

BOLSHOI

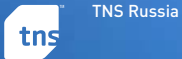
ALEXEI NEMOV'S MAGAZINE

SPORT



1,240,800

READERS IN RUSSIA



EDITOR'S LETTER

“Now that I’ve become the Editor-in-Chief of BOLSHOI Sport, I work to make it the most reputable sports magazine in Russia. How?”

My strategy is quite simple. I interview the most prominent people who are either my personal friends or acquaintances. My respondents are outstanding achievers well-known both in Russia and in the world. They are Olympic champions, politicians and business leaders actively supporting sports. I made my first interview with Alina Kabaeva. She gave open-hearted answers to all questions. It was a great pleasure to talk to Alina, a very good friend of mine, once again, but as an editor of a sports publication this time.”



Alexei Nemov, Editor-in-Chief of BOLSHOI Sport, a legendary Russian gymnast, winner of four Olympic gold medals and the only Russian member of the Laureus World Sports Academy.

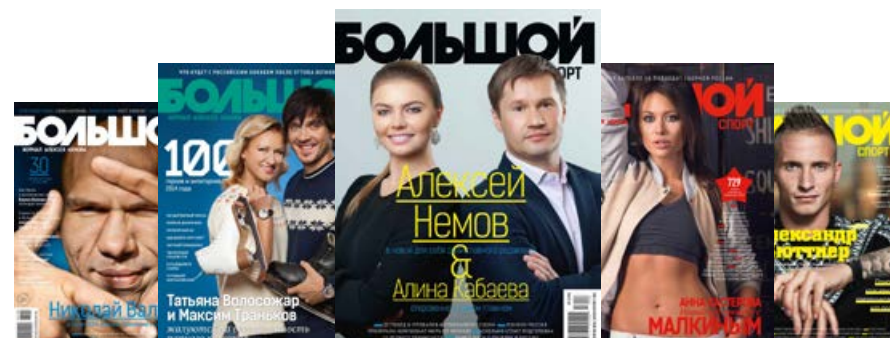
ABOUT BOLSHOI SPORT

BOLSHOI Sport magazine was launched at the end of 2005, on the eve of the Turin Olympics. Back then, few could have imagined that in just a few years Russia would itself host the Winter Games, and later would vie to host the FIFA World Cup.

As our publishing project has developed, so sport in Russia has grown into an area of significance to the state itself, blossoming into a popular, even essential, part of the life of the nation. Now, BOLSHOI Sport performs the valuable task of helping people navigate through sports in Russia.

Unlike most other sports publications on the media market, the magazine is published in a monthly format, which underpins our analytical approach to covering sports events, enriched by the inherent distance and thoughtfulness implied by this format. Such editorial concept makes our project interesting not just for classical sports fans, but for all those who simply want or need to be aware of everything that happens in the wider sporting arena.

Our readers include athletes themselves, their supporters, agents and managers, as well as a range of industry professionals for whom sport is one of the ways of communicating with their audiences. The readership also includes figures who are used to being “in the know” when it comes to fashionable and socially popular topics.



FREQUENCY **10** ISSUES PER YEAR

PRINT RUN **140,000** COPIES

PUBLISHED SINCE **2005**



BOLSHOI SPORT & LAUREUS



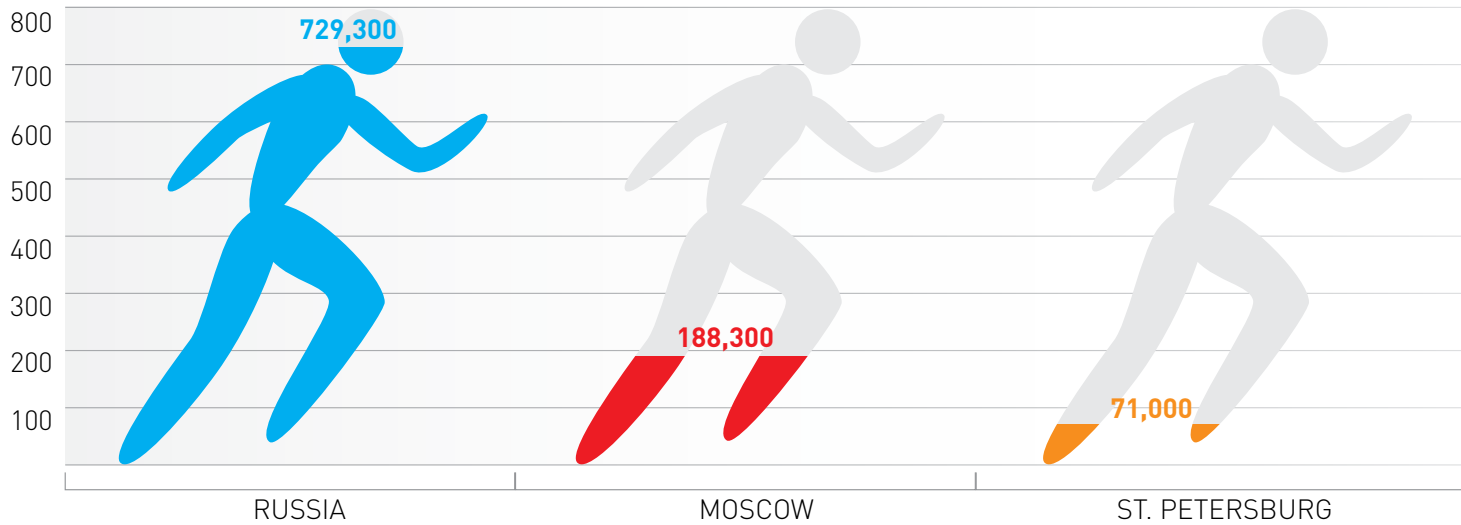
BOLSHOI Sport is an exclusive Official Media Partner of Laureus, one of the most influential charity foundations in the world.

Laureus also hosts the prestigious annual Laureus World Sports Awards ceremony, unofficially referred to as “The Oscars in the world of sports”.

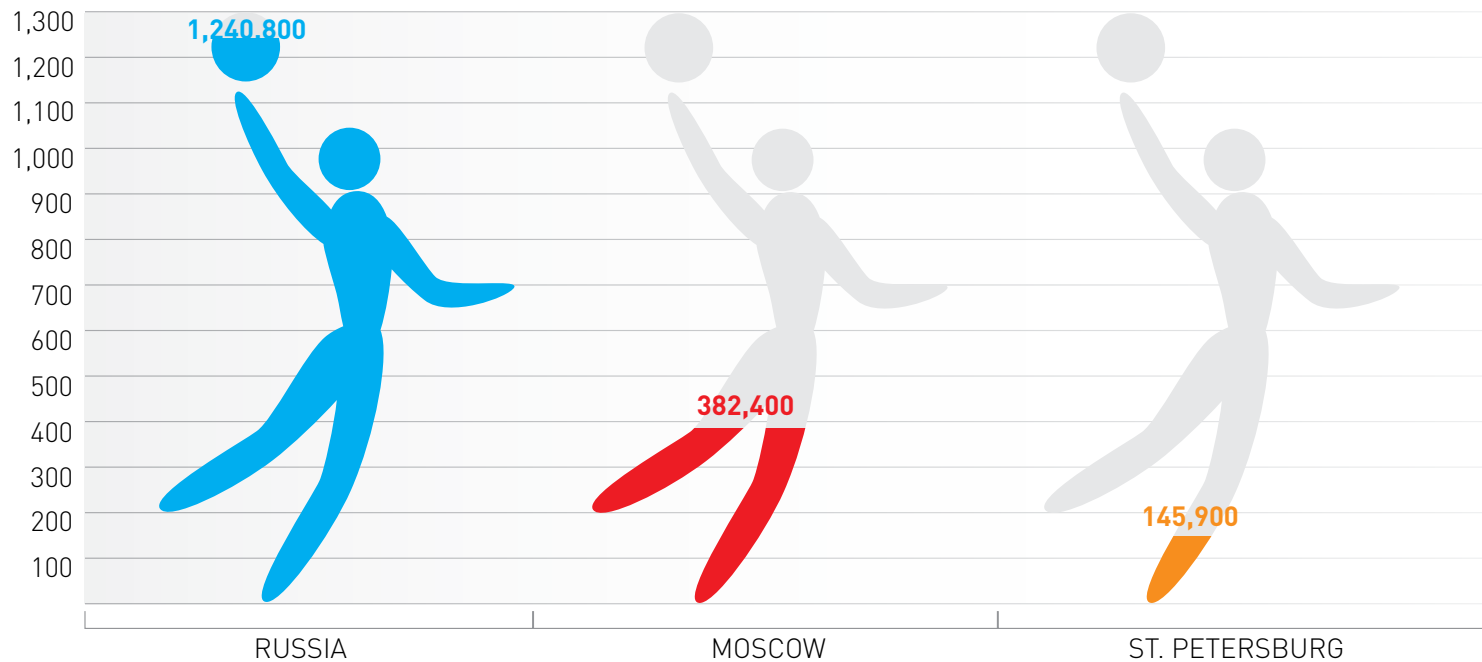
“There are quite a few heroes in Russian sports and it’s a good idea to host a national sports awards ceremony. I hope we will organize it together with Laureus.”

AUDIENCE

AIR



SEMIANNUAL AUDIENCE



READER PROFILE

SOCIAL STATUS

- 45%** TOP MANAGERS, SPECIALIST
- 26%** WHITE, BLUE-COLLAR STAFF
- 14%** STUDENTS
- 15%** ANOTHER

FINANCIAL STATUS

- 52%** MIDDLE CLASS
- 28%** UPPER MIDDLE CLASS
- 20%** ANOTHER

AGE

- 14%** 18 – 20 Y.O.
- 52%** 21 – 44 Y.O.
- 21%** 45 – 54 Y.O.
- 13%** 54+ Y.O.

MOST ACTIVE CONSUMERS

AUDIENCE

- 60%** MEN
- 40%** WOMEN



DISTRIBUTION SYSTEM

RETAIL SALES

FITNESS CLUBS

LIGA STAVOK BETTING CLUBS

SPORTS COMPLEX «OLIMPIYSKY»

“OTKRITIE ARENA” AND “LOKOMOTIV” FOOTBALL STADIUMS

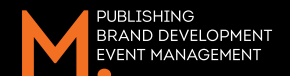
SUBSCRIPTION AND DIRECT MAIL DISTRIBUTION

THEMATIC SPORTS-RELATED EVENTS



Alexey Voevoda
A two-time Olympic champion in bobsled and three-time world champion in arm wrestling

Official Media Partner of FC Lokomotiv
Moscow and FC Spartak Moscow



BESPOKE SOLUTIONS

RUGBY TOGETHER WITH PEUGEOT



Actively supporting rugby, the Peugeot brand initiated a series of features about this sport on the pages of BOLSHOI Sport magazine. Analytical reviews, interviews with national team players and exclusive photo sessions helped popularize rugby in Russia, as well as reinforced the link between the French car maker and this sport in the minds of Russian readers.



BESPOKE SOLUTIONS

VOLVO MARINE CROSSOVER



An exclusive photo shoot was organized for the release of the special Volvo XC60 crossover series, which was launched in honor of the round-the-world Volvo Ocean Race. This special project underscored the beauty of Volvo cars whilst building an associative link with the sea.



BESPOKE SOLUTIONS

AUDI SPORTING ACHIEVEMENTS



Developing the main theme of Audi's advertising campaign of the time, The Lexicon of Audi pursued two goals: to advertise the technical advantages of cars produced under the German brand and to remind readers about the outstanding achievements of the brand in auto sports.

Антиблокировочная система (ABS)

Подвеска на двойных поперечных рычагах

Переменная геометрия турбины (VGT)

Бюджетное топливо

Обширное колесо многофункциональное рулевое колесо

100 Audi Marketing World Technology Audi

ТОЛКОВЫЙ СЛОВАРЬ AUDI. SPORT ВЕРСИЯ ЧАСТЬ III

100 Audi Marketing World Technology Audi

ТОЛКОВЫЙ СЛОВАРЬ AUDI. SPORT ВЕРСИЯ ЧАСТЬ II

100 Audi Marketing World Technology Audi

BESPOKE SOLUTIONS



SBERBANK'S OLYMPIC VICTORIES

As a partner sponsoring the feature that analyzed the chances and prospects of the Russian national team at the London Olympics, Sberbank reminded sports fans of its special link with sports and its status of the Sochi 2014 General Partner.



BESPOKE SOLUTIONS

THE PASSION AND BEAUTY OF SPORTSDOM

In today's world, athletes have long become sex symbols and targets of adoration for millions. BOLSHOI Sport examines today's idols from an unexpected perspective and presents the project «The Top-100. A view from behind». The project was launched at www.bolshoisport.ru where readers voted in an open online poll and identified one hundred athletes with the shapeliest bodies.



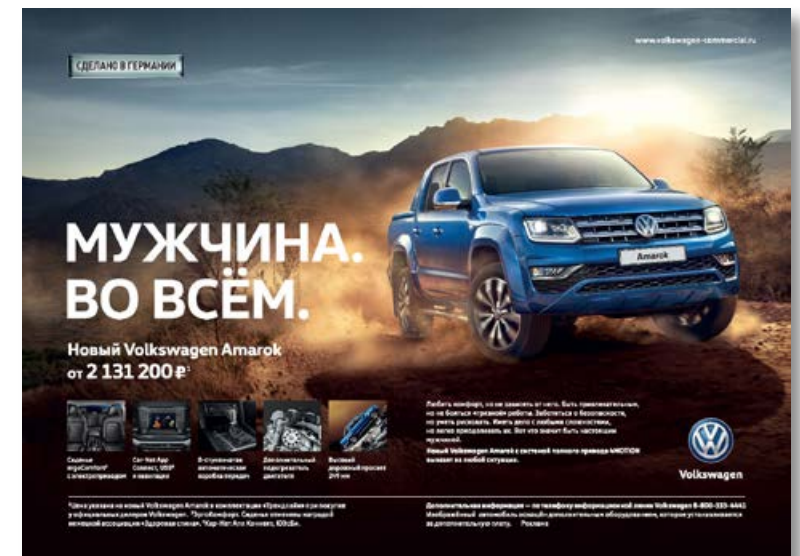
СВИД СЪАДИ



BESPOKE SOLUTIONS

33 MOMENTS OF TENDERNESS WITH VW

An issue with a special insert in the BOLSHOI Sport magazine commissioned by Volkswagen. Specially for Volkswagen, we have covered the most ardent embraces in the history of world sports. Elite sports not only show us the joy of victory and the bitterness of defeat, they also teach us tenderness. Volkswagen is given the exclusive positioning opportunity as part of the project – on the cover, branding of the content on the header, and advertising inserts.



BESPOKE SOLUTIONS

BIG SPORT. BIG BETS

A joint project of BOLSHOI Sport and Liga Stavok, the country's leading bookmaker company. Great sports. Great bets. is an entertaining and useful weekly publication, where readers will find a lot of valuable information that will help them better navigate current sporting events.



BESPOKE SOLUTIONS

CONTINENTAL HOCKEY LEAGUE WITH NIKON

At the request of Nikon, official partner of the Continental Hockey League (KHL), the editorial team of BOLSHOI Sport produced the Guide to KHL 2012/2013 Season, a special supplement to the magazine. The Guide features team presentations, forecasts, calendar and other practical information in a condensed and easy-to-use format. Nikon logo, ad images and corporate colors were used extensively to assure maximum visibility of the brand in the Guide and to strengthen its link with the KHL in the minds of hockey fans.

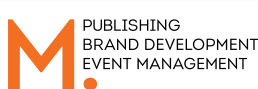


Анастасий Тарасов (10.12.1918 - 23.06.1995)
Имя легендарного СССР вошло в историю хоккея. Выдающийся хоккеист группы 10 лет провёл в ЦСКА. Он был чемпионом СССР, СССР, ССРС, СССР и СССР, чемпионом СССР (1943-1945, 1954-1956, 1958-1960, 1963-1966, 1970-1971). В составе ЦСКА Тарасов завоевывал Кубок СССР (Бронзовый призер) трижды: в 1954, 1956 и 1970 годах, серебряный призёр 1955 года. Чемпион мира по хоккею 1954 года. Член Зала славы КХЛ с 2007 года.

№	Актёр	Фильмы, сезоны	Дата рождения	Гражданство
1	неизвестный	Александр Скрябин	22.08.00	Россия
2	неизвестный	Александр Скрябин	22.08.00	Россия
3	неизвестный	Александр Скрябин	22.08.00	Россия
4	неизвестный	Александр Скрябин	22.08.00	Россия
5	неизвестный	Александр Скрябин	22.08.00	Россия
6	неизвестный	Александр Скрябин	22.08.00	Россия
7	неизвестный	Александр Скрябин	22.08.00	Россия
8	неизвестный	Александр Скрябин	22.08.00	Россия
9	неизвестный	Александр Скрябин	22.08.00	Россия
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11	неизвестный	Александр Скрябин	22.08.00	Россия
12	неизвестный	Александр Скрябин	22.08.00	Россия
13	неизвестный	Александр Скрябин	22.08.00	Россия
14	неизвестный	Александр Скрябин	22.08.00	Россия
15	неизвестный	Александр Скрябин	22.08.00	Россия
16	неизвестный	Александр Скрябин	22.08.00	Россия
17	неизвестный	Александр Скрябин	22.08.00	Россия
18	неизвестный	Александр Скрябин	22.08.00	Россия
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27	неизвестный	Александр Скрябин	22.08.00	Россия
28	неизвестный	Александр Скрябин	22.08.00	Россия
29	неизвестный	Александр Скрябин	22.08.00	Россия
30	неизвестный	Александр Скрябин	22.08.00	Россия

«Сибирь» (Новосибирск)
Клуб основан в 2008 году
Расположен в Новосибирске в КХЛ 1/2 Кубка Тарасова, 12-й место
Армейский КХЛ «Сибирь» (занимает место в 7836)
Главный тренер: Дмитрий Куропатов (с 2012 год)

№	Актёр	Фильмы, сезоны	Дата рождения	Гражданство
1	неизвестный	Александр Скрябин	22.08.00	Россия
2	неизвестный	Александр Скрябин	22.08.00	Россия
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16	неизвестный	Александр Скрябин	22.08.00	Россия
17	неизвестный	Александр Скрябин	22.08.00	Россия
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20	неизвестный	Александр Скрябин	22.08.00	Россия
21	неизвестный	Александр Скрябин	22.08.00	Россия
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28	неизвестный	Александр Скрябин	22.08.00	Россия
29	неизвестный	Александр Скрябин	22.08.00	Россия
30	неизвестный	Александр Скрябин	22.08.00	Россия



BIG FOOTBALL WITH GILLETTE

In order to strengthen the active positioning of the Gillette brand in the minds of Russian football fans by way of supporting the game, under a commission from Gillette BOLSHOI Sport released a special issue (two versions, for Russian and Ukrainian markets) dedicated exclusively to football. The presence of Gillette branding was executed by placing Gillette advertisements on the principle of total exclusivity and special promo features informing readers about the Gillette product range. The cover of the issue featured Gillette's brand ambassador Andrey Shevchenko.

The collage shows several pages from the 'БОЛЬШОЙ СПОРТ' magazine. The main cover features Andrey Shevchenko in a Chelsea kit with the headline 'ПОЧЕМУ ЗВЕЗДЫ ФУТБОЛА ВЫБИРАЮТ GILLETTE'. Other pages include a 'Gillette — лучший' logo, a 'Fusion POWER' advertisement, and various text articles with photos of football players.

This block shows two pages from a magazine. The left page features a large image of a Gillette razor with the text 'Ты почти не почувствуешь лезвий' and 'Fusion POWER'. The right page has a circular image of a football fan and the headline 'ЧИСТОЕ НАСЛАЖДЕНИЕ ФУТБОЛОМ'.

The advertisement is titled '5 шагов к победе' and 'ПОДГОТОВИТЬ, ЗАЩИТИТЬ И ВОССТАНОВИТЬ КОЖУ'. It shows a sequence of five steps: 1. Pre-shave preparation, 2. Shaving cream application, 3. Shaving, 4. Post-shave care, and 5. Skin recovery. Each step is accompanied by a small image of a product or action.

BESPOKE SOLUTIONS

SPECIAL ISSUE DEVOTED TO DYNAMO'S 90TH ANNIVERSARY



BOLSHOI Sport was commissioned by Dynamo, Russia's oldest sports and physical training society, to publish the special issue commemorating Dynamo's 90th anniversary and telling the story of its key subsidiary, Dynamo Moscow. The anniversary issue features Dynamo's most prominent athletes, their distinguished coaches, club managers and promising young stars. The issue was distributed at Dynamo sports clubs and organizations and presented to professional athletes, veterans and guests of the special anniversary events.



PUBLICATION SCHEDULE 2018

ISSUE	AD CLOSE	RELEASE
No 1-2 (119)	26 January 2018	9 February 2018
No 3 (120)	21 February 2018	7 March 2018
No 4 (121)	23 March 2018	6 April 2018
No 5 (122)	20 April 2018	7 May 2018
No 6 (123)	25 May 2018	8 June 2018
No 7-8 (124)	6 July 2018	25 July 2018
No 9 (125)	24 August 2018	7 September 2018
No 10 (126)	21 September 2018	5 October 2018
No 11 (127)	19 October 2018	2 November 2018
No 12 (128)	23 November 2018	7 December 2018

AD RATES*

FULL PAGE.....	€ 8,400
SPECIAL PAGE (opposite the Editor's letter, contents, etc.).....	€ 11,100
FULL PAGE (first 1/3 of the magazine).....	€ 9,500
FULL PAGE (first half of the magazine).....	€ 8,800
HALF PAGE.....	€ 5,000
FIRST DPS.....	€ 19,800
SECOND DPS.....	€ 15,100
THIRD, FOURTH, FIFTH DPS.....	€ 13,100
DOUBLE PAGE SPREAD (DPS).....	€ 11,100
SECOND COVER.....	€ 15,600
THIRD COVER.....	€ 11,300
FOURTH COVER.....	€ 18,300

* All indicated advertising rates are valid in case of provision by the advertiser of the apostilled Certificate of Residence proving residence outside of Russia. Otherwise, the Russian VAT of 18% will apply on top of indicated rates.

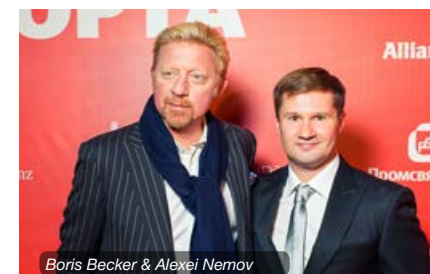
FRIENDS OF BIG SPORTS: ALEXEI NEMOV'S ANNUAL AWARDS CEREMONY



Alexei Nemov and BOLSHOI Sport magazine host an annual awards ceremony to:

- 1. Develop** charitable sports-related initiatives in Russia and globally
- 2. Award** Russia's best athletes of the year
- 3. Support** Russian athletes before their most important starts

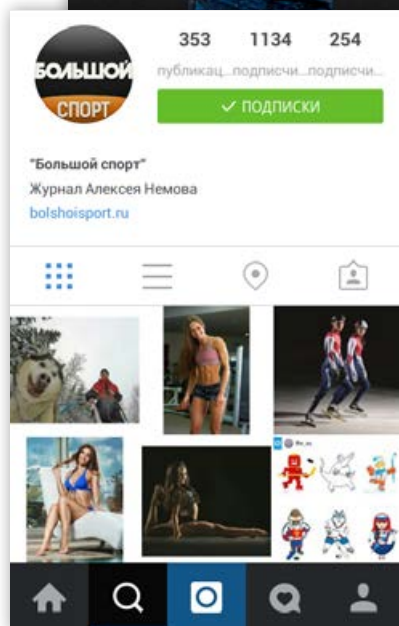
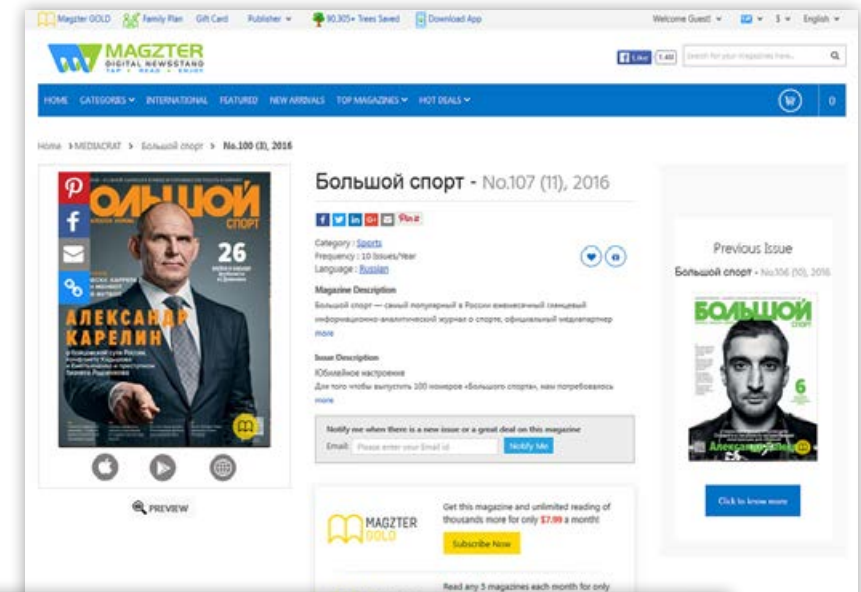
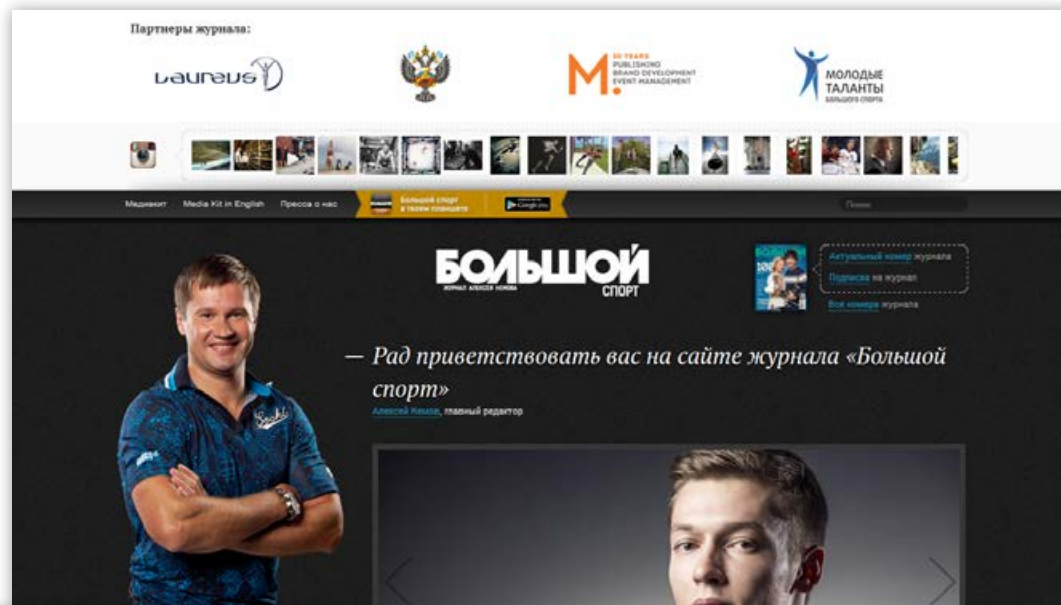
The Laureus Sport for Good Foundation is the official charity partner of the Awards. Over 100 Russian and foreign media assure international coverage of each event.



DIGITAL SUBSCRIPTION

WEBSITE: WWW.BOLSHOISPORT.RU

E-SUBSCRIPTION: MAGZTER ЛитРес PRESSA.RU



[INSTAGRAM](https://www.instagram.com/bolshoisport)
#BOLSHOISPORT
#БОЛЬШОЙСПОРТ

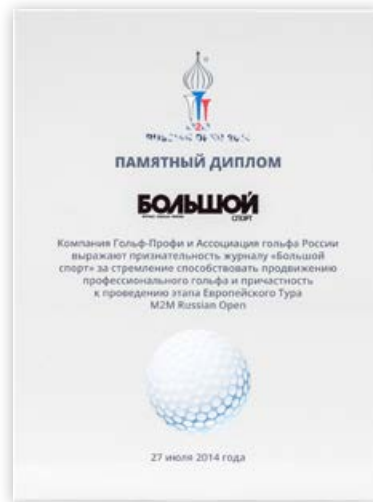


APP FOR ANDROID TABLETS
[DOWNLOAD LINK](#)

BOLSHOI SPORT TROPHIES



For over 11 years of exemplary sports coverage, the magazine's editorial team has been awarded numerous prizes and diplomas from Russia's Olympic Committee, sports federations and organizers of various tournaments.



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BRAND DEVELOPMENT
EVENT MANAGEMENT

