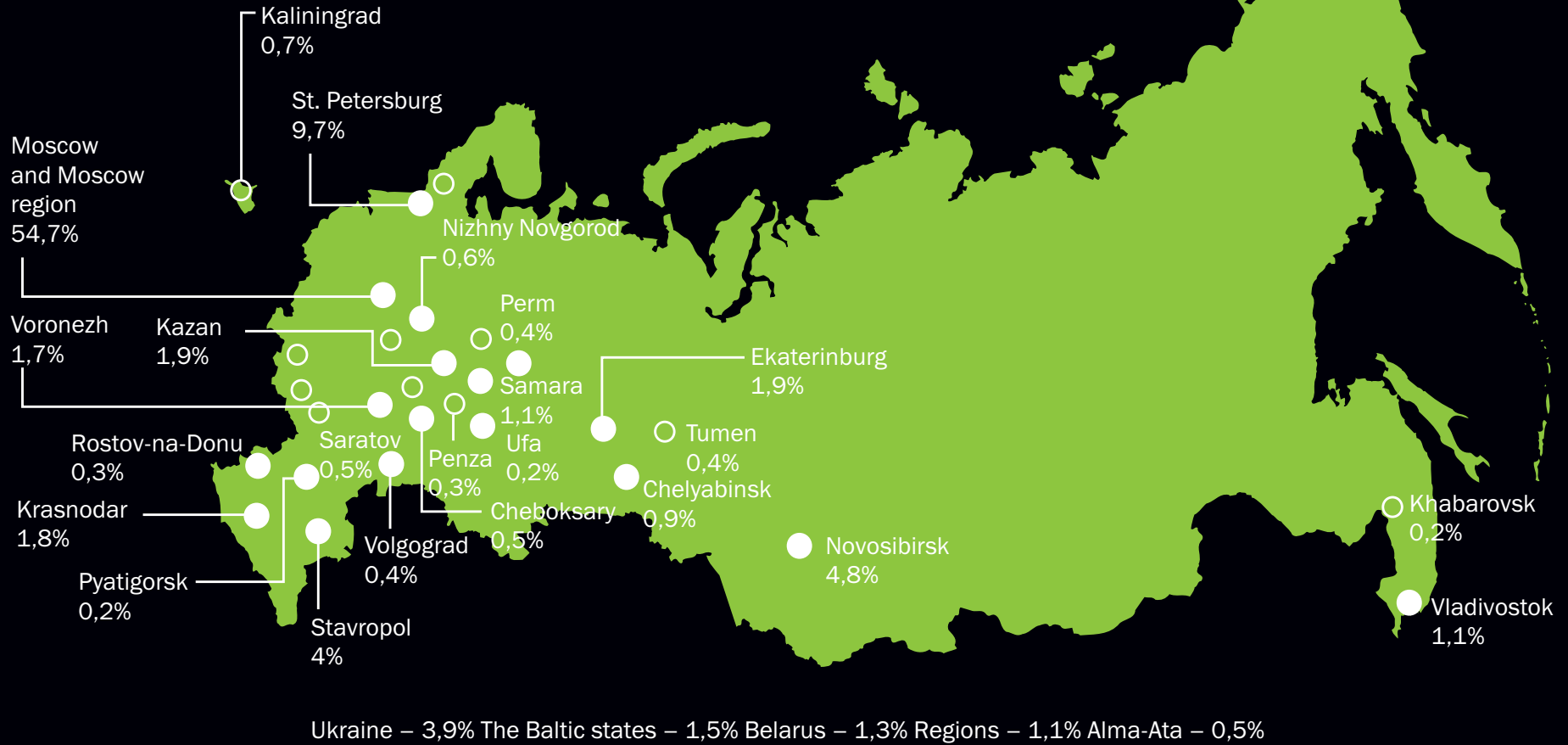
The main similarity of magazines it is a young and active readship with high income.

Readship of National Geographic Russia are people theorists. People who need to contemplate the world.

Readship of National Geographic Traveler are people practices. People, which eye to touch everything with their own hands and try for yourself.

Distribution, %

Supermarket – 43%
 Newsstands and Newsagents – 28%
 Bookstores – 6%
 Filling station chains – 7%
 Target spreading – 16%



Our Advertisers

Ariston	Grants	Mitsubishi	Tissot
Audi	Glenfiddich	Microsoft	Timberland
Bacardi	Hennessy	Nissan	Toshiba
Bask	Honda	Nivea	Toyota
Balvenie	Husqvarna	Nokia	Ulysse Nardin
Beiersdorf	Havana Club	Oris	Vichy
Bork	Hitachi	Olympus	Volkswagen
Brahma	HP	Opel	Volvo
Canon	Infiniti	Oral B	Autopassage
Cazadores	Jack Daniel's	Panasonic	АрАрАт
Chevrolet	Jameson	Pilsner Urquell	Baltika
Chivas Regal	Kia	Philips	Beeline
Chanel Parfums	Kronenbourg	Pentax	Egypt
CK perfumes	Krups	Parker	Hong-Kong
Dior Homme Sport	LG	Perelet	Izrael
D'Longhi	Land Rover	Remy Martin	Spain
Dr. Kofer	Lufthansa	Renault	Malta
Dunhill Parfums	Lada Kalina	Samsonite	Megafon
Davidoff Adventure	Lexus	Samsung	MTS
Epson	Luhta	Seiko	Пять Озер
Finlandia Vodka	Lufthansa	Skoda	Русский Лед
Ford	Longines	Sony	Thailand
Fujitsu	Mazda	Sony Ericsson	Finland
Frederique Constant	Miele	Subaru	South Korea
Givenchy Parfums	Martini	Suntory	Emirates
Gillette	MasterCard	Staropramen	Finn Air
Gore-Tex	Michelin	TAG Heuer	

Advertisement Opportunities

Advertising sample
attached to the cover,
sachet



Heavy paper insert



Stereo-advertising
or stereo-inserts



Special issues
and inputs in the magazine



Advertising brochure
enclosed in the magazine
in an arbitrary or a certain place

Advertisement Opportunities

Inserting branding maps



Next Publication Deadlines 2011

Number of Issue	Deadline for Booking	Deadline for layout	Selling	Deadline for cancellation
January	11 November	19 November	28 December	11 November
February	09 December	17 December	01 February	09 December
March	13 January	21 January	01 March	13 January
April	10 February	18 February	29 March	10 February
May	10 March	18 March	26 April	10 March
June	07 April	15 April	24 May	07 April
July	12 May	20 May	28 June	12 May
August	09 June	17 June	26 July	09 June
September	14 July	22 July	30 August	14 July
October	11 August	19 August	27 September	11 August
November	08 September	16 September	25 October	08 September
December	13 October	21 October	29 November	13 October

Advertising Rates 2011

Monthly publication. Print-run – 140 000 copies

Size	Cost, €
Full page	11,450
1/2 page	8,040
1/3 page	6,900
First spread	25,150
Second spread	22,870
Third spread, Double spread between content	22,250
Double spread	21,630
Special position	12,800
Third cover	13,600
Fourth cover	19,880

Special Positions

- Content
- Imprint
- Russian Editor's Letter
- Reader's Letters
- Advertisement page in first 1/3 part of magazine

Special Discounts

Welcome	3%
Agency	15%

Discounts are calculated in order

Rates are shown in EURO and are exclusive of VAT 18 %

Technical Requirements

Volume / position in magazine	Sizes (in mm*)	
	no bleed	full bleed
2/1 spread	349,2 x 254 mm	359,2 x 264 mm
1/1 page	174,6 x 254 mm	184,6 x 264 mm
1/2 vertical	87,3 x 254 mm	97,3 x 264 mm
1/2 horizontal	174,6 x 127 mm	184,6 x 137 mm
1/3 vertical	58 x 254 mm	68 x 264 mm
1/3 horizontal	174,6 x 84,6 mm	184,6 x 94,6 mm

* Full bleed – 5mm past trim area on each edge

InDesign (edition CS3) including linked high resolution pictures and logos.

Photoshop (TIFF) with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.

Illustrator (EPS) with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.

No vector-transparency in Illustrator can be made (only in Photoshop).

Please don't use in Photoshop additional Paths and Alpha Channels.

Advertising Website Rates



Advertising website place	Dynamics, thous. showing (rub)	Statics, rub/ week
Leaderboard		27,000
Banner 140x280		21,600
Banner 240x400		30,000
Banner 686x90	200	21,600

Rates are given without VAT

The possibility to subscribe to the National Geographic Russia

Reader poll of the National Geographic Russia

Newslines of the National Geographic Russia

Recording on the master-classes of the National Geographic Russia photoschool

The Announcement of the new issue and unique archive of the National Geographic Russia in digital version

Marketing project 2011



One of the biggest projects in Europe 2011 will be **open-air exhibition** of 100 exclusive of photographs in downtown Moscow. Unique opportunities to participation for partners and sponsors.



Master-classes in a photography school of the National Geographic Russia. The National Geographic School opened with the support of company Photo-project. Now everyone who wants to learn the secrets of the photo-skill can do it at first hand from the best photographers of The National Geographic Russia.



Series of photo exhibitions «Close countries». Series of photographic exhibitions in the surrounding Russia countries. Each exhibition is one country – Azerbaydzhan, Armenia, Belarus, Georgia, China, Kazakhstan, Latvia, Ukraine, Finland, Estonia, Japan.



Release of personal maps inscribed National Geographic. Plotted on a map: name partner, donor and donated a brand label. The kit includes pin-flags to mark the places you visit.

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