

G!O – a full-color entertainment supplement

G!O is a full-color entertainment supplement published by The Moscow Times. The magazine focuses on recreation in Moscow and is intended for a wide audience, but namely: English-speaking residents of the capital, as well as foreigners living and working in Moscow, tourists, and those who have average and above-average incomes.

REGULAR ITEMS:

ZAKUSKI – short news items about art, recreation, nightlife, restaurants and more.

FEATURE – the issue’s main article, each time touching on a new current theme.

CLUBBING – clubs, bars, pubs and strip clubs: events, highlights, gig previews, club news & openings.

DINING – restaurant reviews, trends in the restaurant industry, restaurant news and openings.

STREETWISE – a graphic depiction of a Moscow street, complete with photographs and descriptions of historic, architectural, recreational and gastronomical points of interest.

AROUND TOWN – The Moscow Times’ head driver shares the secrets of avoiding traffic jams while getting from point A to point B.

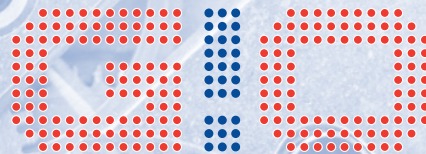
CLASSIFIEDS.

G!O will also feature new columns on **SHOPPING, FASHION, HEALTH, BEAUTY, HOBBIES** and much more.



BRIEF INFORMATION:

Format	A3
Language	English
Volume	8 pages
Frequency	every other Thursday
Circulation	35,000 copies
Distribution	inside The Moscow Times as well as by additional means



RATES* for Display Ads

1 square \$330 84 x 35 mm	1.5 squares \$400 84 x 54.5 mm	2 squares \$660 172 x 35 mm 84 x 74 mm	3 squares \$990 260 x 35 mm 84 x 113 mm	4 squares \$1,320 172 x 74 mm 84 x 152 mm	5 squares \$1,650 84 x 191 mm
6 squares \$1,980 260 x 74 mm 172 x 113 mm	8 squares \$2,640 172 x 152 mm	9 squares \$2,970 260 x 113 mm	10 squares \$3,300 172 x 191 mm 84 x 386 mm	half page \$4,950 260 x 191 mm	full page \$9,900 260x386 mm

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

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

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.

For more information contact
Anna Semenova or
Natalia Markina :

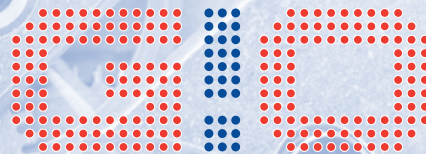
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*All prices exclude taxes stipulated under Russian legislation



One -Line Advertisements

1 word	\$2
1 word within a frame	\$3

Display Advertisements

1 square (62 x 26.8 mm)	\$75
2 squares vertical (62 x 57 mm)	\$150
2 squares horizontal (128 x 26.5 mm)	\$150
3 squares (62 x 87.1 mm)	\$250

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

Classifieds

To advertise call Elena Gergina • Phone: 232-1750 • Fax: 232-9274 • E-mail: e.gergina@imedia.ru

3 sq width 62 mm height 87.1 mm	2 sq vertical: width 62 mm height 57 mm
	1 sq
2 sq horizontal:	width 128 mm height 26.5 mm

RATES* for advertisements in the Classifieds section

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Placing a banner on the www.go-magazine.ru website

A banner (468 x 60 pixels) on the site's front page . . \$10 per 1000 impressions.
A banner (120 x 60 pixels) on the site's front page . . . \$8 per 1000 impressions
Information in a "running letters" on the site's front page \$50 per day

**For detailed information contact
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