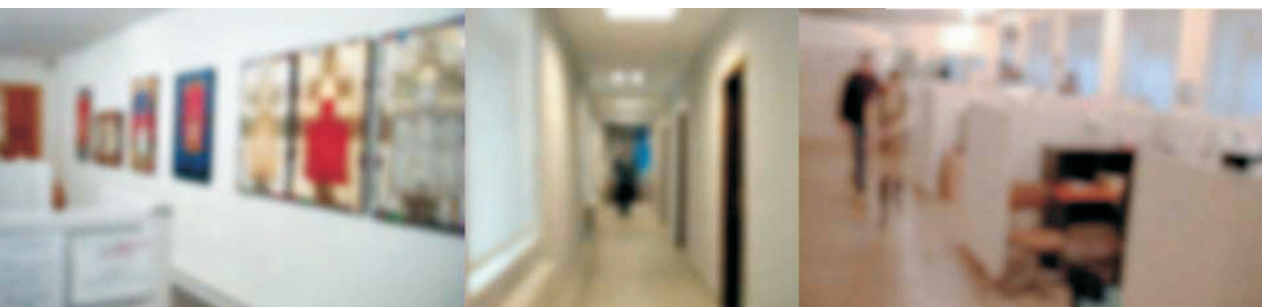




# FESSIONAL Journal



## MEDIA BUYER'S GUIDE



# 2011

профессионал

рекламно-сувенирного бизнеса



[www.profi.iapp.ru](http://www.profi.iapp.ru)

## CONCEPT

Our magazine is a professional tool, which we have been publishing since year 2002, and by now it has become really popular among people, involved in promotional business in Russian. We distribute our magazine to all Russian promotional companies. At the meantime there is above 2000 companies (in 2008). All the rest of edition is efficiently handed out during the Fairs. Every year we are taking part in, at least, eight Fairs in Moscow and four in St. Petersburg and our editorial staff is always having a booth on all those Fairs. During Fairs we hand out pretty much of our magazines and also we communicate a lot with our readers, potential subscribers and media buyers. We produce five issues per year, so it means that almost every second month (except summer months) our readers have possibility to know what's new in business and to observe offers of our advertisers.

Our site has been renewed recently and people can read the whole magazine also in internet. There are also archives with all previous issues of the magazine. Unfortunately, pages on Russian, but we have plans to publish short summaries in English, like we already do it in our magazine. Our magazine is the only one at our branch, which is distributed all over large country of Russia.

## Read from the same publisher:



<http://leader.iapp.ru>

<http://rpm.iapp.ru>

[www.profi.iapp.ru](http://www.profi.iapp.ru)

## CIRCULATION









2010	Closing dates	Publication date	Extra circulation
<b>Professional #46</b>	Editorials 28.01.2011  Classified section, News 01.02.2012  Ads 01.02.2011	05.02.2011	<b>IPSA</b> (Moscow) 8-11.02.2011 <b>Screpka-Expo, RAPPS</b> (Moscow) 15-17.03.2011 <b>Gifts. Spring 2011</b> (Moscow) 21-24.03.2011
<b>Professional #42</b>	Editorials 18.03.2011  Classified section, News 25.03.2011  Ads 25.03.2011	01.04.2011	<b>Design&amp;Advertising</b> (Moscow) 4-7.04.2011 <b>Christmas Time</b> (Moscow) 4-7.04.2011
<b>Professional #43</b>	Editorials 23.05.2011  Classified section, News 02.06.2011  Ads 02.06.2011	10.06.2011	<b>Rosupak</b> (Moscow) 15-18.06.2010
<b>Professional #44</b>	Editorials 22.08.2011  Classified section, News 29.08.2011  Ads 29.08.2011	02.09.2011	<b>IPSA</b> (Moscow) 13-15.09.2011 <b>Screpka-Expo</b> (Moscow) 13-15.09.2011 <b>RAPPS</b> (Moscow) 06-09.09.2011 <b>Gifts. Autumn 2010</b> (Moscow) 20-23.09.2011 <b>Advertising &amp; Information</b> (St.Petersburg) 12-14.10.2011
<b>Professional #45</b>	Editorials 24.10.2011  Classified section, News 07.11.2011  Ads 07.11.2011	11.11.2011	<b>Advertising technologies</b> (Kaliningrag) 17-19.11.2011

Professional Magazine is distributed to all promotional companies in Russia without obligation from both sides. Subscribers and IAPP members are distributed according with the concluded contracts.

Normal circulation is 3000 issues + 1000 for extra circulation.



## RATES & SIZES

Layout area	Format	Price, EUR	Size of bonus article*
	170x280 mm <b>Cover 1</b>	2.225,-	1/1 page
	40x10 mm 40x20 mm 40x30 mm 40x40 mm 40x50 mm <b>Super banners</b>	95,- 165,- 240,- 285,- 310,-	1/1 page
	210x280 mm <b>Cover 2,3</b>	1.725,-	1/1 page
	210x280 mm <b>Cover 4</b>	1.800,-	1/1 page
	210x280 mm <b>1/1 page</b>	1.650,-	1/1 page
	177x140mm <b>1/2 page</b>	790,-	1/2 page
	85x245mm <b>1/2 page</b>	790,-	1/2 page
	85x125 mm <b>1/4 page</b>	475,-	1/4 page

\*All advertisement formats buyers entitled to publish a bonus article aside of graphic materials.



## Classified section BANNERS

When you buy the following sized banner to some product index of classified section, we will print your Internet site address to a number of others product indexes on your choice FOR FREE.

The limit of free information depends on the size of banner and mentioned aside of the price.

Layout for ref.	Size	Price, EUR	Free strings
	40x10 mm	13,-	10
	40x15 mm	20,-	15
	40x20 mm	25,-	20
	40x40 mm	35,-	30
	40x50 mm	40,-	35
	40x60 mm	45,-	40
	40x80 mm	75,-	unlimited
½ column	40x120 mm	100,-	unlimited
1/1 column	40x250 mm	220,-	unlimited

## INSERTS

Insert	Price per pc, EUR
Total circulation insert up to 20 g	0,14
Total circulation insert up to 50 g	0,21

Part circulation inserts: handling charge 50 EUR

Further information on prices for other inserts, like Cd's, DVD's, leaflets, catalogues available upon enquiry.

## Technical information

Magazine size: 210x280 mm

Trim format page: 210x280 mm

Bleed format page: 216x286 mm

Resolution digital data: 300 dpi

Digital formats accepted: .pdf, .tiff, .jpg, .psd, .cdr (curved fonts), .ai, .fh.

Platform: PC

## REMARKS

Copy proofs will only provided upon request. For ads at reduced rates, no extra copies will be submitted since every ads buyer receive copy of Magazine as part of service. Additional copies may be supplied at extra charge of 6 euro per copy VAT excl. Printing material will only be returned upon request.

## Value Added Tax (VAT)

The rates listed are understood to be excluding the statutory VAT. Where applicable, VAT will be invoiced. Place of publication St.Petersburg, Russia

## Bank

OKOBANK, Helsinki, Finland

IBAN: FI67 5723 0220 4797 08

S.W.I.F.T.: OKOYFIHH

Account owner: Oy Leon Direct Ab

## Publisher

IAPP (International Association of Promotional Products),

Belovodsky 7,

194044 St.Petersburg, RUSSIA

Reg. no.: ПИ №2-6267 29.11.2002

## Advertisement

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Please, note reduced rates for advertising for IAPP members.

All IAPP Members are invited to have one publication in Professional Magazine free-of-charge once per annum. All further advertising rates reduced for 50%.

IAPP's annual fee is **350 euro**.

Further information on IAPP activities, please, see [www.iapp-spb.org](http://www.iapp-spb.org).

e-mail: [europe@iapp-spb.org](mailto:europe@iapp-spb.org) phone: +358-500-514849



## General Terms and Conditions

1. The publisher reserves for himself the right to reject orders for advertisements. This also applies to the single elements of a business deal. The publishing house is not committed to explain the rejection.
  2. The client is responsible for the on-time-delivery of the advertisement material.
  3. In case of a completely or partly unreadable, incorrect or incomplete publication of the advertisement, the client is entitled to a payment reduction or a substitute advertisement, but only to the extent to which the advertisement's aim was reduced. Further liability of the publisher is excluded. Complaints have to be made in writing within four weeks after the bill was received.
  4. If the client should not pay in advance the bill will be sent with a specimen copy. The bill is to be paid within the period stipulated in the price list (starting from the day the bill is received if no other period or payment in advance is agreed).
  5. On default of payment the publisher is entitled to interrupt the further carrying out of the order in progress until payment and can demand payment in advance for the remaining advertisements. In case of bankruptcy or enforced settlement any discount is dropped.
  6. Together with the bill the publisher delivers a specimen copy. If no specimen copy is available, the publisher will write out a legally binding certificate of the order instead.
  7. The client is to pay all costs resulting of any considerable change of originally agreed material.
- Further conditions of the publisher:
- a) The publisher does not take any liability for the correct reproduction of advertisements ordered by phone or for changes arranged by phone or for mistakes resulting of illegible writing down;
  - b) In case of a change of the list of advertising rates the new conditions are guilty immediately.

## Terms of payment

Bills are due after receipt of the invoice. The place where a contract is to be fulfilled and the court of jurisdiction is the headquarter of the publisher.

## Disclaimer

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