

THE NATIONAL CIRCULATION OFFICE HAS NAMED "WHERE ST. PETERSBURG" THE WINNER IN THE NOMINATION FOR "HIGHEST CIRCULATION REGIONAL MAGAZINE"

MONTHLY CIRCULATION:
50 000
COPIES



St. Petersburg
where

CELEBRATING
20 St. Petersburg
where

MEDIA PACK 2018

THE WORLDWIDE "WHERE" BRAND

Magazines, maps and guides have been published under the WHERE brand for over 75 years in more than 90 major cities in the world. Every WHERE publication is individually tailored for each city and features the month's most interesting events.

WHERE St. Petersburg became part of the worldwide brand in 1997. It is a balanced combination of a city guide and announcements of the most important events in the Northern Capital. It is a bright, informative illustrated magazine-guide published in English, Chinese and Russian, based on the principles of material selection, quality demands and impeccable reputation that are common to the whole WHERE family.

THE TOTAL ANNUAL CIRCULATION OF "WHERE" PRODUCTS IS 100,000,000 COPIES

EUROPE

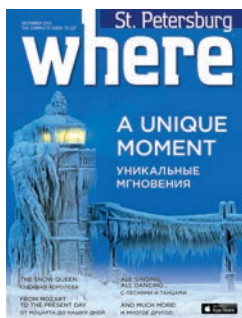
Amsterdam
Barcelona
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Budapest
Dublin
Istanbul
Krakov
London
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Rome
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Houston
Indianapolis
Jacksonville
Kansas City

Key West
Las Vegas
Los Angeles
Memphis
Miami
Milwaukee
Myrtle Beach
N. Arizona
Nashville
New Orleans
New York City
Orange County
Orlando
Palm Beach
Panama City
Pensacola
Philadelphia
Phoenix
Portland
Raleigh, Durham
Reno-Tahoe
San Antonio
San Diego
San Francisco
Savannah

Seattle
Southwest Florida
St. Augustine
St. Louis
Tallahassee
Tampa
Tucson
Twin Cities
Virginia
Washington D.C
CANADA
Calgary
Canadian Rockies
Edmonton
Halifax
Ottawa
Toronto
Vancouver
Victoria
Whistler
Winnipeg





FOUNDED: 1997
FREQUENCY OF PUBLICATION: monthly
LANGUAGES: Russian and English, Chinese
CIRCULATION: 50,000 copies per month
 certified by the National Circulation Service
READERSHIP: 230,000 per month,
 2,760,000 per year
DISTRIBUTED: free of charge in over 250 locations
SUBJECT MATTER: practical guide to the city's
 cultural and entertainment life
STYLE: full-colour glossy magazine

FIVE FACTORS INFLUENCING THE EFFECTIVENESS OF ADVERTISING IN THE MAGAZINE WHERE ST. PETERSBURG:

BRAND RECOGNITION:
 the WHERE brand is widely known to business people and tourists throughout the world on account of its 75 years' history of success
READERS' CONFIDENCE:
 the magazine publishes only reliable, competent, useful and up-to-date information
FREE DISTRIBUTION:
 thanks to its tried and trusted distribution system, the magazine is guaranteed to reach those who wish to spend their time in St. Petersburg in an interesting and beneficial way
SPECIFICS OF THE TARGET READERSHIP:
 the magazine is aimed at an educated and socially active readership, representatives of Russian and foreign business community and tourists – people of a high social status and a corresponding level of income
LONG ACTIVE LIFE OF EACH ISSUE:
 the successful combination of attractive editorial material and up-to-date information means that...

READERSHIP

- St. Petersburg residents and visitors to the city, representatives of Russian and foreign business community of a high social status;
- People who lead an active social life and use their leisure time in various pursuits, so are looking for high-quality services and reliable information;
- People of above-average incomes with high purchasing power.

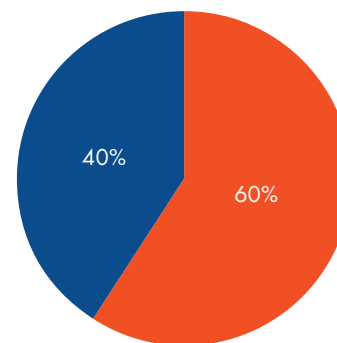
Number of journeys per year	3.3
Staying in 4-star or 5-star hotels	77%
Travelling on holiday	62%
Travelling on business	19%
Combining business and pleasure	19%
Number of tourists in 2016	6,9 million

READERS' INTEREST

Time spent reading WHERE St. Petersburg	42 min.
Average number of readers of one magazine	4.6
Consider the magazine useful	88%
Previously familiar with WHERE magazines	75%

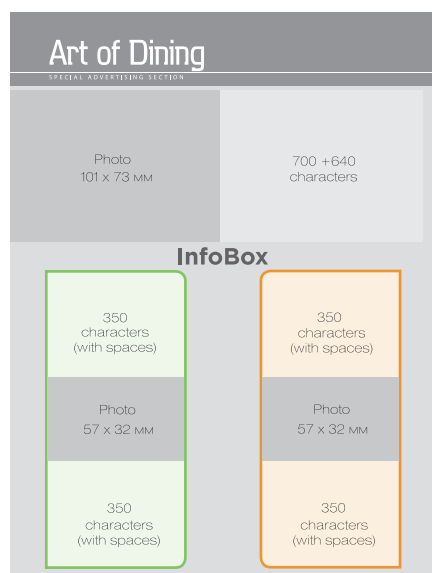
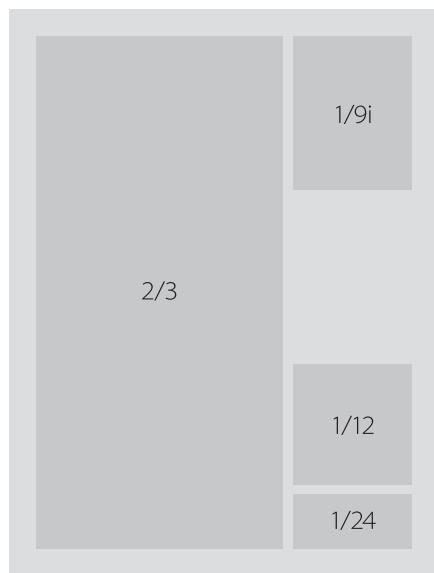
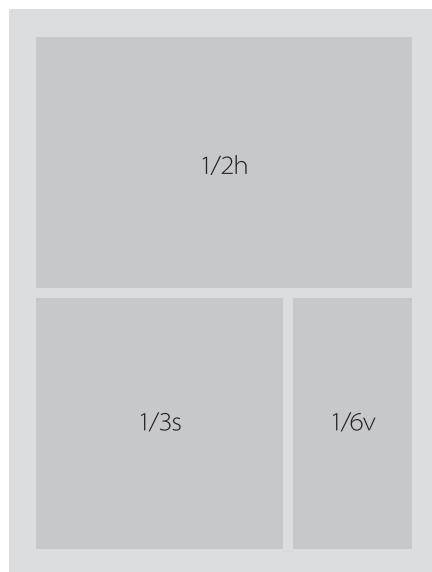
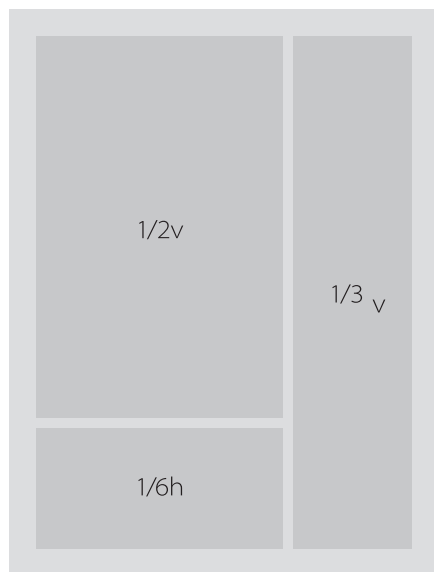
Source: WHERE Magazine Reader Profile Study, MRI (Mediamark Research Inc.)

NUMBER OF TOURISTS VISITING ST. PETERSBURG



SOURCE: Association of Tour Operators of Russia for 2016.

SIZES OF ADVERTISING



ISSUE SCHEDULE

No.	Ads deadline	Service Date (for documents)	Date of beginning distribution magazine
1 / January 2018	29.11.2017	31.12.2017	01.01.2018
2 / February 2018	01.01.2018	31.01.2018	01.02.2018
3 / March 2018	01.02.2018	28.02.2018	01.03.2018
4 / April 2018	01.03.2018	31.03.2018	01.04.2018
5 / May 2018	01.04.2018	30.04.2018	01.05.2018
6 / June 2018	01.05.2018	31.05.2018	01.06.2018
7 / July 2018	01.06.2018	30.06.2018	01.07.2018
8 / August 2018	01.07.2018	31.07.2018	01.08.2018
9 / September 2018	01.08.2018	31.08.2018	01.09.2018
10 / October 2018	01.09.2018	30.09.2018	01.10.2018
11 / November 2018	01.10.2018	31.10.2018	01.11.2018
12 / December 2018	01.11.2018	30.11.2018	01.12.2018

ADVERTISEMENT RATES

PRICE, RUB*

1/24 page (57 × 26,5 mm)	8500
1/12 page (57 × 58 mm)	16000
1/6 page (57 × 121 or 119 × 56 mm)	31000
1/3 page (57 × 247 or 119 × 121 mm)	60000
1/2 page (181 × 121 or 119 × 184 mm)	82000
1/2 page before the first editorial feature (181 × 121 mm)	98000
2/3 page (119 × 247 mm)	109000
2/3 page before the first editorial feature (119 × 247 mm)	129000
Full page (207 × 273 mm)**	160000
Full page before the first editorial feature (207 × 273 mm)**	183000
Double-page spread (414 × 273 mm)**	275000
Double-page spread before the first editorial feature (414 × 273 mm)**	390000
Inside front cover (207 × 273 mm)**	204000
Inside back cover (207 × 273 mm)**	183000
Back cover (207 × 273 mm)**	235000
1/6i InfoBox (57 × 121 mm)	15500
1/9i International dining (57 × 74 mm)	12500
Art of dining/Art of shopping/Art of beauty (199 × 73 mm)	34000

* Prices are exclusive of VAT (18%)

** Layout is prepared taking into account a 5mm margin on all sides

Discounts:

5 % — 2 insertions;

10 % — 3-5 insertions;

15 % — 6 and more insertions.

Advertising agencies commission 10 %.

Extra charge for advertising in a particular place and consistent advertisement positioning is 15 %.