

МЕДИА КИТ

мое дело
МАГАЗИН
Business Publication on Retailing

2021



www.mdmag.ru

OUR MAGAZINE

Frequency: 4 issues per year

Pages: 64 + cover

Circulation: 60,000 copies

95% of readers handle purchases

MISSION STATEMENT

To serve as a platform where retail professionals could exchange practical experience.

To save retailers' time by collecting and processing reliable information about the market.

To provide authoritative analysis of the market potential of new products.

To describe the experience of effective cooperation between retailers and suppliers.

To facilitate the creation of the retail specialists' professional community.

COMPETITIVE ADVANTAGES

- focus on practical experience
- professional opinions
- detailed, specific information
- use of multiple sources of information
- no covert advertising



DISTRIBUTION STRUCTURE

SECTORS



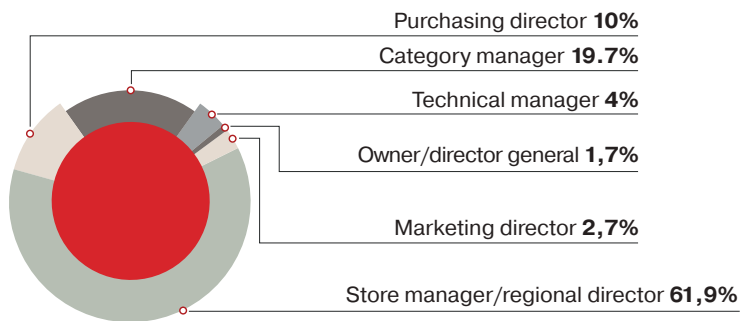
CHAIN SIZE



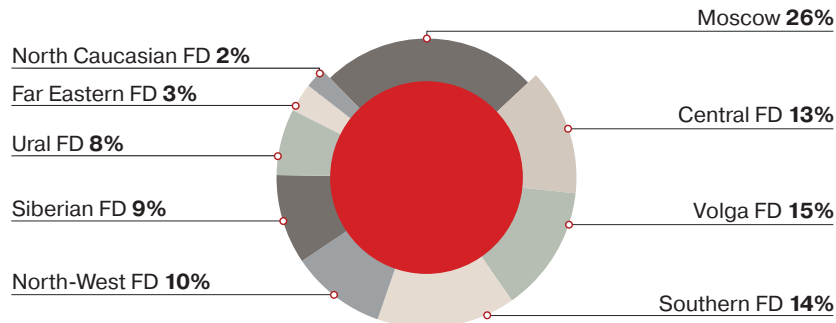
DISTRIBUTION CHANNELS



RETAIL IS AN AREA OF RESPONSIBILITY



GEOGRAPHY



MAIN SECTIONS OF THE MAGAZINE

RETAIL

Columns:

- Retail market news
- Articles by practical experts and consultants
- Surveys of retail executives on topical issues affecting the industry
- Articles about creative and original retail solutions
- Photo essays on Russian and foreign chains

ASSORTMENT

Columns:

- News from food manufacturers and suppliers
- Overviews of FMCG market segments, success stories of Russian food manufacturers
- Articles on effective solutions in private label manufacturing and managing in-house production
- New food product reviews

TOOLS

Columns:

- Automation
- Equipment

EXPERT COUNCIL

The urgency of the topics covered and the quality of the information provided are evaluated by members of the board of experts including:



Juri Nikitin
 General Director and Member
 of ANIX Trade Company's
 Board of Directors



Oleg Tsarkov
 Managing Partner
 of Svarog Capital
 Advisers



Igor Kovpak
 President of
 Supermarket Kirovskiy



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Kirill Tereschenko
 General Director of Azimut
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Ilya Ryapolov
 Sales Director
 of agroholding Goodwill

BASIC ADVERTISING RATES

	Sizes, mm		Price, rubles*	
	Width	Height	Full color	B&W
1/1 «bleed»	215	275	159 500	111 650
1/2 horizontal	215	137,5	97 440	68 150
1/2 vertical	110	275	97 440	68 150
1/3 horizontal	215	91,5	75 400	52 780
1/3 vertical	71	275	75 400	52 780
1/4 horizontal	215	68	64 670	45 240
1/4 horizontal	134	112	64 670	45 240
«business card»	122	53	12 000	8 000
4th page of the cover	215	275	203 000	•
2nd and 3rd pages of the cover	215	275	174 000	•
Gatefolder	426	275	290 000	•

* Prices do not include VAT (20%).

VARIANTS OF LAYOUT PLACEMENT ON A MAGAZINE PAGE

1/2 horizontal



1/2 vertical



1/3 horizontal



1/4 horizontal



1/3 vertical



1/4 horizontal



TERMS OF PAYMENT:

On the account of Delovoy Podkhod Publishing House Ltd.

Advertising agency commission: 15%.

LOOSE INSERTS (rates at request)

Timings by prior arrangement.

Inserts provided by advertiser.

Exclusivity is not guaranteed.

МАГАЗИН

мое дело
МАГАЗИН
всероссийское торговое издание

TECHNICAL SPECIFICATIONS FOR ADVERTISING MATERIALS

- All advertising materials must carry the word “Advertisement.”
- Advertising materials are accepted:
 - Adobe Illustrator up to version 10 (the file should be saved in EPS format, with all fonts converted to curves/outlines)
 - Tiff 300 dpi, meeting the exact specified size
 - in digital format on CD
 - by e-mail: ira@prph.ru
- For advertising layouts provided by the advertiser, color proof is required. Otherwise no claims will be accepted.
- If the advertiser’s activity is subject to licensing, advertising material must contain license number and the name of the body that issued the license.
- Advertising for products subject to mandatory certification must carry the phrase “Subject to mandatory certification.”



2021

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