

# ВЕДОМОСТИ Как потратить

published together with The Wall Street Journal and Financial Times



## Effective advertising solutions 2015



# ВЕДОМОСТИ Как ПОТРАТИТЬ

## About the supplement

- «Kak Potratit» project — is a result of unique partnership of The Wall Street Journal, The Financial Times and Independent Media Sanoma Magazines.
- “Kak Potratit” is an integral part of “Vedomosti” business daily.
- It is an innovative and stylish glossy magazine that compliments the lifestyle of “Vedomosti” readers perfectly.
- Defines for our wealthy but busy readers who like to indulge in the finer things in life, what is fashionable and stylish.
- Aimed at both male and female affluent audience with serious recreational money and high propensity to spend.
- The features are lighthearted , sometimes irrelevant and appeal to our readers’ sense of fun and adventure.
- It focuses on the business of pleasure and chic.
- It provides advertisers with a superior glossy environment in which to showcase the products to their best advantage.

## Statistics on Vedomosti & Kak Potratit’\*

- ❁ 61% exclusive audience (read Vedomosti only)
- ❁ 68% loyal readers (read every issue)
- ❁ Audience volume in Russia - 201,5 thousand people
- ❁ Audience volume in Moscow – 133,2 thousand people
- ❁ More than 230 000 registered members in Vedomosti.ru readers’ club.
- ❁ 20 300 paying digital subscribers
- ❁ Total circulation of Kak Potratit’ in Russia - 67, 500 copies

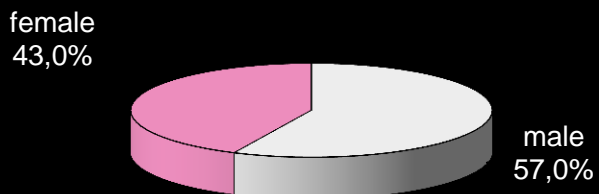
\*Vedomosti readership. Glossy supplement «Kak Potratit» is an integral part of Vedomosti business daily.

Source: Gallup National Survey Moscow (16+) Sep’14 – Febl’15

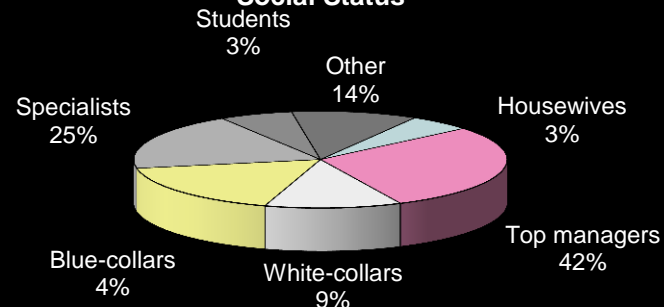
Glossy supplement to business daily «Vedomosti»

**ВЕДОМОСТИ**  
**Как ПОТРАТИТЬ**  
**Audience Profile\***

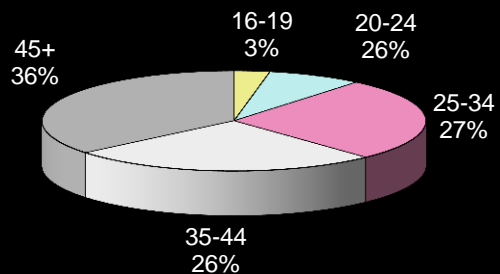
**Gender**



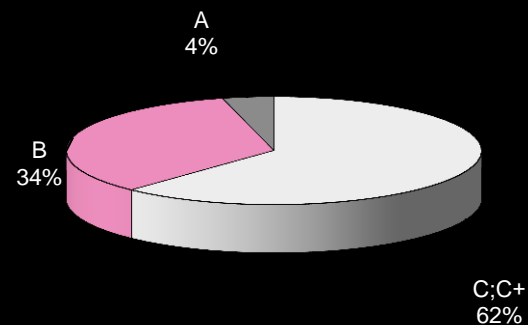
**Social Status**



**Age**



**Income**



\*Vedomosti readership. Glossy supplement «Kak Potratit» is an integral part of Vedomosti business daily.

Source: Gallup National Survey Russia (16+) Dec'13 – Aipril'14

## Distribution map



1. Kak Potratit' – Moscow issue - 50 000 copies ;
2. Kak Potratit' – St. Petersburg issue – 11 500 copies;
3. Kak Potratit' – The Urals region issue including Ekaterinburg - 1 200 copies;
4. Kak Potratit' – Southern region issue including Rostov on Don and Krasnodar - 3 000 copies.
5. Kak Potratit' – Volga region issue including Kazan, Samara, Nizhny Novgorod - 4 500 copies.

# ВЕДОМОСТИ Как ПОТРАТИТЬ

## Readers

- Are loyal “Vedomosti” readers
- Wealthy but busy men and women who like to indulge in the finer things in life
- Affluent consumers who can be difficult to be reached using other glossy media
- Have serious recreational money and high propensity to spend
- Those who follow new tendencies but mostly rely on their own taste
- As a rule do not read glossy magazines

# ВЕДОМОСТИ Как ПОТРАТИТЬ

## Releases

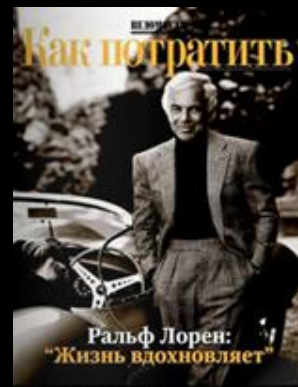
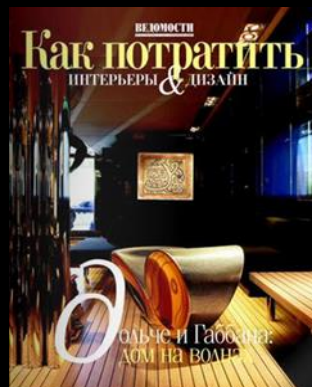
Released 16 times a year: 8 regular + 7 specials

### Regular

- «Kak potratit» (February, March, April, June, September, October, November, December)

### Specials

- «Kak Potratit. Fashion Business» (twice a year – March, September)
- «Kak Potratit. Watches & jewelry» (once a year -May)
- «Kak Potratit. Interiors and design» (twice a year – April, October)
- «Kak Potratit. Style» (once a year – November)
- «Kak Potratit. Gifts» ( once a year – December)



# ВЕДОМОСТИ Как потратить

## Editorial sections

“Kak Potratit” covers a diverse range of topics to cater for both male and female audiences.

Male/Female percentage is almost equal 39 women / 61 men

The regular sections are as follows:

- Fashion Icons
- History of the Famous Brands
- Aristocratic Family Portfolios
- Shopping Guide
- VIP Weekend
- Practicum on Luxury Goods & Exclusive Services
- Test-drives of exclusive cars





# ВЕДОМОСТИ Как ПОТРАТИТЬ

## Fashion Business

### Fashion Special , Releases in March and September

- Tells the reader about Fashion as an industry and the arrangement of the World of Luxury.
- Brings out secrets of successful business
- Provides exclusive interviews with owners of fashion brands, groups, factories
- Features new strategic developments which are of great interest not only to business - owners, but also to anybody who has any interest in luxury
- Covers innovations and historic experience of leading fashion brands



# ВЕДОМОСТИ Как потратить

## Watches & Jewelry

### Special issue, Release in May

- Covers all the newest and hottest tendencies in the field of Watches and Jewelry manufacturing, presented in Basel and Geneva each year
- Features are of great interest both to the expert, and the beginner
- Exclusive interviews with leading masters of watches and jewelry
- Reports from watches and jeweler factories with and in-depth coverage of some exclusive techniques
- A diverse variety of products shown allows the reader to choose what appeals to his own taste
- For the VIP clients – the coverage of exclusive and unique products of limited series and editions.



# ВЕДОМОСТИ Как потратить

## Как Potratit. Interiors and design

Special issue, Releases in April and October

Distribution among Interior & Design **PROFESSIONALS:**

- Architect and Design buroes ,
- Interior Groups of Developers' companies
- largest Real Estate companies

- **Main story** - market trends, experts' forecasts and comments
- **Sitting on a sofa** – discussions and interviews with the creators and owners of different furniture brands, salons and designers
- **Workshop** - detailed stories of unique new products and technologies
- **News desk** – news from the market – new furniture salons opening, accounts from auctions round the world.
- **History** – interesting historic facts on different kinds of furniture, written in a leisurely engaging style
- **Reports** - accounts from world furniture salons, new trends likely to affect the market
- **Salon KP** - photographs of interior designs with models
- **Details** – focused photographic accounts dedicated to specific objects/trends (chairs, tiles, floors, tables).
- **Antiquities** – mini-interviews with the collectors of all kinds of interior rarities, history of furniture objects, calendar of events, announcements of the coming auctions.
- **Rooftop** – real life stories from a person, ready to invite us to his home
- **Renovation** - practical stories: best sites on home renovation, professional advice
- **Homeward bound** – closing rubric – brief accounts on most memorable renovations



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**Gifts**

## Xmas Special , Release in December

- Beautiful Special Xmas Issue covering a wide range of GIFTS for Christmas and New Year.
- For Him. For Her. For Kids. For Close ones that you want to pamper.



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Advertising  
Rate card 2015

# ВЕДОМОСТИ Как ПОТРАТИТЬ

## Spreads



First spread

1 400 000 rubles

Spreads before Contents in the  
first tunnel,

Spread between Contents

Central spread

1 270 000 rubles.

# ВЕДОМОСТИ Как ПОТРАТИТЬ



## Page

556 500 rubles.

## Back cover

780 000 rubles.

## Inside Back Cover

556 500 rubles.

## RH Page Opposite Contents

645 000 rubles.

## RH Page Opposite Editor's Letter

645 000 rubles.

## Page Accent

645 000 rubles.

## ½ page

336 000 rubles.

Advertising Agency Discount 15%

Maximum Discount For Back cover 10%

\*All prices are subject to VAT (18%)

Glossy supplement to business daily «Vedomosti»

# Schedule for 2015

## RELEASE DATES:

- February 16
- March 02
- April 13
- June 15
- September 07
- October 12
- November 09
- December 14

## CLOSING DATE:

- January 16
- January 30
- March 13
- May 15
- August 07
- September 11
- October 09
- November 13

## AD DEADLINES:

- January 23
- February 06
- March 20
- May 22
- August 14
- September 18
- October 16
- November 20

## KAK POTRATIT FASHION BUSINESS

- March 16
- September 14

- February 13
- August 14

- February 20
- August 21

## KAK POTRATIT WATCHES & JEWELRY

- May 18

- April 17

- April 24

## KAK POTRATIT INTERIORS & DESIGN

- April 06
- October 05

- March 06
- September 04

- March 13
- September 11

## KAK POTRATIT STYLE

- November 16

- October 16

- October 23

## KAK POTRATIT GIFTS

- December 01

- October 30

- November 06



# Key Advertisers

## ВЕДОМОСТИ Как ПОТРАТИТЬ

Alta Gamma  
Ancora  
Ararat Hayatt  
Armani Casa  
Alpina  
Alberto Suardiani  
Angelo Galasso  
Audemars Piguet  
Audi  
Aurum  
Baccarat  
Bacardy  
Bang&Olufsen  
Baldessarini  
Baume & Mercier  
BEBITALIA  
Bentley  
Bernardaud  
BMW  
Bork  
Bosch  
Breguet  
Brietling  
Brioni  
Brunello Cucinelli  
Bvlgari  
Burberry  
Canali  
Carlo Pazolini  
Caran d'ACHE  
Castanga Uomo  
Cybarco  
Cartier  
Carrera&Carrera  
Corneliani  
Chanel  
Chaumet  
Chivas Regal  
Chopard  
Chloe

Christie's  
Christian Dior  
Corneliani  
Courvoisier  
Daum  
De Beers  
De Grisogono  
De La Cour  
De Longhi  
Denview  
De Witt  
Delaneau  
Diageo  
Dolce&Gabbana  
Dom Farfora  
Dunhill  
Escada  
Ermenegildo Zegna  
Emile Marqu  
Faberge  
Fope  
Four Seasons  
Frette  
Frederick Constant  
Frey Wille  
Il Nature  
Giorgio Armani  
Girard Perregaux  
Glenmorangie  
Gorenije  
Graff  
Gucci  
Harry Winston  
Hennessy  
Hermes  
Hugo Boss  
IWC  
Jaeger Le Coultre  
Johny Walker

Kashemir&Silk  
Kiton  
Knight Frank  
Land Rover  
Lange and Sohne  
Lanvin  
Leading Hotels of the World  
Lexus  
Loewe  
L'Oreal  
Loro Piana  
Louis Vuitton  
Lladro  
Martell  
Martini  
Maserati  
Mercedes  
Mikimoto  
Miele  
Mont Blanc  
Nokia  
Olmeca  
Panasonic  
Parliament  
Parnigiani  
Patek Philippe  
Philips  
Porsche  
Pomellato  
Prada  
Ralph Laurent  
Raiffeisen  
Ritz Carlton  
Rolex  
Roust  
Salvatore Ferragamo  
Saeco  
Samsung

Savio Firmino  
Sberbank  
Sobranie  
Scavolini  
Smalto  
Sony  
Sotheby's  
Stefano Ricci  
Tag Heuer  
Tibaldi  
Tiffany  
Tissot  
Tod's  
Tosato  
Toyota  
Troika Dialog  
Trussardi  
Vacheron Constantin  
Van Cleef & Arpels  
Vertu  
Visa  
Whirlpool  
White Hall  
Yves Saint Laurent  
Yves Solomon  
Zenith  
Zilli  
Uomo Collezioni  
Ulysse Nardin

And Shopping Centers:  
GRAND, EVROPEISKIY,  
VREMENA GODA

## Contacts

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