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## ON THE EDGE OF STYLE

Harper's Bazaar is a must-have for every woman!

The audience of Harper's Bazaar is millions of sophisticated women all over the world who have their own point of view regarding style and fashion.

Elegancy and extravagancy define individual sophisticated style of Bazaar.

Bazaar's fashion stories have always been simple but chic at the same time for more than 140 years; the simplicity of the Brassai's photographic language and the power of the Avedon arts are enchanting.

Harper's Bazaar is able to fulfil the cherished desires and to update the life of any girl!

Harper's Bazaar is being issued in 27 countries. More than 3 million people read it every month!

## CONTENTS

**Fashion** Hot & new, details, catwalk reviews, fashion trends, must-haves, accessories.

**Diary** Music, cinema, theatre, literature, art, gifts, traveling.

**Beauty** Products, make-up, hairstyles, health and wellness.

**Bazaar** Lifestyle, fashion shooting, interviews with celebrities, interior.

**Flashing** People, events, high society all over the world.

## READERSHIP

The majority of Harper's Bazaar readership is 25–34 year old females with an above the average and high income.

### Gender

Female 82.7% Male 17.3%

### Age

16–19 10%

35–44 21.5%

20–24 17.5%

45+ 19%

25–34 32%

### Employment

Employed 70% Not employed 30%

### Education

High education 54% Secondary education 46%

### Social status

Business owners, managers, officers 57%

Students 12.5%

Housewives, young mothers 9%

### Income level

Above the average, high 73.2%

### Visit frequently

Restaurants/clubs 79%

Beauty salons 75%

Cinemas 61%

Theatres 34%

Fitness clubs 29%

Discotheques 22%

Research: NRS-Moscow (16+), March–July 2009

## SPECIAL PROJECTS

An effective advertising tool which allows you to create a memorable image of the product, use it effectively to distinguish yourself from the others and have a lasting impact on reader's senses by means of colour, form and text.

## DISTRIBUTION

Harper's Bazaar monthly circulation is 120 000

Moscow 65.24%

St. Petersburg 5.88%

Ural 3.34%

Siberia 3.22%

Far East 2.73%

Volga river area 3.59%

Baltic countries 1.31%

Ukraine 7.84%

Belorussia 1.31%

South 2.81%

Other regions 2.73%

## ADVERTISING RATES

### VOLUME

1/1 page 13550 €

1/2 page 8603 €

1/3 page 6314 €

1st Spread 39119 €

2nd Spread, 3rd Spread 33925 €

4th Spread, 5th Spread, DPS between special positions 31490 €

Cover Gatefold 39119 €

3rd Cover 19478 €

4th Cover 32691 €

### SPECIAL POSITIONS

SP in Details Section 17206 €

Special positions (Contents, Horoscope, Masthead, Editor's Letter, Things, Inspiration, Letters) and others 19478 €

Spread 27101 €

### EXTRA CHARGES

for the first third +15% 15583 €

for the first half +10% 14905 €

Special advertising section (minimum 4 consecutive ad pages) (maximum discount – 15%) 6154 €

### DISCOUNTS

Advertising agency discount 15%

Maximum volume discount 30%

Maximum discount for covers and 1st spread 25%

## EDITORIAL CALENDAR

Issue	Placement Confirmation	Submission of Materials	Release	Release Confirmation for the ad placement on the covers, supplements and complex inserts	Provision of materials for the covers, supplements and complex inserts
01`10	13.11.2009	20.11.2009	22.12.2009	06.11.2009	13.11.2009
02`10	11.12.2009	18.12.2009	26.01.2010	04.12.2009	11.12.2009
03`10	12.01.2010	22.01.2010	23.02.2010	05.01.2010	15.01.2010
04`10	11.02.2010	19.02.2010	23.03.2010	04.02.2010	12.02.2010
05`10	11.03.2010	19.03.2010	20.04.2010	04.03.2010	12.03.2010
06`10	09.04.2010	16.04.2010	18.05.2010	02.04.2010	09.04.2010
07`10	14.05.2010	21.05.2010	22.06.2010	07.05.2010	14.05.2010
08`10	~	~	~	~	~
09`10	15.07.2010	23.07.2010	24.08.2010	08.07.2010	16.07.2010
10`10	11.08.2010	20.08.2010	21.09.2010	04.08.2010	13.08.2010
11`10	09.09.2010	17.09.2010	19.10.2010	02.09.2010	10.09.2010
12`10	14.10.2010	22.10.2010	23.11.2010	07.10.2010	15.10.2010

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