

НАРУЖКА →
ИЗДАНИЕ О НАРУЖНОЙ РЕКЛАМЕ

Possibly the best marketing tool
for your promotion
in the visual communications market in Russia

MediaKit 2017

What do you need in order to see your resources invested in advertising and PR being successful? Of course, it depends what kind of results you expect to achieve. Nevertheless you need two things in any case: content of your messages and a channel to distribute them. Cooperation with our publishing house - employment of our effective communication channel with your target audience - successfully solves one of these two tasks. By placing your ads and news in NAROOZHKA - Magazine for Signmakers and posting them on www.signbusiness.ru, the leading industry web resource for Russian signmakers, you inform your existing and potential clients about your products and services not only through the pages of print media, your messages reach your target audience in social networks and popular web sites as well. As for the content of your messages, in many respects it is for you to decide what visual appearance they should have, however, we're here to offer you our advice and support in case you'd need any help in design or creation of your ads.

НАРУЖКА →
ИЗДАНИЕ О НАРУЖНОЙ РЕКЛАМЕ



Readership of our magazine extends far beyond the number of its printed copies. Circulation of the magazine's printed version is 3000 copies. The biggest part of circulation is delivered regularly by mail to our subscribers free-of-charge. A certain number of copies is distributed through the sales offices of our partners: employees of various sign-making shops buying materials and equipment for signage and other kinds of visual advertising visit them daily.

NAROOZHKA - Magazine for Signmakers is present on most trade events, including visual communication exhibitions, conferences and seminars. **Electronic version** of the magazine is issued together with the printed version, it is available for free-of-charge viewing and reading at the corporate web site of our publishing house: www.ridcom.ru and at www.signbusiness.ru as well. Each day there are more than 1 000 people visiting these web resources! Electronic version can be downloaded even earlier than the printed magazine will leave the press!

In the beginning of each month we announce a new number of our magazine **through e-mail to over 5000 personal addresses** of our subscribers and registered users of Signbusiness.Ru industry web resource in total.

Our readership is growing due to publication of each magazine's number on a dedicated web page at **Facebook social network** (www.facebook.com/naroozhka). Thus, we take interests of all the groups of the target audience. Those who prefer traditional media receive our magazine in printed form. Its electronic version is offered to adherents of computer displays and tablet screens. Active users of the most popular social network in the world can also read our magazine without leaving Facebook.

All the ads in electronic versions contain **active links** to the advertisers' web-sites. A reader interested in your products or services can proceed to your web-site just by one click or by one screen touch and receive more additional information! And there is no need to pay additional money for publishing your ad in the electronic version of the magazine! All the ads, articles and news published in the printed version are transferred into the electronic version automatically!

Even more advertising options without additional expenses!

Partnership with our publishing house provides communication with the target audience not only via our printed magazine, but via Russian leading sign-industry web-resource and the most popular social network in the world as well!

So, what resources can you use as a partner of our publishing house to inform audience about your company, services, unique offers, product range expansion or special deals and discount sales?



НАРУЖКА →
ИЗДАНИЕ О НАРУЖНОЙ РЕКЛАМЕ

NAROOZHKA - Magazine for Signmakers

Boost impact of your ads by additional free-of-charge activities:

- send us your company's news for publication;
- take part in our researches and surveys of industry experts;
- write your Expert's column on particular subjects;
- give an interview to our journalist; *
- offer a professional feature on a subject related to your business;*

**Service is offered depending on the extent and terms of partnership.*

www.Signbusiness.ru

Advertisers of NAROOZHKA are provided with the following free-of-charge options at the web resource:

1. Information about advertiser is emphasized in the list of companies with peach-colored background.
2. File with the current ad from the magazine and a direct link to the advertiser's article is placed in the index card of the advertising company. Example:
http://www.signbusiness.ru/companies/4280_prizmiks.php
3. Advertiser is provided with access to publish the company's news and information about running campaigns and discount sales online in the "News of Suppliers" and "Special Offers";
4. Advertiser is provided with access to publish information about presentations, conferences and seminars in the "Events Calendar" (<http://www.signbusiness.ru/events>). Your event therefore will be present in the list of Russian and International industry shows and exhibitions.
5. Advertiser who signs annual contract for advertising in NAROOZHKA magazine can start and run the company's online forum on the www.signbusiness.ru industry web-resource.
6. And finally, advertiser of NAROOZHKA is given 20% discount for commercial banner ads at www.signbusiness.ru.

Stay in touch with your clients and potential customers!



Marketing affordable to anyone!

"More information - more choice!" This is the main concept that functions as a base for our pricing policy. This means that the more affordable it is for you to publish ads and information in our trade media, the broader is the choice for your customer. And, as it is widely known, the broader is the choice, the more attractive is the site that offers that choice. Therefore you can seize the opportunity of our various offerings, starting from almost insignificant up to a modest one, yet size of audience your ad or news will reach won't change! In addition, we invite you to use our generous discount system. The larger the total extent of partnership, the lesser cost of one service, the lower the price of one single contact with your target customer!

Advertising rates in NAROOZHKA - Magazine for Signmakers:

Invest in your success!

CHOOSE YOUR AD SPACE OPTION:

Common (Listing in "Make an order" Section) -	100 Euros*
Economy (1/8)	250 Euros
Affordable (1/4)	400 Euros
Reasonable (1/2 page)	750 Euros
Confident (1/1 full page)	1200 Euros

IN THE FIRST RANKS!

1/1 full page next to the contents and news columns	1400 Euros
1/1 full right page on the first centerfold, next to the cover	1500 Euros

CHOOSE THE BEST PLACES!

Firm positions (ads on covers):	
Ad on the first cover page	2400 Euros
Ad on the second cover page	1800 Euros
Ad on the third cover page	1800 Euros
Ad on the last cover page	2400 Euros

**Listing in "Make an order" section is offered free-of-charge when any other type of ad publication or commercial article is booked in NAROOZHKA - Magazine for Signmakers.*

MAKE A BENEFICIAL DECISION!

Ads in three sequential issues cost **5% less**, in six sequential issues cost **10% less**, and in eleven sequential issues cost **15% less!** Book more than one full ad page in one issue and receive an additional **discount of 10%!**

DRAW ATTENTION OF OUR READERS TO YOUR PRODUCT OR BRAND:

(Discounts do not apply to the ways of advertising mentioned below)

Commercial news 1/2 page size	300 Euros
Commercial news/article 1/1 page size	700 Euros
Commercial article on centerfold (2/1 full pages)**	1200 Euros

Photo of your product on the first cover page + centerfold article inside the magazine 1500 Euros

**Commercial article can appear free-of-charge on www.signbusiness.ru industry web-resource.*





Technical requirements for ad materials to be published in NAROOZHKA:

Advertising Formats:

1/1 Full Page - 230 x 300 mm (please add 5 mm bleeds beyond trim on all sides)

1/2 - 200 x 134 mm (horizontal)

1/2 - 98 x 272 mm (vertical)

The artwork can be prepared in Adobe PhotoShop. Images should have 300 dpi resolution in original size and transferred to CMYK. Files should have either *.TIFF or *.JPG format with the Quality value set to 10 (or hi resolution PDF's). Max. total ink values should be 290 % or below.

Advertising Deadlines for 2017

Month	Issue#	Space Closing	Materials Due	Publication Date
February	99	13.01.2017	19.01.2017	04.02.2017
March	100	08.02.2017	15.02.2017	06.03.2017
April	101	09.03.2017	15.03.2017	07.04.2017
May	102	10.04.2017	17.04.2017	08.05.2017
June	103	08.05.2017	15.05.2017	06.06.2017
July	104	12.06.2017	16.06.2017	07.07.2017
August	105	10.07.2017	17.07.2017	07.08.2017
September	106	09.08.2017	16.08.2017	06.09.2017
October	107	08.09.2017	15.09.2017	09.10.2017
November	108	09.10.2017	16.10.2017	06.11.2017
December	109	10.11.2017	17.11.2017	08.12.2017

And now just imagine! Almost each Russian company specializing in sign-making and wide-format printing is either subscribed to our magazine, or its employees read electronic version of NAROOZHKA. This means that using our media they regularly get access to information about various services, products and solutions. At last, they are informed about your competitors!

We welcome you to use our means of communication with your existing and potential customers and to deliver them information that coordinates with your current tasks or your future plans!

The final goal of any kind of marketing activities is sales growth. By promoting your products and services to your existing clients and by attracting new customers this goal can be achieved. And we will be your best partner and assistant in solving this task!



Call us by phone or send us your inquiry by e-mail, and we will find the optimal options for promoting your services or products.

Tel.:+7 985 776 0185.

E-mail: vakhitov@ridcom.ru [Http://www.ridcom.ru/en/](http://www.ridcom.ru/en/)