



The magazine «Sem' dney TV-programma»

JANUARY 2019





..... ABOUT THE MAGAZINE

«Sem' dney TV-programma» is an illustrated entertainment magazine for all the family, containing TV listings.

It contains news about cultural and entertainment events in the world of television, cinema and show business. The magazine discusses celebrities of films, show business and sport.

Only exclusive materials, photos and interviews compiled by our own correspondents are included in the magazine «Sem' dney TV-programma».

The representatives of the «Sem' dney TV-programma» magazine report on major international cultural events such as the Oscar in the US, the Cannes Film Festival, Paris Fashion Week etc.

The magazine «Sem' dney TV-programma» includes the fullest and most user-friendly TV guide for the week.

The advertising impact of the magazine «Sem' dney TV-programma», which is read by all members of the family, lasts over 10 days.

In that way, the magazine «Sem' dney TV-programma» is practically the only colour, illustrated and widely distributed family publication in Russia.

ABOUT THE MAGAZINE



Circulation **700 000**

Printed **in Russia**

Full colour 72-96 pages

Distribution **retail, subscription**

Regular columns:

7Days Reports

Kaleidoscope

Film frame

Colour Presentation

star style

My Star

TV-programme

Tet-a-tete

Fashion

Star beauty secrets

The Little Nothings of Life/Cooking

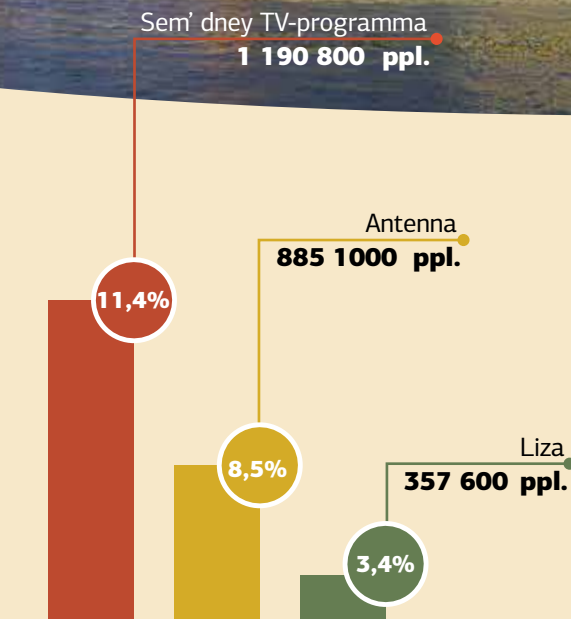
sealed with seven seals

Crossword, puzzle

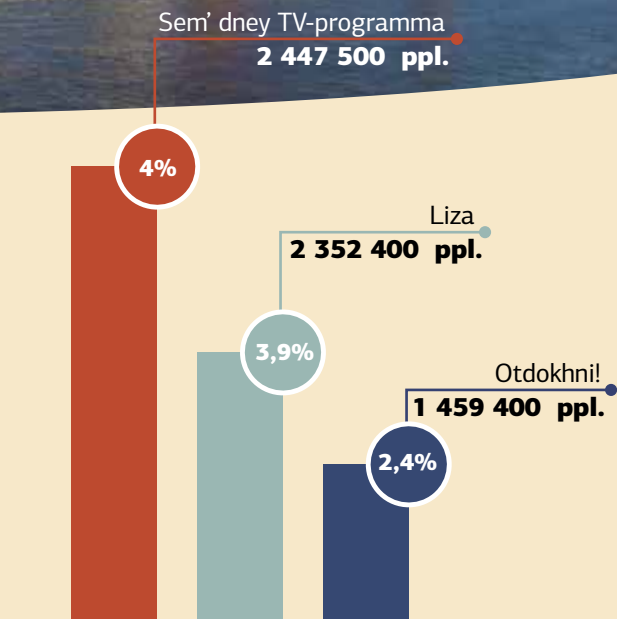


OUR READERS

THE MAGAZINE «SEM' DNEY TV-PROGRAMMA» HAS THE LARGEST AUDIENCE COMPARED TO OTHER ENTERTAINING ISSUES



Average issue readership in Moscow



Average issue readership in Russia

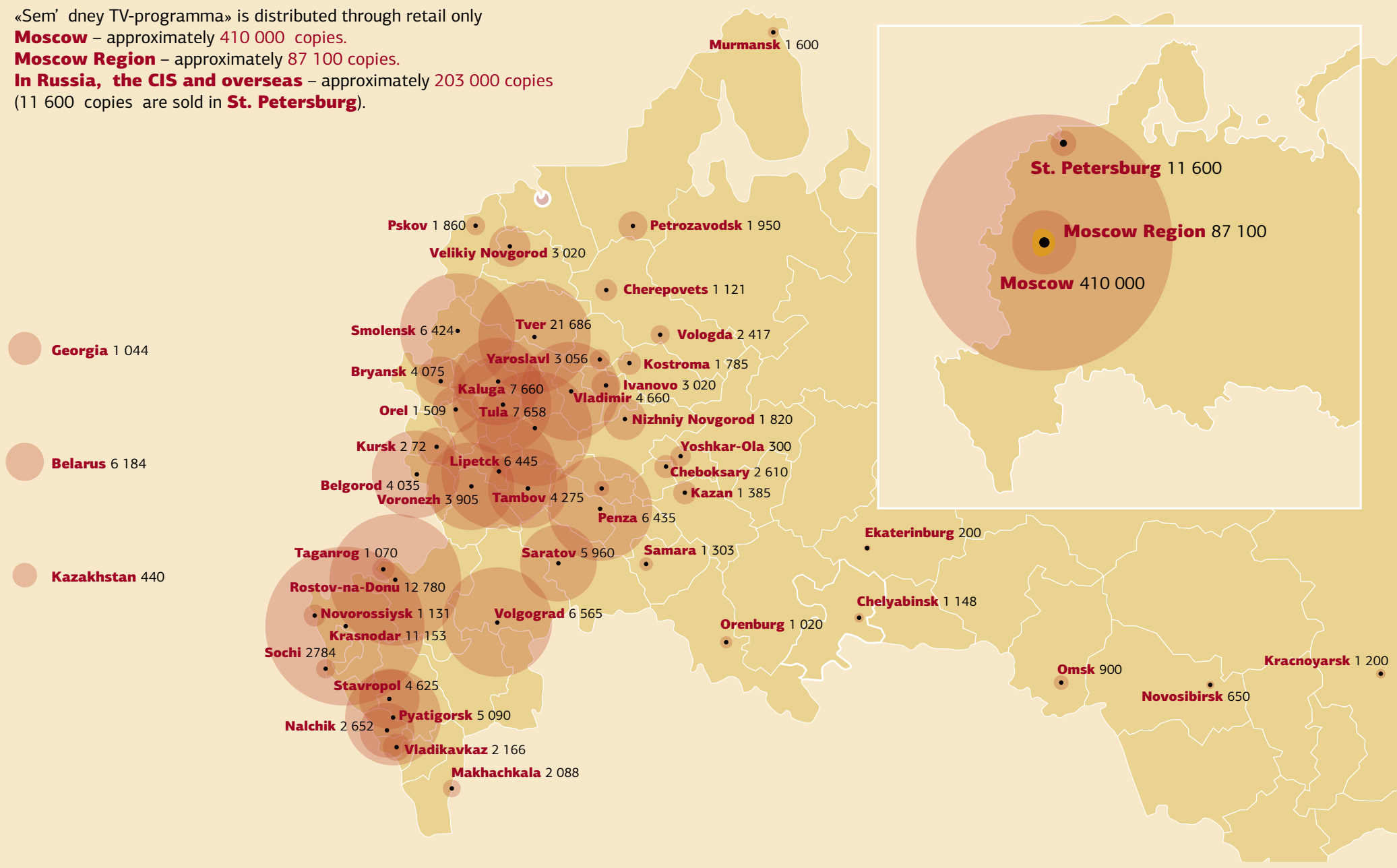
DISTRIBUTION

«Sem' dney TV-programma» is distributed through retail only

Moscow – approximately 410 000 copies.

Moscow Region – approximately 87 100 copies.

In Russia, the CIS and overseas – approximately 203 000 copies
(11 600 copies are sold in **St. Petersburg**).



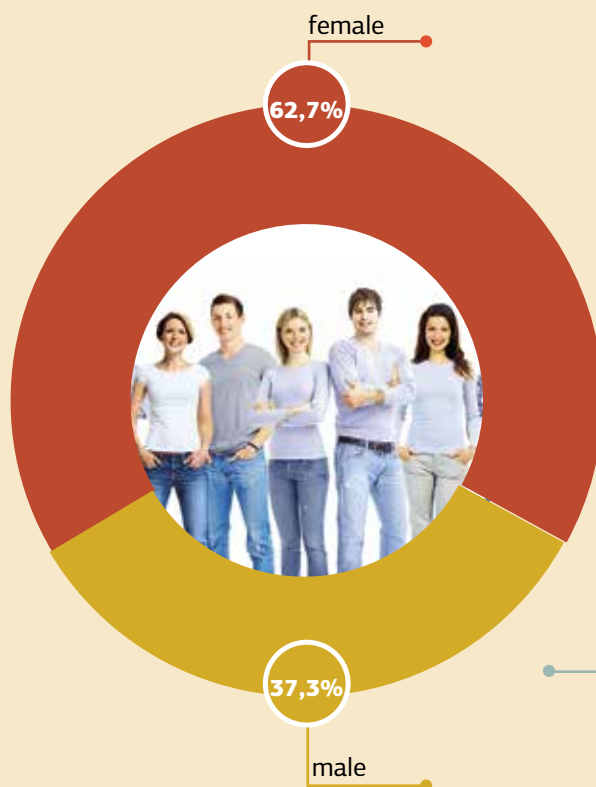
OUR READERS

Average issue readership of the magazine **«Sem' dney TV-programma»** is presented based on the data from «Mediascope Russia» (NRS-Russia, May – October 2018) in the major regions of Russia:

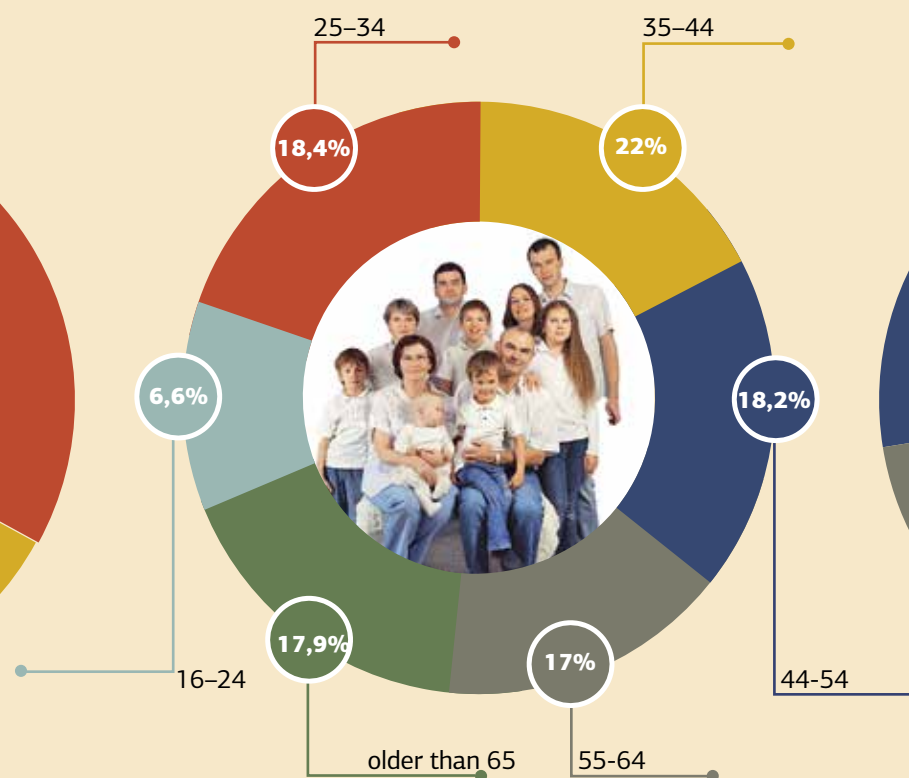


OUR READERS

Sex



Age



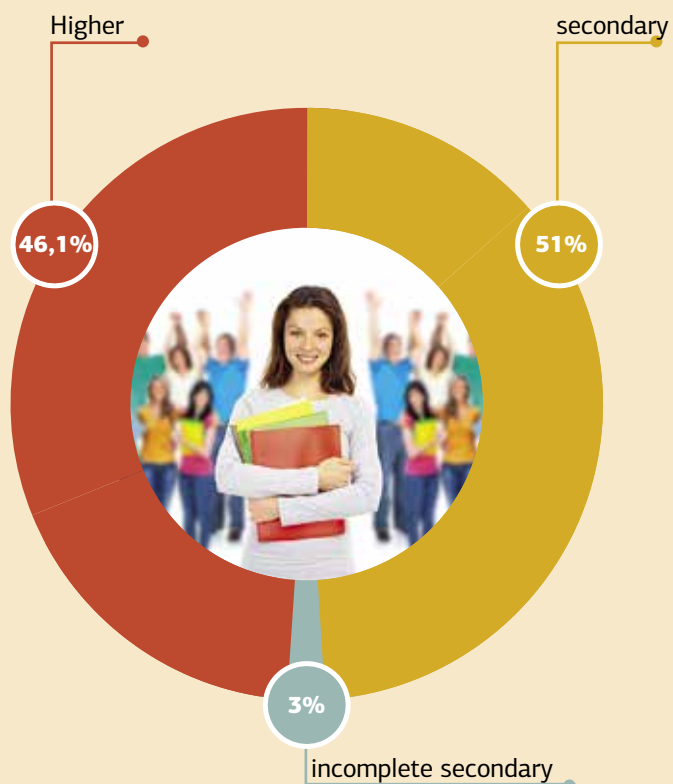
Working status



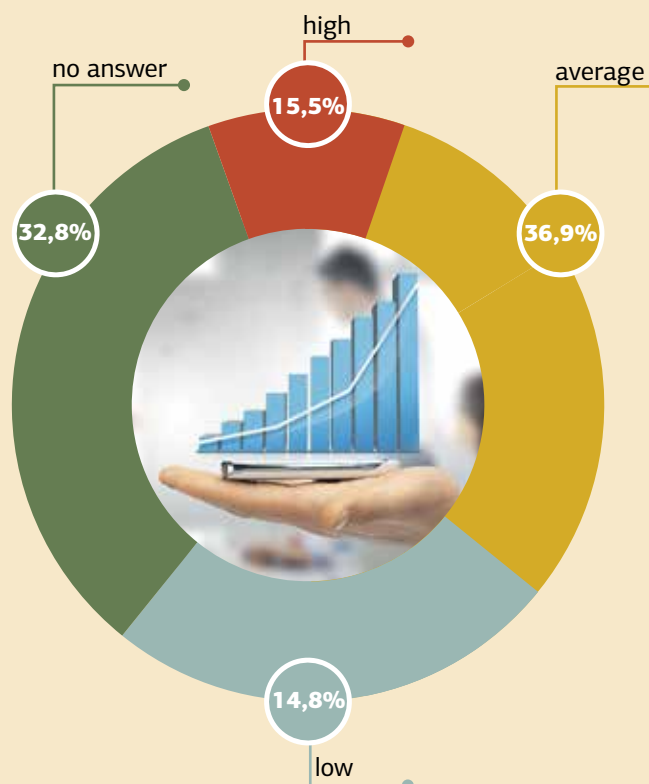
The magazine «Sem' dney TV-programma» interests the members of all age groups. However the regular readership consists of those aged between 25 and 44: the most consumer-active section of the population

OUR READERS

Education

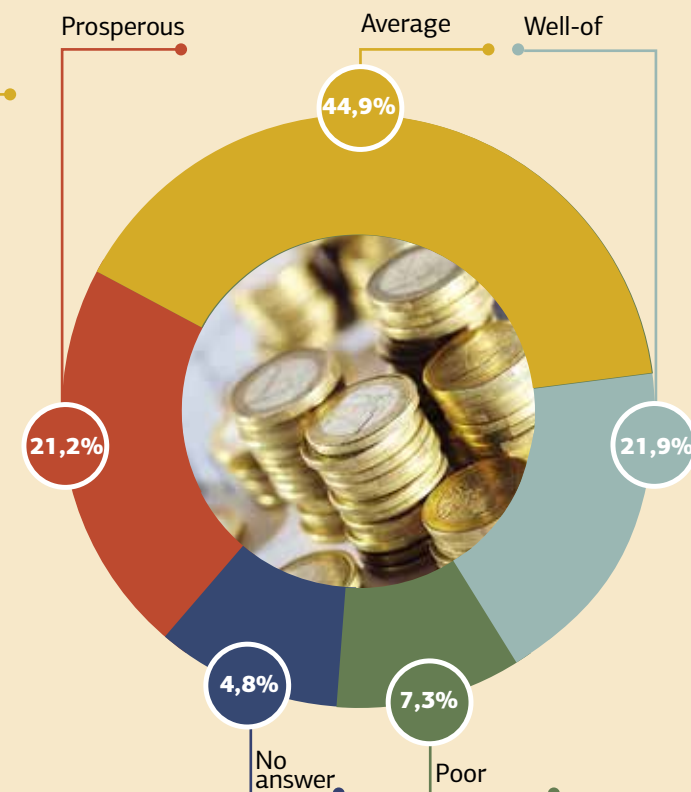


Income



Over 82.1% of the readers are referred to the category of people with relatively high income.

Financial status



Therefore, 83.4% of readers can be considered as a part of the sufficiently well-off group of the population.

to spread 1/2 one to the right



positioning on the 3rd page



positioning in the programm chain

ADVERTISING

STANDART PLACEMENT

Size	cost, RUB
1/1 page	945 000
2/3 page	800 000
1/2 page	570 000
1/3 page	430 000
1/4 page	280 000
1/6 page	190 000
1/8 page	150 000
1/16 page	98 000
2nd cover	1 150 000
4nd cover	1 300 000

SPECIAL PLACEMENT PROGRAMME GRID

Size	cost, RUB
1 block (41x40 мм, horizontal)	55 000
2 block (84x40 мм, horizontal)	104 000
3 block (127x40 мм, horizontal)	130 000
Large block (84x70 мм, horizontal)	150 000

ATTENTION! RATES DO NOT INCLUDE VAT.

The placement of the advertising material on a fixed position and any non- standard placement is 15% marked up. This does not apply to the advertising materials of 1/8th of a page or less.

We reserve the right to refuse advertising in case of incompatibility with the requirements of.

positioning under
the horoscop



branding of the chain

in the column of
Vysotskaya, 1/2 to
the right



ADVERTISING

MARKUPS FOR THE ADVERTISING POSITIONING

Item	Markup, %
First advertising of a definite product category	15
On the 3rd page – Only for 1/6 of page	15
Before TV programs grid	15
On the right page	15
One layout on a page	15
In a definite column without page choice	15
Next to the horoscope, crossword	15
Successively 2 layouts (only for sizes 1/3 page and more)	15
On spread (only for layouts of 1/4 page and more)	15
On spread for 1/1	15
On the first and central spreads for 1/1 page	15

SPECIAL PLACEMENT IN PROGRAMS GRID

Item	Markup, %
In TV programs grid with place choice	15
In TV programs grid for Friday, Saturday, Sunday on the right page	15
Successively up to 7 layouts on the right page	15
On spread in TV programs grid (only for layouts 1/4 of page)	15

Deadlines: for original layouts production – 21 day before the issue date, for ready digital layouts with a print out only – 15 days before the issue date. Advertising rates do not include the layouts production. The Publishing House reserves the right to refuse the placement of the advertisement in case it does not correspond to the ethic requests produced.

ADVERTISING

ADVERTORIAL PROJECTS



1/2

BLEED

2 700 characters (8 pt)

Advertorial — advertising text models, made by Publishing House, including some in style of edition.

For text writing the advertising provider gives the main idea and material. For lay-out the advertising provider gives details and pictures.

PRICES FOR MAKING ADVERTORIAL PROJECTS IN «SEM' DNEY TV-PROGRAMMA».

Text writing, lay-out, proof (with provided illustrations):

Size	Price, rubles
1/1	60 000
1/2	40 000
1/3	35 000
1/4	30 000
2/1	90 000

Making lay-out (with prepared text):

Size	Price, rubles
1/1, 2/1	20 000
1/2, 1/3	15 000
1/4	12 000

ATTENTION! VAT IS NOT INCLUSIVE.

TERMS FOR PROVIDING MATERIALS:

- for text writing and lay-out - 21 days before the date of providing of ready models to the relevant issue of the magazine according «Sem' Dney» schedule.
- prepared text and illustrations are to be provided 10 days before the date of providing of ready models to the relevant issue of the magazine according «Sem' Dney» schedule.

ADDITIONAL COSTS (DUE TO AN AGREEMENT):

- if a photo shoot is made by a photographer of Publishing House an interview
- when writing interview
- if some special photos are to be bought in photobanks

ADVERTISING

RATES FOR CLASSIFIED ADVERTISEMENTS IN «SEM' DNEY TV-PROGRAMMA»

CLASSIFIED

moduls	size, mm	Cost, RUB (full color)
1/16	58x73	34 000
1/8	120x73	42 000

Additional information: +7 (495) 753-41-45/46

INDIVIDUAL ADVERTISING:

	Rate, RUB	
	All headings except for «Miscellaneous» «acquaintance»	«Miscellaneous» «acquaintance»
1 word (or phone number, conjunctoin,preposition)*	340	450
1 capital lettered word	400	500
1 bold word (or phone number, conjunctoin,preposition)	450	570
Frame	1000	1000
Fill the background	1000	1000

CORPORATE ADVERTISING:

	Rate, RUB
1 word (or phone number, conjunctoin,preposition)*	500
1 capital lettered word	550
1 bold word (or phone number, conjunctoin,preposition)	600
Frame	1000
Fill the background	1000

* e-mail or webpage is charged as a word.

In the column Health the phrase about counterindications is paid
as one word.

ATTENTION! VAT IS NOT INCLUSIVE.

FIRST 5 ADVERTISEMENTS IN A HEADING ARE EXTRA CHARGED:

	Rate, RUB	
Positions	«Health» and «Miscellaneous»	Other headings
First	+100%	+30%
Second	+75%	+25%
Third	+50%	+20%
Fourth	+40%	+15%
Fifth	+30%	+10%
Last	+10%	+10%

Additional information: +7 (495) 753-81-05

69
СЕМЬ ДНЕЙ № 4 21 – 27 ЯНВАРЯ 2019 РЕКЛАМА

ТОРГОВЫЙ РЯД

ПРЕДЪЯВИТЕЛЯ КУПОНА:
диагностика, составление
плана лечения...**БЕСПЛАТНО**
установка пр-во США) от 500 р.
33 (точка) 8500 р. 7500 р.
зачесная 3300 р. 2900 р.
ля корона, вибир... 16000 р. 9500 р.
плата 24000 р. 17500 р.
ля томография 2500 р. 2000 р.
рентген 470 р. 400 р.

д. 3, кор. 1
-13-13
-19-19

м. «Перматовский пр-т»
Октябрьский пр-т, д. 1
+7 (495) 984-16-72
+7 (495) 226-14-40

Нарядитесь на оригинальный вечер в компании со
своими друзьями! «Dance Dance»! Выб. № 005 77-01-01322

УСТРОИТЕСЬ СПЕЦИАЛИСТОМ
комите до 2000 рублей

Ско Мед
ывод
з запоя
8(495) 921-33-86
ирование от алкогольной зависимости
ЮТЮБ ПРОТИВОПОКАЗАНИЯ
КОНСУЛЬТИРУЙТЕСЬ СО СПЕЦИАЛИСТОМ

**В РУБРИКУ
РЯД»**
Дней ТВ-Программа»
81-05
спресс»
99-11
Eckert@informexpress.ru
оружа»
(495) 944-30-07
н-макет **БЕСПЛАТНО**
Рекламы»
9-31-55
ль-дизайнер»
3 (499) 530-28-07
www.colidamost.ru

Здоровье в каждый сустав
Задумайтесь и запомните на всю жизнь: «Здоровье – самая
большая ценность каждой личности и зависит в первую
очередь от Вас».
Все суставы в нашем организме, способны служить всю жизнь,
при условии: если Вы будете заботиться и обеспечивать мак-
симальное питание каждой клетке Ваших хрящей. Если клетка
начинает испытывать дефицит питательных веществ она не в
состоянии продолжать жизнь и погибает. Коллоидное сред-
ство «МоленАрт-РА» содержит в себе 11 активных фито-
триггеров, которые могут способствовать защите хрящевой
ткань, устранение неприятных ощущений. «МоленАрт-РА»
сбалансированный коллоидный фито-комплекс, способный
поддерживать все Ваши 360 суставов в активном состоянии.
Начните применять «МоленАрт-РА» сейчас и ощутите разни-
цу в подвижности каждого Вашего сустава. Коллоидная форма
в виде жидкого раствора с ГИДРОКСИДНОЙ КИСЛОТОЙ по-
могает беспрепятственно и быстро усваиваться в организме,
может обеспечить интенсивное и необходимое питание всей
хрящевой системы, тем самым способствуя улучшению под-
вижности и эластичности суставов.

При покупке 4-х
упаковок МоленАрт-РА-
КАРДАТЕРОН в ПОДАРОК!
Срок действия акции с 16.01.2019 г. по
31.01.2019 г.

ПОДРОБНУЮ ИНФОРМАЦИЮ О СРЕДСТВЕ МОЖНО ПОЛУЧИТЬ ПО ТЕЛЕФОНАМ:
звонок по России **8-800-333-47-79** в Москве **8-495-989-60-45**
Бесплатный
Сайт: СФР. № RU. 77-99-88-003 E 001479-04-10. СФР № RU 77-99-88-003 E 005005-11-18 от 12.11.2018 г. РЕКЛАМА.

Лиц. ПО-77-01-003226 Реклама.
www.skyce-clinique.ru
**СТОМАТОЛОГИЧЕСКАЯ КЛИНИКА
«СКАИС»**
НАМ 8 ЛЕТ!
**УДАЛЕНИЕ БЕСПЛАТНО
ПРИ ПРОТЕЗИРОВАНИИ**
МИНИ-ИМПЛАНТАЦИЯ ЗУБОВ
от 19 000 руб.
консультация БЕСПЛАТНО
скидка на лечение **25%** скидка на протезирование **10%**
М. «Алтуфьево», Алтуфьевское ш, д. 78
+7 (499) 908-66-33 +7 (985) 777-80-01

плохо разбираете РЕЧЬ?
НЕ СЛЫШИТЕ,
что говорят по телевизору?
СЛУХОВЫЕ АППАРАТЫ
с повышенной разборчивостью речи!
• Бесплатная консультация
• Пенсионерам скидки до 50%
• + запас батареек в подарок!
• Выезд специалиста на дом
8 (495) 411-90-16
Наши центры по всей Москве:
○ «Крылатовская», «Новокузнецкая»,
ул. Пятницкая, д. 28
○ «Ибреево», ул. Казанова, д. 6 стр. 1
○ «Сухаревская», ул. Сретенка, д. 27/29
○ «Белорусская», ул. 1-я Брестская, д. 62
ИМЕЮТСЯ ПРОТИВОПОКАЗАНИЯ. НЕОБХОДИМО ПРОКОНСУЛЬТИРОВАТЬСЯ СО СПЕЦИАЛИСТОМ.

РЕКЛАМА

ОБЪЯВЛЕНИЯ

● НАШ АДРЕС: Ленинградское шоссе, д. 5а (рядом с метро «Войковская»);
по вопросам размещения строчных объявлений звоните Бугаевской Татьяне с 10.00 до 18.00 по телефону:
● 8 (495) 753-81-05 (перезвон с 14.00 до 15.00), Tbugaevskaya@7days.ru

УСЛУГИ
● Обивка мебели.
8 (909) 914-93-13
ОБИВКА.
Перетяжка МЕБЕЛИ.
WWW.KALET.RU
8 (495) 649-56-56

ДОМАШНИЕ ЖИВОТНЫЕ
● Усыпление животных.
Кремация
8 (495) 509-47-75

РАЗНОЕ
● УЛЬЯНА РОСС.
8 (985) 233-50-53
— Аренда панина,

По вопросам размещения
рекламы в журнале
«Семь Дней ТВ-программа»
обращайтесь в отдел рекламы
по телефону
8 (495) 753-81-05
Tbugaevskaya@7days.ru

РЕКЛАМА

SIZE OF THE ORIGINAL LAYOUTS

BLEED SIZES (TRIM SIZE)

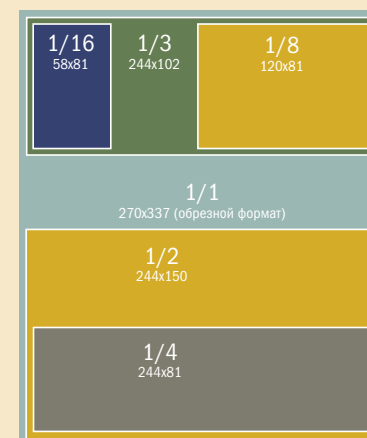
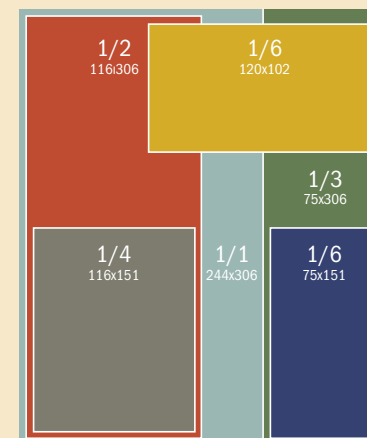
1/1		270x337
2/3	vertical	171,5x337
1/2	horizontal	270x163
	vertical	130x337
1/3	horizontal	270x114
	vertical	89x337
1/4	horizontal	270x94
1/4	horizontal, in the TV	270x78

+5 mm for the trimming

NON-BLEED SIZES

1/1		244x306
1/2	horizontal	244x150
	vertical	116x306
1/3	horizontal	244x102
	vertical	75x306
1/4	horizontal	244x81
	vertical	116x150
1/6	horizontal	120x102
	vertical	75x150
1/8	horizontal	120x81
	horizontal, in the TV guide grid	120x71
1/16	vertical	58x81
	horizontal, in the TV guide grid	58x71
1 block	in the TV guide grid	41x40
2 block	in the TV guide grid	84x40
3 block	in the TV guide grid	127x40
big block	in the TV guide grid	84x70

BASIC ADVERTISING OPTIONS



ADVERTISING

THE SIZE AND SAMPLE LAYUOTS



1/1

FORMAT
horizontal



1/2

BLEED
horizontal



1/2



1/2

BLEED
vertical

ADVERTISING

THE SIZE AND SAMPLE LAYUOTS



1/3

BLEED
vertical



1/3

FORMAT
horizontal



1/4

BLEED
horizontal



1/4

FORMAT
vertical

ADVERTISING

THE SIZE AND SAMPLE LAYUOTS



1/6

FORMAT
horizontal



1/6

FORMAT
vertical



1/8

FORMAT
horizontal



1/16

FORMAT
vertical

ADVERTISING

SPECIAL ADVERTISING PROJECTS

INSCRIPTION OF PRINTED PRODUCTS

Types:

- Card, leaflet, coupon, booklet
- advertising catalogue

an edition of 50 000 to 300 000 copies

Possible region of circulation:

- Moscow and Moscow region
- Moscow, Moscow region and Sankt-Petersburg
- Regions of Russia (without an option of choosing a region)

Costs

It depends on number of copies and amount of inlays and available upon request.

ADVERTISING

SPECIAL ADVERTISING PROJECTS



GLUING OF SAMPLES

An advertising model not less than $1\frac{1}{3}$ of the stripe is glued.

Types:

- Sample
- Discount card
- Card, coupon

Circulation to 100 000 copies

Possible region of circulation:

- Moscow and Moscow region
- Moscow, Moscow region and Sankt-Petersburg
- Regions of Russia (without an option of choosing a region)

Price: available upon request.

BINDING UNDER THE CLIP IN THE MIDDLE OF THE ISSUE

- appendixes printed on the base of the Publishing House
- provided by the advertising supplier.

an edition of 50 000 to 350 000 copies.

Cost of advertising is calculated as the following:

- adaptation to the format of an issue
- with account of stitching-in edition in the amount of the whole edition

Cost of appendix production is calculated separately depending on its technical characteristics.

TERMS OF WORK WITH SPECIAL PROJECTS.

the advertising provider delivers himself an edition of sticking-in or clays to the place of production according the instructions of the Publishing House.

project proposal — not later than 35 days before issue.

Testing — 28 days before issue.

samples for testing in the amount of 100 items are delivered to the address of the Publishing House.

The term of delivery of ready advertising production —

The term of delivery of ready advertising production - 5 days before the date of issue.

ADVERTISING

ISSUE DATES AND THE DEADLINES FOR PROVIDING THE INSERTION ORDERS AND ORIGINAL LAYOUTS IN THE MAGAZINE «SEM' DNEY TV-PROGRAMMA» IN 2018

№№	date	deadline for booking	deadline for proving the original layout or advertisements cancellation	deadline for advertorial
1	26 December	10 December	11 December	21 November
2**	02 January	13 December	14 December	28 November
3**	09 January	17 December	18 December	05 December
4**	16 January	20 December	21 December	12 December
5**	23 January	24 December	09 January	19 December
6	30 January	14 January	15 January	26 December
7	06 February	21 January	22 January	28 December
8	13 February	28 January	29 January	09 January
9	20 February	04 February	05 February	16 January
10	27 February	11 February	12 February	23 January
11	06 March	18 February	19 February	30 January
12	13 March	26 February	26 February	06 February
13**	20 March	04 March	04 March	13 February
14	27 March	11 March	12 March	20 February
15	03 April	18 March	19 March	27 February
16	10 April	25 March	26 March	06 March
17	17 April	01 April	02 April	13 March
18	24 April	08 April	09 April	20 March
19	01 May	15 April	16 April	27 March
20	08 May	22 April	23 April	03 April
21**	15 May	24 April	25 April	10 April
22**	22 May	06 May	06 May	17 April
23	29 May	13 May	14 May	24 April
24	05 June	20 May	21 May	30 April
25	12 June	27 May	28 May	08 May
26	19 June	03 June	04 June	15 May
27**	26 June	07 June	10 June	22 May
28	03 July	17 June	18 June	29 May
29	10 July	24 June	25 June	05 June
30	17 July	01 July	02 July	10 June

№№	date	deadline for booking	deadline for proving the original layout or advertisements cancellation	deadline for advertorial
31	24 July	08 July	09 July	19 June
32	31 July	15 July	16 July	26 June
33	07 August	22 July	23 July	03 July
34	14 August	29 July	30 July	10 July
35	21 August	05 August	06 August	17 July
36	28 August	12 August	13 August	24 July
37	04 September	19 August	20 August	31 July
38	11 September	26 August	27 August	07 August
39	18 September	02 September	03 September	14 August
40	25 September	09 September	10 September	21 August
41	02 October	16 September	17 September	28 August
42	09 October	23 September	24 September	04 September
43	16 October	30 September	01 October	11 September
44	23 October	07 October	08 October	18 September
45	30 October	14 October	15 October	25 September
46	06 November	21 October	22 October	02 October
47	13 November	28 October	29 October	09 October
48	20 November	01 November	05 November	16 October
49	27 November	11 November	12 November	23 October
50	04 December	18 November	19 November	30 October
51	11 December	25 November	26 November	06 November
52	18 December	02 December	03 December	13 November
01/2020	25 December	09 December	10 December	20 November

* changes are possible during the year

** the term of submission of materials for manufacture of advertising - for 21 day
before the date of delivery of ready original models