

The  Moscow Times

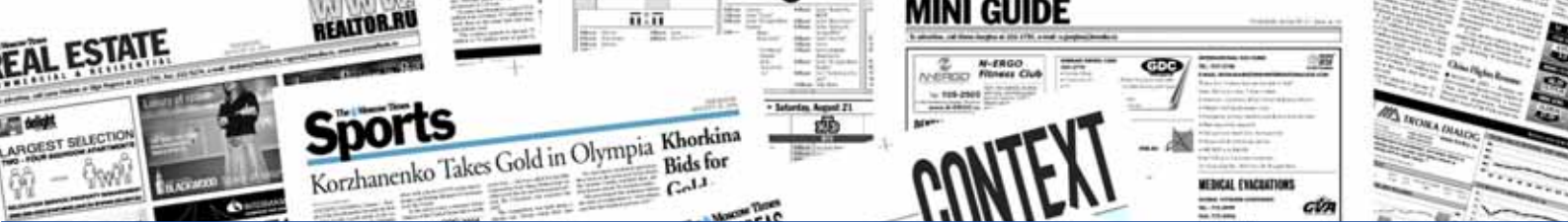
Media Kit

2006

The Moscow Times
RealEstate
C A T A L O G


REAL ESTATE
QUARTERLY

The Moscow Times
BUSINESS REVIEW



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The  Moscow Times

M E D I A K I T 2 0 0 6



From the Editor

The Moscow Times offers its readers, both Russian and foreign citizens, an independent and precise view of the political, economic and business life of the country. Our correspondents travel throughout the city and regions, meeting with businessmen and legislators, politicians and common citizens. Their aim is to report on issues, and, with the support of editors who have extensive experience in the world of mass media, provide our readers with informative articles.

We all work together to make our newspaper indispensable to our readers and to make them confident in the reliability and precision of the information we publish.

And the main point - we enjoy making The Moscow Times.

Lynn Berry

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The Moscow Times
BUSINESS REVIEW



About The Moscow Times

The Moscow Times is a leading English-language newspaper published in Moscow since 1992. The newspaper occupies a prominent position in the local media market as a foreign language publication, covering main events in Russia and abroad. This business publication has earned the respect of its readers thanks to the precise, reliable, and independent information published in its pages. Originally, the newspaper was created for foreigners living and working in Moscow, but over the past few years it has earned a high reputation among its Russian readers as well.

The Moscow Times enjoys a unique distribution system: it is distributed free of charge in over 500 of Moscow's most prestigious locations such as business centers, restaurants, bars, hotels, sports clubs, medical centers, and international airlines. It is also delivered by subscription to individual and corporate clients.

Format	A3
Volume	16-32 pages
Language	English
Frequency	Monday through Friday
Circulation	35,000 copies
Price	Free
Distribution	Distributed for free in Moscow's top venues and by subscription
Readership over six months	394,200* (Russian speakers)
Readership per single issue	45,000* (Russian speakers)

Source: Gallup Media (September'04 – February'05)

In 2003, The Moscow Times newspaper launched **Jobs & Careers**, a full color supplement focusing on the employment market and business education in Russia and abroad. Released bi-yearly (spring/autumn).

In 2003, The Moscow Times launched supplements – **Real Estate Catalog** and **Real Estate Quarterly**, which focus on the Moscow real estate market.

The Real Estate Catalog is equally useful to real estate professionals and regular readers of The Moscow Times interested in the sale, purchase, or rental of real estate. **Real Estate Quarterly** targets specialists working in the real estate and project financing sectors, as well as specialists and top managers in Russian and foreign companies with representative offices in Moscow or working on the Russian market, private and corporate investors, and investment funds.

The Moscow Times is published by OOO United Press, a part of the Independent Media publishing house, which also releases the newspapers Vedomosti, The St. Petersburg Times, and Na Rublyovke, magazines Cosmopolitan, Magia Cosmo, Harper's Bazaar, Domashny Ochag, Men's Health, FHM, Yes!, Seasons, Top Sante, Robb Report, Russia Profile, Harvard Business Review, Agrobusiness, and Popular Mechanics.





The Making of The Moscow Times

The first issue of The Moscow Times was printed on March 6, 1992. Originally, The Moscow Times was issued twice a week and distributed through 20 outlets in Moscow. Covering main political, economic, business, cultural, leisure and sports news, The Moscow Times instantly became a necessary source of information for expatriates living and working in Moscow.

6 March 1992

The popularity of The Moscow Times grew so rapidly that within six months it was decided to make it a daily publication. Starting October 2, 1992, The Moscow Times was printed five times a week.

2 October 1992

The volume of advertising gradually increased and the paper expanded with new columns. The newspaper was originally 16 pages, and after a year and a half The Moscow Times Saturday issue grew two-fold to 32 pages.

A new supplement, The Moscow Times Weekly was launched. Later, it was transformed into the color Russia Review magazine and recently substituted by the **Business Review**.

May 1994

The Moscow Times strengthened its position in St. Petersburg when Independent Media purchased the English-language publication, St. Petersburg Press, which was renamed The St. Petersburg Times.

1996

The Moscow Times became accessible through the Internet thanks to the online version of the newspaper, and a wide foreign audience became acquainted with The Moscow Times.

1997

The newspaper survived the 1998 financial crisis, retaining its quality of information and continuing in its role as an indispensable publication for the foreign and Russian business community.

1998

Since 1998, an integral part of the newspaper's activities has been the organization of Business Breakfasts and Conferences, where representatives of Russian and foreign companies can learn about the latest changes in various market spheres and make useful business contacts.

In addition, The Moscow Times continues to support charity organizations and to participate in various social programs.

The Moscow Times became available on the revamped www.themoscowtimes.com. In addition to featuring a new design, the site has ceased being simply an online version of the newspaper: The Travel Guide was added, the Job Opportunities section was transformed into the Career Center site (www.careercenter.ru) and the archive search systems were greatly enhanced.

Spring 2000

The newspaper changed its publication schedule from Tuesday through Saturday to Monday through Friday, which is better suited to the business community. Over the last 10 years, The Moscow Times has aggressively expanded its presence in the capital to the degree that it is now impossible to imagine a prestigious restaurant, hotel or business center that does not display The Moscow Times.

January 2001

The Moscow Times newspaper launched **Jobs & Careers**, a full color supplement focusing on the employment market and business education in Russia and abroad. Released bi-yearly (spring/autumn).

2003

The Moscow Times began publishing new supplements: **Real Estate Catalog** and **Real Estate Quarterly**, both devoted to news of the real estate market. Publications quickly gained popularity not only among the readers of the newspaper but also with industry professionals.

November 2003 –
February 2004



Day by Day

Five days a week, The Moscow Times provides coverage of political life inside Russia and abroad, as well as business, culture and sports news.

- NEWS** the latest news
- BUSINESS** the latest business news
- STOCKS** information on financial and currency markets
- OPINION** editorial, comments and columns
- WORLD** the latest international news
- WORLD BUSINESS** international business news
- CLASSIFIEDS** full classifieds section including personals
- MINIGUIDE** services and entertainment information focusing on a different service industry.
- REAL ESTATE** property rentals and sales
- SPORTS** sports news
- ENTERTAINMENT** leisure and daily TV program

Throughout the week, every edition of the newspaper contains feature sections devoted to the most important aspects of life in the capital.

- Real Estate** Tuesday
- Community Bulletin Board** Wednesday
- Personal Finance** Wednesday
- Job Opportunities** Wednesday, Friday
- Career Path** Thursday
- Letters** Thursday
- Context** Friday



● Airlines

Air India office (Korovy Val ul.)
 ALITALIA office (Olimpiyskiy pr-t.)
 Swiss International Air Lines office (Paveletskaya sq.)
 FINNAIR office (Kropotkiy per.)
 KLM office (Usachyeva ul.)
 JAL office (1st Tverskaya-Yamskaya ul.)
 SAS office (1st Tverskaya-Yamskaya ul.)

○ Hotels

Ararat Park Hyatt Moscow (Neglinnaya ul.)
 Ast Hof Park Hotel (B. Filevskaya ul.)
 Baltshug Kempinski Moscow (Rauskaya nab.)
 Belgrad (Smolenskaya ul.)
 Budapesht (Petrovskiy line)
 Club 27 (M. Nikitskaya ul.)
 East-West (Tverskoy bul.)
 Golden Ring (Smolenskaya sq.)
 Iris Congress Hotel (Korovinskoye sh.)
 Katerina (Shlyuzovaya nab.)
 Kosmos (Mira pr-t)
 Holiday Inn (Vinogradovo)
 Novotel (Sheremetyevo-2)
 Novotel Moscow Centre (Novoslobodskaya ul.)
 National (Mokhovaya ul.)
 Marco Polo (Spiridonevsky per.)
 Marriott Grand-Hotel (Tverskaya ul.)
 Marriott Hotel Aurora (Petrovka ul.)
 Marriott-Tverskaya (1st Tverskaya-Yamskaya ul.)
 Metropol (Teatralny pr-d)
 Mezhdunarodnaya-1, 2 (Krasnopresnenskaya nab.)
 Le Meridien Moscow Country Club (Nakhbino)
 Orlenok (Kosygina ul.)
 Park Place (Leninsky pr-t)
 Pokrovsky Hills (Beregovaya ul.)
 President (B. Yakimanka ul.)
 Proton (Novozavodskaya ul.)
 Radisson Slavyanskaya (Berezhkovskaya nab.)
 Renaissance Hotel (Olimpiyskiy pr-t)
 Rosinka (Angelovo)
 Sovetsky (Leningradsky pr-t)
 Sheraton Palace Hotel (1st Tverskaya-Yamskaya ul.)
 Sretenskaya (Sretenka ul.)

+ Medical centers

Adventist Health Center of Moscow
 (60-Letiya Oktyabrya ul.)
 American Clinic MDM (Grokhol'skiy per.)
 American Dental Center (1st Tverskaya-Yamskaya ul.)
 American Russian Dental Company
 (Sadovaya-Kudrinskaya ul.)
 Chicago Center of Advanced Dentistry
 (1st Tverskaya-Yamskaya ul.)
 European Dental Center (1st Nikol'shchepovskiy
 per.)
 European Medical Center (Spiridonevsky per.)
 German Dental Center (Volochevskaya ul.)
 German Dental Care (U. Fuchika ul.)
 International SOS Clinic (Grokhol'skiy per.)
 US Dental Center (B. Dmitrovka ul.)

★ Bars, restaurants, casinos

16 Tons (Presnenskiy Val ul.)
 Alpen Terrasse (B. Kozlovskiy per.)
 Amarcord (Pokrovka ul.)
 American Bar & Grill (Zemlyanoy Val ul.,
 1st Tverskaya-Yamskaya ul., Vorontsovskaya ul.)
 Angara (Novy Arbat ul.)
 Aruba (Narodnaya ul.)
 Azteca (Novoslobodskaya ul.)
 Baloven S (Valovaya ul.)
 Beloye Solntse Pustyni (Neglinnaya ul.)
 Beluga (Spiridonevsky per.)
 Borgo (Spiridonevsky per.)
 Bosfor (Arbat ul.)
 Burger (Dokuchaev per.)
 Cafe 317 (Glubokiy per.)

Cafe Atelier (M. Bronnaya ul.)
 CafeMax (Pyatnitskaya ul.)
 Carpaccio (Ostozhenka ul.)
 Chantile (B. Gruzinskaya ul.)
 China City (Korovy Val ul.)
 China Dream (Kutuzovskiy pr-t.)
 Cicco Club (Azovskaya ul.)
 Cicco Pizza (Kamerger'skiy per.)
 City Grill (Sadovaya-Triumphalnaya ul.)
 Coffee Bean (Sretenka ul., Pokrovka ul., Tverskaya
 ul., Kuznetskiy Most ul.)
 Coffee House
 Coffeemania (Rozhdstvenka ul.,
 B. Nikitskaya ul., Kudrinskaya sq.)
 Coffee Time (Zemlyanoy Val, Komsomolskiy pr-t.)
 Cosmos (Mira pr-t.)
 Country Bar (Pokrovka ul.)
 Courvoisier (M. Sukharevskaya sq.)
 Cream'L (Vozdvizhenka ul.)
 Da Cicco Trattoria Italiana (Profsoyuznaya ul.)
 De Marco (Mira pr-t, Smolenskaya-Sennaya ul.)
 Deli France (Triumphalnaya sq.)
 Des Artistes (Kamerger'skiy per.)
 Dolf (1st Smolenskiy per.)
 Donna Clara (M. Bronnaya ul.)
 Dorian Gray (Kadashevskaya nab.)
 Doug & Marty's Boarhouse (Zemlyanoy Val ul.)
 El Gaucho (Zatsepskiy Val ul., B. Kozlovskiy per.)
 El Inka (Novinskiy bul.)
 Egg-Flip (Gagarinskiy per.)
 Esterhasy (Maroseika ul.)
 Fat Mo (Studencheskaya ul.)
 Fata Morgana (Podkolokolny per.)
 Faculty (Krzhizhanovskogo ul.)
 Food Village (Sheremetyevo-2)
 Giardino Italiano (Leninskiy pr-t)
 Goodman (Tverskaya ul., Novinskiy bul.)
 Graf Orlov (2nd V. Mikhailovskiy pr-d)
 Il Mulino (Zhukovka)
 Il Patio
 Il Pittore (Nakhimovskiy pr-t, Tverskaya ul.)
 Jam Cafe (Olof Palme ul.)
 Japona Mama (Tsvetnoy bul.)
 John Bull Pub (Smolenskaya sq., Krasnaya Presnya ul.)
 Hard Rock Cafe (Arbat ul.)
 Kamerton (Kamerger'skiy per.)
 Karo Nightclub (Pushkinskaya sq.)
 Kavkazskaya Plennitsa (Mira pr-t)
 L'Etranger (1st Tverskaya-Yamskaya ul.)
 La Cantina (Tverskaya ul.)
 Le Carre Blanc (Seleznevskaya ul.)
 Le Gateau (Tverskaya ul., Tsvetnoy bul., Valovaya ul.)
 Le Gateau Express (Novinskiy bul.)
 Le Baisier (Strastnoy bul., Konushkovskaya ul.)
 Mac Cafe (B. Bronnaya ul., Arbat ul., Mira pr-t)
 Maharaja (Pokrovka ul.)
 Makao (Pushkinskaya sq.)
 Manks & Nans (Sivtsev Vrazhek ul.)
 Matreshka (Triumphalnaya pl.)
 Maxima Pizza (Leningradskiy pr-t., Zatsepskiy Val ul.)
 Mesto Vstrechi (M. Gnezdnikovskiy per.)
 Metelitsa (Novy Arbat ul.)
 Mir Pizza (Smolenskaya sq., Krasnaya Presnya ul.)
 Mokka (Dolgorukovskaya ul.)
 Montana Coffee
 Molly Gwynn's (Novy Arbat ul., Pyatnitskaya ul.,
 Krasnaya Presnya ul.)
 Moscow-Berlin (Tverskaya Zastava sq.)
 Moscow-Rome (Stoleshnikov per.)
 Na Melnitse (Sadovaya-Spasskaya ul., Tverskoy
 bul.)
 NetCity (Paveletskaya sq., Kamerger'skiy per.)
 Night Flight (Tverskaya ul.)
 No Name (Tverskaya ul.)
 Noah's Ark (M. Ivanovskiy per.)
 Panasia (B. Lubyanka ul.)
 Piccadilly (Oktyabr'skaya sq.)
 Piramida (Tverskaya ul.)

Pizza Hut (Pyatnitskaya ul., Tverskaya ul.)
 Planeta Sushi
 Prime (Arbat ul., Kamerger'skiy per.)
 Porto Maltese (Shmidtovskiy pr-d)
 Red Square (Krasnaya sq.)
 Riviere (B. Dorogomilovskaya ul.)
 Rosie O'Grady's (Znamenka ul.)
 Sally O'Brian's Pub (B. Polyanka ul.)
 San Marco (Arbat ul.)
 Santa Fe (Mantulinskaya ul.)
 Scandinavia (M. Palashkevskiy per.)
 Shamrock (Novy Arbat ul.)
 Shafran (Spiridonevskiy per.)
 Shokoladnitsa
 Silk (Tverskaya Zastava sq.)
 Spago (B. Zlatoustinskiy per.)
 Sport Bar (Novy Arbat ul.)
 Sportland (Novy Arbat ul.)
 Staraya Buhta (1st Tverskaya-Yamskaya ul.)
 Starlite (B. Sadovaya ul., Korovy Val ul.)
 Shtolnya (Zatsepskiy Val)
 Tandoor (Tverskaya ul.)
 TGI Friday's
 The Place (Kosmodamiyevskaya nab.)
 The Real McCoy (Kudrinskaya sq.)
 Tombo (Smolenskaya sq.)
 Udarnik (Seraphimovicha ul.)
 Uncle Guilly's (Stoleshnikov per.)
 Uzbekistan (Neglinnaya ul.)
 Volez Vous (Novinskiy bul.)
 Yadrena Matrena (Klimentovskiy per.)
 Yakitoriya (Tverskaya Zastava sq., Petrovka ul.)
 Zapasnik (Starosadskiy per.)
 Zebra-Square (Slavyanskaya sq.)

■ Shops, supermarkets

Anglia Bookstore (Staropimenovskiy per.)
 Azbuka Vkusa
 Biblio Globus (Myasnikovskaya ul.)
 CAM (Vernadskogo pr-t)
 Global City (Kirovogradskaya ul.)
 Ital-Market (Michurinskiy pr-t.)
 Japoro (Mira pr-t)
 Jumbo (Dmitriya Ulyanova ul.)
 L-Market (M. Bronnaya ul.)
 Magnit (Udal'tsova ul.)
 Stockmann (Smolenskaya sq.)
 Zhukovka Plaza (Zhukovka)

★ Others

Airport Sheremetyevo-2
 Andrew's Travel House (Volkhonka ul.)
 Ankor (Ordynka ul.)
 BP filling stations (Sevastopolskiy pr-t,
 Vernadskogo pr-t, Udal'tsova ul., Lobachevskogo
 ul., Sheremetyevskaya ul., Mozhaiskoye sh.,
 Leninskiy pr-t, Profsoyuznaya ul., Isakovskogo ul.,
 Rublyovskoye sh., MKAD)
 Copy Max (2nd Tverskaya-Yamskaya ul., Valovaya
 ul., Dolgorukovskaya ul.)
 Cosmic Bowling Club (Lva Tolstogo ul.)
 Cosmos Travels (Krasnokholmskaya nab.)
 Expat Salon (Skatertny per.)
 Foreign Literature Library (Nikoloyevskaya ul.)
 Gold's Gym Sport Club (Leningradskiy pr-t)
 IPS (M. Dmitrovka ul.)
 Infinity Travel (Komsomolskiy pr-t)
 Intelservice Centre (Stasovoi ul.)
 Kelly Services (Mira Pr-t)
 Moscow Golf Club (Dovzhenko ul.)
 Petrovka Sports (1st Kolobovskiy per.)
 Planet Fitness (M. Dmitrovka ul., B. Kislovskiy per.,
 Pravydy ul., Minskaya ul.)
 World Class Sport Club
 (Zhittnaya ul., Vernadskogo pr-t, Zhukovka)
 Unistaff Payroll Services (Tverskaya ul.)