

MEDIA-KIT 2014

ЗАГОРОДНАЯ недвижимость

ЭКСПЕРТ ПО ЭЛИТНОЙ НЕДВИЖИМОСТИ

* THE SUBURBAN REALTY

** EXPERT IN PREMIUM PROPERTY

www.zagorod.com.ua

Mission of the Journal

The ZAGORODNAYA NEDVIZHIMOST magazine has been published since November, 2005. The magazine is recognized as the expert in the premium real estate market and the most efficient tool for real estate sale, attracting the clients to luxury goods and services. On the pages of our edition, you can find the exclusive information about hot offers for the suburban and office real estate. The latest offers regarding the luxury and premium apartments are also presented in the magazine. Our readers have an opportunity to keep abreast of the latest trends in construction, security, transportation fields, as well as energy saving technologies and other living needs. Besides, ZAGORODNAYA NEDVIZHIMOST also covers the social life and culture news, legal innovations, new openings for gourmets, connoisseurs of haute couture and other interesting events for leisure for the most fastidious audience, the successful and well-to-do people.



Target Audience

The readers of the ZAGORODNAYA NEDVIZHIMOST magazine are well-to-do citizens of Ukraine and foreigner interested in sale or purchase of the premium real estate, as well as the VIP-services and new technologies. Our readers are very interested in the tendencies of the Ukrainian suburban real estate. The most target audience is men (55%). The age-grade is from 30 to 60. These are the business owners, top-managers of the biggest companies, top-ranking government officials and wealthy people.



Cover

Space and freedom are of primary importance. The magazine's cover concept is designed to reflect one of the key values embodied in the suburban realty possession – the life built on the basis of the freedom of choice in the unlimited area. The sense of freedom and boundless personal space is one of the main factors leading people to the conscious choice of the country life style as dominating aspect and giving people the idea of buying house and grounds instead of flats which can be even of high quality and rather expensive but never spacious enough to feel absolutely free. That is why, beginning from the cover, you get the impression of deepening into the habitual area of personal freedom or you feel the desire to look into this world and try it on.

Cover Photo Requirements

The pictures should be saturated with positive emotions and excite the reader's vivid interest. Placement of sketches, collages, portraits on the cover is not planned.

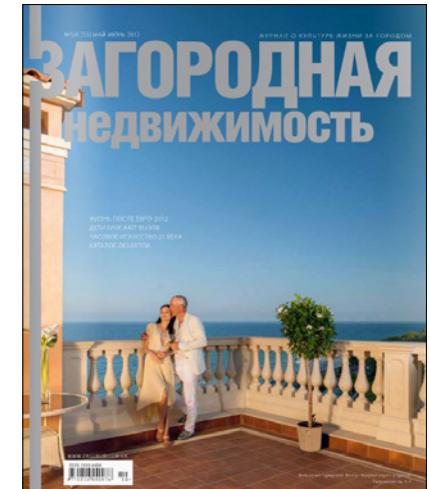
Key ideas of the cover:

- attractive object;
- original detail;
- sensational view;
- unusual accessory.

The cover object should not exceed 40% of the cover's area.

25% of the cover's area: a logo and ordering information.

35% of the cover's area: the space like the sky, the see, the forest or the meadow.



Technical Requirements

The magazine is published one to three months circulation of 15,000 copies.

The magazine is published 8 times a year, each issue makes 12 500 printed copies.

Number of pages:

- from 64 pages (including the cover) – the conceptual part;
- 16 pages (8 spreads) and more – advertisements;
- up to 32 pages – illustrated catalogue.

Format: 230 x 278 mm.

Paper: mat surface, density 115 g/m².

On the cover the printing with the fifth paint type (silver) is used.



Ads and Photos

The main principle of the magazine illustration is photos of high artistic merit. The objects should be foreshortened in such a way that you can feel the great space, ecological purity and the grace of architecture lines. Good photo variants of houses can be realized in the evening or in the night when rich electric lighting gives the building more advantageous view. If you take photos of people you should use special light effects, expensive entourage or create vivid emotional photos which uncover human character in everyday life.

Advertising Layout Requirements

The journal "Zagorodnaya Nedvizhimost" is a media product of premium quality, and the advertisements placed on its pages always meet its positioning.

In the magazine we place only image advertising layouts of premium brands. The models are accepted just for 1/1 page and a spread (an exception makes the "Catalogue" section).

The journal does not allow placing ads of poor design on its pages.

Poor advertising works are those with the defective composition, with too many fonts or unreasonably big text, unsuccessful color or style solution, unprofessional nesting or amateur shooting.



The Size of Advertising Layouts

A Page

After-cut format of a layout: 230 x 278 mm.

Cut allowance: 5 mm for each side.

Final size of the given layout: 240 x 288 mm.

You should take into account that in the joint spot (that is the binding edge) you lose up to 5 mm. We recommend you not to place important textual and graphical components nearer than 8-10 mm to the edge of the after-cut format. Thus, when you place the model on a page you avoid undesirable closeness of the elements to the borders.

A Spread

After-cut format of a layout: 460 x 278 mm.

Cut allowance: 5 mm for each side.

Final size of the given layout: 470 x 288 mm.

A Half-Page

At the end of the "Object Catalogue" you can place your layouts on one half of a page. The size of the given layout: 210 x 125 mm.

Layout Technical Requirements

Advertising layouts are accepted in two variants:

- TIF without compression, 300 dpi, CMYK;
 - Adobe Illustrator EPS, CMYK. Bitmapped images should be embedded into a file and have CMYK color model. Fonts should be converted to a vector format.
- Files in other formats are not accepted.

**+ 5 mm for the edge =
240x288**



**+ 5 mm for the edge =
470x288**

Price List

Advertising Layout

AD TYPE	SIZE (mm) *	PRICE **
The cover	230 x 278	15 000 EUR
The 3d cover	230 x 278	7 000 EUR
The 4th cover (back of the magazine)	230 x 278	10 000 EUR
The 1st spread	460 x 278	9 000 EUR
The 2nd spread	460 x 278	8 500 EUR
The 3d spread	460 x 278	8 000 EUR
A spread in the "Monitor Object" column	460 x 278	4 000 EUR
A page in the "Monitor Object" column	230 x 278	2 200 EUR
A page	230 x 278	2 200 EUR

Textual Information

AD TYPE	TEXT	PRICE **
PR article on 1 spreads	up to 3 000 signs	4 000 EUR
Informational article on 1 spreads	up to 3 000 signs	4 000 EUR
News on 1 page (column "The Monitor")	1 500 signs	2 200 EUR

Placement of Advertisements in the "Object Catalogue"

AD TYPE	PHOTO	TEXT	PRICE FOR 1 PUBLICATION
1/2 page ad	2-4 photos	500-800 signs	500 EUR
1 page ad	4-6 photos	600-800 signs	1000 EUR

* Indicates the format are trimmed

** Price without VAT

Distribution

Airlines

- **UIA**
- **Business Airliness**
- **Aerostar**

Airports

- **Borispol**
(Hall of official delegations)

Motor

- **Rolls Royce**
- **Aston Martin**
- **BMW**
- **Jaguar**
- **Bentley**
- **Lamborghini**

In restaurants of the network "Kozyrnaya Karta"

- **Kazbek**
- **Dejavu**
- **Karavan**
- **DaVinci fish club**
- **Nobu**
- **Pena**
- **Khinkali**
- **Kazachok**
- **Veranda**
- **Miami-blues**
- **Non-stop**
- **Kuvshin**
- **Ani**
- **China White**

In restaurants of the network "Carte Blanche"

- **Marocana**
- **Kureni**
- **Decadence**
- **Concord**
- **La Casa del Habano**
- **Touch café**
- **Va Bene bistro**
- **MaARTINI TERRAZZA**
- **BEER HOUSE**
- **THE LAB**

In restaurants of the network «Pees Boy Club»

- **Le Cosmopolite**
- **Belle Vue**

Other Kyiv restaurants

- **Opanas**
- **Pervak**
- **Tampopo**
- **Tokyo**
- **Egoist**
- **Beluga**
- **Belveder**
- **Corona Club**
- **Titanik**
- **Lun Van**

Other

- **Sports club "The 5th Element"**
- **Kiev Golf Center**
- **Bakkara Art-hotel**
- **UBS Bank**
- **PRIVATE BANKING Branch UkrSibBank**

In suburban complexes

- **Liubov i Golod**
- **Knyazhiy Dvir**
- **Partisan**
- **Kozatskyi Stan**
- **Gorniy Ruchey**
- **Restograd "Imperia"**
- **Duhmiana Pich**
- **Trypillya**
- **Pidkova**
- **Gostiny Dvor 1812**
- **Bakinskiy Bulvar**
- **Kazachok**
- **Kidev**
- **Tandyr**

Contacts

EDITORIAL OFFICE

"Zagorodnaya Nedvizhimost"

01010, Kyiv. Mazepu, 3, of. 41

Phone: +38 (050) 454-49-42,
+38(050)300-39-30.

E-mail: zagorod2014@gmail.com

www.zagorod.com.ua