

The  Moscow Times

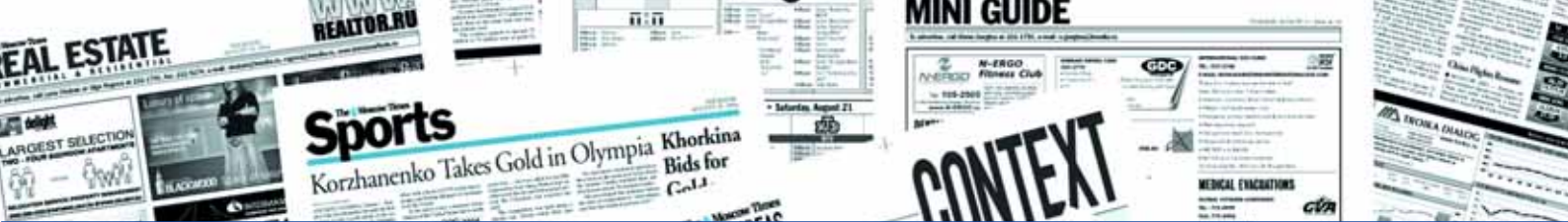
Media Kit

2006

The Moscow Times
RealEstate
C A T A L O G


REAL ESTATE
QUARTERLY

The Moscow Times
BUSINESS REVIEW



about the newspaper

General Information

History

Day by Day

Distribution

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

Derk Sauer, *CEO*

Mikhail Doubik, *Director*

Maxine Maters, *Publisher*

Lynn Berry, *Editor*

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RealEstate
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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 every day
- 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 (Kropotkinskiy 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.)
 Baltshchug Kempinski Moscow (Rauschkaya 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 Avrora (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)
 Sovetskiy (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 (Grokholmskiy 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 Nikoloshchepovskiy
 per.)
 European Medical Center (Spiridonevsky per.)
 German Dental Center (Voločayevskaya ul.)
 German Dental Care (U. Fuchika ul.)
 International SOS Clinic (Grokholmskiy 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 (Kamergerkiy 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 (Kamergerkiy 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 (Kamergerkiy 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., Kamergerkiy per.)
 Night Flight (Tverskaya ul.)
 No Name (Tverskaya ul.)
 Noah's Ark (M. Ivanovskiy per.)
 Panasia (B. Lubyanka ul.)
 Piccadilly (Oktyabrskaya sq.)
 Piramida (Tverskaya ul.)

Pizza Hut (Pyatnitskaya ul., Tverskaya ul.)
 Planeta Sushi
 Prime (Arbat ul., Kamergerkiy 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 (Myasnikinskaya ul.)
 CAM (Vernadskogo pr-t)
 Global City (Kirovogradskaya ul.)
 Ital-Market (Michurinskiy pr-t.)
 Japro (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 (Skatertnyy 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.)



readers

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

Reader Profile

The  **Moscow Times**

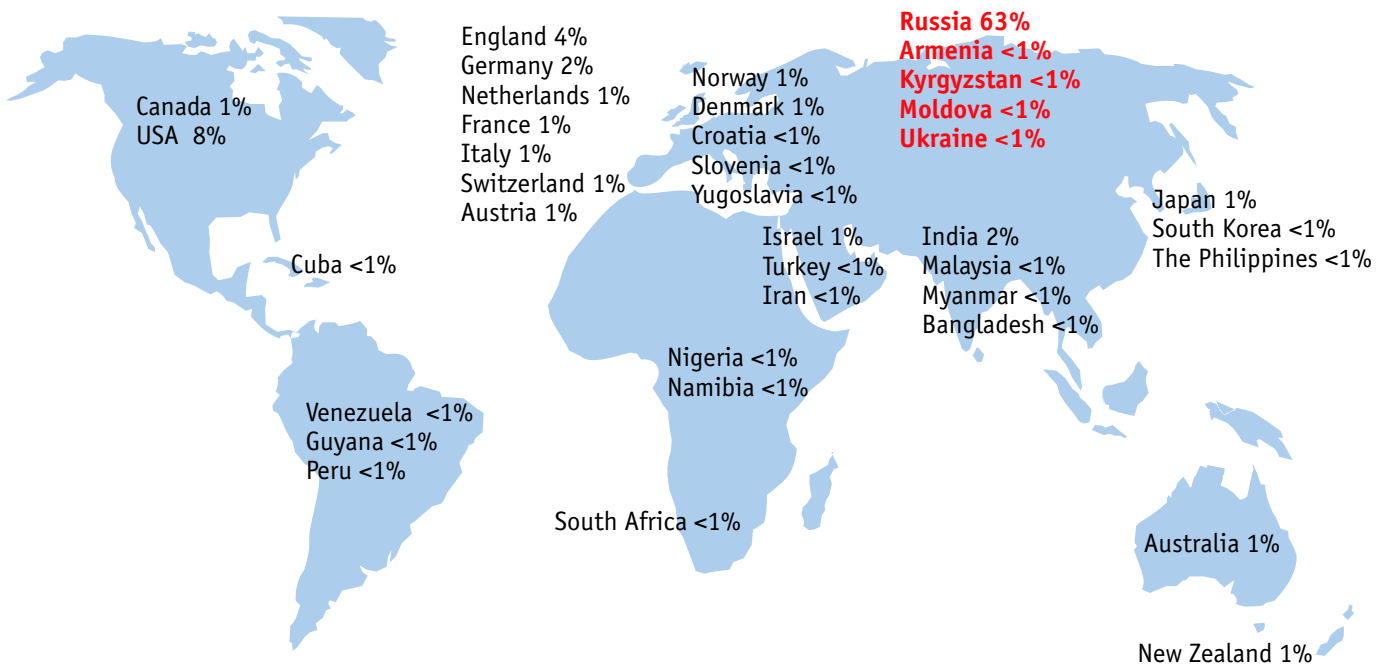
M E D I A K I T 2 0 0 6



Reader Profile

CITIZENSHIP

US citizens made up a large part of the respondents. This can be the result of greater loyalty to the publication from this part of the audience. It is important to note that due to the polling method used (filling out questionnaires), the sampling structure may be composed of the magazine's most loyal readers.



READERSHIP

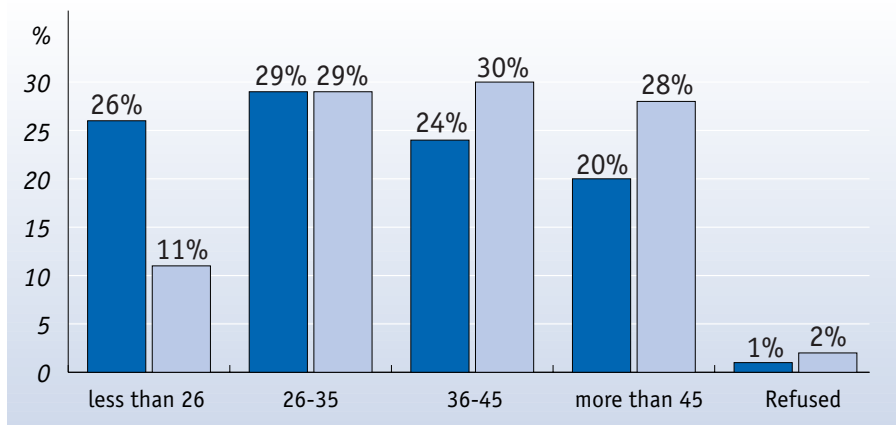
The Moscow Times audience consists mainly of foreigners residing in the capital temporarily or permanently and English-speaking Russian readers.



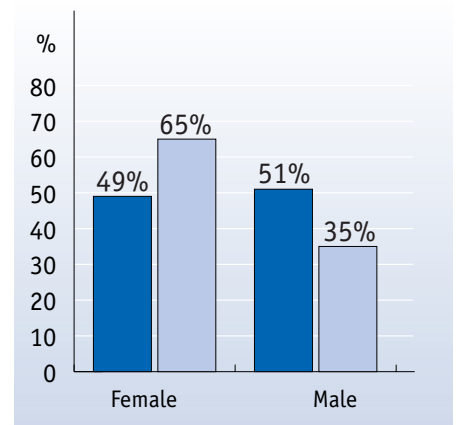
Source:
Magram Market Research, 2004



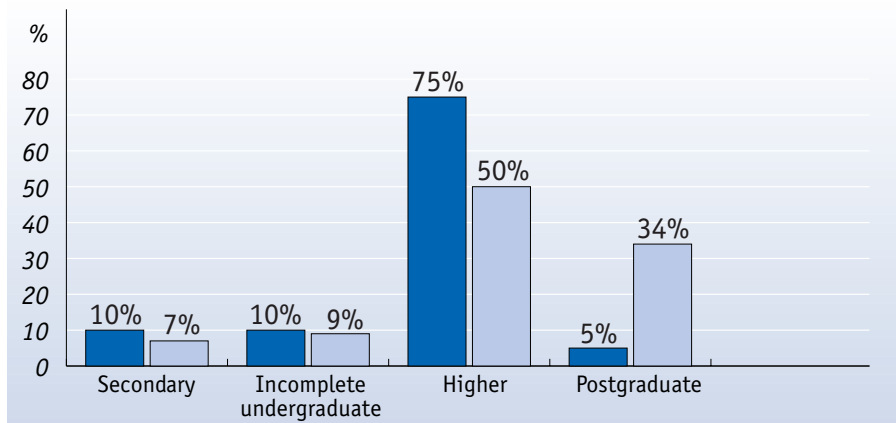
AGE



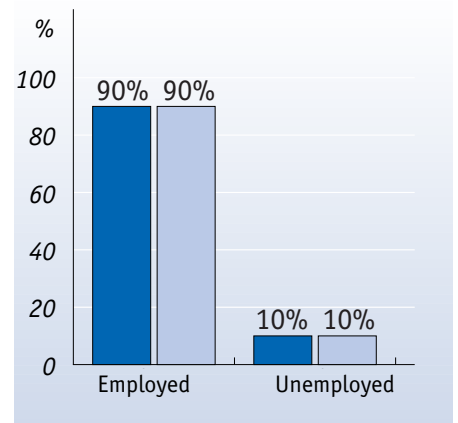
GENDER



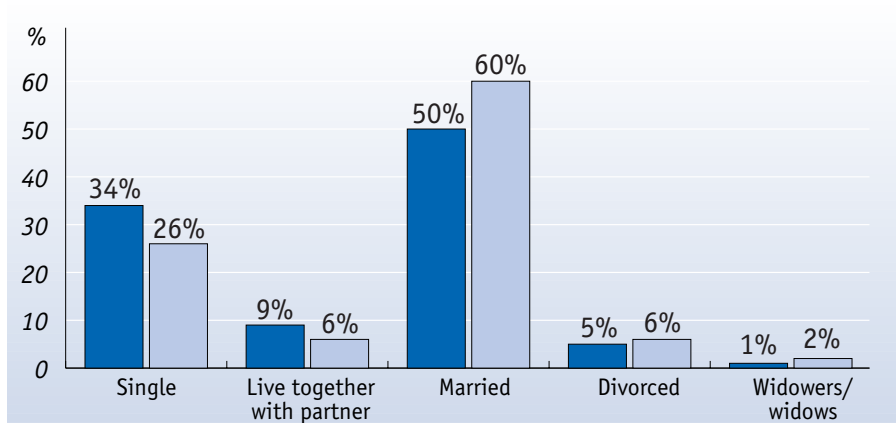
EDUCATION



EMPLOYMENT



MARITAL STATUS

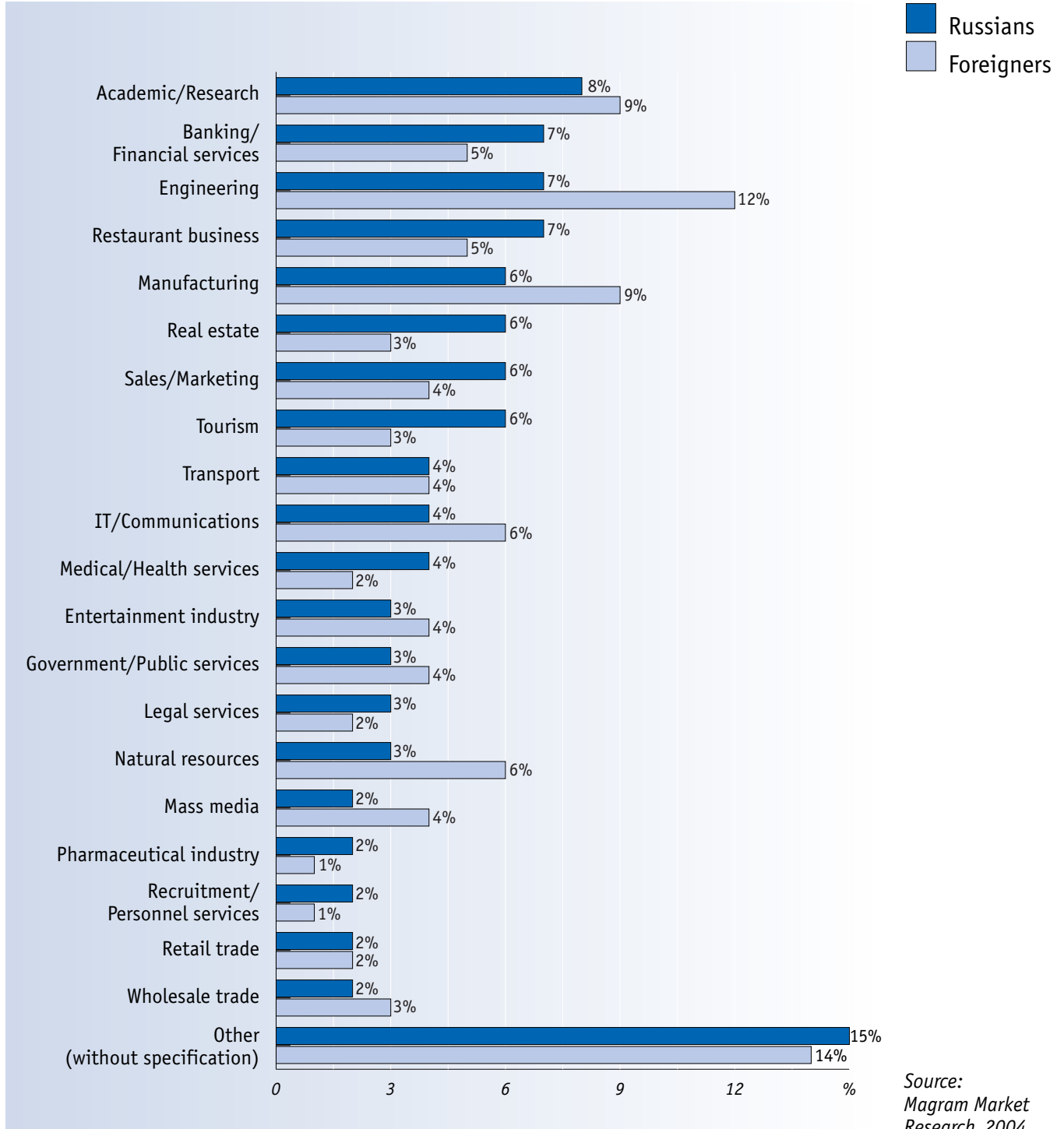


■ Russians
■ Foreigners

Source: Magram Market Research, 2004



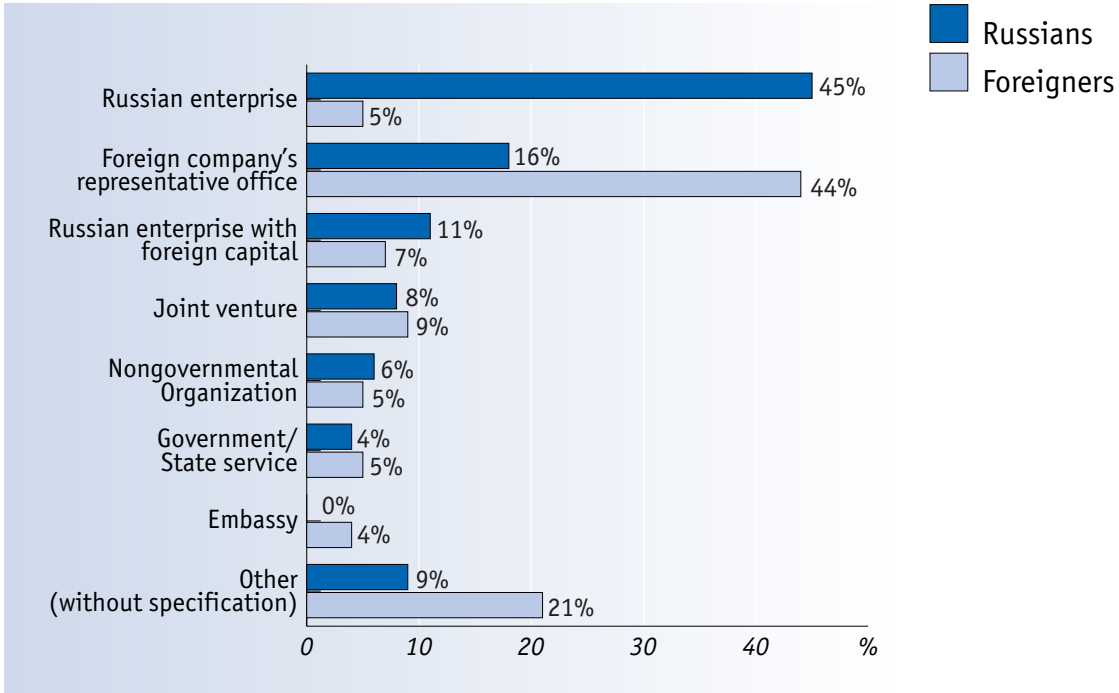
INDUSTRY



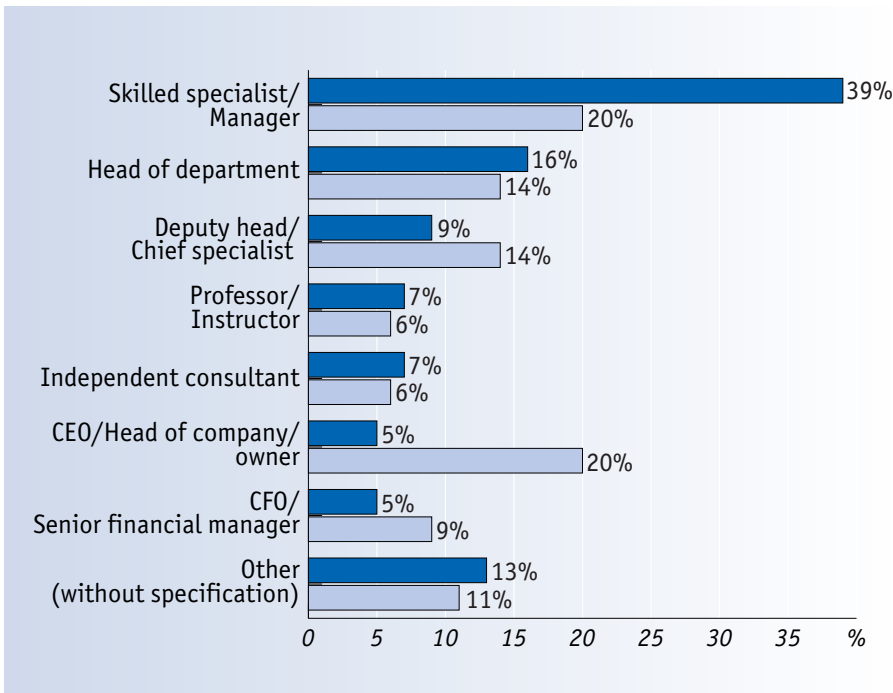
Source: Magram Market Research, 2004



ENTERPRISE TYPE



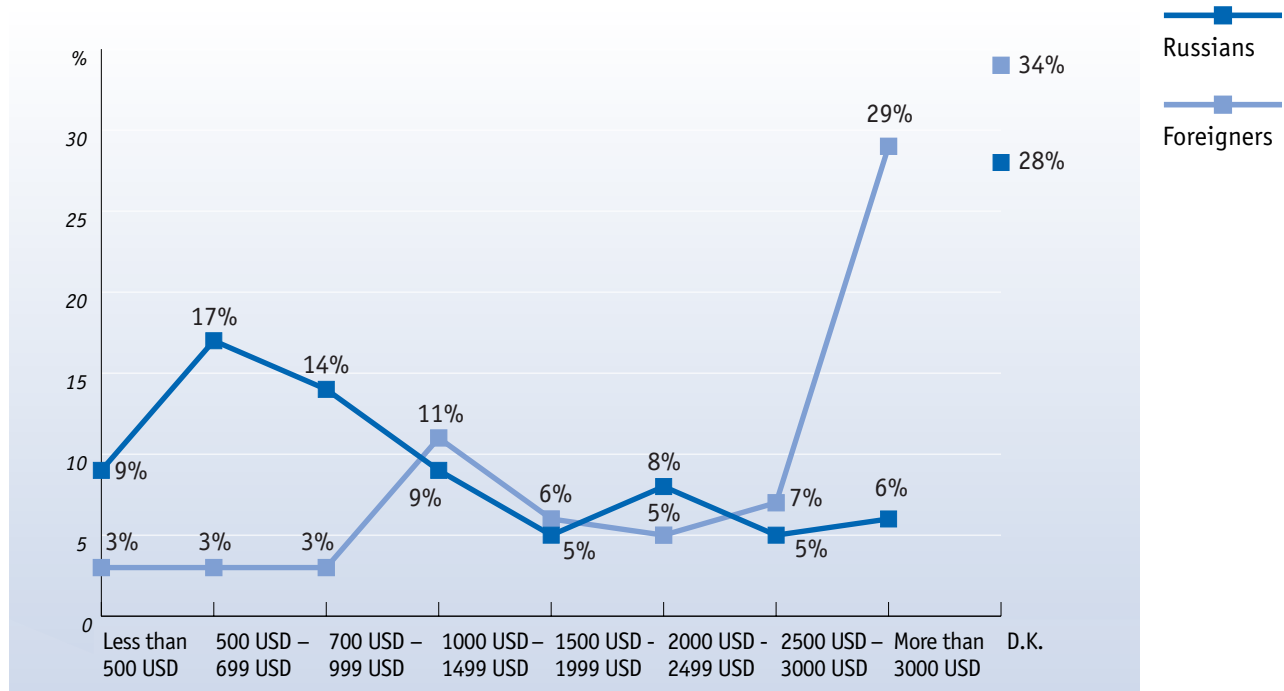
POSITION



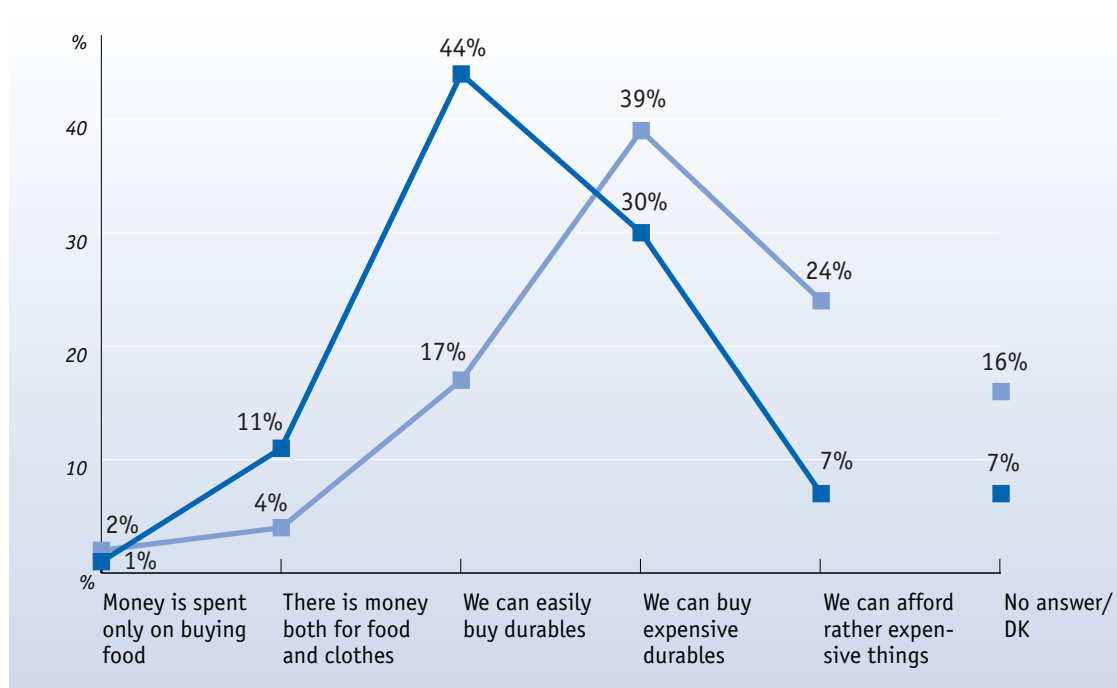
Source:
Magram Market Research, 2004



INCOME PER CAPITA



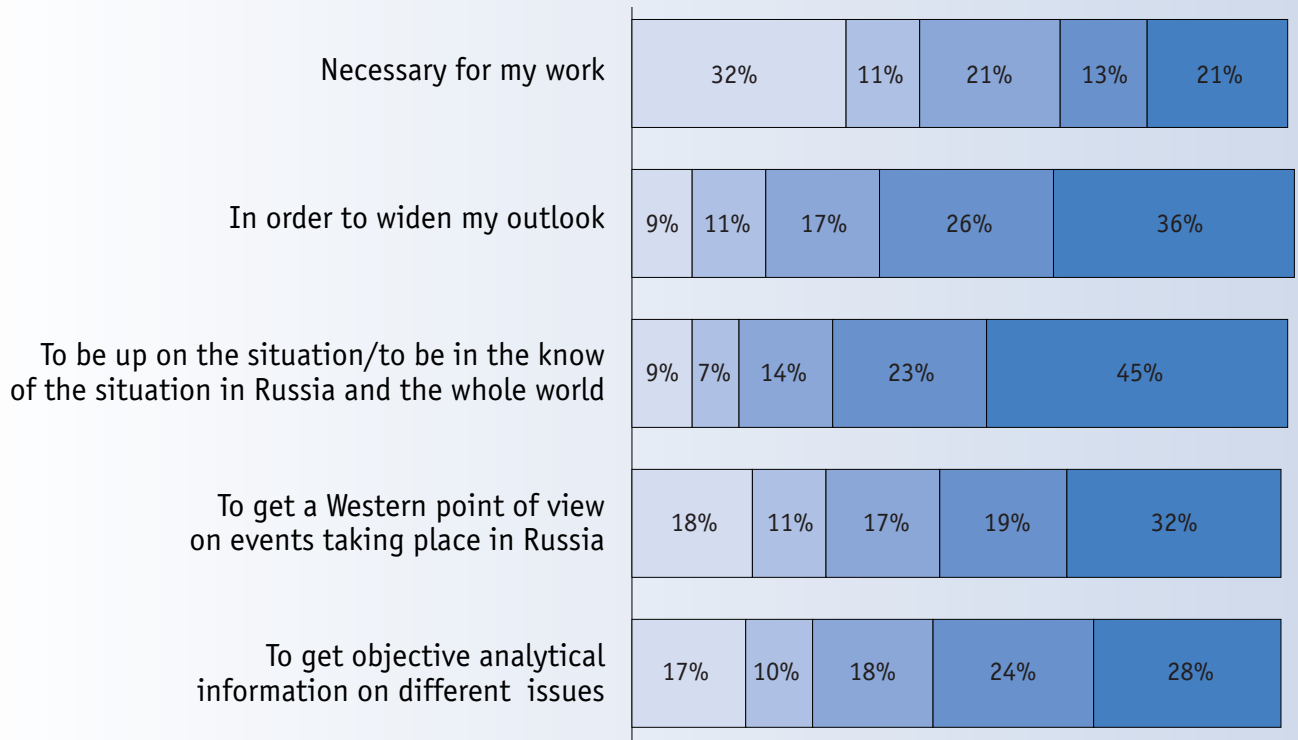
TOTAL FAMILY INCOME



Source:
Magram Market
Research, 2004



FACTORS DRIVING READERSHIP



1 2 3 4 5

Mean by a 5-level scale where 5 stands for "Corresponds completely," 1 – "Does not correspond at all."

Source:
Magram Market Research, 2004



advertising

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

display

job opportunities

real estate

classifieds

mini guide

inserts

The  Moscow Times

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

Display Advertising*

RATES*

	The Moscow Times
1 square\$380
2 squares\$760
3 squares\$1,140
4 squares\$1,520
6 squares\$2,280
8 squares\$3,040
9 squares\$3,420
10 squares\$3,800
15 squares (1/2 page)\$5,700
30 squares (full page)\$11,400

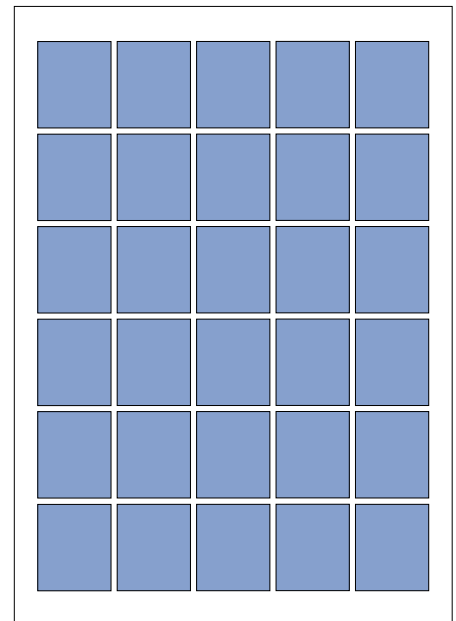
1 square: width - 49.8 mm, height - 58.7 mm
Layout and scale of the squares can be seen on page 22.

RATES FOR SPECIAL PLACEMENTS*

Advertising on certain pages carries a 30% surcharge.

2 squares on the front page\$1,495
3 squares on the front page\$2,243
5 squares on the front page\$3,738
1 square on the Stocks page (67 mm x 60 mm)\$767
Special placement in the Weather section (49.8 mm x 50 mm)\$444

*All prices exclude taxes stipulated under Russian legislation



Each page is divided into 30 squares.

PAYMENT

Advance 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 3 working days prior to publication. Cancellation of an advertisement must be made 3 working days prior to publication.

For more information contact:

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

JOB OPPORTUNITIES with subsection CAREER EDUCATION

Every Wednesday and Friday The Moscow Times publishes Russian and international job vacancy announcements of leading companies, information on business education, training courses, seminars, and MBA programs in Russia and abroad.

MODULE ADVERTISING

RATES*

Each page is divided into 30 squares. **1 square:** width - 49.8 mm, height - 58.7 mm.

	price	Maximum number of words
1 square	\$380	30
2 squares	\$760	60
3 squares	\$1,140	90
4 squares	\$1,520	120
6 squares	\$2,280	180
8 squares	\$3,040	240
9 squares	\$3,420	270
10 squares	\$3,800	300
12 squares	\$4,560	360
15 squares (1/2 page)	\$5,700	500
30 squares (full page)	\$11,400	1,000

Special placement of ads costs an additional 30% above the price of advertising space.

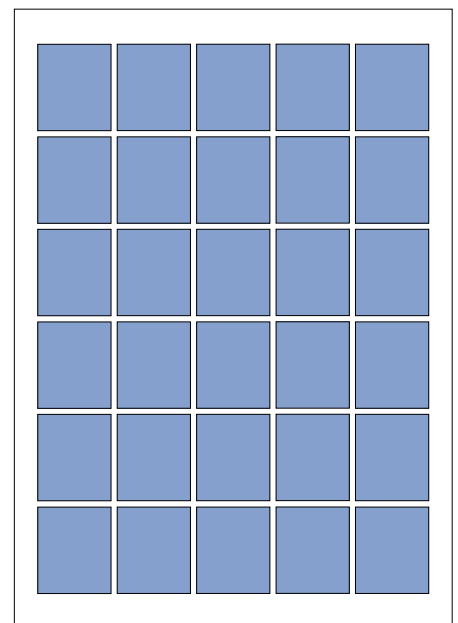
THE ADVERTISING MODULE EAR

The Moscow Times offers many opportunities for brand advertising in its Job Opportunities section.

The advertising module Ear is at the top of the page, next to the heading. (The size of the module is 60 x 30 mm).

RATES*

Price for one module Ear placement: \$450



An example of a page divided into squares
Exact sizes of the squares are indicated
on page 22.

Ear



MAIL BOX SERVICE*

The Moscow Times provides mailbox services for clients who want to receive and to collect CVs using fax or e-mail in regard to an advertisement placed in the newspaper.

Price \$75

MINI RESUME*

The Moscow Times offers people seeking employment the opportunity to publish their own resumes.

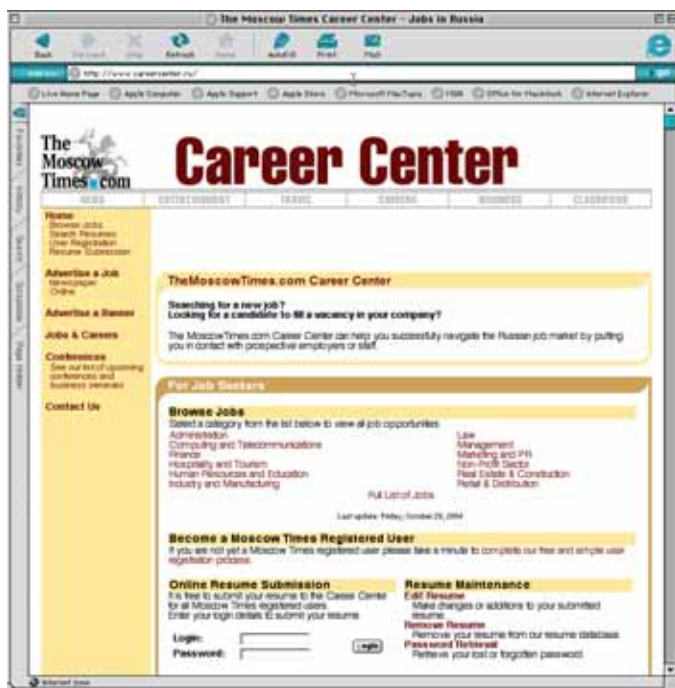
textual advertising \$20
display advertising \$75

MINI RESUME

RESUME	Mini JUNIOR ANALYST
	for Fixed Income Sales team
	MSc Banking and International Finance, Cass Business School, London
	BSc Business Management, King's College London
	Anna Pavlova, 8-916-505-3091 pavlova14uk@hotmail.com

ADVERTISING ON WWW.CAREERCENTER.RU

Possible placing of job listing or banners can be viewed at the Job Opportunities web page www.careercenter.ru



PAYMENT

Advance 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 3 working days prior to publication. Cancellation of an advertisement must be made 3 working days prior to publication.

For more information contact:

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

*All prices exclude taxes stipulated under Russian legislation

REAL ESTATE and CLASSIFIEDS rates

The Classifieds and Real Estate sections are published daily. These rubrics consist of textual and display advertising.

PLAIN TEXT*:

1 word	\$1
1 word in bold	\$2

BOXED ADS*:

1 line 7 pts	\$5
1 line 9 pts	\$7.5
1 line 12 pts	\$10.0

DISPLAY ADS*:

1 sq. (40 x 65 mm)	\$110
1/2 sq. (40 x 32.5 mm)	\$55
«ear» (60 x 25 mm) (minimum 25 placements)	\$110

For special placement on the Real Estate page, an additional 30% from the original price will be charged.

SPECIAL PLACEMENTS IN CATEGORIES*:

1 st place	\$5
2 nd place	\$4.5
3 rd place	\$4
4 th place	\$3.5
5 th place	\$3

PERSONAL CLASSIFIEDS RATES*

Ad in the Personals section (up to 30 words)	\$15
Greetings	\$10

Appointments*

The Appointments section is published on Thursdays, on the editorial page. Deadline for sending text – 3 days before publication.

every 50 words	\$150
picture (photograph)	\$25

*All prices exclude taxes stipulated under Russian legislation



PAYMENT

Advance 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 3 working days prior to publication. Cancellation of an advertisement must be made 3 working days prior to publication.

For more information contact Anastasia Khaustova :

tel.: (495) 232-4774

fax: (495) 232-9284

e-mail: a.khaustova@imedia.ru

MINI GUIDE*

The daily MiniGuide is a quick and comprehensive reference to goods and services available in the city.

Monday	Services
Tuesday	Health & Beauty
Wednesday	Leisure
Friday	Nightlife

RATES FOR TEXTUAL ADVERTISING

Company name and telephone numbers are printed in bold. In addition, clients may include text of up to 20 words.

Information with logo placement rates	\$50
<i>Text above the 20-word maximum is charged at \$1 per word.</i>	
<i>Maximum size of a logo – 2.5 square centimetres.</i>	

RATES FOR TEXTUAL MODULE

Textual modules are published in a specially designed frame (80 x 35 mm).

Price for one textual module	\$60
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MINI-GUIDE DISPLAY MODULE

Price for display module (80 x 35 mm)	\$100
Discount coupon (80 x 25 mm)	\$60

The advertising module Ear is at the top of the page next the heading (61 x 27 mm).

Price for one module	\$110
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PAYMENT

Advance 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 3 working days prior to publication. Cancellation of an advertisement must be made 3 working days prior to publication.

**For more information contact
Elena Gergina:**

tel.: (495) 232-4774
 fax: (495) 232-9274
 e-mail: e.gergina@imedia.ru

*All prices exclude taxes stipulated under Russian legislation



Size of advertising modules



TECHNICAL REQUIREMENTS FOR ADS

GENERAL

All ads must have a frame according to the specified dimensions.

We only accept the following electronic formats (ready ads, logos, images)

Macintosh format, QuarkXPress 4.04 or earlier (all fonts used in the ad must be supplied). All images, logos etc. must be supplied in EPS or TIFF formats at a resolution of 300 dpi.

EPS format from Adobe Illustrator (8.0 or earlier) or export from Corel Draw to Adobe Illustrator (ai). In any case text should be in curves/outlines.

All pictures should have resolution 300 dpi and 100% scale.

COLOR USAGE (only on the first and last pages if possible)

Your ad may contain "cyan" 0%-100%.

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.

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.

METHOD OF FILE DELIVERY

ZIP 100, CD

E-mail: 1@imedia.ru (Display ads)

2@imedia.ru (ads for Job Opportunities)

3@imedia.ru (ads for Real Estate, Classifieds, Mini Guide)

MATERIAL CAN BE DELIVERED TO THE FOLLOWING ADDRESS:

Ad Design Department: 3 Polkovaya Ul., bldg. 1, Moscow.

For further information please call the Ad Design department of The Moscow Times by telephone (495) 232-4774 or by fax (495) 232-9284.

ADVERTISING INSERTS

IN THE NEWSPAPER

The Moscow Times offers advertisers the option of placing ready advertising materials as a supplementary insert to the newspaper.

*Price \$ 9,000

PAYMENT

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

MAILING SHOTS FOR THE MOSCOW TIMES SUBSCRIBERS

For regular advertisers, The Moscow Times has an exclusive opportunity to make advertisements in the form of mailing shots. Delivery is made by The Moscow Times express service department.

*Price \$4,000

The maximum quantity of promotional material for mailing shots is six pages (A4) in envelope.

For non-standard formats, the cost is calculated independently.

For more information contact Display Advertising Sales:

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

ADVERTISING AT CONFERENCES REGULARLY ORGANIZED BY THE MOSCOW TIMES

The Moscow Times offers the option of ready advertising materials inserted into packages received by conferences delegates.

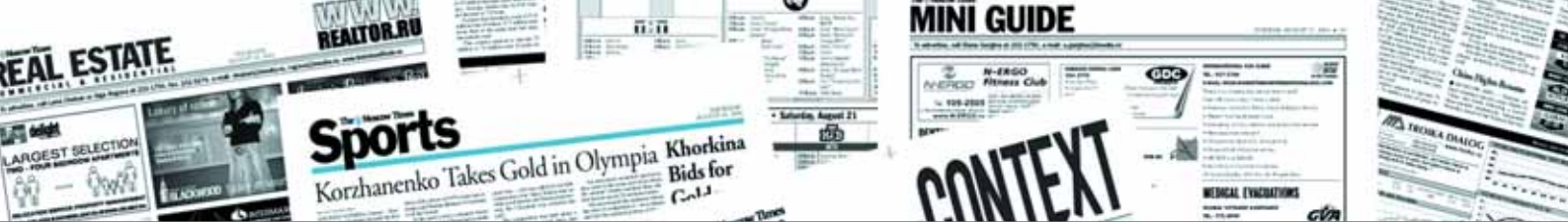
*Rates \$500

A schedule of conferences is displayed on the site www.events.moscowtimes.ru

For more information contact Conference and Training Department:

tel.: (495) 232-1769
fax: (495) 232-6528
e-mail: m.potapova@imedia.ru

**All prices exclude taxes stipulated under Russian legislation*



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 color 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



Format	A4 (205 x 270 mm)
Language	English
Volume	52-68 pages
Frequency	quarterly (4 times per year)
Circulation	35,000 copies
Distribution	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>1/8 PAGE</p> <p>width 90.5 mm height 57 mm \$935</p> <p>width 90.5 mm height 77 mm \$1,100</p> <p>1/6 PAGE</p> <p>1/4 PAGE</p> <p>horizontal: width 185 mm height 57 mm \$1,650</p>	<p>1/3 FRONT PAGE</p> <p>horizontal: width 205 mm + 2 x 5 mm (bleed) height 90 mm + 1 x 5 mm (bleed) \$5,000</p>	<p>1/2 PAGE</p> <p>horizontal: width 185 mm height 118 mm \$2,750</p>
<p>vertical: width 90.5 mm height 240 mm \$2,750</p> <p>1/2 PAGE</p> <p>1/4 PAGE</p> <p>vertical: width 90.5 mm height 118 mm \$1,650</p>	<p>FULL PAGE</p> <p>width 205 + 5 x 2 mm (bleed) height 270 + 5 x 2 mm (bleed) or width 185 mm height 240 mm \$4,950</p> <p>BACK PAGE</p> <p>width 205 + 5 x 2 mm (bleed) height 270 + 5 x 2 mm (bleed) or width 185 mm height 240 mm \$6,950</p>	<p>PAYMENT</p> <p>Advance 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>DEADLINES</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.

**For more information contact
Elena Cheban:**

tel.: +7 (495) 232-9266
fax: +7 (495) 232-1764
e-mail: e.cheban@imedia.ru

*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.



Format	A3
Volume	32-40 pages
Language	English
Frequency	monthly
Circulation	35 000 copies
Distribution	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>1/16 PAGE width 61.25 mm height 80 mm</p> <p>3/16 PAGE width 193.75 mm height 80 mm</p> <p>\$320 \$875</p>	<p>1/8 PAGE vertical: width 61.25 mm height 165 mm</p> <p>horizontal: width 127.5 mm height 80 mm</p> <p>\$600 \$600</p>	<p>1/4 PAGE</p> <p>vertical: width 127.5 mm height 165 mm</p> <p>horizontal: width 260 mm height 80 mm</p> <p>\$1,150 front page \$2,300</p>
<p>1/2 PAGE horizontal: width 260 mm height 165 mm</p> <p>\$2,200</p>	<p>1/2 PAGE vertical: width 127.5 mm height 335 mm</p> <p>\$2,200</p>	<p>FULL PAGE width 290 + 5 x 2 mm (bleed) height 375 + 5 x 2 mm (bleed) or width 260 mm height 335 mm</p> <p>\$4,000</p>

PAYMENT

Advance 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 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:**

tel.: (495) 232-1750

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 topics 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



Format	A3
Volume	32 pages
Language	English
Circulation	37,000 copies
Distribution	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>EAR \$600 width 50 mm height 40 mm</p> <p>FRONT PAGE width 267 mm height 70 mm</p> <p>\$7,000</p>	<p>1/16 PAGE vertical: width 63 mm height 91.3 mm</p> <p>\$800</p> <p>1/8 PAGE vertical: width 63 mm height 187.6 mm</p> <p>\$1,600</p> <p>3/16 PAGE width 199 mm height 91.3 mm</p> <p>\$2,400</p>	<p>1/8 PAGE horizontal: width 131 mm height 91.3 mm</p> <p>\$1,600</p> <p>vertical: width 131 mm height 187.6 mm</p> <p>\$3,200</p> <p>1/4 PAGE horizontal: width 267 mm height 91.3 mm</p> <p>\$3,200</p>
<p>3/8 PAGE horizontal: width 199 mm height 187.6 mm</p> <p>\$4,800</p> <p>1/2 PAGE horizontal: width 267 mm height 187.6 mm</p> <p>\$6,400</p>	<p>1/2 PAGE vertical: width 131 mm height 380 mm</p> <p>\$6,400</p> <p>3/8 PAGE vertical: width 131 mm height 283.8 mm</p> <p>\$4,800</p>	<p>FULL PAGE width 297 + 5 x 2 mm (bleed) height 420 + 5 x 2 mm (bleed) or width 267 mm height 380 mm</p> <p>\$12,000</p>

PAYMENT

Advance 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.

*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) 232-1768

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, color 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

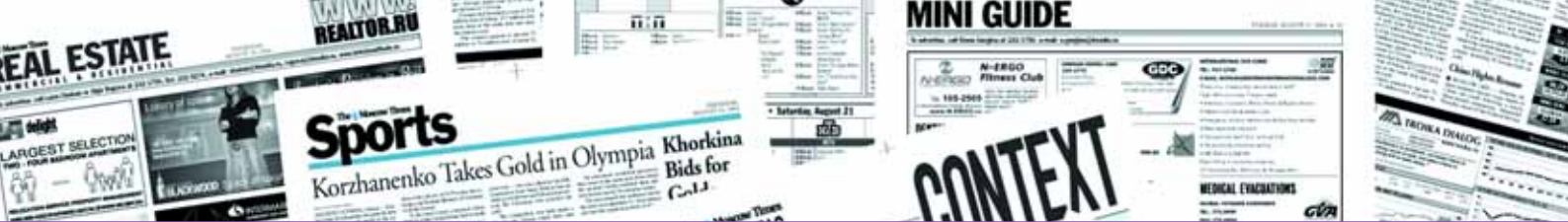
If you are unsure of how to translate or write a text in English, we offer the services of our copy editors. Texts may be sent to fax: (495) 232-9284 or e-mail: 1@imedia.ru.

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

The  Moscow Times

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

WWW.THEMOSCOWTIMES.COM

Web site 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

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

** All prices include taxes stipulated under Russian legislation*

JOBS AND CAREER SECTION (www.careercenter.ru)

contains helpful information for both employers and job seekers.

CONFERENCES SECTION (www.events.moscowtimes.ru)

information about seminars and conferences organized by The Moscow Times

Users of www.themoscowtimes.com represent an international audience accessing reliable and precise information about Russia. The site's audience is approximately 13 000 visitors per day and is predominantly made up of business people involved in investing, manufacturing, or making contacts in Russia, as well as tourists and representatives of foreign mass media.

SUBSCRIPTION FOR ONLINE SERVICES

(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

Advertising on www.themoscowtimes.com

Banners can be placed in several locations 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

Advance 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) any page	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
Special placement	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)

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

* All prices exclude taxes stipulated under Russian legislation

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



subscription

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

The  **Moscow Times**

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

The Moscow Times subscriptions

The **Moscow Times subscription** is a unique service that allows you to:

- **SAVE TIME** – The newspaper will be delivered to you daily by 9 a.m.
- **RECEIVE YOUR FIRST ISSUE OF THE NEWSPAPER WITHOUT DELAY** – Delivery begins on the day after your subscription request is processed
- **OWN ALL THE INFORMATION** – Daily delivery is 100% guaranteed
- **RECEIVE ADDITIONAL BONUSES** – All newspaper subscribers receive free supplements: Real Estate Catalog, Business Review Jobs & Careers, and Real Estate Quarterly

PAYMENT

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

The Moscow Times is received daily by more than 3 000 subscribers.

Our list of subscribers includes major Russian and foreign companies: banks, oil companies, legal organizations, news bureaus, media holdings and embassies.

In addition to subscriptions for individual and corporate clients in Moscow, the newspaper can be delivered by mail to subscribers throughout Russia, as well as to international subscribers.

SUBSCRIPTION RATES FOR THE MOSCOW TIMES:*

Period	Moscow/ St. Petersburg	Europe	USA/ Canada	Other countries
1 month	\$38.5	-	-	-
3 month	\$99.0	\$236.5	\$264.0	\$324.5
6 months	\$176.0	\$434.5	\$489.5	\$599.5
12 months	\$328.9	\$847.0	\$946.0	\$1,166.0

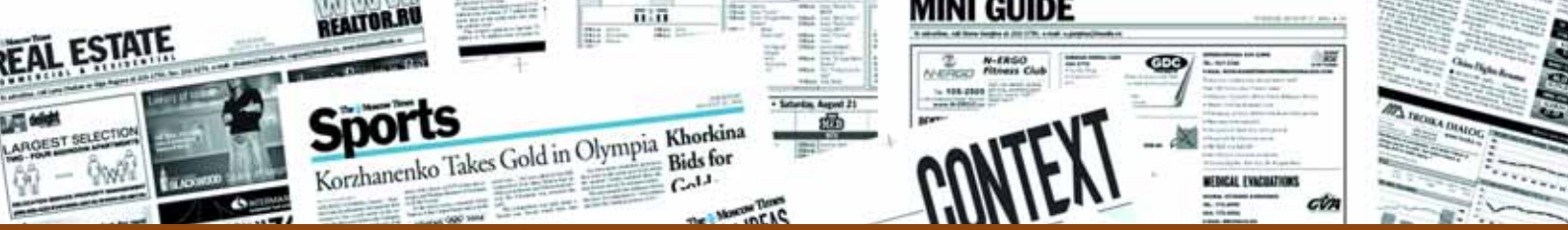
For more information contact:

tel.: (495) 232-9293

fax: (495) 232-9292

e-mail: subscr@imedia.ru

* All prices include taxes stipulated under Russian legislation



other marketing solutions

The  **Moscow Times**

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



The Moscow Times can offer advertisers and partners a wide range of marketing solutions to enlarge your advertising campaigns and ensure maximum impact for your brands or products.

With a comprehensive range of flexible distribution options on offer, The Moscow Times is the best vehicle to reach your target audience with highly visible, cost-effective tools such as wraparounds, stickers, belly bands and special packing.

The Moscow Times will help you deliver your message in the most efficient and powerful way.

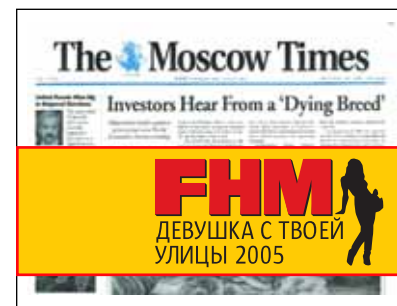
WRAPAROUNDS



STICKERS



BELLY BAND



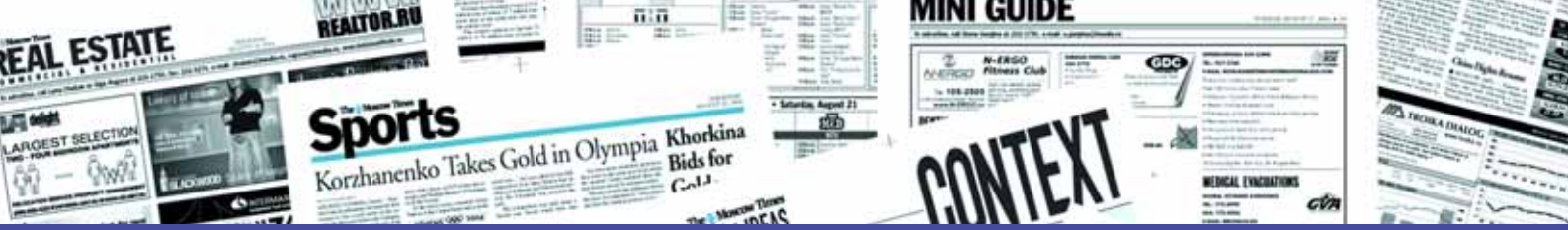
**All prices exclude taxes stipulated under Russian legislation*

For more information contact:

tel.: (495) 232-3200

fax: (495) 232-1764

e-mail: sales@imedia.ru



supplements and special editorial reports

The  Moscow Times

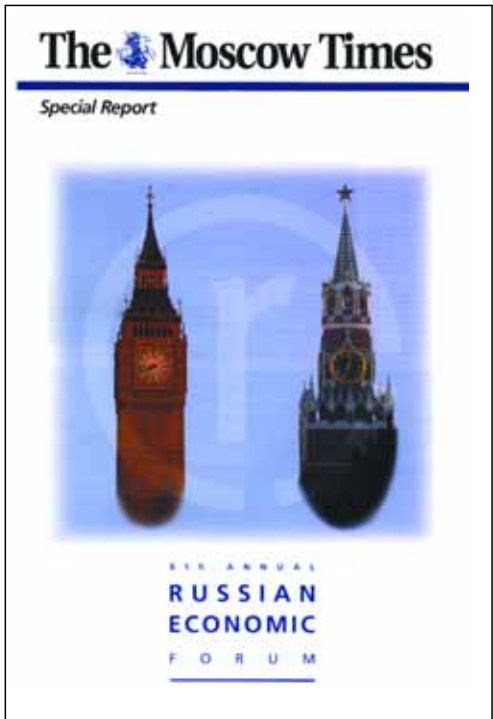
M E D I A K I T 2 0 0 6



The Moscow Times's Special Reports program takes an in-depth look at major economic, political, social, technological and cultural trends.

This high quality editorial environments provide a platform for advertisers looking to reach their target audience.

Special Editorial Reports are generally published with the main paper; Supplements are generally published as separate magazines and inserted in The Moscow Times.



For more information contact:

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

THE MOSCOW TIMES

Editorial and Advertising Sales

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Tel. +7 (095) 232-3200

Fax +7 (095) 232-1761

www.themoscowtimes.com

The  **Moscow Times**

The Moscow Times
RealEstate
CATALOG


REAL ESTATE
QUARTERLY

The Moscow Times
BUSINESS REVIEW