

Mercedes-Benz

MEDIA KIT 2012

# magazine





**Mercedes-Benz Magazine** is published by Daimler AG in thirty-four languages in more than one hundred countries around the world. The circulation is over 3 million copies. **Mercedes-Benz Magazine** is a part of the international program of clients' loyalty support. The Magazine's Russian version has been issued since 2002.

**The Mercedes-Benz Magazine** subscription is available to all clients of the official dealers when they are buying a new car. The subscription is valid for three years.

Updating the Mercedes-Benz enthusiasts on the brand's development trends, the Magazine briefly describes the advanced car manufacturing concepts from Daimler AG engineers, and presents technical innovations are being implemented.

**The Mercedes-Benz Magazine** audiences are advanced people with diverse interests. Therefore, the publication covers a range of topics beyond the achievements of Stuttgart's automobile company. It features what is popularly called a lifestyle, and takes the reader into the world of active recreation, entertainment, fashion, design and engineering. Nor does the Magazine ignore the cultural values. Surveys and stories featuring art, history and culture find a response among the readers with sophisticated tastes and a wide range of interests.

# The Reader

The person buying a Mercedes-Benz car shows a balance between sound conservatism and a drive for a dynamic, eventful life. The Magazine is targeted the people who justly regard their cars not only as a symbol of impeccable time-tested quality but also as the manifestation of a successful life, and a high social status.

## Gender

Men make the majority of the Magazine's readers (73%).

## Age

The Magazine's readers come from all age groups, but most of them (92%) are aged between 25 and 45.

## Income

The Magazine's readers are people with high incomes.

## Social status

- 47% business owners
- 22% top executives and officers at government and municipal organizations
- 20% top managers
- 6% others

## Leisure time

The Magazine's readers live active lives: they attend theaters, movie theaters, restaurants, beauty salons, sport clubs. 96% of them make trips abroad at least once a year.

# Distribution

Circulation in 2012 is 30,000 copies.

## Distribution structure

- 17,000 copies (57%) are delivered to the people who have bought a Mercedes car in the past three years and expressed agreed to receive the Magazine by filling out an application form;
- 8,000–9,000 copies (28%) are available in the dealers' salons;
- 2,000–3,000 copies (8%) are distributed at the events sponsored by the Mercedes-Benz (one or two major events monthly);
- 2,000 copies (7%) are delivered to corporate clients (ministries, institutions, major companies).

## Geography

- 17,000 copies Moscow
- 3,500 copies St. Petersburg
- 1,200 copies Nizhny Novgorod
- 1,100 copies Samara
- 1,000 copies Yekaterinburg
- 800 copies Novosibirsk
- 5,400 copies other cities

# Official Dealers

The dealer network covers 36 Russian cities.

## **MOSCOW**

AA Avtoforum  
Avilon  
GEMA-Trak Auto Center  
AZR Avtomobil- Zvezda Rusi  
Zvezda Stolitsy  
Lukoil-Tsentrnefteprodukt  
MB-Belyaev  
Mercedes-Benz Center  
PANAFTO

## **ST. PETERSBURG**

Avangard  
Avtoforum Neva  
Zvezda Nevy  
Olimp

## **BARNAUL**

PM-Avto

## **BRYANSK**

MP Sovtransavto-Triak

## **VLADIVOSTOK**

Altair-Avto

## **VOLGOGRAD**

Agat-MB

## **VORONEZH**

Avrora Avto

## **YEKATERINBURG**

Stern  
Delta-Center

## **IVANOVO**

Atlas

## **IRKUTSK**

Baikalit  
MTS Irkutsk

## **KAZAN**

Ak Bars Avtomobili

## **KALININGRAD**

Evrolak

## **KASPIYSK**

Ka-Motors

## **KEMEROVO**

STS-avtomobili (branch)

## **KRASNODAR**

SBSV-KLYUCHAVTO SEVER

## **KRASNOYARSK**

ORION

## **MINERALNYE VODY**

KLYUCHAVTO-KMV

## **NABEREZHNYE CHELNY**

Center-Kama

## **NIZHNY NOVGOROD**

Plaza  
Transinvest

## **NOVOKUZNETSK**

STS-avtomobili (branch)

## **NOVOSIBIRSK**

STS-avtomobili

## **OMSK**

Sot motors

## **ORENBURG**

Kaskad-Avto

## **PERM**

Evro-Trak Perm  
Telta-MB (Ul. Akumova)  
Telta-MB (Ul. Reshetnikova)

## **ROSTOV-ON-DON**

Panavto-Yug (Ul. Vyatskaya)  
Panavto-Yug (Ul. Poimennaya)

## **SAMARA**

Samara-Motors

## **SARATOV**

Ikar

## **SOCHI**

Avtosalon VK

## **STAVROPOL**

Mercedes-Benz Center Stavropol  
SBSV-KLYUCHAVTO

## **SURGUT**

Novotekh-MB

## **TOLIATTI**

Vlako-Servis

## **TOMSK**

STS-avtomobili (branch)

## **TYUMEN**

Adonis-Avto

## **UFA**

Art-Motors MB

## **KHABAROVSK**

Scandinavian Dialogue

## **CHELYABINSK**

UralAvtoHaus Auto Center  
OMEGA

## **YAROSLAVL**

Vega-Avto

# Magazine Sections

## Details



Stories by the brand's experts about the new technological systems that have created a reputation for the Mercedes-Benz cars as being the safest, most comfortable and dynamic cars in the world. The section can also describe in details the events and projects, like the opening of a new technical center, or tips on how to take care of your car. Car owners can obtain a maximum of useful first-hand information from the corporate technical experts.

## Monitor



News review in the areas traditionally indicated by the Mercedes star's three points which stand for vehicles on land, on water and in the air. Here you can find information about brand's latest models, as well as about great innovative products offered by world manufacturers: sailboats, high-speed motorboats, business jets and helicopters. Also, here is a survey of the deluxe goods markets, which covers all commendable collections of fashionable brands, ranging from watches, eyeglasses and jewelry to clothing, footwear, and travel bags. The survey presents novelties from the world of hi-end audio and video, as well as computers and household appliances. The section also updates its readers on the developments on the social life and cultural scene.

## Technologies



World and Russian premieres of the brand's new models. Any new Mercedes-Benz – a sports coupe, a business limousine, a family minivan, or an offroader – determines the issue's main topic, sets its tone. The subject matter is based on a professional photo session, and is accompanied by expert commentaries. The section also features surveys of technical novelties that people use in everyday life, and describes the trends of development for the most-demanded products of the technical thought, be that a mobile phone, a digital camera, or a portable computer. It also includes feature stories, articles, and interviews devoted to high technologies and scientific discoveries, and presents the latest inventions and projects that can be applied in the automotive industry.

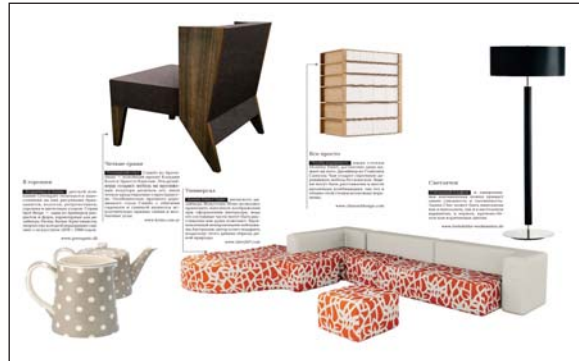
# Magazine Sections

## Interviews



The aim here is not to show the interviewed person's "formal portrait", but rather present an informal sketch of his or her interests, hobbies, fancies and preferences. The home, office, car and the interviewed person himself become contributors to the photo session.

## Living



A review of novelties in the world of furniture, interior, and lighting technologies. Exhibits of international salons, works by prominent designers.

## Chronographs



They are intended not only to show time. They are part of your unique image. The leading watch manufacturers never tire of surprising the world with new high precision mechanisms.

## Places



A survey of routes for a vacation or weekend as recommended by Mercedes-Benz Magazine and tourist business specialists.

## Navigator



Features and photo reports about travels to different corners around the world, along both unexplored paths and tourist-beaten tracks. The section makes it a point to present an unexpected viewpoint that allows the reader to discover a new dimension of an already well-known route. Navigator's frequent guests are Mercedes-Benz cars, heroes of international presentations and rally raids.

# Magazine Sections

## Motordrome



Sports and active recreation in the style of Mercedes-Benz. The long-standing traditions, impeccable taste and high-level welfare make the three major things that determine the readers' choice of club sports events which are often sponsored by the star trademark.

## Style



Novelties from the world of haute-couture, architecture, interior and object design. Interviews with well-known artists and collectors make it possible to enrich the readers' knowledge in the field of classic and contemporary art.

## Gastronome



Cuisines of different nations. Forgotten recipes, the know-how of preparing exquisite and popular dishes, along with useful tips on dining etiquette. Seasonal surveys of picnics, seafood, traditional food for the holiday table. Indispensable food accompaniments: wine, strong alcoholic drinks, cigars.

## Our Guide (Afisha, CD Changer)



A review of arts highlights scheduled for the three months following the release of the Magazine's each successive issue. A review of new music CDs and DVDs.

*It is also practice to make reviews of restaurants and hotels.*

# Advertisers

Baldessarini, HONKA, Hansgrohe, Hulsta, HSBC, Lady & Gentleman, LOEWE, Miele, Packard Bell, Rolf Benz, Siematic, Villeroy & Boch, Mariott Moscow Hotel, Raffles Praslin Seychelles Hotel, Conrad Maldives Hotel, Casta Diva Resort (Italy), St Raphael Resort (Cyprus), Grand Resort Bad Ragaz (Switzerland), Switzerland Tourist Office, Mauritius Tourist Office, Krasnaya Polyana Residential Complex (Sochi), Alexandria Residential Complex, Krasnaya Ladiya Residential Complex, Dental Spa Clinic, Dr.Loder Fitness Centers, LaSalute Fitness Center, LifeFitness equipment, Kant Sports Shops, Meat Club Restaurant, Sirena Restaurant, Uzbekistan Restaurant, Netjets – business aviation, Cognac l'Oeuvre

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# Advertisement 2012

## Schedule

Issue	Booking Deadline	Materials Deadline	Publication Date
Spring	21.02	02.03	12.03
Summer	23.05	01.06	12.06
Autumn	03.08	10.08	23.08
Winter 2012/13	21.11	30.11	12.12

## Prices

Spread	\$12 500
Full page	\$6 950
1/2 page	\$3 900
1/3 page	\$2 860
2nd cover	\$13 900
3rd cover	\$13 900
4th cover	\$15 000

## Special Positions

Left to the Mercedes-Benz GM address	\$10 425
First advertising position	\$9 730
Second advertising position	\$9 035
Third advertising position	\$8 340

Extra charge for a specific place in the Magazine is **20%**.

All costs are shown without VAT (**18%**).

The prices are valid only if a fully prepared advertisement is submitted. Preparation of advertisement (editing a text, design and lay-out) is to be paid for additionally.

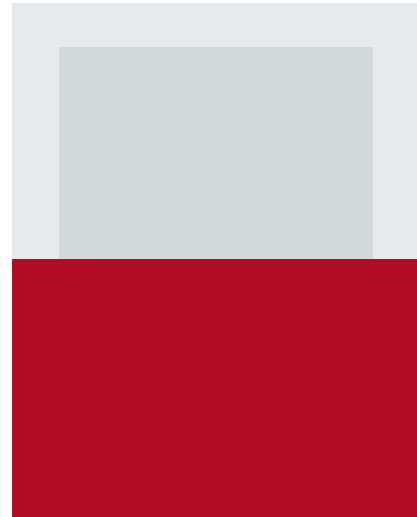
## Discounts

2 issues a year	10%
3 issues a year	15%
4 issues a year	20%

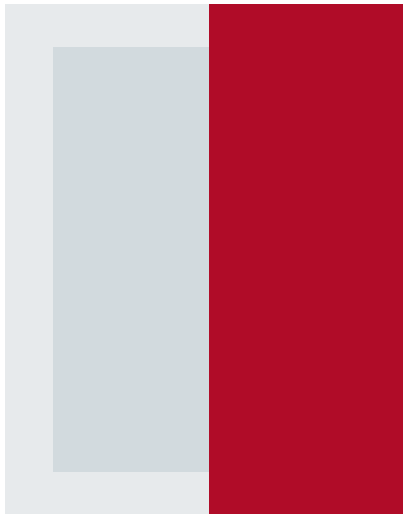
# Advertisement Modules



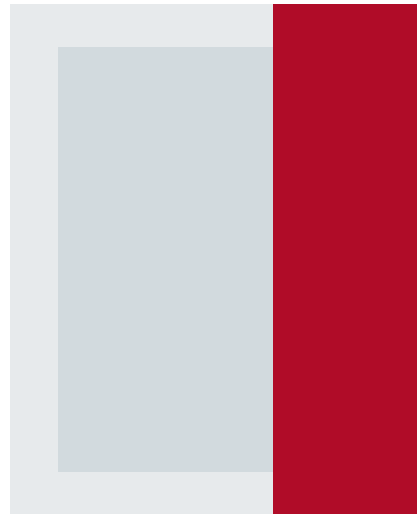
1/1 page 215 × 280 mm non-bleed  
(225 × 290 mm bleed)



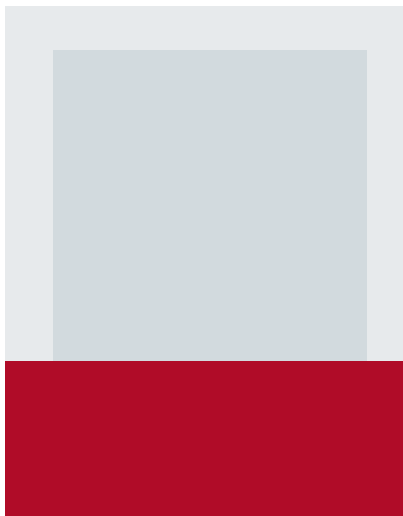
1/2 page 215 × 140 mm non-bleed  
horizontally (225 × 145 mm bleed)



1/2 page 106 × 280 mm non-bleed  
vertically (111 × 290 mm bleed)  
only on the right side



1/3 page 73 × 280 mm non-bleed  
vertically (78 × 290 mm bleed)  
only on the right side



1/3 page 215 × 93 mm non-bleed  
horizontally (225 × 98 mm bleed)

# Technical Requirements

1. Materials are accepted on CDs (PC) and USB devices.
2. The layout must strictly correspond to the required sizes.
3. The layout of 2/1 page (double spread) must be bleed.
4. If the layout contents bleed units, then the size of the bleed page must be equal to the nonbleed page plus 5 mm on each side.
5. It is not recommended to place texts and logos closer than 5 mm to the edge of the nonbleed page.
6. Media must contain all the files (EPS, ASCII, TIFF, Adobe Illustrator) used in the final layout. Color models must be done in CMYK, black-and-white models must be done in Grayscale. Black fonts and shaded-type models must be 100% black.

Supported formats of files (in order of preference) are as follows:

Quark Xpress 4x (PC), EPS ASCLL (except QuarkXPress EPS), TIFF, Adobe Illustrator (v8.x – 10v).

In vector files all the fonts must be converted to curves.

Resolution of pixel files must be not less than 300 dpi.

If the raster images have text, resolution must be 300 dpi for CMYK and grayscale, and 1,200 dpi for bitmap.

7. The texts of articles that have "the rights of advertisement" are accepted in QuarkXPress or MS Word (files must not contain information about styles, only tabulators are used to make tables).
8. Advertisement layouts composed on PC in the CorelDraw or MS Word programs are not accepted (converting to TIFF, CMYK, 300 dpi is possible).
9. Advertisement layout composed on Macintosh in the QuarkXPress, CorelDraw, PageMaker and other programs are not accepted (converting to TIFF, CMYK, 300 dpi, for IBM PC is possible).

## Notes:

1. A control printout of the layout is required. The printout must fully correspond to the layout on the client's media. No Xerox copy of the printout are accepted.

2. The publishing house reserves the right to change the technical requirements for advertisement layout.

**3. Every advertisement layout must contain the note "advertisement" or "the rights of advertisement".**

*(Advertisement Law No 38-F3, as of March 13, 2006.)*

# Contacts

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