



Women's Time Magazine

Media Kit



Women's Time Magazine is a Russian Magazine.
It is published by Publishing House “ Skorost Sveta”

Each issue delivers a feel good-mix of heart warming human interest stories and practical solutions for everyday.
The whole project - combines the value of Life which have always attracted and attracts the reader's interest, thus gaining confidence in the article, services offered , recommendation, advertorial and etc. published in the magazine.
Offers unconventional ideas and always exclusive content.

The unique concept

Positive colorful design

Always unique and only popular content

Only an exclusive interview

Special guests

Independent experiments



Frequency: 4 times a year
Volume: 100 pages

Printing: full color

Circulation: 15,000 copies (printed)
Format: travelers kit (175 * 220)

Paper: glossy

E-version : for I store and android Market
Free down load from www.womenstime.ru **Language:** Russian

Email distribution
to subscribed clients 100 000



CATEGORIES >>

Each magazine has unique CONCEPT with fascinating and important themes, and SPECIAL CATEGORIES

Man and Woman / My favorite / Psychologist / Women`s Time answers
(Articles and practical expert advice, answers to readers' questions)

Style (opinion -designers, stylists, interviews, news, fashion)

Beauty and Youth (tips for caring about quality products and services)

Healthy Living (recommendations of products and services)

The Anchor on the cover (the guest rooms - an exclusive interview with a celebrity)

Meetings with the Stars (interviews with famous people in the world of show business)

Who Am I (interviews with successful people in the business world, the secrets of success)

The impossible is possible (unusual news, new technologies)

Investments (news from the world of finance and real estate, expert advice)

Men`s Time (Men`s view for and about women)

Women`s Time Recommends (products and services, tests, experiments)

Leisure (independent opinion - restaurants, clubs in the capital)

Recreation and Travel (where to spend your holidays - GUIDE for a country)

Event (announcement and coverage of social events of the capital and not only)

Comfort House (GUIDE - a new style: the interior, appliances, furniture, dishes, etc.)

Recipet of the issue, and other fascinating headings that are popular with readers





AUDIENCE >>

Gender 80% women, 20% men

Age 20-35 years - 25%, 36-50 years - 60%, more than 51 - 15%

Marital status Married - 40% are not married - 60%

The average monthly income..... 50 000 - 15%
50 000-100 000 - 50%
100 000-150 000 - 20%
More than 150 000 - 15%

The main target audience

Women 35 +, active, business, successful, with incomes above the average and high seeking to improve life in various spheres.

Total number of Readers more than 100 000 people.

DISTRIBUTION >>

Business Centers category A & B+ 300 outlets
Beauty Parlour & Elite Spa centers of Moscow 900 outlets

And other beauty salons, spas, ayurvedik & yoga centers ,salons, restaurants, clubs, business centers, and other prestigious places of the capital / all addresses and a photo report on the www.womenstime.ru

Journal WOMEN `S TIME is the media partner on the bright, cultural and business events in Moscow
Constant presentation of the journal in private and social events.

ADVERTISEMENT >>



Women's Time

Cost of 1/1 page (177 * 225)	2000 Euro
Cost of half page - vertical layout (87 * 225).....	1300 Euro
Cost of 1/3 page - vertical layout (47 * 172).....	900 Euro
Cost of 1/3 page - horizontal layout (177 * 75).....	900 Euro
Cost of 1/4 page (88 * 112).....	750 Euro
The cost of one tenth of the band (88 * 45).....	300 Euro
The cost of Double spread Page.....	3800 Euro
Cost of an Article / Advertorial for 2 pages	2000Euro

Special Pages

Last cover Page (4).....	5000 Euro
Inner cover Page (3).....	3800 Euro
Inner cover Page (2).....	3800 Euro
Front Cover Page.....	individually
1 st DSP.....	5500 Euro
2 nd DSP.....	5000 Euro
3rdDSP	4500 Euro
Ad next to Special ** Page.....	2500 Euro
1/2 page - vertical layout - Special ** Page (87 * 225).....	1400 Euro

Spetspozitsii ** - content, Editor,

Each advertisement and advertorial is discussed individually
 Bonus, discounts, promotions, special offers
 Details contact advertising department



Contact

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