genuine business magazine

mediakit

* Since 1995
«EXPERT» is the exclusive weekly that works at economics, business, social and political processes deeply and professionally.

Over the years, «EXPERT» has become not just a magazine, but business partner to hundreds of business owners, top managers, executives, and managers at various levels all over the country.

«EXPERT» is not limited to facts and figures, but gives readers the volume and reliable information, representing the trends, analysis, forecasts, ratings, characterizing the state of industries, publishing interviews with key figures in business.

The magazine holds an open and independent position, leads an active social life, gaining more and more great reputation each year.
FEDERAL «EXPERT» IS PACKED WITH REGIONAL EDITIONS. THERE ARE FIVE EDITIONS IN THE GROUP OF REGIONAL PROJECTS.

Keeping the main headings of the federal «EXPERT», the local editorials create original materials, relevant in the region. Federal magazine is distributed at Central, Privozhe and Far East Federal Districts.
MEDIAHOLDING «EXPERT» AS AN INFORMATION PARTNER ANNUALLY SUPPORT KEY REGIONAL AND FEDERAL BUSINESS EVENTS, ACCUMULATING THE TARGET AUDIENCE

- Russian investment forum
- Saint Petersburg International Economic Forum
- Eastern Economic Forum
- Technoprom, Novosibirsk
- Innoprom, Ekaterinburg
- International Arctic Forum
- International Arctic Forum
- Krasnoyarsk Economic Forum
- Russian Energy Week
- other momentous events
1. **AGENDA**
   All week in the short news. Events that you need to know. News of Russian and foreign companies.

2. **TOPIC OF THE WEEK**
   The event, which is discussed by everybody this week: full analysis.

3. **RUSSIAN BUSINESS**
   Major business events of the week, new trends in Russian markets, stories about successful business projects, master classes of outstanding professionals.

4. **INTERNATIONAL BUSINESS**
   The most important events of the world economy, an interview with the giants of world business, foreign contracts of Russian business, the experience of the world’s leading corporations.

5. **ECONOMY AND FINANCE**
   The analysis of events occurred in a week that affect the business climate in Russia. Actual problems of economic policy.

6. **PRIVATE INVESTMENTS**
   Investment ideas: where do invest idle cash.

7. **SCIENCE AND TECHNOLOGY**
   Innovative business in Russia and all over the world; inventions and discoveries.

8. **POLITICS**
   Events and trends, political forces in Russia and in the world: analysis and forecast.

9. **SOCIETY**
   Russian real life: people and events, social movements. Russian education: problems and prospects; materials about the best schools and universities.

10. **CULTURE**
    Cultural events, the trends of Russian cultural process, culture as a business.

11. **BOOKS**
    Reviews of the latest not only business publications.

12. **INDICATORS**
    Macro: financial indicators of Russian and world markets.

13. **HI-END**
    Fashion world novelties, best restaurants and travel reviews. The trends of the seasons from the luxury segment companies, news and novelties, brand ambassadors and social events.

14. **EXPERT-AUTO**
    Car market novelties, trends, business models, automotive tests. Leading market players.
**EXPERT-400**

The main purpose of the project is to identify the largest companies of the Russian economy and analyze the role of big business in Russia’s economic development, its structure and main development trends based on the results of their activities. The rating helps to increase the transparency of the Russian economy and thereby promotes its activation, the establishment of partnerships, the inflow of investment.

**EXPORTERS RATING EXPORT-200**

All about the export activities of Russian business. Rating of 200 largest exporting companies in Russia, including sub-ratings of the largest medium-sized exporters, the largest industry exporters, leaders in the dynamics of export activities. The project is intended to highlight the main trends of export development.

**MADE IN RUSSIA**

The aim of the project is to dispel the conviction that there are no manufacturers of quality products in Russia. For twenty years of life in the conditions of the market in Russia, the companies of the manufacturing sector of the economy have grown. They make goods at the level of the world’s best samples and sell them both in Russia and abroad. Many of these companies are still very little known in Russia. «Expert» wants to make them known and restore faith in their own strength.

**RATING OF PRODUCERS IN AGRIBUSINESS**

Deep analysis of the companies in the sector of agriculture, included in the rating. The project aims to identify real changes in the sector and the main trends, analyze the movement of turnover and profits of companies, changes in the leaderboard, identify the main points of growth.
“EXPERT” MAGAZINE PROMOTES DIALOGUE OF INTERNATIONAL BUSINESS AND GOVERNMENT. PAYING A LOT OF ATTENTION TO THE DEVELOPMENT OF BUSINESS AND ECONOMIC RELATIONS BETWEEN COUNTRIES, “EXPERT” CONTINUES TO COOPERATE WITH THE OFFICIALS OF FOREIGN GOVERNMENTS.

The magazine has already implemented joint projects with countries such as China, France, Germany, Great Britain, Japan, Italy, Sweden, Switzerland, Finland, Slovenia, Hungary, Poland, Israel.

The aim of the cooperation is the creation and promotion of joint long-term projects and programs in the sphere of capital investment. “EXPERT” continues to increase the number of foreign missions, supporting innovative projects of the magazine.
«EXPERT» magazine is distributed in all regions of Russia through 285 retailers, including Rospechat, Gorpechat, Metropress, Sales. In addition, the magazine «Expert» cooperates with 72 subscribed agencies, including Interpochta, MAP, Press-Inform, Rospechat, Ural-press.

AND ALSO:
* On major political and economic forums
* On theater festivals and concerts
* At social and sporting events of vip-level
* On board flights
* On trains of Russian Railways
* At the hotels, restaurants and business centers

Circulation:
- 92,000 copies
- Release day: Monday
- Subscription is approximately 18% of the circulation

% — retail circulation
% — subscription
The average audience of one edition is 319,600 people. The core of the audience of «Expert» is men of 16-54 years.

Mediascope, May–October 2018

**Gender Structure**
- Men: 62%
- Women: 38%

**Age**
- 16-34 years: 45%
- 35-54 years: 44%
- 55+: 11%

**Financial Status**
- Mass market: 19%
- High net worth individuals: 33%
- Affluent: 47%
- Now answer: 1%
AFFINITY INDEX is the index of the target group respective that indicates how many times the proportion of the target group in the audience of media vehicle differs from the proportion of the target group in the whole population. For example, Affinity Index for publication «EXPERT» in the group «Heads» is equal to 257%. The index shows that managers are characterized by reading «EXPERT». The probability of finding the head in the audience of «EXPERT» is 2.5 times more than in the whole population.

Affinity Index, %

<table>
<thead>
<tr>
<th>Group</th>
<th>Affinity Index</th>
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<tbody>
<tr>
<td>Heads</td>
<td>257</td>
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<tr>
<td>Professional employees</td>
<td>172</td>
</tr>
<tr>
<td>Office employees</td>
<td>171</td>
</tr>
<tr>
<td>Workers</td>
<td>163</td>
</tr>
<tr>
<td>Students</td>
<td>139</td>
</tr>
<tr>
<td>Pensioners</td>
<td>139</td>
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<tr>
<td>Unemployed</td>
<td>139</td>
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<tr>
<td>Housewives</td>
<td>75%</td>
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<tr>
<td>Men</td>
<td>3%</td>
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<tr>
<td>High net worth individuals</td>
<td>2%</td>
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<tr>
<td>High educated</td>
<td>6%</td>
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Mediascope, May–October 2018
advertising samples
**DISCOUNTS** For advertising agencies — 15%.
For multiplicity: 1–3 — 5%; 4–6 — 8%; 7–9 — 10%; 10–12 — 15%; 13–15 — 20%; or 16 — 25%.

**EXTRA CHARGES** For the formulation on the certain type rage — 15%.

**CONDITIONS OF ADVERTISMENT PLACEMENT** Advertising layout sheet should be provided no later than 7 days before the date of publication. Advertising layout sheet for special positions should be provided no later than 14 days before the date of publication.

### Price List

<table>
<thead>
<tr>
<th>Area on Page</th>
<th>Dimensions (width x height, mm)</th>
<th>Prices (exc. VAT), rur</th>
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<tbody>
<tr>
<td>1 page</td>
<td>210x280 (cut size) + 5 mm for cutting each side</td>
<td>470 000 rur</td>
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<td>1/2 page</td>
<td>210x135 + 5 mm for cutting each side (width) 186x129 (width) 103x280 + 5 mm for cutting each side (portrait) 91x256 (portrait)</td>
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<td>210x86,7 + 5 mm for cutting each side (width) 188x82 (width) 71,5x280 + 5 mm for cutting each side (portrait) 59x256 (portrait)</td>
<td>215 000 rur</td>
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<td>186x62,5; 91x129</td>
<td>165 000 rur</td>
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<td>1/8 page</td>
<td>91x62,5; 123x45; 59,4x95,5</td>
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<td>False Cover</td>
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<td>2 000 000 rur</td>
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<tr>
<td>Cover gatefolder</td>
<td>405x280 + 5 mm for cutting each side (left page 250x280 + 5 mm for each side cutting, right page 200x280 + 5 mm for each side cutting)</td>
<td>1 300 000 rur</td>
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<td>Centre spread</td>
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<td>850 000 rur</td>
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<td>740 000 rur</td>
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<td>210x280 (cut size) + 5 mm for cutting each side</td>
<td>500 000 rur</td>
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<td>Page on the main heads “Contents”, “Agenda”, “Persons of issue” and “Miscellaneous”</td>
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<td>550 000 rur</td>
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