

# PHILOSOPHY

city  
magazine

*of leisure*

filosofiaotdyha.ru

mediakit





# COLOUR **YOUR LIFE!**

Dear friends!

City magazine Philosophy of Leisure is a high-quality lifestyle edition dedicated to travels around Russia and abroad. Each issue is filled with announcements of the most interesting events in the world, in Russia, in Moscow and in St. Petersburg, interviews with Russian and foreign celebrities, and information on cultural life, e.g. theatrical and film premieres, exhibitions, festivals and shows, restaurants, delicious food, healthy nutrition and habits, and new beauty products.

Car fans can enjoy our auto reviews. For those who are interested in technical innovations we have prepared some news about gadgets. We will also help you find an interesting hobby. If you are planning to invest in real estate, please, check out respective reviews. In addition, we will provide you with fresh ideas for arranging an apartment or a country house. We are not trying to seize the unseizable, we just do it because we are the leaders of our profession!

Philosophy of Leisure is distributed in Moscow, St. Petersburg and other major cities of Russia.

## SECTIONS

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### World Tour

Bright photoreports about different countries

### Guide

How to get, where to stay, what to see, where to eat – places and locations

### Auto Review

Car market news

### Souvenir

What to bring back home

### Weekend

Where and how to spend your weekend

### Request Stop

Famous sights of different cities and countries

### Hospitality Industry

Best hotels of the world

### Promenade

Interesting sights of St. Petersburg and Moscow

### Vernissage

Unusual museums of St. Petersburg and Moscow

### Motion

Sports and fitness

### Gallery

Fashionable photo shoots

### Purchase

What to buy this month

### Pulse

Topical events

### Pearl

Architectural discoveries

### Festival

Reports about significant events

### Hobby

World of hobbies

### On Voyage

Celebrities telling about their travels

### Cultural Outing

Books, films, performances, concerts, shows and exhibitions

### Status

Businessmen' success stories

### Expert

Practical suggestions on different spheres of life from fashion to finance

### Training

Psychology

### Test

Psychological tests

### Beauty and Health

Health improving programs, facial and body care, psychologists' and nutritionists' advice

### Idol

Articles about world famous celebrities

### Drop-In

Interviews with famous actors, directors, performers and musicians

### Course of Life

Stories of celebrities of the past

### Home

Real estate, interior, household appliances

### Gourmand

Seasonal recipes, chefs' advice

### Tasty Places

Restaurant project

### Designer

Interviews with popular designers

### Fashion House

Fashion trends, watches, jewelry

### Phrases

Hot statements of popular politicians, businessmen and celebrities

## IMPRINT

PERIODICITY – once a month STATUS – city magazine VOLUME – not less than 96 pages

CIRCULATION – 70 000 copies FORMAT – A4 (210x270 mm) PRINTING – full-colour, offset paper

## PRINT ADVERTISING EFFECTIVENESS

Advertising has a communicative effect as it helps to develop relationships between the manufacturer of the product (service) and the consumer. Print advertising affects emotions through visual perception, and, according to statistics, 60–80% of people are visual learners. Advertising in print media affects readers through graphic images, colour, and verbal information (text) with all these aspects being equally important.

According to numerous studies, written (printed) information is perceived best. It is obvious that this type of advertising has several advantages over any other.

1. Print ads are available at any time. It means that the customer always has an opportunity to revert to such advertising. It is also important to consider duration of the advertising contact as customer can read, think, compare options and return to the advertising.
2. Each media has its own specific audience which means high effectiveness of targeted advertising.
3. There is a high probability of the “long-term effect” when customers buy long after the advertisement was published.

At that, print advertising remains respectful to the consumer. Advertising in the magazine does not interrupt reading, does not bother readers and is not as annoying as, for example, advertising in the electronic media. Average buyer sees about a hundred ad units per week (and most of them are simply ignored) and reads only one to three editions. Print advertising can afford to be much more informative than advertising in the electronic media holding customer’s attention much longer. TV advertisement retention at 100 GRP is 4% while in print media it equals to 11.5%. Moreover, in the latter case the level of advertising understanding is much higher.



## FIVE REASONS WHY ADVERTISING IN PHILOSOPHY OF LEISURE IS EFFECTIVE

1. Targeting highly educated and wealthy people.
2. A unique distribution system in Moscow, St. Petersburg and on a private train Megapolis running between Moscow and St. Petersburg.
3. Low-pressure advertising. The magazine is distributed in the leisure areas where visitors themselves are interested in reading interesting content while waiting.
4. Contemporary design, high quality printing.
5. Magazine contents covers a wide audience of different ages and interests. We always provide relevant information.



# OUR READERS ARE PETERSBURGERS, MOSCOWITES AND TOURISTS OF BOTH CITIES



## Gender

Women – **55 %**

Men – **45 %**

## Occupation

Business owners, entrepreneurs – **20%**

Senior and middle managers – **35%**

Key specialists, clerks – **35%**

Housewives, students, pupils – **10%**

**Level of income** – average and above average

**Lifestyle** – they read print media, are active Internet users, have apartments, houses, and cars, travel, eat out, attend concerts, performances, beauty salons, and fitness clubs, and prefer promoted products.

## Distribution system



City and country hotels, tourism, private train **Megapolis**

Restaurants, cafes

Fitness and sports clubs, spa, health clinics and resorts

Car dealers and other

Company executives, own mailing

## ADVERTISING OPPORTUNITIES

The project will allow notifying potential consumers about special actions, assortment and prices for various products and services in advance. In their turn, advertisers will receive an advertising platform for communication with their potential buyers.

## SPECIAL OPPORTUNITIES

For the most effective advertising, we use a variety of modern opportunities, i.e. special inserts, non-standard attachments, inserts, sampling, sponsorship of sections, placement of logos on the advertising spaces of the magazine and other formats upon agreement.

We also use native technologies of promotion when the brand of the advertiser is fully integrated into the content in the form of a photo shoot or a thematic review.

To make advertising in the magazine look attractive, we use modern printing technologies such as selective varnish, perforation, embossing, etc.



selective varnish



embossing



insert

## ADVERTISING RATES

1<sup>st</sup> spread — **800 000**

2<sup>nd</sup> spread — **700 000**

3<sup>rd</sup> and 4<sup>th</sup> spreads — **600 000**

Spread between pages/after the Table of Contents — **500 000**

Inside spread — **500 000**

Inside back cover — **500 000**

Outside back cover — **700 000**

1/1 page by the Table of Contents — **330 000**

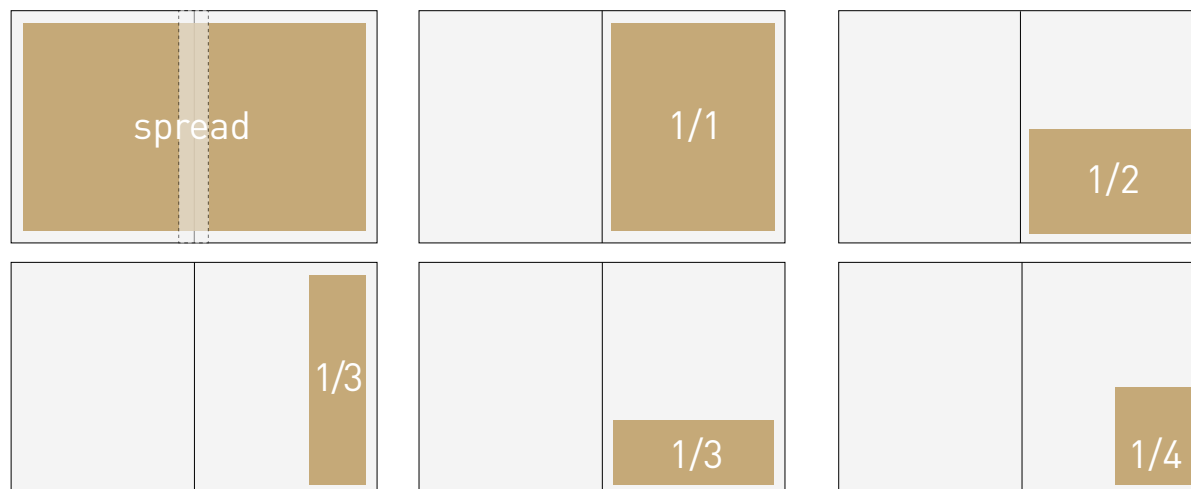
1/1 inside page — **300 000**

1/2 page — **160 000**

1/3 page — **100 000**

1/4 page — **50 000**

All prices are in Russian rubles. We work without VAT.



## EXTRA CHARGES

- Placement in the first half of the magazine – extra charge is 15%.
- Extra charge does not guarantee placement on the right-hand page.
- Final decision is made by the editorial team.
- Payment terms – 100 % prepayment.
- Advertisement layouts of less than 1/1 page are placed in the second half of the magazine.
- The price includes (if necessary): creating design layouts and editing texts.
- Should the client provide a fully prepared advertising material, the cost will not change.

Prices are valid until December 31, 2023



## ADVERTISING MODULE SIZE

**2/1**  
(spread)

**cut format** – 420 × 270 mm  
**bleed format** – 430 × 280 mm  
**type column** – 180 × 240 mm × 2

**1/1**

**cut format** – 210 × 270 mm  
**bleed format** – 220 × 280 mm  
**type column** – 180 × 240 mm

**1/2**

**cut format** – 210 × 135 mm  
**bleed format** – 220 × 145 mm  
**type column** – 185 × 105 mm

**1/3**  
(vertical)

**cut format** – 70 × 270 mm  
**bleed format** – 80 × 280 mm  
**type column** – 55 × 260 mm

**1/3**  
(horizontal)

**cut format** – 210 × 90 mm  
**bleed format** – 220 × 100 mm  
**type column** – 185 × 60 mm

**1/4**  
(vertical)

**cut format** – 100 × 134 mm  
**bleed format** – 110 × 144 mm  
**type column** – 85 × 120 mm

The cut format is the size of the finished printed product after cutting.

Bleed format is the size of the product, which is prepared before it is cut into the finished format. It includes allowances of 5 mm on each side.

Type column is the area the boundaries of which should not be overstepped by the text and other significant elements.

## TECHNICAL REQUIREMENTS

- The following formats are accepted for printing: PSD (with layers, fonts must be rasterized), TIFF, EPS, AI, and PDF (with outlined fonts and screen dots of 300 dpi and higher). CorelDraw original advertisement layout must be exported to Adobe Illustrator or EPS. The remaining formats require preliminary designer's approval.
- The resolution for Photoshop layout, raster graphics and photos should be 300 dpi.
- The layout must be presented in cut format +5 mm on each side to the cut in 100 % scale.
- All significant elements of the layout must be placed 5 mm or more from the cut format. Should it be a spread or 1/1 page the abovementioned dimension will equal to or exceed 10 mm.
- The layout should be accompanied by a jpg preview.

## 2023 PUBLICATION SCHEDULE

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- February – March
- April
- May
- June
- July
- August
- September
- October
- November
- December-January

## CONTACTS

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