

RUSSIA!

Since 882 A.D.





The LADA holds the record as the top-selling car in the world, surpassing both Ford and the VW beetle.

ABOUT RUSSIA! MAGAZINE

RUSSIA! is a new global quarterly that covers contemporary Russian culture with a unique focus on cutting edge art and design. An independent, irreverent resource for readers curious about the country's culture, RUSSIA! is a creative platform that covers trends in Russian art, music, travel, design, literature and fashion.

The magazine invites readers to take a fresh look at the country from a global perspective in a strong graphic context. RUSSIA! seeks to capture the energy of this rapidly evolving culture through provocative editorial, photo, fashion and travel features, delivering it to a discerning, well-educated and extensively traveled audience.



Yury Gagarin Monument at the Star
City Astronauts Training Center

EDITORIAL EXCELLENCE

RUSSIA!'s roster of contributors reads like a "dream team" of Russia's media and cultural elite. With strong reportage and sharp wit, the magazine's editorial agenda delivers irreverent insight into Russia and beyond from those who know it best.

Established journalists from publications such as *The New York Times*, *Esquire*, *The New Yorker*, *New York Magazine*, *Slate* and *Mono* contribute regular features.

RUSSIA! celebrates the country's artistic and cultural heritage with innovative design features in each issue. A top-notch roster of artists, designers and writers living in the U.S., Europe and Russia contribute a diverse and informed point of view in essays on Russian art, culture, fashion, photography and literature.



OUR READERS

RUSSIA!’s readers are artists, designers, media professionals, journalists and people doing business in Russia. They are above all creative, open-minded, curious people, who are highly educated, media-savvy and passionately interested in exploring one of the world’s most fascinating cultures.

Initial demographic studies tell us that they are an affluent, dual audience (60% male, 40% female) with an average age of 34 and average income of \$102,000. They travel extensively: 32% have been to Russia in the past year and 74% intend to go soon; 39% have business interests in Russia.

CONTRIBUTORS



MICHAEL IDOV

The editor of *RUSSIA!* is a native of Riga, Latvia. He is an ASME-nominated journalist and contributing editor at *New York Magazine*. His work has appeared in the *New Republic*, *Vogue*, *Slate* and other publications.



ARTEMY LEBEDEV

The art director of this magazine happens to be the most famous graphic designer in Russia.



Julia Ioffe

At Princeton, she studied the most impractical and least lucrative of subjects: Soviet history. Instead of going to law school, she works on the editorial staff of the *New Yorker*. She has written for *Radar* and *Departures* magazines.



OSTENGRUPPE DESIGN BUREAU

Established in 2002 by four of Russia's most innovative graphic designers, the Bureau's work has appeared in *AD*, *Time OUT*, *Vogue*, *Décor*, *Business Journal* and other publications. They also created the coveted Russian Olympic team uniform.



PAUL LEMBERSKY

Lembersky is a well-known New York-based writer and journalist. He covers New York's art, literature and film scenes for BBC radio.



MARAT GUELMAN

Internationally renowned curator and controversial political figure, Marat Guelman is the founder of the first art gallery in post-Soviet Russia. He is one of the most influential – and infamous – forces in Russian art today.



DARIA VAISMAN

A U.S. native, Vaisman moved to Tbilisi in 2004 for what was to be a short stint working in the Georgian government. She has written on the Caucuses and various related and unrelated topics for the *International Herald Tribune*, *The New York Times* and *Monocle*.

DISTRIBUTION

USA (70%)

| | |
|----------------------------------|-----|
| New York Metropolitan Area | 34% |
| West Coast | 27% |
| New England | 11% |
| Washington DC | 6% |
| Midwest | 6% |
| Other regions | 16% |

EUROPE / ASIA (30%)

| | |
|-----------------------|-----|
| Great Britain | 40% |
| Russia | 25% |
| Japan | 12% |
| Sweden | 6% |
| Singapore | 3% |
| Other countries | 14% |



TOTAL CIRCULATION: 37,000

SINGLE COPY SALES: 75 PERCENT

SUBSCRIPTION: 20 PERCENT

CONTROLLED DISTRIBUTION: 5 PERCENT

NEWSSTAND PRICE: \$4.99

ANNUAL SUBSCRIPTION PRICE: \$25

PROMOTION

Barnes and Noble Front Shelf Program
Hudson News Front Shelf and Stack Program
Washington Post ¼ page ads (Russian Alphabet series)
New York Magazine newsletter sponsorships
Russian Film Week in New York (media sponsorship)
Rolling R – Best Russia Accent in Hollywood Award campaign
Russian Avant-garde Exhibition at MoMA
Russian Fashion Week (media sponsorship)
Russian Week in Cannes (media sponsorship)
Russian Winter in London (media sponsorship)
Art Moscow (media sponsorship)

2008 EDITORIAL CALENDAR

| ISSUE | RESERVATION | CLOSING | ON SALE |
|--------------|-------------|------------|-------------|
| Summer 08 | April 3 | April 10 | May 10 |
| Fall 08 | July 18 | August 1 | August 27 |
| Winter 08-09 | October 10 | November 3 | November 24 |
| Spring 09 | January 21 | January 28 | February 25 |

ADVERTISING RATES

| | ONE | TWO | THREE | FOUR |
|-----------|--------|--------|--------|--------|
| Page | \$5000 | \$4750 | \$4500 | \$4000 |
| Spread | 8500 | 8200 | 7900 | 7500 |
| 4th cover | 8000 | 7300 | 7100 | 6900 |
| 1/2 page | 2750 | 2600 | 2500 | 2300 |
| 1/3 page | 2000 | 1900 | 1800 | 1700 |

POLICIES

Discount for recognized advertising agencies - 15%

Special advertising opportunities are available for editorial and advertorial projects. Please contact the advertising department for details.

For non-standard units and inserts please contact our advertising department.

Cancellations of or changes in orders are not accepted after the closing date, and none may be considered executed unless acknowledged in writing by the publisher.

ADVERTISING PRODUCTION DETAILS

ADVERTISEMENT SIZES

Full Page

Bleed size: 8.875" x 11.375"

Trim size: 8.375" x 10.875"

Print size: 8" x 10.5"

Double page spread:

Bleed size: 11.375" x 17.750"

Trim size: 10.875" x 16.750"

Print size: 10.5" x 16"

1/2 page (non-bleed)

Total size: 7.625" x 4.813"

(page trim size: 10.875" x 10.875")

NOTES

Do not supply any additional formats other than PDF or inDesign on disk or via FTP server.

Please convert all fonts into curves and do not supply fonts on a disk. It is the file creator's responsibility to ensure that overprint settings are correct. Files must contain a trim box. Where necessary, a bleed area must be contained within the file.

All files must be flight checked prior to submission. (Flight checking is the process of checking that digital files conform to specification.)

260-300% is the recommended sum total of the four colours in neutral areas. 300 dpi resolution required.

Please visit www.readrussia.com for more information and additional file preparation instructions. If you have any questions, please call our production manager at +1 347 328 0615.

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