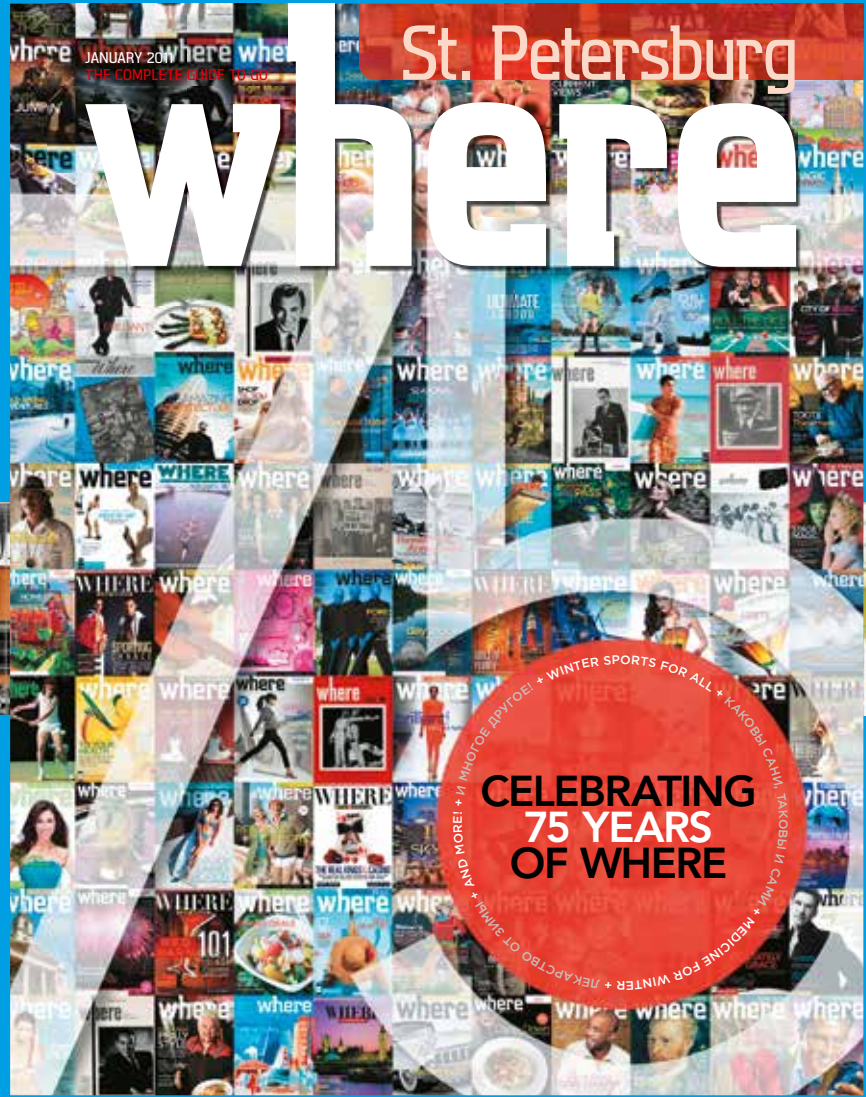




THE NATIONAL CIRCULATION OFFICE HAS NAMED "WHERE ST. PETERSBURG" THE WINNER IN THE NOMINATION FOR "HIGHEST CIRCULATION REGIONAL MAGAZINE"

MONTHLY CIRCULATION:  
**50 000**  
COPIES



St. Petersburg  
**where**

MEDIA PACK 2017

## 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 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

Barcelona  
Berlin  
Budapest  
Dublin  
Istanbul  
Krakov  
London  
Madrid  
Milan  
Minsk  
Munich  
Naples  
Paris  
Prague  
Rome  
St. Petersburg

### ASIA

Singapore

### AUSTRALIA

Brisbane  
Melbourne  
Sydney

### AFRICA

Cape Town

### SOUTH AMERICA

Buenos Aires  
Rio de Janeiro  
Sao Paulo

### USA

Alaska  
Aspen  
Atlanta  
Austin  
Baltimore  
Boston  
Charleston  
Charlotte  
Chicago  
Colorado  
Dallas  
Daytona Beach  
Fort Worth  
Ft. Lauderdale  
Hawaii  
Hilton Head  
Houston  
Indianapolis  
Jacksonville  
Kansas City  
Kauai  
Key West

Las Vegas  
Los Angeles  
Maui

Memphis  
Miami  
Milwaukee  
Myrtle Beach  
N. Arizona  
Nashville  
New Orleans  
New York City  
Oahu  
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  
Tacoma  
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  
**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.

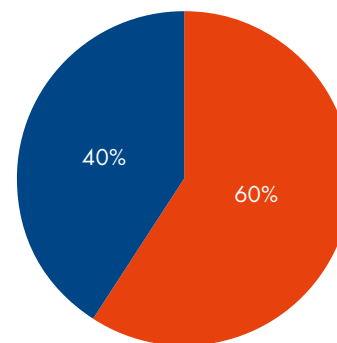
Number of journeys per year .....	3.3
Staying in 4-star or 5-star hotels .....	77%
Travelling on holiday .....	62%
Travelling on business .....	19%
Combining business and pleasure .....	19%
Number of tourists in 2016 .....	6,9 million

## 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%

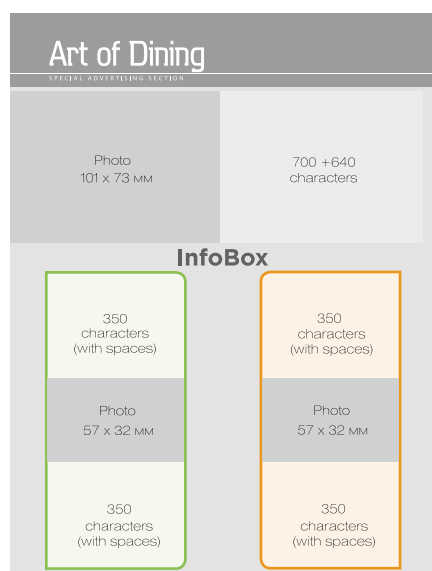
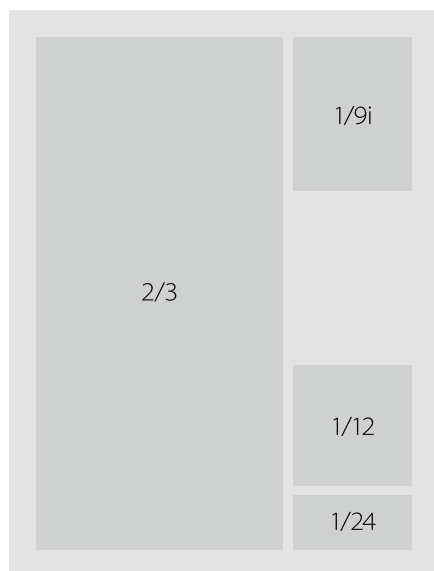
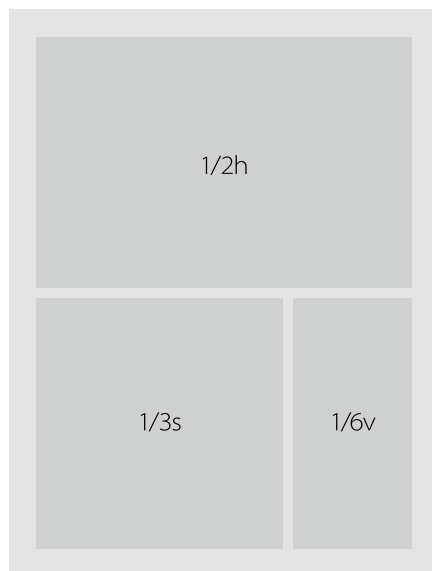
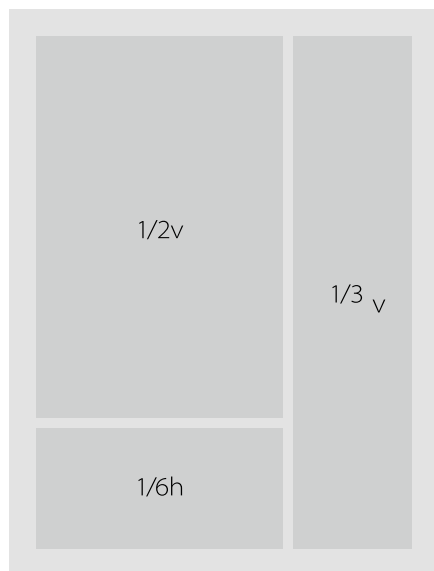
Source: WHERE Magazine Reader Profile Study, MRI (Mediamark Research Inc.)

## 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 2017	29.11.2016	31.12.2016	01.01.2017
2 / February 2017	01.01.2017	31.01.2017	01.02.2017
3 / March 2017	01.02.2017	28.02.2017	01.03.2017
4 / April 2017	01.03.2017	31.03.2017	01.04.2017
5 / May 2017	01.04.2017	30.04.2017	01.05.2017
6 / June 2017	01.05.2017	31.05.2017	01.06.2017
7 / July 2017	01.06.2017	30.06.2017	01.07.2017
8 / August 2017	01.07.2017	31.07.2017	01.08.2017
9 / September 2017	01.08.2017	31.08.2017	01.09.2017
10 / October 2017	01.09.2017	30.09.2017	01.10.2017
11 / November 2017	01.10.2017	31.10.2017	01.11.2017
12 / December 2017	01.11.2017	30.11.2017	01.12.2017

ADVERTISEMENT RATES

PRICE, EURO\*

1/24 page (57 × 26,5 mm) .....	121
1/12 page (57 × 58 mm) .....	230
1/6 page (57 × 121 or 119 × 56 mm) .....	446
1/3 page (57 × 247 or 119 × 121 mm) .....	860
1/2 page (181 × 121 or 119 × 184 mm) .....	1200
1/2 page before the first editorial feature (181 × 121 mm) .....	1200
2/3 page (119 × 247 mm) .....	1600
2/3 page before the first editorial feature (119 × 247 mm) .....	1890
Full page (207 × 273 mm)** .....	2350
Full page before the first editorial feature (207 × 273 mm)** .....	2700
Double-page spread (414 × 273 mm)** .....	4030
Double-page spread before the first editorial feature (414 × 273 mm)** .....	4830
Inside front cover (207 × 273 mm)** .....	3000
Inside back cover (207 × 273 mm)** .....	2650
Back cover (207 × 273 mm)** .....	3440
1/6i InfoBox (57 × 121 mm) .....	223
1/9i International dining (57 × 74 mm) .....	176
Art of dining/Art of shopping/Art of beauty (199 × 73 mm) .....	485

\* Prices are exclusive of VAT (18%)

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