

Zdorovie

media kit



magazine

digital

website

social

Zdorovie Magazine

The Health Magazine Zdorovie is the 21st century advocate for Russian-speaking American consumers who choose to live healthier, happier lives. Whether our readers aspire to develop a more positive outlook, lose weight, or overcome a chronic medical condition, Zdorovie Magazine delivers beneficial information, advice, tools, guidance, and support.



Editorial

Zdorovie Magazine is the ultimate source of accessible easy-to-understand health information, attainable beauty solutions, trusted product reviews, fashion advice, recipes for healthy eating and a variety of fitness options to inspire an active lifestyle. Our publication delivers strategies that help the audience make little changes to achieve big success. With a “you-can-do-it” attitude editorial materials motivate readers to get strong in mind, body and spirit.



health &
medicine

30%



food &
diet

20%



beauty &
fitness

20%



family &
relationship

15%

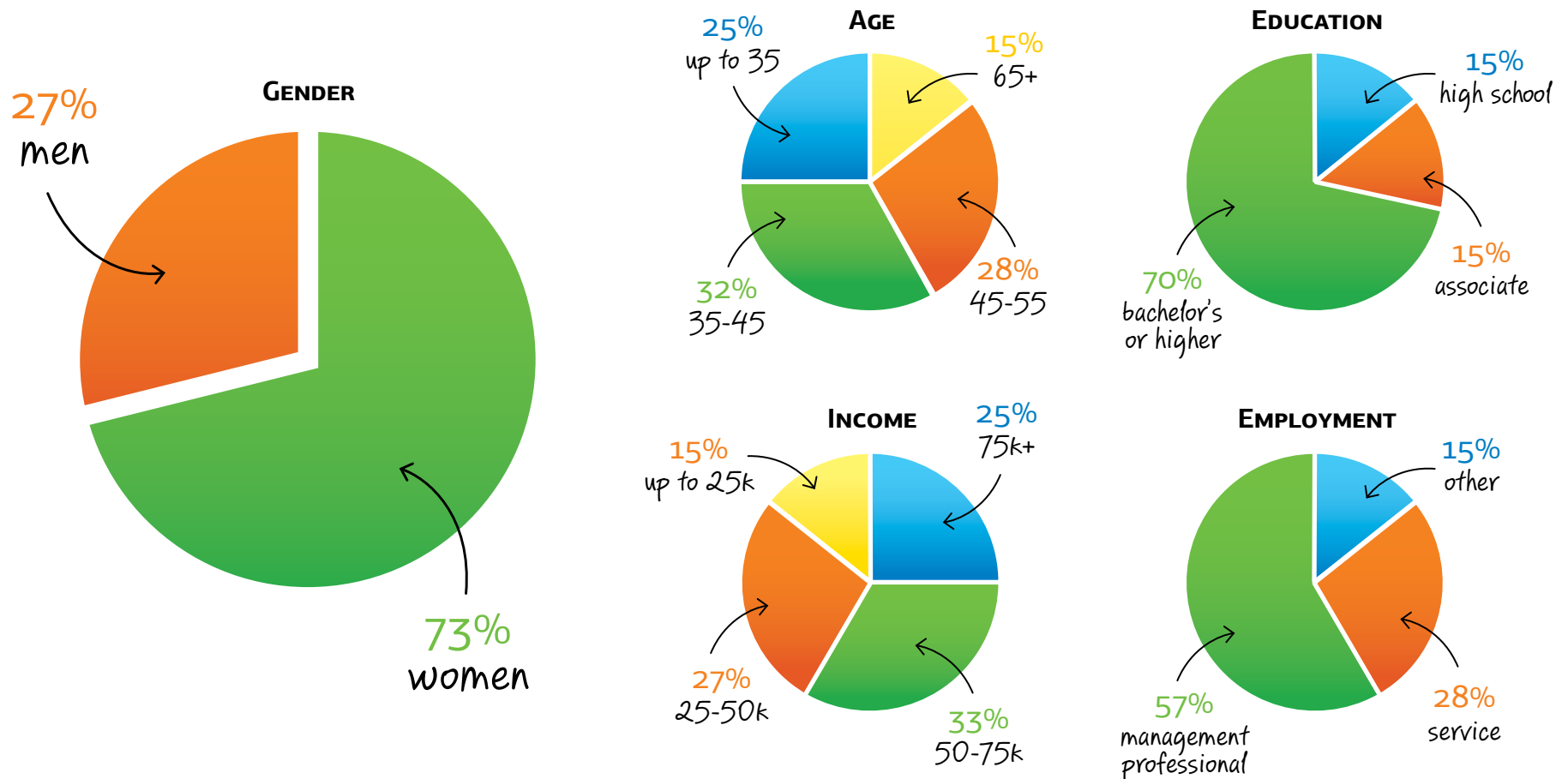


lifestyle &
travel

15%

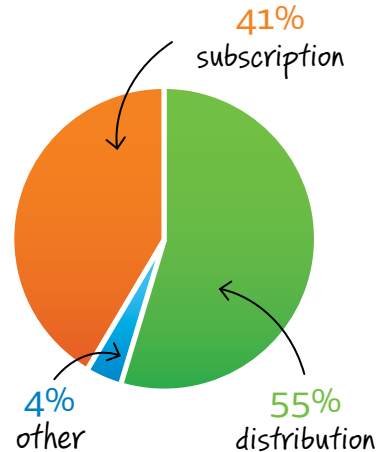
Market & Demographics

The market of Zdorovie Magazine is constantly expanding to accommodate the ever-increasing Russian-speaking US population and their focus on body image and self-improvement.



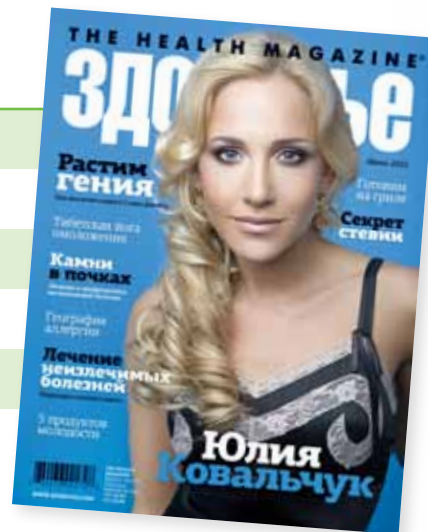
Circulation & Distribution

Zdorovie Magazine targets an audience of educated professionals. Average circulation is 125 000 which includes individual, sponsored and free subscriptions, direct sales. An important factor is readers per copy. Friends and family often read the same copy of the magazine.



Regional Distribution

New York	30 000
California	25 000
Pennsylvania	12 000
New Jersey	10 000
Florida	10 000
Other	38 000



Sizes & Specs

	Bleed* (<i>Trim Size</i>)	Non-Bleed
Spread	16.75 × 10.875	
Full page	8.375 × 10.875	7.375 × 9.875
1/2 Page		7.375 × 4.854
1/3 Page		4.610 × 4.854
1/6 Page		2.180 × 4.600
1/12 Page		2.180 × 2.220

* Add 0.125" for bleed.

Mechanical Requirements

- Please supply your ad completed with no changes
- Make sure your ad is the proper size
- We accept ads in PDF format
- Supply graphics at 300dpi
- Include or embed all fonts and images
- Make sure your ad is in CMYK, no RGB images
- Bleed ad: keep live matter .375" from all trim sides

Advertising Rates

<i>in US dollars</i>	1 ×	3 ×	6 ×	12 ×
Spread	2 400	2 200	2 000	1 800
Full page	1 500	1 400	1 300	1 200
1/2 Page	900	850	800	700
1/3 Page	500	450	425	400
1/6 Page	300	275	250	225
1/12 Page	200	175	150	125

Premium Positions

- Inside front cover, inside back cover and page one:
Add 15% to space and color.
- Back cover: Add 20% to space and color.

Discounts

Agency commission is 15% of gross billing allowed to recognized advertising agencies.

Zdorovie digital edition

It's all about distribution! The more channels you use, the more exposure you get. With our digital edition, we offer advertisers multiple channels to instantly reach millions of customers everywhere. Available on computers and tablets, it provides our advertisers with an ideal branding platform and fast-growing scale in a cutting-edge, dynamic environment. Our digital edition transcends the printed page with interactivity and exciting social experiences.



There have been over 67 million tablet users in the US by 2013.



Distribution

Zdorovie Magazine is now tablet-user-friendly! People whose dynamic lifestyle requires them to be constantly on-the-go can access our magazine on their iPads and iPhones through the App Store wherever they are. Tablet edition appears just as in a printed version but with a benefit of interactive tools, such as links to your site, direct e-mail and phone-dialing options. Available soon on Kindle, BlackBerry, and Android devices.

PRESSA.RU Zdorovie Magazine has extended the boundaries of its accessibility by joining the Pressa.Ru website, which provides an interactive version of the magazine to computer, laptop, and tablet users.



Rates

	Dimension	Price
Tablet ad	Full page	\$ 1200
Insertion fee for existing magazine advertising	Full page	\$100

CIRCULATION Zdorovie Magazine continues to enhance our digital assets for both consumers and advertisers. By the end of 2012, digital edition circulation has reached 10000 viewers per month and the number is growing rapidly.



Zdorovie website

Zdorovie.com is a guide for readers who want to achieve healthier lives through positive change. The resource gives actionable advice in an always positive, uplifting tone. From fitness and health to beauty and fashion to relationships and travel, we deliver a balanced mix of lifestyle and healthcare content to keep consumers on target with their goals. The editorial team of the website considers health the priority, not a luxury.



Audience

Zdorovie.com provides health information to men and women who are usually proactive health information seekers, always interested in medications, beauty care, household, food products. The website also targets young health oriented individuals who prefer to obtain information from the Internet. With trusted original content, innovative design Zdorovie.com offers key benefits for your brand:

- Reaching 35 000 readers monthly
- Over 100 000 pageviews monthly
- An audience of qualified health-seekers



Content

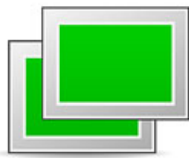
We are a source for original and timely health information on a vast variety of topics, including healthcare, medicine, diet & weight loss, recipes, fitness, beauty, and relationships. Our website combines the magazine content with the latest healthcare and medical news. Zdorovie.com provides users with:

- Credible content
- Vital information with a human touch
- Expert advice
- Fun, interactive and educational tools including quizzes, polls, assessments, contests and more
- Valuable information, tools and healthy living tips
- Newsletters on everything from heart disease to healthy living to skincare and beauty

Zdorovie.com provides users with a roadmap to a healthier life.

Advertising Opportunities

Zdorovie.com provides strategic advertising opportunities able to match your brand's marketing objectives through:



BANNER ADS

With Zdorovie.com advertising options you have the opportunity to reach engaged health information seekers who are looking for innovative new products and services.



ARTICLE MARKETING

Article submission is a powerful method of reaching customers with information about your product or services and gaining quality incoming traffic to your website.



VIDEO

Bringing your brand message to life by posting your video. There is a substantial number of people who prefer watching videos to reading. Through health related videos they receive relevant health information.



NEWSLETTERS

Opportunity to reach the audience via our monthly newsletters. Zdorovie.com's newsletters are delivered to active subscribers who have signed up to receive this targeted information.

Rates & Specs

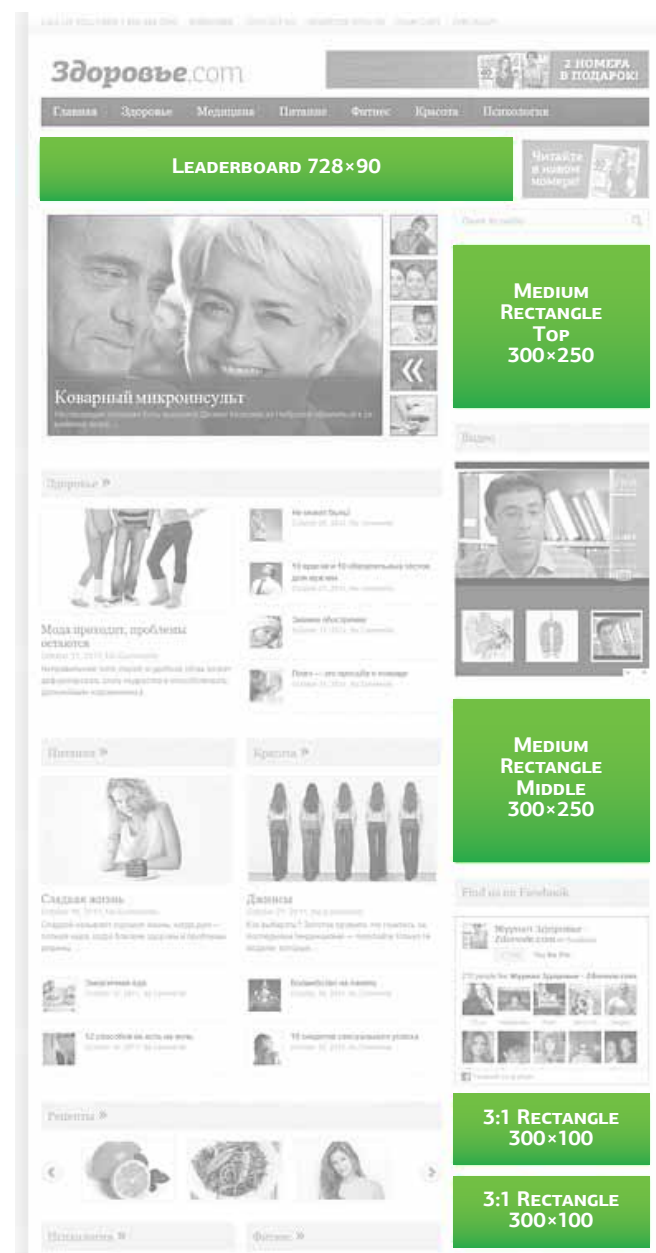
	Dimension	CPM
Leaderboard	728×90	\$10
Medium Rectangle Top	300×250	\$10
Medium Rectangle Middle	300×250	\$7
3:1 Rectangle	300×100	\$5

CPM BASIS Banners are sold by the impression on a CPM (cost per thousand) basis.

FOR ALL BANNERS Include the URL of the page the banner will point to, and an “alt tag” (a short description of your ad). For animated banners, please set them to loop no more than 3 times.

WEIGHT LIMITS .GIF, .JPG or .PNG files: 35K maximum, 72 dpi maximum. Flash banner: 35K maximum.

DEADLINES Once banner art is received, it takes a minimum of two working days to appear on the website.



Our Clients

Our clients' success is our number one priority! We go up and beyond to meet their expectations and needs, and it is our honor to have these and many other outstanding companies and businesses among our clients and friends:

AEROFLOT

AMINACH

AstraZeneca

citibank®


COMCAST

dadu®


DIRECTV®


**Holy Name
Medical Center**

la prairie
SWITZERLAND

 **Maimonides**
Medical Center

 **MasterCall**
COMMUNICATIONS

MoneyGram® 

 **NOVARTIS**

SIEMENS


verizon

**WESTERN
UNION** | |®

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