

SPEAR'S

PRIVATE BANKING AND WEALTH MANAGEMENT MAGAZINE

RUSSIAN EDITION



A private banking & wealth management magazine

media
PBWM

SPEAR PUBLISHING LIMITED

MEDIACRAT
THE ARTISTS OF MEDIA BUSINESS

SPEAR'S. *A Direct Hit*



Alexander Gafin, Editor-in-Chief, SPEAR'S Russia

Readership

Similar to the original London-based edition, SPEAR'S Russia targets two main audiences – high and ultra-high net worth individuals*, as well as private banking & wealth management industry professionals.

Editor-in-Chief

Alexander Gafin is the Editor-in-Chief of SPEAR'S Russia. Mr. Gafin is a highly reputable expert in the Russian banking industry. He is a professional writer, full member of Russia's Commission for UNESCO and of the American Pushkin Academy of Arts, as well as laureate of the Golden Pushkin Medal for Patronage of the Arts.

* *High Net Worth Individuals (HNWIs) hold at least US\$1 million in financial assets, excluding collectibles, consumables, consumer durables and primary residences. Ultra-High Net Worth Individuals (UHNWIs) hold at least US\$30 million in financial assets, excluding collectibles, consumables, consumer durables and primary residences (Word Wealth Report by Capgemini & Merrill Lynch).*

SPEAR'S RUSSIA. *Key Events*



SPEAR'S Russia Launch
London, 29 September 2008



SPEAR'S Russia Launch
Moscow, 15 October 2008



ALL YOU NEED IS LOVE Charity Event
Moscow, 16 June 2009



SPEAR'S Russia Wealth Management Awards 2009
Moscow, 26 November 2009



SPEAR'S Russia Wealth Management Awards 2010
Moscow, 25 November 2010

EDITORIAL *Formula*



Truly successful investment ideas, family asset management advice, wealth taxation issues, interviews with Russian millionaires and private banking & wealth management industry masterminds – such are the main editorial priorities of **SPEAR'S Russia**.

Among the authors and columnists of **SPEAR'S Russia** are the most highly reputable experts, such as Ivan Pictet (Pictet & Cie), Raymond J. Baer (Julius Baer), Graham Harvey (Scorpio Partnership), Andrei Movchan (Third Rome), prince Hans-Adam II (LGT Group), Alexander Dobrovinsky (Dobrovinsky & Partners), Dr. Hans Vontobel (Vontobel Group) and many others.



DISTRIBUTION *System*



The *direct hit* principle and highly affluent audience of SPEAR'S determine the publication's special distribution system:

32%

Subscription and direct mail distribution to VIP addressees (including Friends of the Editor-in-Chief database), **distribution** in favourite travel destinations of wealthy Russians – **Forte dei Marmi, Marbella and Monaco**

Worldwide distribution

of the electronic version at 

30%

Privileged direct mail to clients of SPEAR'S partners – banks and financial organizations providing private banking & wealth management services

20%

Distribution aboard Transaero airlines in Imperial Class on all destinations, in Business Class on Moscow – St.Petersburg – Moscow flights and in Transaero Business Lounge in Moscow's Domodedovo airport; distribution aboard British Airways (London – Moscow – London, First Class), Qatar Airways (London – Moscow, First Class), Aeroflot (London – Moscow, Business Class), Air Astana (London – Almaty, Business Class), in BMI business lounge in London and aboard BMI (London – Moscow, Kiev, Yerevan; Business Class)



10%

Privileged direct mail to members/partners of the Russian Union of Industrialists & Entrepreneurs (RSPP)

8%

Distribution in other large cities of Russia, **direct mail** to members of the Russian community in London through SPEAR'S United Kingdom VIP Database, **distribution** at specialized events



INFORMATION *for Advertisers*



Frequency

6 issues per year

Print Run

21,000 copies

Publication Schedule

Issue	Ad close	Release
#1 (10) December 2010–January 2011	19 November	03 December
#2 (11) February–March 2011	01 February	15 February
#3 (12) April–May 2011	25 March	08 April
#4 (13) June–July 2011	27 May	10 June
#5 (14) August–September 2011	22 July	05 August
#6 (15) October–November 2011	23 September	07 October
#1 (16) December 2011–January 2012	18 November	02 December

Ad Rates

Full Page	EUR 10,000
Special Page (<i>opposite the Editor's letter, contents, etc.</i>)	EUR 14,000
Full Page (<i>first 1/3 of the magazine</i>)	EUR 12,000
Advertorial Page	EUR 12,000*
Double Page Spread (DPS)	EUR 14,000
First DPS	EUR 21,000
Second DPS	EUR 18,000
Third DPS	EUR 16,000
Third Cover	EUR 14,000
Fourth Cover	EUR 23,000

Discount System

- Discounts for new clients – 5%
- Discounts for advertising agencies – 15%
- Discounts for long-term clients (accumulative):

Number of placements	1–2	3–4	5–6
Discount	5%	10%	15%
- Special positioning markup – 15%
- No-competitor status markup – 40%

Technical Requirements

- Trim size: **210x270 mm**
- Advertising packages are accepted in TIFF and EPS formats
- Halftone illustrations of necessary size should have a resolution of at least 250 dpi (300 dpi for covers)
- Total ink limit is 340%
- Printouts of advertising materials are obligatory (preferably in color). The printouts must be signed into print with the issue date indicated. Printouts must correspond to their electronic versions
- Colors of printouts may differ from those in color tests

Full technical requirements are available upon request

**Exclusive of production costs*



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