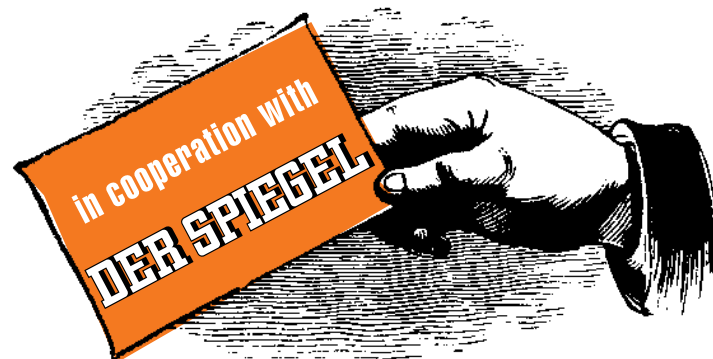


weekly business magazine

clear, intelligent, in detail

FORUM



2011

ПРОФИЛЬ



«PROFILE» – is one of the oldest Russian weeklies that presents information on politics, economics, finances, cultural, international events and social life.

The magazine has been published since 1996 by a highly professional team of journalists.

«PROFILE» has been rewarded with more than 20 diplomas and rewards among which are Golden Badge reward for spotless business reputation, diploma for support in development of Russian business chronicles, Russian creators reward, diploma for stipulating development of business journalism and coverage of events in the field of business, insurance, real estate, etc.

The magazine has many times enjoyed the biggest coverage in the country among magazines.

Circulation: 83 000 copies
Published once a week on Mondays
Format: A4



PROFILES

Starting with September 2005 «**PROFILE**» is published in cooperation «**Der Spiegel**», the most widely spread business magazine in Europe. The circulation of the magazine is 1.1 copies and its audience makes up more than 5.6 million readers

«**Der Spiegel**» has been published in Germany since 1947 and is currently distributed in 160 countries of the world. Der Spiegel covers a great variety of things, from politics and business to social life and science. Materials presented in the magazine look like a professional investigative journalism, as the reporters do their best to collect and analyze data and such approach differentiates them from other editions of similar format. All translated materials retain associated materials including tables, diagrams, pictures, cartoons and other illustrations.



ПОЛИТИКА

POLITICS AND SOCIETY

CURRENT ISSUES OF POLITICAL AND SOCIAL LIFE



REGULAR COLUMNS

- letters
- news
- political info
- editorial
- opinion

ПЕРЕСТАНОВКИ



КАДРОВАЯ ЭВОЛЮЦИЯ

Один из главных вопросов, который предстоит решить президенту...

ПОЛИТИКА И ОБЩЕСТВО

ПОЛИТИКА И ОБЩЕСТВО

ПЕРЕСТАНОВКИ



В последние месяцы политическая ситуация в России...

ИНТРИГА

ИСКУССТВО ОБЛИЧЕНИЯ

Все повторяется. Можно дважды войти в одну и ту же реку! Вот взять российскую элиту – входит, выходит, а потом опять входит. Правда, с риском кое-что себе подмочить.

Николай Вардуцкий

Человек мушкетера Илья-Ильича. В докризисные времена олигархи набрали внушительные займы. В самый раз крах, уже выла из структуры их репутации. Состояние большинства владельцев средств частных предприятий и рабочих, государство приняло решение выдвигать границу, государственное финансирование анализ олигархов, хотя ни для кого не секрет, что те кредиты не вернут. Теперь государство вынуждено интерпретировать социальные конфликты и доклады Посольского (скажем так) «Роснефтегаз».



ГЛАВНОЕ



ПОЛИТИКА И ОБЩЕСТВО

«ЛЮДИ ДОЛЖНЫ В ЭТОМ УЧАСТВОВАТЬ»

Президент ЕЭК Михаил Дудин призывает граждан участвовать в обсуждении...



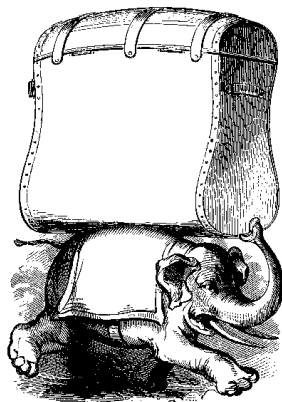
Российский Евразийский экономический союз (ЕЭК)...



ПРОФИТ

FINANCES AND INVESTMENTS

FINANCIAL NEWS AND ANALYTICS



REGULAR COLUMNS

- regular columns
- private money
- banks
- insurance
- leasing
- factoring
- opinion

44 **НОВОСТИ**

ОБЗОР

СПРОСИ У БАНКОМАТ!

ГЛОБАЛИЗАЦИЯ ПО...

БАНКОМАТ

СПРОСИ У БАНКОМАТ!

ГЛОБАЛИЗАЦИЯ ПО...

ДИНАМИКА ФОНДОВЫХ ИНДЕКСОВ

ДИНАМИКА КУРСА ОСНОВНЫХ ВАЛЮТ

ФИНАНСЫ И ИНВЕСТИЦИИ

ФИНАНСЫ И ИНВЕСТИЦИИ

КОМУ ПОКАЗАНЫ ФАКТОРИНГ

ВРЕМЯ ФАКТОРА

В нынешней экономической ситуации факторинг стал для многих компаний главным источником беззалогового финансирования.

— Андрей Москвитин

ДОЛГИ

Способы урегулирования задолженности

ВОЗМОЖНОСТИ ФАКТОРИНГА

- увеличение отсрочки платежа;
- финансирование без залогов;
- полноценные оборотных средств;
- рост объема продаж;
- улучшение балансовых показателей (убыль оборотной задолженности без учета временного)



ПРОФИЛЬ

LIFE

EVERYTHING THAT HAPPENS TO YOU
HAPPENS TO THE COUNTRY



REGULAR
COLUMNS

- your rights
- compassion
- books
- society column
- style
- personal experience
- opinion



ПРОФИЛЬ

special project STYLE



Every week we present six first class products that are worth of attention. This can be a new perfume, care product, clothes and shoes from new collections, accessories and gadgets, as well as such pleasure items tobacco and alcohol that make our life a little bit sweeter.

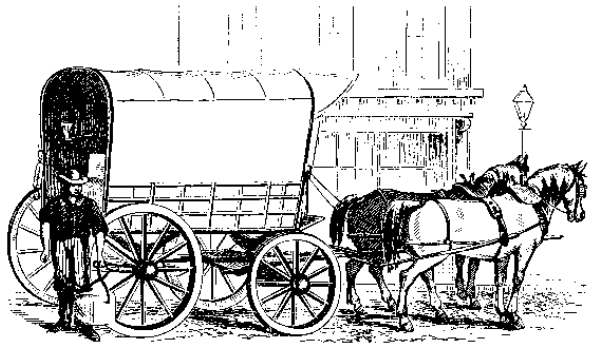
The collage shows several pages from the magazine 'PROFIL'. The pages are arranged in a layered, overlapping fashion, creating a sense of depth and showcasing different content. Key elements include:

- Top Left Page:** Features the 'СТИЛЬ' (Style) section with a sub-header 'ПРОФИЛЬНАЯ ВЕЩЬ' (Profile Thing). It includes a black and white photograph of a man in a top hat and a woman in a long dress.
- Top Right Page:** Shows the 'СТИЛЬ' section with a sub-header 'АКСЕССУАР' (Accessory). It features a photograph of a red briefcase.
- Middle Left Page:** Displays the 'ГАДЖЕТ' (Gadget) section with a sub-header 'УДОБНОСТЬ И ЭКОНОМИЯ' (Convenience and Economy). It includes a photograph of a car.
- Middle Right Page:** Shows the 'АКСЕССУАР' section with a sub-header 'ПРОФИЛЬНАЯ ВЕЩЬ' (Profile Thing). It features a photograph of a red briefcase.
- Bottom Left Page:** Displays the 'ОБУВА' (Shoes) section with a sub-header 'УДОБНОСТЬ И ЭКОНОМИЯ' (Convenience and Economy). It includes a photograph of a brown leather boot.
- Bottom Right Page:** Shows the 'ЧАСЫ' (Watches) section with a sub-header 'УДОБНОСТЬ И ЭКОНОМИЯ' (Convenience and Economy). It features a photograph of a watch.



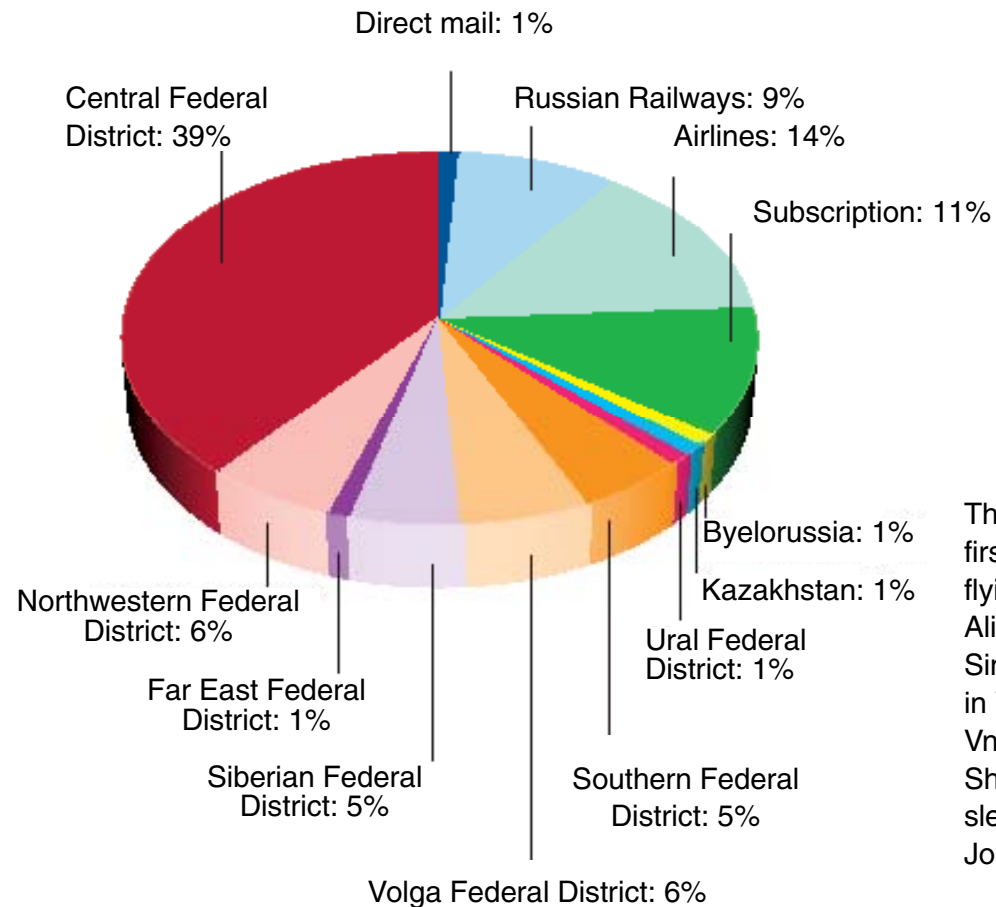
Publishing House Advertising Department, telephone: 745-8402

DISTRIBUTION



PROFILE magazine is distributed all over Russia and is available by subscription or via retail.

We sell 36% of all copies in Moscow and 6% in St. Petersburg. Besides the magazine is delivered to Executive Office of the RF President, RF Government Office, members of the Federal Council and State Duma.



The magazine is distributed among first and business class passengers flying Aeroflot, S7 Airlines, Rusline, Alitalia, British Airways, Emirates, Singapore Airlines, Qatar Airways, in VIP lounges at Domodevo and Vnukovo, VIP area in Terminal D at Sheremetyevo-2 as well as first class sleepers of Russian Railways Open Joint-stock Company.



READERSHIP



According to NRS-Moscow survey conducted in the period from September 2009 till February 2010 by TNS GallupMedia every issue of PROFILE magazine is read by 65 000 persons in Moscow and about 132 000 persons all over Russia.

SOCIAL AND DEMOGRAPHIC VALUES (% , AFFINITY INDEX*)

Sex

Male: 66% (149)
Female: 34% (61)

Age

16 to 19: 2% (45)
20 to 24: 12% (118)
25 to 34: 22% (111)
35 to 44: 25% (151)
45 to 54: 24% (127)

Education

Higher: 60% (217)

Social status

Executives: 25% (217)
Specialists: 16% (133)
Office workers: 12% (104)

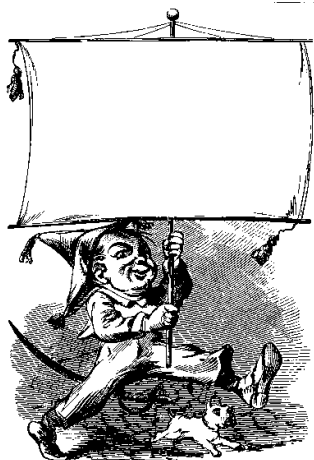
Financial status

High: 25% (238)
Average: 28% (87)
Low: 7% (29)
no response: 40% (122)

*Affinity Index \pm 100
describes typical and long-term target group



ADVERTISING ACTIVITIES



PROFILE magazine is actively involved in major political, business and social events. We act as a general media partner of the State Russian Museum.

MAGAZINE ADVERTISING AND PROMOTION:

PROFILE video ad (15 seconds) on monitors at A and B class business centers in Moscow. Targeted program covering more than 200 centers. **PROFILE** video ad (15 seconds) on monitors located on the busiest streets of the city.

TV ADVERTISING

- Direct TV advertising (RBC TV)
- Press Review (RBC TV, Stolitsa TV channel)

RADIO

- Direct advertising (Business FM, Kommersant FM, Vesti FM, Radio of Russia, Rock FM, Shanson, Radio Jazz).
- Participation in weekly press reviews: Business FM, Kommersant FM, Vesti FM, Radio of Russia, Auto radio, Mayak

OUTDOOR ADVERTISING AT SALES OUTLETS:

SoyuzPechat newsstands (more than 250 points of sale in the key streets of Moscow)

PROMO PROJECTS WITH PROFILE MAGAZINE IN CAPACITY OF A MEDIA PARTNER

- Antique Shop
- Davis Cup, Russia-India
- PRESSzvanie International Business Journalism Contest
- 1520 Strategic Partnership International Regional Rail Business Forum
- the 2-nd Moscow Arch Biennale
- LUMERE Brothers Photography Center
- PR Days in Moscow, the 14th Annual Festival
- Musical Heart of a Theatre National Festival



ПРОФИЛИ

OUR CUSTOMERS IN YEARS 2009 AND 2011



PROFILE MAGAZINE ADVERTISING RATES
Year 2011

FORMAT	HORIZONTAL SIZE	VERTICAL SIZE	PRICE net of VAT,RUB	PRICE 18% VAT, RUB
two-page spread	2 page spread, 206 x 280 mm (final size) (+5 mm on every side for edge) each page is composed separately		510.000	601.800
the first double page spread			660.000	778.800
the second double page spread			610.000	719.800
central double page spread			595.000	702.100
4-th cover page	206 x 280 mm (final size) (+5 mm on every side for edge)		550.000	649.000
2-nd cover page			470.000	554.600
3-rd cover page			385.000	454.300
add-on cover	114 x 280 mm (final size) (+5 mm on every side for edge)		632.500	746.350
next to editorial	206 x 280 mm (final size) (+5 mm on every side for edge)		430.000	507.400
Page			350.000	413.000
2 / 3 of a page		111 x 238 mm	250.000	295.000
1 / 2 of a page	180 x 119 mm	88 x 238 mm	195.000	230.100
1 / 3 of a page	180 x 90 mm, 134 x 119 mm	65 x 238 mm	148.000	174.640
1 / 4 of a page	180 x 60 mm, 134 x 90 mm	88 x 119 mm	110.000	129.800
1 / 6 of a page	134 x 60 mm	65 x 119 mm	88.000	103.840
1 / 8 of a page	88 x 60 mm	65 x 90 mm	65.000	76.700

BANK SUPPLEMENTS

FORMAT	PRICE net of VAT, RUB	PRICE 18% VAT, RUB
1 page	396.000	467.280
2/3 of a page	286.000	337.480
1/2	231.000	272.580
1/3	176.000	207.680
1/4	143.000	168.740

DISCOUNT:

(total discount is a sum of all applicable discounts):
volume (total number of advertising publications per customer/
brand for one year):

- 1-2 publications: 3%
- 3-4 publications: 5%
- 5-8 publications: 10%
- 9-12 publications: 13%
- 13 and more: 17%

Welcome discount: 5%

Advertising agencies: 15%

MARKUP: 10% for positioning.



COST OF ADVERTISING ON PROFILE.RU

Format	Place	Dynamics (1000 views), RUB.	Statics (week), RUB.
1000x90	all pages, upper side	300	30 000
240x400	all pages, right side	300	30 000
468x60	main page, mini manner in the middle	200	15 000
468x60	internal pages, mini banners in the upper part	250	20 000

OPTION:

special projects;

column sponsorship;

picture stories;

article / interview;

1. On-line surveys via website, RUB 15 000/week
2. Rich-media banners, RUB 250/1000 views or RUB 25 000 a week.
3. TopLine expandable, RUB 250/1000 views or RUB 25 000 a week.

All prices are given in Russian Rubles net of 18% VAT.

