

Русская  
Швейцария

WWW.ABOUTSWISS.CH  
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# Monthly Magazine “Russian Switzerland”

Informational Internet Portal [WWW.ABOUTSWISS.CH](http://WWW.ABOUTSWISS.CH)

Mediakit

## Table of contents

### About Magazine

The magazine “RUSSIAN SWITZERLAND” is published 11 times a year since May 2004. “RUSSIAN SWITZERLAND” provides comprehensive information about Switzerland and various political, social and cultural events taking place in Switzerland and in ex-CIS countries.

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### Distribution

The magazine is distributed via subscription and is sold at press stands with international press throughout Switzerland. “RUSSIAN SWITZERLAND” is also offered in the Business Class on SWISS International Airlines Moscow — Zurich, Moscow — Geneva, Saint Petersburg — Zurich flights. The magazine can also be found in a number of hotels in the most tourist

locations in Switzerland as well as in Embassies and Consulates, book and retail stores with the Russian-speaking clientele.

p. 9

### Target Auditorium

Russian-speaking population of Switzerland. Businessmen and specialists travelling or working in Switzerland. Tourists from ex-CIS countries

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### Advertising

The magazine publishes commercial advertisements of companies, their products and services as well as private commercial advertisements.

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## The concept

“RUSSIAN SWITZERLAND” writes about a unique and extraordinary beautiful Alpine country Switzerland. There are currently around 50,000 Russian-speaking persons living in Switzerland contributing to it’s approx. 7,5 mn population

“RUSSIAN SWITZERLAND” is the only regular and independent source of information about Switzerland in Russian language.

“RUSSIAN SWITZERLAND” publishes life stories of Russian-speaking people leaving in Switzerland as well as covers history, political, legal and economical aspects of Swiss society. It tells about living style and leisure habits as well as about cultural events. It also portraits interesting people, leaving in Switzerland. All texts are written exclusively for “RUSSIAN SWITZERLAND”. We are covering topics and events from the perspective of

the Russian-speaking resident of Switzerland.

“RUSSIAN SWITZERLAND” publishes experts’ opinions and is a trustful source of information. It also has the most comprehensive catalogue of products, services and addresses for our readers.

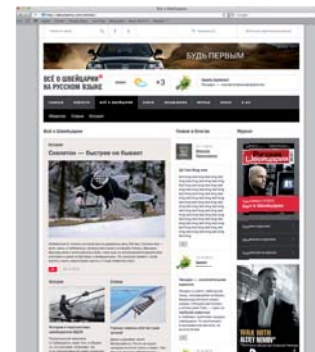
“RUSSIAN SWITZERLAND” has over 20,000 regular readers.



## Internet Portal

Internet Portal [WWW.ABOUTSWISS.COM](http://WWW.ABOUTSWISS.COM) is the unique informational platform of Russian-speaking Internet in Switzerland. It comprises the most comprehensive source of information about the latest events in the country and covers a broad spectrum of topics — political, economical, financial and business news; extraordinary, sport and cultural events; Swiss publications digests;

photo reports; Swiss Yellow Pages; event calendars and classifieds.



## Project's History

The project “RUSSIAN SWITZERLAND” has started back in 2000 with a creation of an Internet forum for Russian-speaking people living in Switzerland. With an expansion of a forum a web

site “RUSSIANS IN SWITZERLAND” has been registered on RU.SWISSONLINE.CH.

In 2003 it has been renamed to “Russkaya Shvejtsariya” and moved to a server

RUSWISS.CH. In April 2004 RUSWISS.CH started its printed edition “RUSSIAN SWITZERLAND”, which turned into monthly Swiss Magazine in Russian language with the same name.



## Quality of press coverage

“RUSSIAN SWITZERLAND” employs the most curious journalists and photographers alert to an occasion. The magazine also does not limit topics of coverage. Every interesting and sound event taking place in Switzerland will be a subject of interest for our constructive and independent journalists. Most of photo images appearing in the Magazine are exclusively taken for “RUSSIAN SWITZERLAND”.

We respect intercultural differences.



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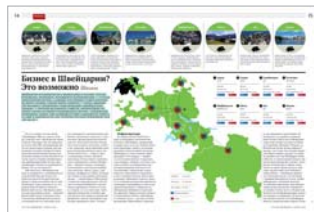
VALERIY BUKHNIN  
Design and layout

# Classification of headings

KALEIDOSCOPE is a mix of different important or amusing stories about events that have taken place during the past month.

POLITICS, SOCIETY, CULTURE, HEALTH, KIDS' PAGE are other regular topics of "RUSSIAN SWITZERLAND".

REPORTS — coverage of various events taken place in Switzerland



## Magazine development

Large-scale advertising campaign, cultural sponsorship, distribution support, feedback from the readers. “RUSSIAN SWITZERLAND” keeps in touch with the readers and promotes interactive activities,

inviting them to participate in various actions and opinion polls. It also arranges activities within the framework of bilateral agreements with the distributors’ companies.





## Distribution

The magazine is distributed both by subscription and via retail sales network throughout Switzerland. It can be found at all the newsstands selling international press, otherwise ordered. Distribution partners: Naville in the French-speaking part, Valora — in the rest of Switzerland. The magazine is offered to

business class passengers on board of Moscow — Zurich, Moscow — Geneva, Saint Petersburg — Zurich flights operated by SWISS International Airlines. It can be found in a number of hotels in most tourist locations throughout Switzerland, as well as in the embassies and consulates of the Russian Federation,

Ukraine, Belarus and Kazakhstan in Bern and Geneva, in the Russian orthodox churches in Geneva and Zurich, book and retail stores with the Russian-speaking clientele.



■ Naville  
■ Valora

## Subscription to the Magazine

Subscribers to the “RUSSIAN SWITZERLAND” are the most loyal readers of the magazine. There are several convenient and efficient ways to subscribe via the phone, mail and on-line. “PinkRus”, the leading Russian books store

and the general subscription distributor of the Russian periodicals in Switzerland, offers a subscription to “RUSSIAN SWITZERLAND” in a most convenient to the reader way and provides any further information about the magazine.

044 262 22 66  
PINKRUS

## Readers

Russian-speaking population of Switzerland and other nationals reading in Russian. Businessmen and specialists, and tourists from the former USSR countries.

The readers of “RUSSIAN SWITZERLAND” are democratic people of inquisitive bent, adherent to active life, following latest trends and fashion, frequent travelers.

“RUSSIAN SWITZERLAND” has over 20,000 regular readers.



# Advertising

## Cover Pages

An advertisement published on the cover page generally forms consumer's perception of a brand as a high quality, well-established product and increases its attractiveness to a consumer.

2<sup>ND</sup> COVER PAGE (inner side of the front cover) forms an image of a market leader, increases recognition and loyalty to a brand.

3<sup>RD</sup> COVER PAGE (inner side of the back cover) increases recognition up to 35% as some readers tend to review a magazine from the back.  
4<sup>TH</sup> COVER PAGE increases brand's recognition rate up to 60%.

## Advertisements on a display

Advertisements on a display increase recognition of a brand and allows for a contextual perception.



## Advertising: special projects

### Appendix

Tailor-made thematic booklets, created upon customer's request.

### Insert

Your advertisement in the form of a flyer or brochure glued in on one of the pages. This original format attracts a special attention of a reader.

### Special Advertising Section

Special section in the magazine devoted to a selected topic and marked as a "Special Advertising Section" combining text report and visual advertisement. The written style of this section conforms stylistically with other reports in the magazine and builds a genuine reader's association between advertisement and the context.

### Enclosure

Tailored advertising medium, that can be enclosed to the issue (booklet, postcard, bookmark, CD, etc.).

## Advertising rates

|   |          |
|---|----------|
| 1/1 page  | 3000 CHF |
| 1/2 page  | 1500 CHF |
| 1/3 page  | 1000 CHF |
| 1/4 page  | 750 CHF  |
| 1/9 page  | 330 CHF  |
| Back cover page                                 | 4500 CHF |
| Inner side of the front or the back cover pages | 3600 CHF |

Extra charge of 10% applies to special placing (specific page in the magazine).

The following discounts apply to repeated publications:

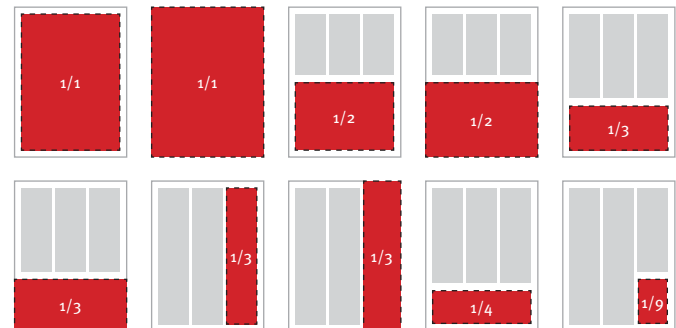
3 publications — 7%,  
6 publications — 10%,  
12 publications — 15%.

For placing classified advertisements in the events, goods and services sections, as well as “yellow pages” of Switzerland — please refer to [WWW.ABOUTSWISS.COM/ADS](http://WWW.ABOUTSWISS.COM/ADS)

For banner placing rates on [WWW.ABOUTSWISS.COM](http://WWW.ABOUTSWISS.COM) please refer to: [WWW.ABOUTSWISS.COM/MAGAZINE/ADV/](http://WWW.ABOUTSWISS.COM/MAGAZINE/ADV/)

# Formats

| formats                          | width x height, mm |
|----------------------------------|--------------------|
| 1/1                              | 207 x 282          |
| 1/1 (without fields)             | 217 x 292          |
| 1/2                              | 187 x 130          |
| 1/2 (without fields)             | 217 x 145          |
| 1/3 (horizontal)                 | 187 x 84           |
| 1/3 (horizontal, without fields) | 217 x 98           |
| 1/3 (vertical)                   | 59 x 250           |
| 1/3 (vertical, without fields)   | 79 x 292           |
| 1/4                              | 187 x 65           |
| 1/9                              | 59 x 84            |



## Technical Data

### Data transmission

1. CD-R/RW, DVD±R/RW
2. E-mail
3. FTP

### File formats

1. Adobe Illustrator EPS
2. Adobe InDesign CS3,  
Quark XPress 4
3. Adobe Photoshop TIFF, EPS
4. PDF 1.3, 1.4

### Technical specifications

1. Bleed (for modules without fields): 3–5 mm
2. Open files: please supply all artwork/logos and typefaces as well as a binding printout
3. Colour process: 4-colour process (CMYK) throughout (Pantone colours converted to CMYK)
4. Greyscale/colour images resolution: 300 dpi
5. Logos, bitmap resolution: 1200 dpi
6. Illustrator EPS: fonts embedded or vectorised
7. PDF: Currently regarded as standard and preferable to all other file formats. Created as a High-End PDF file with the Distiller
8. Typefaces: always attach if not embedded
9. Minimum / maximum dot: 2% / 98%
10. Total Ink: 300% (C+M+Y+K)



# Projects of the “Russian Switzerland” publishing house

- [1] Monthly magazine “RUSSIAN SWITZERLAND”; [2] Information portal [www.ruswiss.ch](http://www.ruswiss.ch); [3] Guide books;  
[4] Series of practical aid-books to help Russian-speaking people in their daily lives.



To find out more about all advertising and sponsorship opportunities in “RUSSIAN SWITZERLAND” please contact here:

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