

MEDIA KIT



INTERNATIONAL RESIDENCE

www.InternationalResidence.ru

RUSSIA'S LEADING OVERSEAS PROPERTY MAGAZINE





Content: 136-176 pages
Color: 4+4 (full color)
Paper: High quality art paper, glossy
Format: 220 x 290 mm
Print: 35 000

INTERNATIONAL RESIDENCE MAGAZINE

International Residence Magazine is the leading publication in Russia specialising only in International Real Estate and Investment Abroad. Launched in 2004 this dynamic, high quality magazine is printed twice a year in the Russian language.

International Residence Magazine is the definitive publication for the lucrative and fast growing market, guaranteed to reach high net worth individuals and real estate agents throughout the vast territory of Russia and the CIS, providing a high return on investment for our advertisers.

Circulation is guaranteed at 35,000 copies reaching more than 100,000 readers. Copies are mailed directly to subscribers and wealthy investors utilising our comprehensively researched data base. The publication is also extensively sent to the growing number of real estate agents involved in the international property segment. As the Official Magazine of the most successful Moscow International Property Shows we enjoy excellent coverage and distribution at this prestigious shows. Additional copies are extensively distributed through our network of exclusive distribution outlets and at many leading elite events.

International Residence provides a superior medium for International real estate agents and developers to advertise directly to their target audience in Russia.

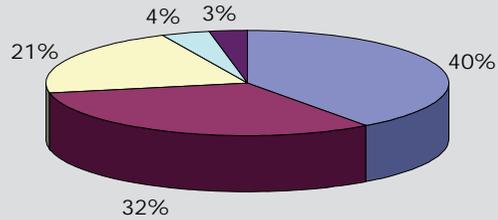
International Residence is at the leading edge of this fast developing market and is an innovative publication in Russia bringing our readers an eclectic mix of real estate and investment opportunities around the world. This information has proven to positively influence these high net worth consumers when making their international investments.

DIRECT ACCESS TO THE GROWING NUMBERS OF ELITE RUSSIAN INVESTORS

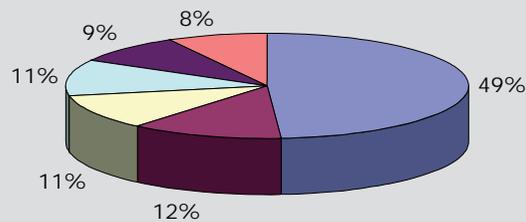
International Residence is the only publication to specifically target and reach wealthy Russian investors and influence local agents. Through our courier and postal distribution we reach into the homes and offices of this elite sector.

Distribution through the Moscow International Property Shows, our exclusive outlets and at elite events ensure that the brand recognition of our advertising partners is associated with high and exclusive lifestyle.

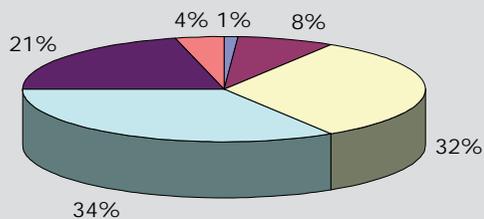
It is widely reported that the Russian market for International Real Estate is already worth more than \$.10 billion and combined with luxury goods & travel is now the 3rd largest in the world.



Circulation by distribution



Breakdown of our readers



Age

International Residence Magazine is printed bi-annually and our strategic circulation methods ensure high density coverage for both the Spring and Autumn issues. Distribution for each issue continues for 6 months and our research indicates that each copy is read by at least 3 people. With 35,000 copies this means that the potential reach is more than 100,000 people in Russia.

Circulation	35,000 copies
Readership	100,000
Content	176 pages
Paper	High quality art paper, glossy
Format	220 mm wide by 290 mm vertical)
Gender of readers	44% male, 56% female
Average age of readers	42

Circulation by distribution

Subscription copies	40%
Property Shows/elite events	32%
Network of Luxury outlets	21%
Real Estate Agencies	4%
Airport lounges	3%

WHO ARE THE READERS OF INTERNATIONAL RESIDENCE?

Young & affluent:-

Average age	42
Average Household income	\$.223,000
Own 2 or more properties	62%
Average value of main residence	\$.850,000.-
Median net worth	\$.1,500,000.-

Looking to buy abroad:-

Plan to buy property abroad	62%
Plan to invest abroad	38%

Property they intend to buy:-

Second/holiday home	53%
Investment object	38%
Buy to let	9%

CIRCULATION

KEY STATISTICS

Professional advice:-

Will be direct from the developer	82%
Will buy through a local agent	18%

Our role in the decision process:-

Said reading IR initiated their research	35%
Visited the web site for more information	28%
Saved an advertisement and/or article	27%

Breakdown of our readers:-

Executive/Upper Management	49%
Financial advisers	12%
Real estate specialists	11%
Lawyer/Accountants	11%
Government officials	9%
Art, science, show business	8%

Location of our readers:-

Moscow (& regions)	39%
St.Petersburg	11%
Kazakhstan	10%
Ukraine	10%
Urals	8%
Siberia	4%
Rest of Russia	7%
Other Republics	6%
International	5%

Age:-

Under 21	1%
21-30	8%
31-40	32%
41-50	34%
51-60	21%
60+	4%
Average age:-	42

STRATEGICALLY TARGETED MARKET REACH

International Residence Magazine offers Real Estate specialists and developers a unique combination of publications, products and events that will influence the decisions of high net worth Russian investors and their financial advisers. We offer the most comprehensive range of services luxury travel marketing strategy available in Russia.



Russia's leading International Real Estate
 Журнал о зарубежной недвижимости

INTERNATIONAL RESIDENCE



INTERNATIONAL RESIDENCE
 www.InternationalResidence.ru

ADVERTISING RATES 2016-2017

International Residence Magazine, Russia offers a choice of superior advertising possibilities:

Publication dates

Issue #26 October 2016 (deadline for materials – 1 September 2016)
 Issue #27 March 2017 (deadline for materials – 1 February 2017)

Display Advertisements

Display advertisements are printed throughout the magazine and allow the advertiser to make a display using your own style, logos and layout. Minimum size is 1/4 page with full page and double page spreads available for maximal effect.

Double Page Spread	€3,960.-
Full Page	€2,450.-
Inside front cover	€4,890.-
Inside back cover	€4,890.-
French Cover	€6,890.-
Back Cover	€6,000.-
Half Page	€1,325.-
Quarter Page	€750.-

Advertorials

Advertorial advertisements are an optimal way to promote your destinations, services and properties of your company. It will be written in editorial style including photographs and contact details.

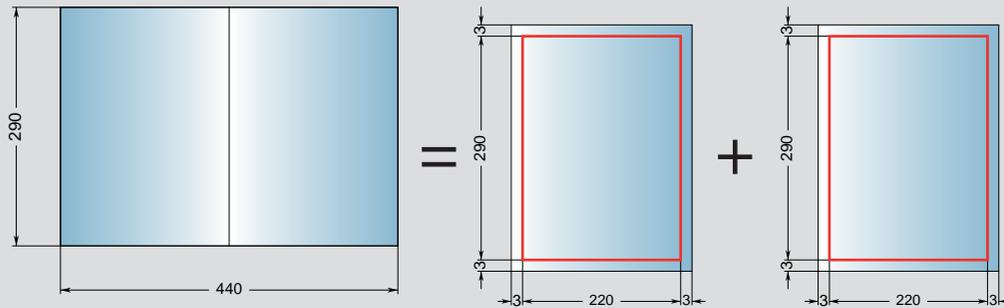
Double page spread	€3,100.-
Full Page	€2,100.-
Half Page	€1,100.-

Advertising in the Real Estate listings catalogue

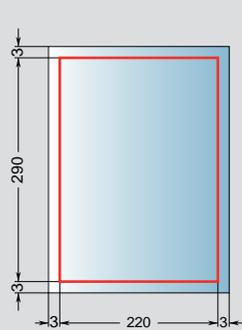
1/10th page Property Listing advertising in our "What you can buy for €.???" (includes photo, text and contact details):

1 Real Estate listing	€249.-
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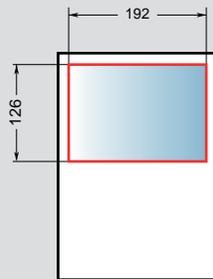
TECHNICAL SPECIFICATIONS



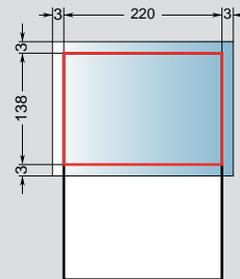
Double Page Spread



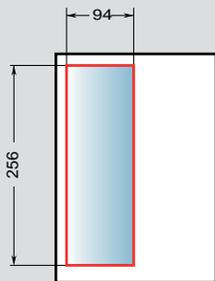
Full Page



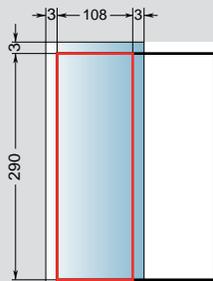
Half Page (horizontal)



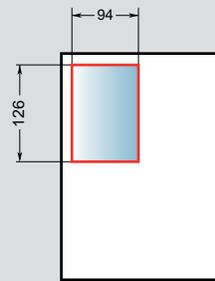
Half Page (horizontal, bleed)



Half Page (vertical)



Half Page (vertical, bleed)



Quarter Page

Edition format

220 mm wide by 290 mm vertical

Artwork

All artwork should be supplied via e-mail, FTP or by CD. Hard copy can be accepted by post but please note that we are unable to accept photographs from brochures or other printed material due to possible quality problems.

We accept artwork in the following formats:-

- High resolution PDF files (Job Options Press)
- Adobe InDesign files (with all font files and linked files)
- Adobe Illustrator files (with all font files and linked files)
- Complete adverts as a EPS file
- Complete adverts as an uncompressed JPEG file min 300 dpi
- Complete adverts as a TIFF file min 300 dpi

Notes:-

- Please make certain that all images and colours used are converted into CMYK.
- Be sure that all images used are at least 300 dpi.
- Do not forget to include bleed on adverts that go to the edge of the page.
- If you do not need translation of your adverts please convert all texts into outlines.
- If you need translation of your adverts please do not convert text into outlines and include files with all used fonts. Also if you use JPEG or TIFF files (not editable) please contact us to check possibility of translation.
- To prevent changes of your adverts please provide us with PDF or JPEG copy to preview the layout.

Advertising format

Double page spreads	440 x 290 mm plus 3 mm extra on each side for bleed
Full Page (bleed)	220 x 290 mm plus 3 mm extra on each side for bleed
Half Page (horizontal)	192 x 126 mm
Half Page (horizontal, bleed)	220 x 138 mm plus 3 mm extra on each side for bleed
Half Page (vertical)	94 x 256 mm
Half Page (vertical, bleed)	108 x 290 mm plus 3 mm extra on each side for bleed
Quarter Page	94 x 126 mm



CONTACT DETAILS

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www.aigroup.ru

International Residence Magazine is owned by the **aigroup** – a well established and respected organisation in Russia.

The **aigroup** has been at the leading edge of International Real Estate Marketing in Russia and throughout the CIS since 1992.

Our connections with Russia are deep and well founded. The company has participated at most exhibitions since they started and has established a reputation for honesty, integrity and hard work.

Employing a highly specialised Russian Editorial team our aim is to produce an informative magazine in a high quality for our readers, and revenues through purchases for our advertisers.

International Residence is the official magazine of the following **aigroup** company's exhibitions:-



MOSCOW INTERNATIONAL PROPERTY SHOW

www.InternationalProperty.ru



MOSCOW GOLF & LUXURY PROPERTY SHOW

www.LuxuryPropertyShow.ru



ST. PETERSBURG INTERNATIONAL PROPERTY SHOW

www.Spb.PropertyShow.ru



BULGARIAN HOME EXHIBITION, MOSCOW

www.BGShow.ru



MOSCOW OVERSEAS PROPERTY & INVESTMENT SHOW

www.InvestShow.ru



MOSCOW INTERNATIONAL PROPERTY WORKSHOP

www.PropertyWorkshop.ru



MOSCOW MEDSHOW

www.MedShow.ru



MOSCOW INTERNATIONAL EDUCATION SHOW

www.EducationShow.ru