

# supplements

g e n e r a l i n f o r m a t i o n



REAL ESTATE  
QUARTERLY

The Moscow Times  
**RealEstate**  
C A T A L O G

The Moscow Times  
**BUSINESS REVIEW**

The  **Moscow Times**

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



# The Moscow Times Business Review Real Estate Quarterly

The Moscow Times Business Review Real Estate Quarterly is a **full colored informational-analytical magazine** dedicated to the Russian real estate market. The magazine is targeted at specialists and top managers of Russian and foreign companies involved in the real estate market, private and corporate investors and investment funds, and private individuals with an interest in real estate.

### MAIN TOPICS:

- An overview of the Russian real estate market and an analysis of trends in all of its sectors
- News – new names, objects, companies, development areas, largest deals
- Real estate investments and investment funds
- Real estate legislation, legal advice
- Project and object management
- New construction technologies
- Interviews with market players and round tables
- Real estate advice from professional consultants



<b>Format</b> .....	A4 (205 x 270 mm)
<b>Language</b> .....	English
<b>Volume</b> .....	52-68 pages
<b>Frequency</b> .....	quarterly (4 times per year)
<b>Circulation</b> .....	35,000 copies
<b>Distribution</b> .....	free

### ALTERNATIVE DISTRIBUTION:

- Direct mailing to offices of major international companies doing business in the Russian market
- Specialized international real estate exhibitions
- Business conferences organized by The Moscow Times
- Conferences and exhibitions of business partners in Russia and abroad
- Subscriptions (in Russia and abroad)



## RATES\* for Advertisements

<p><b>1/8 PAGE</b></p> <p>width 90.5 mm height 57 mm <b>\$935</b></p> <p>width 90.5 mm height 77 mm <b>\$1,100</b></p> <p><b>1/6 PAGE</b></p> <p><b>1/4 PAGE</b></p> <p><b>horizontal:</b> width 185 mm height 57 mm <b>\$1,650</b></p>	<p><b>1/3 FRONT PAGE</b></p> <p><b>horizontal:</b> width 205 mm + 2 x 5 mm (bleed) height 90 mm + 1 x 5 mm (bleed) <b>\$5,000</b></p>	<p><b>1/2 PAGE</b></p> <p><b>horizontal:</b> width 185 mm height 118 mm <b>\$2,750</b></p>
<p><b>vertical:</b> width 90.5 mm height 240 mm <b>\$2,750</b></p> <p><b>1/2 PAGE</b></p> <p><b>1/4 PAGE</b></p> <p><b>vertical:</b> width 90.5 mm height 118 mm <b>\$1,650</b></p>	<p><b>FULL PAGE</b></p> <p>width 205 + 5 x 2 mm (bleed) height 270 + 5 x 2 mm (bleed) or width 185 mm height 240 mm <b>\$4,950</b></p> <p><b>BACK PAGE</b></p> <p>width 205 + 5 x 2 mm (bleed) height 270 + 5 x 2 mm (bleed) or width 185 mm height 240 mm <b>\$6,950</b></p>	<p><b>PAYMENT</b></p> <p>Advanced payment in rubles should be made by bank transfer, credit card or in rubles cash at the company's internal exchange rate.</p> <p>If the services of your company are subject to obligatory licensing, the number of the license and the body it has been issued by should be mentioned in the text of your advertisement.</p> <p>If your product requires certification, the advertisement's text must contain a customer warning to that effect.</p> <p><b>DEADLINES</b></p> <p>Advertising materials must be submitted at least 15 working days prior to publication. Cancellation of an advertisement must be made 15 working days prior to publication.</p>

For special placement (on a specific page), an additional 30% from the original price will be charged.

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\*All prices exclude taxes stipulated under Russian legislation

# The Moscow Times Real Estate Catalog

**Full colored magazine** completely dedicated to the real estate market. The publication is intended for a high income audience - specialists and managers of Russian companies living and working in Moscow or working on the Russian market, as well as corporate and private investors.

The publication will contain sections for editorial articles and space for expensive real estate products, commercial as well as private, and various services.



<b>Format</b> .....	A3
<b>Volume</b> .....	32-40 pages
<b>Language</b> .....	English
<b>Frequency</b> .....	monthly
<b>Circulation</b> .....	35,000 copies
<b>Disrtibution</b> .....	free

## ADDITIONAL DISTRIBUTION:

- Conferences and exhibitions of business partners in Russia and abroad
- Free delivery to residents of the elite Rublyovskoye-Uspenskoye Shosse
- Business conferences organized by The Moscow Times
- Conferences and exhibitions of business partners in Russia and abroad
- Door-to-door delivery to Moscow's elite neighborhoods
- Business centers and offices of large international companies in Moscow

## RATES\* for Advertisements

<p><b>1/16 PAGE</b>          width 61.25 mm          height 80 mm</p> <p><b>3/16 PAGE</b>          width 193.75 mm          height 80 mm</p> <p><b>\$320</b> <b>\$875</b></p>	<p><b>1/8 PAGE</b>  <b>vertical:</b>          width 61.25 mm          height 165 mm</p> <p><b>horizontal:</b>          width 127.5 mm          height 80 mm</p> <p><b>\$600</b> <b>\$600</b></p>	<p><b>1/4 PAGE</b></p> <p><b>vertical:</b>          width 127.5 mm          height 165 mm</p> <p><b>horizontal:</b>          width 260 mm          height 80 mm</p> <p><b>\$1,150</b>  <b>front page \$2,300</b></p>
<p><b>1/2 PAGE</b>  <b>horizontal:</b>          width 260 mm          height 165 mm</p> <p><b>\$2,200</b></p>	<p><b>1/2 PAGE</b>  <b>vertical:</b>          width 127.5 mm          height 335 mm</p> <p><b>\$2,200</b></p>	<p><b>FULL PAGE</b>          width 290 + 5 x 2 mm (bleed)          height 375 + 5 x 2 mm (bleed)          or          width 260 mm          height 335 mm</p> <p><b>\$4,000</b></p>

### PAYMENT

Advanced payment in rubles should be made by bank transfer, credit card or in rubles cash at the company's internal exchange rate. If the services of your company are subject to obligatory licensing, the number of the license and the body it has been issued by should be mentioned in the text of your advertisement. If your product requires certification, the advertisement's text must contain a customer warning to that effect.

### DEADLINES

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For special placement (on a specific page), an additional 30% from the original price will be charged.

\* All prices exclude taxes stipulated under Russian legislation

**For more information contact  
 Olga Rogova:**

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 fax: (495) 232-9274  
 e-mail: o.rogova@imedia.ru

# The Moscow Times Business Review Jobs & Careers

**The Moscow Times Business Review Jobs & Careers** is a full-color supplement published twice a year (Spring/Autumn). The magazine is equally of interest to professionals and specialists as well as to recent university graduates who are beginning their careers. A part of each issue is dedicated to issues like business studies, training and MBA programs. The supplement features Russian and foreign business schools offering MBA and Executive MBA courses and training companies specializing on corporate studies.

## MAIN TOPICS:

- Job market news
- Hot vacancies for professionals and graduates
- Head hunting agencies, top-executive searches
- Careers in Russia and abroad
- Specific issues facing foreigners working in Russia
- Personnel education and development programs
- MBA and business studies programs, skill improvement programs for specialists
- Online education
- Techniques for finding high-end jobs
- Online techniques for finding jobs



<b>Format</b> .....	A3
<b>Volume</b> .....	32 pages
<b>Language</b> .....	English
<b>Circulation</b> .....	37,000 copies
<b>Distribution</b> .....	free

## ADDITIONAL DISTRIBUTION:

- Business and language schools, universities
- Major job fairs
- Career days at major Moscow institutions of higher learning
- Educational forums

## RATES\* for Advertisements

<p><b>EAR</b> <b>\$600</b> width 50 mm height 40 mm</p> <p><b>FRONT PAGE</b> width 267 mm height 70 mm</p> <p><b>\$7,000</b></p>	<p><b>1/16 PAGE</b> <b>vertical:</b> width 63 mm height 91.3 mm</p> <p><b>\$800</b></p> <p><b>1/8 PAGE</b> <b>vertical:</b> width 63 mm height 187.6 mm</p> <p><b>\$1,600</b></p> <p><b>3/16 PAGE</b> width 199 mm height 91.3 mm</p> <p><b>\$2,400</b></p>	<p><b>1/8 PAGE</b> <b>horizontal:</b> width 131 mm height 91.3 mm</p> <p><b>\$1,700</b></p> <p><b>vertical:</b> width 131 mm height 187.6 mm</p> <p><b>\$3,200</b></p> <p><b>1/4 PAGE</b> <b>horizontal:</b> width 267 mm height 91.3 mm</p> <p><b>\$3,200</b></p>
<p><b>3/8 PAGE</b> <b>horizontal:</b> width 199 mm height 187.6 mm</p> <p><b>\$4,800</b></p> <p><b>1/2 PAGE</b> <b>horizontal:</b> width 267 mm height 187.6 mm</p> <p><b>\$6,400</b></p>	<p><b>1/2 PAGE</b> <b>vertical:</b> width 131 mm height 380 mm</p> <p><b>\$6,400</b></p> <p><b>3/8 PAGE</b> <b>vertical:</b> width 131 mm height 283.8 mm</p> <p><b>\$4,800</b></p>	<p><b>FULL PAGE</b> width 297 + 5 x 2 mm (bleed) height 420 + 5 x 2 mm (bleed) or width 267 mm height 380 mm</p> <p><b>\$12,000</b></p>

### PAYMENT

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### DEADLINES

Advertising materials must be submitted at least 15 working days prior to publication. Cancellation of an advertisement must be made 15 working days prior to publication.

\*All prices exclude taxes stipulated under Russian legislation

For special placement (on a specific page), an additional 20% from the original price will be charged.

**For more information contact  
Marina Khloptseva or  
Tatiana Vatnikova:**

tel.: (495) 232-3200

fax: (495) 232-9175

e-mail: m.khloptseva@imedia.ru

e-mail: t.vatnikova@imedia.ru

## Technical specifications for color advertising materials REC, Business Review Jobs & Careers, REQ

### FILES (READY LAYOUTS, LOGOS, ILLUSTRATIONS) IN FORMATS:

**QuarkXpress 4.1 (MAC)**, fonts and illustrations  
**PhotoShop (PC или MAC)** .TIFF, .EPS – resolution 300 dpi, colour CMYK  
**Adobe Illustrator 8.0 (PC or MAC)**. All text must be in curves.

### IMPORTANT!

We DO NOT accept the following formats:  
**COREL DRAW, MS WORD, POWERPOINT, ADOBE PAGEMAKER, PDF!**  
We also DO NOT accept ready ads on film.

### DESIGN AND LAYOUT

All type and salient features are to be at least 5 mm from the trimmed edges.

If a given column has illustrations or tint area stretching to the trim line, i.e. illustrations of the dimension of the trimmed column, then they should have a minimum margin of 5 mm from the trimmed edge. There should not be any frames around image areas stretching to the trim line.

Thin lines and box rules as well as small and medium size type should be in one color.  
Small type below 8 points should be avoided for reverse lettering.

### ENGLISH TEXTS

If you are unsure of how to translate or write a text in English, we offer the services of our copy editors. Texts may be sent to fax: (495) 232-9284 or e-mail: 1@imedia.ru.

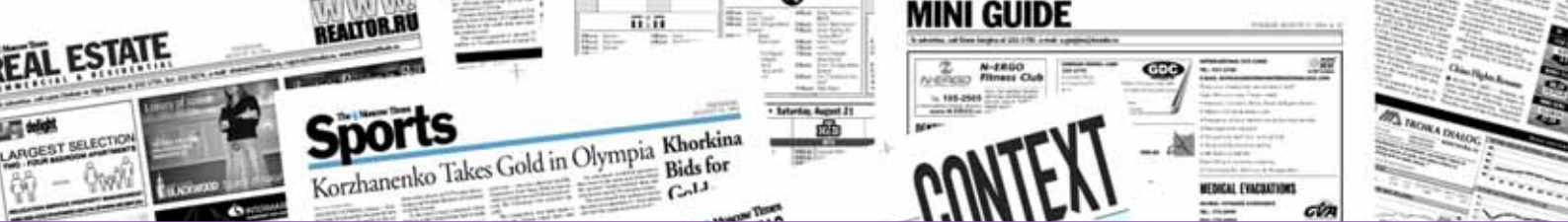
### MEDIA FOR FILE TRANSFER

#### ZIP 100, CD

E-mail: **1@imedia.ru** (Display ads for REC)  
**3@imedia.ru** (Classifieds rubric)  
**tr@imedia.ru** (Ads for Business Review Jobs & Careers, REQ)







# web-site

g e n e r a l   i n f o r m a t i o n

[www.themoscowtimes.com](http://www.themoscowtimes.com)

The  Moscow Times

M E D I A   K I T   2 0 0 6

# WWW.THEMOSCOWTIMES.COM

**Web site [www.themoscowtimes.com](http://www.themoscowtimes.com)** is an online version of The Moscow Times newspaper. The online version includes all columns and supplements to the newspaper, in addition to information contributed by our information partners. The site is updated several times a day to guarantee continuous and accurate news and information. Access to the site itself is available without any subscription or fees, but some services provided by the site are not free.

## PAYMENT

Advanced payment in rubles should be made by bank transfer, credit card or in rubles cash at the company's internal exchange rate.

## JOBS AND CAREER SECTION ([www.careercenter.ru](http://www.careercenter.ru))

contains helpful information both employers, and for job seekers.

*\* All prices include taxes stipulated under Russian legislation*

## CONFERENCES SECTION ([www.events.moscowtimes.ru](http://www.events.moscowtimes.ru))

with the information about seminars and conferences organized by The Moscow Times

Users of [www.themoscowtimes.com](http://www.themoscowtimes.com) represent an international audience who are accessing reliable and precise information about Russia. [www.themoscowtimes.com](http://www.themoscowtimes.com) audience is approximately 13 000 per day and is predominantly made up of business people involved in Russian business, investment, manufacturing, establishing business contacts, as well as foreign travelers in Russia and representatives of foreign mass media.

## SUBSCRIPTION FOR ONLINE SERVICES

([www.themoscowtimes.com/doc/Subscribe.html](http://www.themoscowtimes.com/doc/Subscribe.html))

The Online Service Center section was created to simplify payment procedures, to provide necessary information on all services and to allow the speedy processing of subscriptions.

## DAILY NEWS REVIEW

A free service featuring a brief summary of all articles and news ticker items appearing in The Moscow Times, with links to stories appearing on the website, e-mailed daily to subscribers.

## ARTICLE ARCHIVE SECTION\*

Excellent information service and research tool for all events in Russia since the beginning of 1994. Over 100,000 articles. Subscription required:

3 months . . . . .	\$40
6 months . . . . .	\$75
12 months . . . . .	\$135

## PDF EDITION SECTION\*

Articles, pictures and headlines in the same familiar format as the physical newspaper, since January 2001. Subscription required.

3 months . . . . .	\$85
6 months . . . . .	\$165
12 months . . . . .	\$330

## SPECIAL PACKAGE OFFER \*

(Article archive section and the newspapers PDF version)

6 months . . . . .	\$215
12 months . . . . .	\$400

## For more information contact:

tel.: (495) 232-9293  
 fax: (495) 232-9292  
 e-mail: [subscr@imedia.ru](mailto:subscr@imedia.ru)

## Advertising on www.themoscowtimes.com

Banners can be placed in several places on the site. Payment is determined by the number of banner showings (CPM/price per 1000 showings). Price is based on the total number of showings, as well as the banner's size and placement.

### PAYMENT

Advanced payment in rubles should be made by bank transfer, credit card or in rubles cash at the company's internal exchange rate.

### ADVERTISING RATES\*

Type of placement	Description	Price per 1000 showings
Banner (468 x 60 pix)	On all pages of the site**	\$25
Banner (120 x 600 pix)	On all pages of the site**	\$25
Banner (120 x 60 pix) на любой странице	Upper right corner	\$15
Banner (468 x 60 pix) on front page	Upper part of the home page	\$30
Banner (120 x 600 pix) on front page	Lower part of the main page	\$30
Banner (120 x 60 pix) on front page	Right side of the main page	\$20
<b>Special placement</b>	Targeting selections include, among others: <i>News, Business, Metropolis, Job Opportunities</i>	
Banner (468 x 60 pix)	Client's selection of sections	\$25
Banner (120 x 60 pix)	Client's selection of sections	\$15

### For detailed information call:

tel.: (495) 232-3200  
fax: (495) 232-1764  
e-mail: sales@imedia.ru

MINIMUM CONTRACT AMOUNT \$300.

### RATES FOR JOBS ADVERTISING ([www.careercenter.ru](http://www.careercenter.ru))

Type of advertising
Banner (468 x 60 pix)
Banner (120 x 60 pix)
Text ads with vacancies

### For detailed information call:

tel.: (495) 232-1768  
fax: (495) 232-9175  
e-mail: job@imedia.ru

For rates, see [www.careercenter.ru](http://www.careercenter.ru)

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\*\* On all pages of the site - the banner is displayed upon opening each article, on the right side of the page