

International Russian-language Media Project
www.snob.ru

MEDIA KIT

СНОБ.

SNOB is the only media project of its kind.
It provides an interactive informational and
social forum, as well as synergetic basis for
various activities, for people who live in different
countries, speak in different languages, but
think in Russian.



Moscow:
+7 495 504 1717
London:
+44 (0) 20 7492 1875
New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

СНОБ.

Project Objective

To gather the greatest possible number of representatives of the target audience and unite them in a dynamic, well-informed community.

Project CEO/Sponsor

Mikhail Prokhorov, entrepreneur

Selected Authors

Salman Rushdie, Vladimir Sorokin, Gary Shteyngart, Andrei Navrozov, Zadie Smith, Masha Gessen, Sergey Nikolaevich, and many others

Project Team

EDITOR-IN-CHIEF: Vladimir Yakovlev, journalist, founder of influential independent newspaper *Kommersant*.

PROJECT CONTENT DIRECTOR: Masha Gessen, writer, journalist, author of a New York Times Notable Book of the Year 2008 *Blood Matters: From Inherited Illness to Designer Babies, How the World and I Found Ourselves in the Future of the Gene*.

PROJECT ART DIRECTOR: Dmitry Paperny, designer, former Creative Director of Time Inc Interactive, recipient of multiple international awards, including 2007 Designer of the Year.

MAGAZINE ART DIRECTOR: Ilya Baranov, designer, recipient of international awards.

Target Audience

So-called “Global Russians,” that is, successful Russian-speaking professionals living anywhere in the world, working in any field.

Project Components

SNOB.RU: the project website

SNOB MAGAZINE: print and online versions

EXCLUSIVE events and other bonuses for project participants

Circulation

90,000 worldwide

Site

120,000 unique daily visitors



Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Numbers: Snob Magazine

- 50,000 copies printed in Russia
- 20,000 copies printed in the UK
- 20,000 copies printed in the US

SOLD IN

- | | |
|------------------|---------------|
| • Russia | • Brazil |
| • United Kingdom | • Taiwan |
| • France | • Ukraine |
| • Austria | • Kazakhstan |
| • Holland | • Latvia |
| • Switzerland | • Estonia |
| • Italy | • USA |
| • Spain | • Canada |
| • Turkey | • Australia |
| • Cyprus | • Dubai |
| • Greece | • New Zealand |

SUBSCRIPTION

- delivery worldwide
- call-centers in Russia, UK, France, Germany, Italy, Spain, Greece, Israel, Finland, USA, Canada
- payment processing online on snob.ru, cash via courier, or via bank transfer

OTHER DISTRIBUTION

- business lounges in major Russian and international airports
- Moscow restaurants & cafes: Coffemania, Academia, Cafe Coffee and more



Numbers: Snob Website

AUTHORIZED USER

8,6 pages per visit

18 minutes per visit

GUESTS

(measured from 1.07.10 to 31.07.10)

1,130,121 visitors

5,128,150 page views

2,74 pages depth of visit

04:19 time spent

Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

СНОБ

Target Audience

The Snob project is primarily directed towards Global Russians, successful Russian-speaking professionals living anywhere in the world, working in any field. Cosmopolitan travelers, they consider themselves “people of the world.”

27% under 30
43% 30–40
19% 40–50
11% over 50

60% men
40% women



A portrait of the TA

AGE: 25–45

BACKGROUND: consider Russian to be their native language; either reside in Russia OR are from Russia, but live elsewhere without necessarily considering themselves immigrants—people with, culturally speaking, a dual cultural background.

RESIDENCE: Urban, or suburban areas

EDUCATION: College and above

OCCUPATION: Successful professionals; mid- or high-level managers, independent entrepreneurs, including highly successful creative professionals

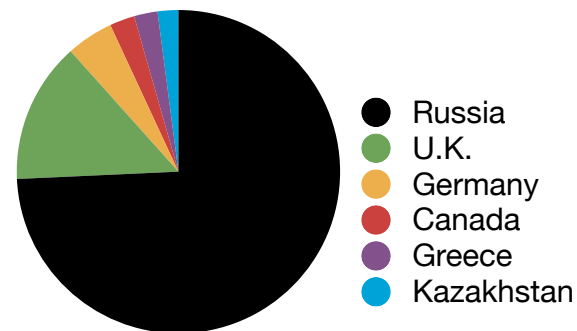
INCOME: From \$60,000 per household

TRAVEL: Travel 3-4 times a year, usually internationally, for business and pleasure

INTERNET NETWORKING HABITS: Regular followers of current events on the web and in other media outlets, magazines, TV, specialized professional publications, etc.; frequent users of social networks, blogs, comment boards, etc.

TA Geography

Russia	67.36%
U.K.	12.79%
Germany	4.26%
Canada	2.27%
Greece	2.13%
Kazakhstan	1.88%
Cyprus	1.71%
Spain	1.42%
USA	1.28%
France	1.14%
Latvia	0.85%
Ukraine	0.57%
Belgium	0.43%



Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

СНОБ

Project Structure

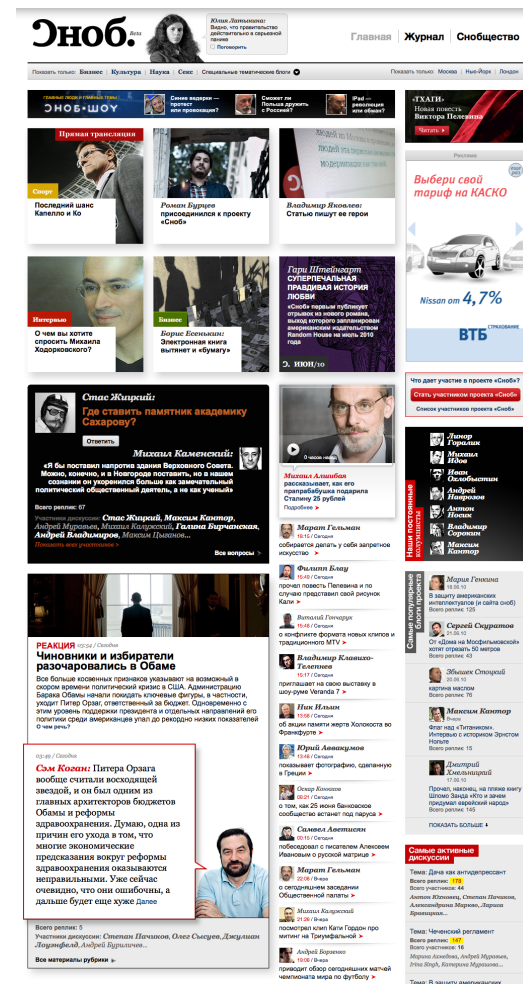
SNOB PROJECT IS STRUCTURED SO THAT IT MAY:

- Attract as many Global Russians as possible
- Fulfill the social and informational needs of Global Russians as fully as possible
- Create a network of fruitful personal and professional connections among project participants, as well as in the greater project community

THE FOUR MAIN COMPONENTS OF SNOB:

1. Project website snob.ru
2. Snob magazine (print and online versions)
3. Exclusive events for project participants
4. Other bonuses for project participants

All four components are closely related in terms of content, which includes target audience-generated discussions.



Moscow:
+7 495 504 1717
London:
+44 (0) 20 7492 1875
New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Project Participants

Project participants are members of the target audience who are granted special access to all aspects of the project (i.e., password-protected subscription-only content on the site, invitations to special events) and a number of other additional services provided by Snob Media

WHO BECOMES A PROJECT PARTICIPANT?

1. **Opinion leaders** who influence the TA and **newsmakers** of particular interest to the TA are invited to participate in the project
2. Individuals may also gain access to most participant privileges for a fee

Selected project participants: businessman **Mikhail Prokhorov**, influential gallery owners **Marat Guelman** and **Maria Baibakova**, supermodel **Natalia Vodianova**, businessman **Aleksander Mamut**, art collector **Pierre Brochet**, art historian **Iosif Bakstein**, actress **Olga Kurilenko**, conductor **Teodor Currentzis**, Russian *Vogue* editor **Aliona Doletskaya**, journalist **Owen Matthews**, and many others

Price List

REGION	RUSSIA (ROUBLES)			UK (POUNDS)			EUROPE (EURO)			USA (DOLLARS) 12 MNTHS, 10 ISSUES			
CATEGORY	1 MNTH	6 MNTHS 5 ISSUES	12 MNTHS 10 ISSUES	1 MONTH	6 MNTHS 5 ISSUES	12 MNTHS 10 ISSUES	1 MONTH	6 MNTHS 5 ISSUES	12 MNTHS 10 ISSUES	1 MONTH	6 MNTHS 5 ISSUES	12 MNTHS 10 ISSUES	12 MNTHS 10 ISSUES
Start (read all site materials, including online edition of <i>Snob magazine</i>)	590,00 P	1416 P	2 065,00 P	£12,00	£32,00	£46,00	€14,00	€36,00	€52,00	\$19.00	\$48.00	\$69.00	
Basic (read all site materials, including online edition of <i>Snob magazine</i> , and use all interactive site features)	—	2 065,00 P	2 950,00 P	—	£46,00	£66,00	—	€52,00	€74,00	—	\$69.00	\$98.00	
Premium (paper edition, all site materials, including online edition of <i>Snob magazine</i> , all interactive site features, special events, loyalty program etc)	—	7 040,00 P	10 010,00 P	—	£154,00	£220,00	—	—	—	—	—	—	
Premium: special price till September 1 (20% off)		5 632,00 P	8008,00 P	—	£123,20	£176,00							
Subscription to paper issue (includes Start)	—	2 200,00 P	3 190,00 P	—	£30,00	£44,00	—	€49,00	€70,00	—	\$66.00	\$99.00	

Moscow:
+7 495 504 1717
London:
+44 (0) 20 7492 1875
New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Snob Magazine Content

CONCEPTUALLY-RELATED MAGAZINES:

Vanity Fair, Monocle, The New Yorker

Topics and Genres

Our target audience has a broad range of interests. Because the TA is well-traveled and highly educated, they are also well-informed and have a high level of analytic abilities. Thus the range topics and genres covered in Snob is remarkably broad.



SELECTED TOPICS:

- Culture
- Business
- History
- Children
- Health and wellness
- Politics
- Sex
- City blogs (Moscow, NYC, Paris, London)
- Sports
- Food and alcohol

SELECTED GENRES:

- Long-form expository journalism
- Interviews
- Analytical essays
- Fiction
- Non-fiction
- Creative thematic photo projects
- Photojournalism
- Cartoons/comics
- Others



Moscow:
+7 495 504 1717
London:
+44 (0) 20 7492 1875
New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru



Snob magazine as an Aesthetic Object



Snob magazine is designed to be a beautiful object—perhaps, a collector's item.

CONTRIBUTING ARTISTS AND ILLUSTRATORS INCLUDING: Ellen von Unwerth, Francesco Carrozzini, Henry Leutwyler, Stanley Greene, Christopher Morris, and others.

THE QUALITY OF THE MAGAZINE IS UNPARALLELED IN RUSSIA in terms of the quality of our paper, printing, design, and typography.

HIGH-QUALITY BONUS MATERIALS ARE INCLUDED WITH EVERY ISSUE and make every issue unique and memorable.

Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

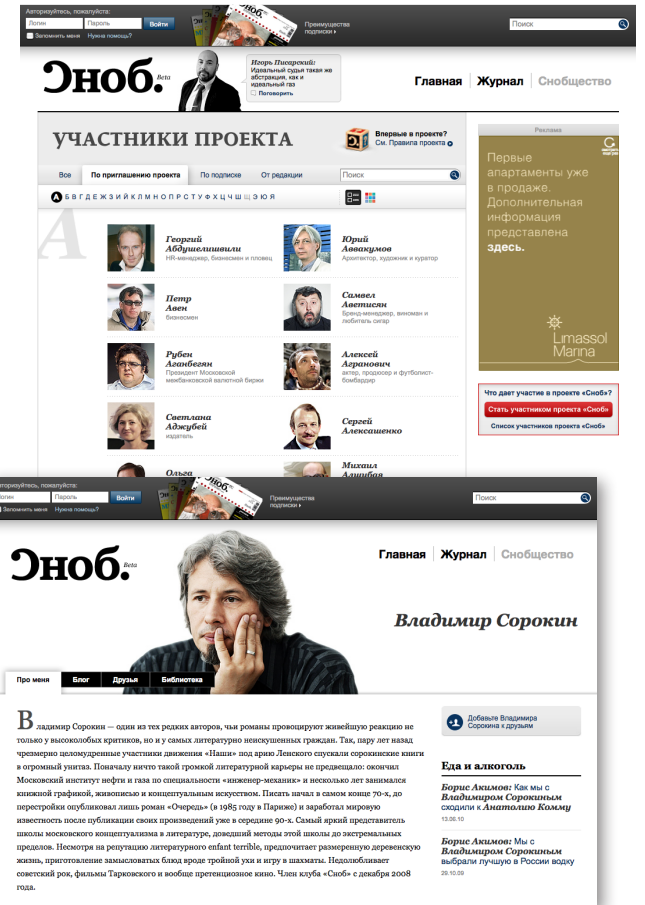
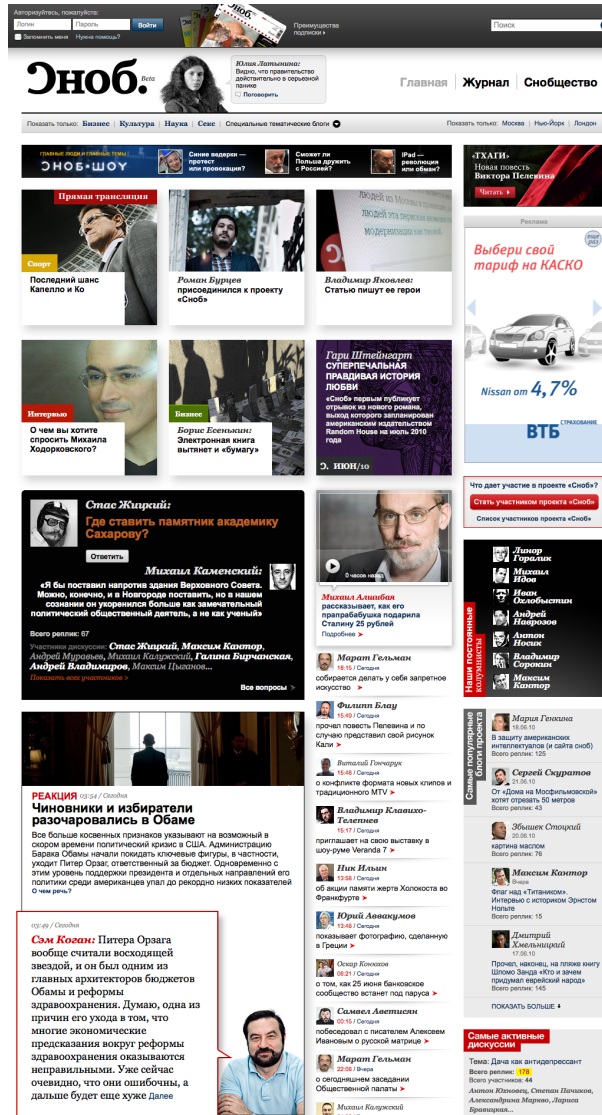
New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Snob.ru Website Components

Our website, snob.ru, presents a unique social and informational landscape:

- Our site is run by an **EDITORIAL STAFF** who publish up to 15 site-exclusive materials daily;
- At the same time, snob.ru functions as a social networking site, allowing project participants to **HAVE THEIR OWN PERSONAL BLOGS**, **MAKE PERSONAL AND PROFESSIONAL CONNECTIONS**, and **PARTICIPATE IN DISCUSSIONS** arising from topics covered the site's editorial content and blogs.
- Snob.ru also allows project participants to access the **ONLINE VERSION OF SNOB MAGAZINE**, which includes **NUMEROUS AND OFTEN INTERACTIVE SUPPLEMENTAL MATERIALS**.



Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Editorial Content on Snob.ru Website

Like the magazine, Snob.ru presents a broad range of topics and formats to meet the demands of a diverse and critical readership.

THEMATIC BLOGS AND COLUMNS:

- **THEMATIC BLOGS** ("Business," "Politics," "Culture," "Children," "Health and Wellness," "Medvedev," "The 20th Century," and others) are edited and moderated by journalists specializing in the given topics; each blog publishes 2-3 articles every week
- **PERSONAL COLUMNS** written by Russian journalists, essayists, and writers, including **Vladimir Sorokin**, **Maksim Kantor**, **Andrei Navrozov**, **Anton Nossik**, and others, appear weekly.
- **CITY CHRONICLES** from journalists and writers in London, New York, Paris, and Moscow are updated daily.

VIDEO AND INTERACTIVE MATERIALS ON THE SITE:

- **SNOB SHOW**, a weekly talk show, usually discussing the site's most popular topic for that week with experts from among the project participants
- **LECTURES** Recordings of lectures by leading experts on a large host of topics are presented in a special section of the site. Lectors range from famous scientists to Pulitzer Prize-winning journalists.
- **VIDEO INTERVIEWS** with experts on a topic under discussion on the site as well as leading newsmakers are presented weekly.
- **VIDEO REPORTS** from the scene of urban events, gatherings, rallies, and so on, regularly appear on the site
- **ADDITIONAL MATERIALS:** short write-ups of breaking news items, comics, special site-exclusive creative photo projects, and more.



Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Discussions and Networking on Snob.ru

Unlike nearly all other contemporary media outlets, where user commentaries on editorial content are an insignificant element of their websites, at Snob, we strive to develop our online presence as a unique forum for interactive discussion.

Snob.ru's objectives include providing users with:

- **PLATFORM FOR PUBLIC SELF-EXPRESSION**
- Space for the **FREE, CIVILIZED, SAFE, AND EFFECTIVE EXCHANGE OF IDEAS AND OPINIONS** on the most controversial and fascinating issues of the day
- Tool for developing **PRODUCTIVE PERSONAL AND PROFESSIONAL CONNECTIONS**

We employ a number of tactics to make Snob.ru comfortable and safe for our project participants:

- Snob.ru is the only Russian social network that **DOES NOT ALLOW USERS TO POST COMMENTS ANONYMOUSLY**

- Snob.ru participants are strongly encouraged **TO USE THEIR REAL NAMES**, which the overwhelming majority of them do. Thus, project participants always know to whom they are speaking and can trust one other

Project participants can:

- **SPEAK ON AN EQUAL FOOTING** with all other project participants, regardless of their relative social and professional status
- Keep **PERSONAL BLOGS**



- Create personalized feeds of content generated by their friends
- Receive information and invitations to upcoming events organized by other project participants
- Much more.

Snob.ru regularly features **CONTENT INTENDED TO STIMULATE DISCUSSION:**

THE "QUESTION OF THE DAY," SECTION (appears on the front page of the site) provides users with a forum for the topical discussion of current events. Up to 400 comments appear in this section daily.

OPEN INTERVIEWS are conducted, where famous people answer questions from project participants in real time. Up to 100 questions are collected in a course of a few hours.

Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Snob.ru: Online Version of the Magazine

While the print version of *Snob* is a beautifully-made collector's item (see Slide 10), the online version presents the additional opportunities for project participants to:

- Explore magazine content **BEFORE THE PRINT VERSION COMES OUT**; articles written for the magazine appear on the website as soon as they are approved for publication
- Explore the archive, including digital versions of **ALL BACK ISSUES OF SNOB MAGAZINE**
- Enjoy **AUDIO VERSIONS OF ARTICLES, VIDEO INTERVIEWS WITH AUTHORS AND ARTICLE SUBJECTS, VIDEOS SUPPLEMENTING WRITTEN MATERIALS, ADDITIONAL ILLUSTRATIONS** and more
- Enjoy the **ADVANTAGES AND COMFORTS OF ONLINE READING**: Snob. ru provides tools for highlighting text, digital bookmarks, options for fonts, capabilities for saving magazine materials in a personal digital library, and more



Moscow:
+7 495 504 1717

London:
+44 (0) 20 7492 1875

New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

Contact

BY TELEPHONE:

MOSCOW

+7 495 504 1717

LONDON

+44 (0) 20 7492 1875

NEW YORK

+1 718 210 3639

snob@snob.ru

www.snob.ru

MARINA GEVORKYAN

Commercial Director
mgevorkyan@snob.ru

LINOR GORALIK

Marketing Director
lgoralik@snob.ru

Advertising

SNOB MAGAZINE:

ALEXANDER IONITSKY

Snob Project Deputy Commercial Director/
Advertising Director
alex@snob.ru

NATALIA ORLOVA

Traffic Manager
norlova@snob.ru

MARAT SHAKHSUVARYAN

Deputy Commercial Director of
Distribution in Russia and CIS
marat@snob.ru

SNOB.RU WEBSITE:

YULIA YURIEVA

Chief of Advertising, snob.ru
yyurieva@snob.ru

EKATERINA DULNEVA

Senior Advertising Manager, snob.ru
edulneva@snob.ru

SERGEI PETRAZHITSKI

Deputy Commercial Director of
International Distribution
spetrazhirski@snob.ru

DAVID WRIGHT

Business Development Manager in the UK
dwright@snob.ru

STEVE MIDDLETON

International Business Development
Manager
steve@sm-solutions.co.uk

GLOBAL ADVERTISING STRATEGIES, INC.

snob@global-ny.com
+1 212 693 1032

Moscow:
+7 495 504 1717
London:
+44 (0) 20 7492 1875
New York:
+1 718 210 3639

snob@snob.ru
www.snob.ru

