



FAMOUS MAGAZINE ABOUT FAMOUS PEOPLE

«KARAVAN ISTORIY. UKRAINA» is a magazine with a difference, that offers the most exciting stories about the rich and famous and historical events.

Thanks to the variety of original photos and materials, the best quality of design and polygraphy and the unique photo projects of Ekaterina Rozdestvenskaya «Karavan istoriy. Ukraina» is perceived as an astonishing work of art.



## Ekaterina Rozhdestvenskaya's unique photo projects are the visiting card of the magazine «Karavan istoriy. Ukraina».

The photos of famous Russian and Ukrainian celebrities and their families presented by Rozhdestvenskaya are published in every issue.

February, 2008 Ekaterina Rozhdestvenskaya went to Kiev for shooting. The A-listers such as Irina Bilyk, Natalia Mogilevskaya, Aleksandr Ponomariov, Svetlana Loboda, Tina Karol, Masha Efrosinina, Vladimir Talashko, Tayisiya Povaliy, Bogdan Stupka, Ruslana Pysanka, Kuzma Skriabin, Vitaliy Kozlovskiy and other famous Ukrainians participated in the project.

In the foreseeable future these works will appear on the magazine's pages.



## «Karavan Istoriy. Ukraina» of mini size

Since in December 2005 we are launching a mini-sized issue of the magazine «Karavan istoriy. Ukraina» as a consequence the extension of the circle of our readers in 2006 becomes evident.

Why the mini-sized version of «Karavan istoriy. Ukraina» can be interesting for an advertiser

- Owing to the additional printing, the general circulation of the magazine increases to 140 000 copies;
- Due to the printing of both the magazines on the same printing-house, the high quality of paper and polygraphs is guaranteed;
- The volume of the mini-sized «Karavan istoriy. Ukraina» 's edition corresponds to that of the standard one. It has all the articles and photos from the standard version of the magazine. The place of the advertisements in the mini-sized version is the same as in the standard magazine, without extra payment. The advertiser gives the advertising material in two sizes.



## GENERAL INFORMATION about the magazine

**Published in Ukraine** since December 2002

(In Russia since March 1998)

**Standard size:** mm 230 x 295

**Mini size:** mm 180 x 227

**Sirculation in Ukraine** – 140 000 copies

**Volume:** up to 362 pages

**Issue periodicity:** 12 times per year

**Distribution** – retail sale, subscription

## Distribution

### Retail selling

The magazine «*Karavan istoriy. Ukraina*» is presented in every press point all over the territory of Ukraine

- **33%** - the city of Kiev
- **37%** is distributed in big cities with the population over 1 mln, such as Dnepropetrovsk, Donetsk, Odessa, Kharkov, Zaporozhiye, Lvov.
- **30%** is distributed in other regional centres of Ukraine.

### Subscription

The subscription makes up 24 % of the total circulation and is made through:

- State enterprise «Pressa» («Ukrpochta»)
- subscript agencies: 30 agents throughout Ukraine (without subsidiaries)
- Editorial office (editorial subscription)

## QUANTITATIVE ASSESSMENT OF THE TARGET READERS GROUP

### Six months audience

Hereunder we present the findings\* about the quantity of persons who have a 6 months subscription for the most famous women's monthly magazines

Edition	% of adult population (18-65 years old) of Ukraine (6 361 300 people)	Quantity of people
Natali	17.5	1 110 470
Edinstvennaya	14.7	935 980
Cosmopolitan	12.5	794 990
<b>Karavan Istoriy</b>	<b>7.7</b>	<b>490 670</b>
Dobrye sovety	6.8	434 140
Burda	6.1	388 070
VIVA!	4.8	302 920
Otdokhni! Zvezdy	4.6	295 240
Zhenskiy zhurnal	3.4	217 070
MINI	3.2	201 710
Pink	2.6	165 420
VIVA! Biografiya	2.4	150 060
Eva	2.2	138 900

Edition	% of adult population (18-65 years old) in Kiev (1 921 510 people)	Quantity of people
Natali	18.5	355 960
Edinstvennaya	16.4	314 780
Cosmopolitan	14.1	270 810
<b>Karavan istoriy</b>	<b>7.7</b>	<b>148 670</b>
Dobrye sovety	7.3	140 290
Burda	7.2	138 200
VIVA!	6.8	129 820
Otdokhni! Zvezdy	4.8	92 830
Pink	4.6	89 340
Zhenskiy zhurnal	4.1	78 870
MINI	3.2	60 720
VIVA! Biografiya	3.0	57 930
Eva	2.9	55 140

## QUANTITATIVE ASSESSMENT OF THE TARGET READERS GROUP

### One issue audience

Below we present the findings\* of the quantitative readership for one issue of the most popular women's monthly magazines

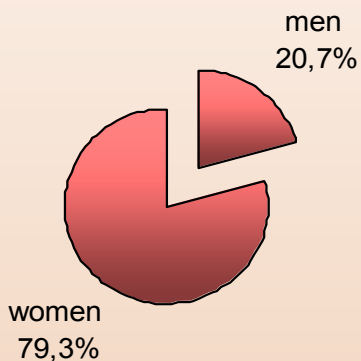
Edition	% of adult population of Ukraine (6 361 300 people)	Quantity of people
Natali	5.77	366 990
Edinstvennaya	5.11	325 210
Cosmopolitan	4.86	309 010
Dobrye sovety	3.07	195 540
<b>Karavan istoriy</b>	<b>2.96</b>	<b>188 400</b>
Burda	2.60	165 290
VIVA!	1.80	114 250
Otdokhni! Zvezdy	1.75	86 220
Zhenskiy zhurnal	1.25	61 380
Pink	0.96	58 120
Elle	0.91	57 760
VIVA! Biografiya	0.88	52 410
Prevention	0.57	36 530

Edition	% of adult population of Kiev (1 921 510 people)	Quantity of people
Natali	6.25	120 040
Cosmopolitan	5.45	104 740
Edinstvennaya	5.43	104 300
Dobrye sovety	2.98	57 340
<b>Karavan istoriy</b>	<b>2.89</b>	<b>55 460</b>
Burda	2.79	53 620
VIVA!	2.47	47 390
Pink	1.75	33 700
Otdokhni! Zvezdy	1.70	32 660
Zhenskiy zhurnal	1.43	27 500
Prevention	1.23	23 650
VIVA! Biografiya	1.19	22 770
Elle	1.07	20 610

\* Findings presented by TNS Ukraine (Print Media Index 2008/2)

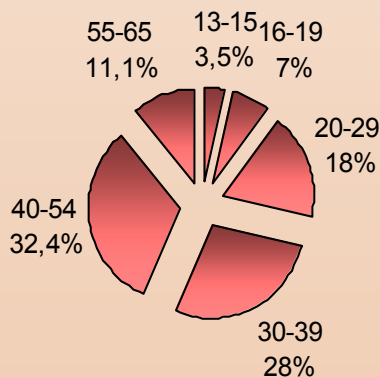
## Social and demographic characteristics of the magazine's readers having a six months subscription

/population of Ukraine aged from 12-65/



### SEX, AGE\*

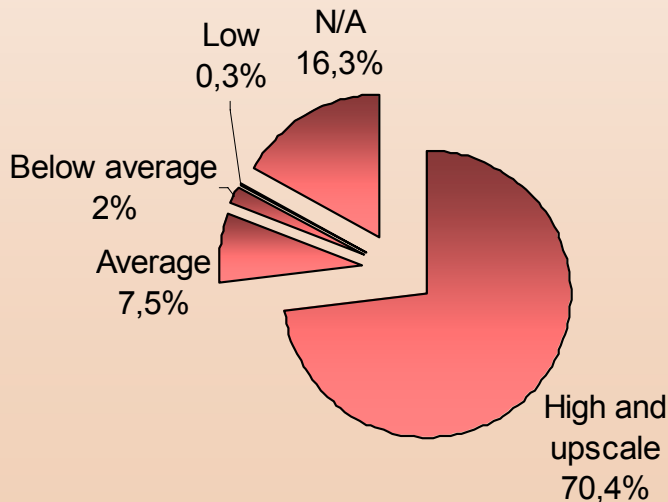
**Sex.** The magazine «Karavan istoriy. Ukraina» presents the interest for women (79,3%) as well as for men (20,7%).



**Age.** The magazine is interesting for all age categories aged between 20 and 55.

## Social and demographic characteristics of the magazine's readers having a six months subscription /population of Ukraine aged from 12-65/

### INCOME \*

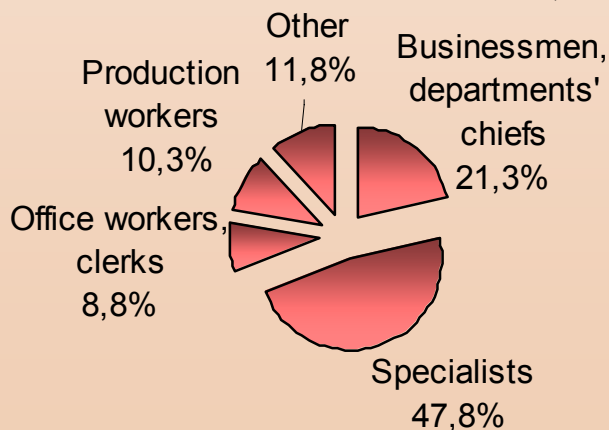
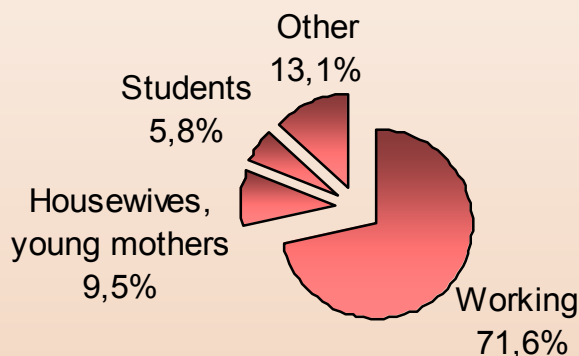


### «Karavan istoriy. Ukraina»: readers' income

The readers of the magazine are mostly the people with an average, high and upscale income (77,9%).

The income is defined by a subjective readers' opinion about their family's financial status. The affluent can afford themselves to buy expensive things; their less well-off counterparts cannot, but they still have enough money to buy clothes and food. People with lower-than-average income have money but for food, while those with a low income have no money even for food.

## Social and demographic characteristics of the magazine's readers having a six months subscription /population of Ukraine aged from 12-65/



### OCCUPATION\*

#### «Karavan istoriy. Ukraina»: readers' employment status

The majority of the magazine's readers work (71,6%).

#### Readers' occupation

Amongst the magazine's readers the most numerous group is presented by businessmen, chiefs of departments and specialists (69,1%).

## Cost of placing an advertisement

(for 2 issues)

Space	Price, USD
1/1 of page	13 200
Double page	24 000
1/2 of page	7 900
1/3 of page	5 300

Special pages		
Space	Dimensions	Price, USD
Full double page	2 pages	35 000
The second double page	2 pages	31 500
The third double page	2 pages	29 500
The double page after the content	2 pages	29 000
The page near the content	1 page	18 500
III page from the cover	1 page	17 000
IV page from the cover	1 page	20 500

Taxes are not included.

Prices are indicated on the basis of a ready model in digital form.

The cost of making an original model is USD 400-600 (taxes are not included) depending on how complicated the model is.

Cost for making a digital colour sample is USD 10

## Discount system on placing the advertisement

The discounts are available only upon signing a contract precising payment stages.

The final discount is calculated by the way of consecutive subtraction of the volume and agent discounts (a rather complicated process).

Advertising agencies that buy 25 and more pages per year, can receive an additional discount on the condition of signing a contract for one year with the Publishing House «Karavan-Media».

Discount system		
Quantity of pages	Volume discount, %	Agent discount, %
2	5	15
3-4	10	15
5-6	15	15
7-8	20	15
9-10	25	15
11 and more	30	15

## Schedule for the magazine preparation, 2009

Issue No.	The date of application submission	The date of model and application submission	The release date
№ 1 (January) 2008	28.11.2008	03.12.2008	22-23.12.2008
№ 2 (February)	19.12.2008	25.12.2008	26-28.01.2009
№3 (March)	30.01.2009	04.02.2009	23-25.02.2009
№ 4 (April)	27.02.2009	04.03.2009	23-25.03.2009
№ 5 (May)	27.03.2009	01.04.2009	23-27.04.2009
№ 6 (June)	30.04.2009	06.05.2009	25-27.05.2009
№ 7 (July)	29.05.2009	03.06.2009	22-24.06.2009
№ 8 (August)	03.07.2009	08.07.2009	27-29.07.2009
№ 9 (September)	31.07.2009	05.08.2009	26-28.08.2009
№ 10 (October)	28.08.2009	02.09.2009	21-23.09.2009
№ 11 (November)	02.10.2009	07.10.2009	26-28.10.2009
№ 12 (December)	30.10.2009	04.11.2009	23-25.11.2009
№ 1 (January) 2009	27.11.2009	02.12.2009	21-23.12.2009

## Advertisement space

### Standard size

#### The main internal block

Double page 460 x 295 mm;

1 page – 230 x 295 mm;

1/2 page (horizontal bleed page) – 230 x 142 mm\*;

1/2 page (horizontal trimmed page) – 198 x 127 mm;

1/2 page (vertical bleed page) – 112 x 295 mm\*;

1/2 page (vertical trimmed page) – 96 x 260 mm;

1/3 page (horizontal bleed page) – 230 x 97 mm\*;

1/3 page (vertical trimmed page) – 198 x 82 mm;

1/3 page (vertical bleed page) – 78 x 295 mm\*;

1/3 page (vertical trimmed page) – 62 x 260 mm;

1/4 page (horizontal bleed page) – 230 x 74 mm\*;

1/4 page (horizontal trimmed page) – 198 x 61 mm;

1/4 page (vertical bleed page) – 56 x 295 mm\*;

1/4 page (vertical trimmed page) – 50 x 254 mm.

### Mini size

#### The main internal block

Double page 360 x 227 mm;

1 page – 180 x 227 mm;

1/2 page (horizontal bleed page) – 180 x 108 mm\*;

1/2 page (horizontal trimmed page) – 152 x 97 mm;

1/2 page (vertical bleed page) – 86 x 227 mm\*;

1/2 page (vertical trimmed page) – 74 x 202 mm;

1/3 page (horizontal bleed page) – 180 x 75 mm\*;

1/3 page (horizontal trimmed page) – 152 x 64 mm;

1/3 page (vertical bleed page) – 60 x 227 mm\*;

1/3 page (vertical trimmed page) – 48 x 202 mm.

## Requirements for materials presented in digital form

## Requirements for advertisement layout design and colour trials

Advertisements for the magazine are accepted only in digital form.

The advertisement layout should be in the form of a file that requires no modifications nor revisions, meeting the following requests:

### Layout requirements (full version)

- text and important parts of images must be within the 5 mm bounds of the border, protrude area images that overstep the limits of trimming format should be no less than 5 mm out of the border (please note that the cutting line pitch is +/- 2-3 mm due to the technological process)
- double page layout should be made up considering that its central part(10 mm wide) will be glued off (5mm from right and 5mm from left. In all (taking into account slide apart) the size before trimming should be 470\*305mm for full version and 370\*237mm for mini version).
- in layouts of inserts and insets place of perforation, scoring and creasing should be marked.

### Technical requirements for trials

The Publishing House is supposed to make digital colour trials using typographical form.

In order to test the advertisement's colour rendition, the advertiser presents to the publishing house a signed colour trial. The customer's colour trial is then compared to that of the publishers' made in the final digital form of the advertisement. In case of some distortion, the coordinator of advertising department informs the advertiser about it.

The publishers' colour trial serves the model of colour rendition for the next printing work.

## Accepted file formats

- MAC/PC: Adobe Illustrator (**all fonts should be converted to curves**) EPS, Adobe Photoshop TIFF (**non-layered files**). All files must be supplied with a colour proof (preferably coloured), assembling printout via Flight Check is advisable.
- CorelDraw and Word layouts are unacceptable!**
- All bitmapped images (CMYK, 300 dpi) must be given in Photoshop TIFF, EPS (preview: Macintosh (8 bits/pixel), encoding Binary, encoding JPEG are unacceptable). **Files with idle alpha channels and paths are also unacceptable;**
- At the time of layout assembling in Adobe Illustrator all bitmapped images must be inserted in the layout as **Linked images** only and must be given separately Adobe Photoshop (TIFF, PSD, EPS, CMYK, 300 dpi). If you use embedded images an example of layout in JPG must be provided.
- Don't insert DCS files into Adobe Illustrator.
- Don't use lines Hairline width, minimal width is 0,25 point;
- Light lines (<0,5 points), bitmapped and multicolored lines are not advisable .
- Minimal width of negative lines – 1 point.

## File transferring

- Filenames created on PC must have correct extensions.
- Use underlining symbol ( \_ ) instead of a gap.
- Do not use in filenames Cyrillic alphabet and special symbols (!,»,\*,%,&,/, (,),=,?,@,^).
- Filename must not include more than 32 symbols.
- Admitted removable medias are CD-ROM, DVD-ROM, e-mail (до 1,5 МБ).
- Please always compress files before transfer via e-mail. MAC: Stuffit, filename extension (.sit) PC: WinZip, filename extension (.zip).

## Colours and fonts

### Colours

- All colours should be converted into a colour model CMYK (the correct ICC-profile for colour separation can be obtained in the editorial office), and those of combined files are to be checked up;
- All small black fonts should be apportioned by CMYK: C - 0%, M - 0%, Y - 0%, K - 100%. Other colours cutting under this text must be overprint;
- The names of ordered colours must correspond to their meaning. For example, C10M10Y7K0;
- Overprint settings must be checked up. It is not advisable to use overprint in white objects and texts;
- 50 % Cyan must be added under solid black colour. Using Black – 100%, Cyan 50%, Magenta – 50%, Yellow – 30% (Super black) is recommended for getting a saturated black colour (super black) on large areas;
- Total value of dots in four colours must not be up than 320%, range of reproduction – 5-98 %.
- Colours must correspond to Euro standard coated model, spread in area 50% spot colour – 18–22%.
- It is possible to have colour trials made by the Publishing House using a typographical form.

### Fonts

**•all fonts should be converted to curves**

- If there is a “reversing” text on one-color solid plate the font size should not be less than 6 points, if the plate is four-coloured – not less than 8 points, typeface – soft grotesque.

We hope to establish with you a longtime  
and successful collaboration!



83-D, Melnikova str., Kiev, Ukraine  
Tel / fax + 0038 (044) 205-40-87, 205-40-92

[adv@karavan.ua](mailto:adv@karavan.ua)