

ЖУРНАЛ ПОДРАЗДЕЛЕНИЙ СПЕЦИАЛЬНОГО НАЗНАЧЕНИЯ

www.bratishka.ru

# Братишка

«Bratishka» magazine is a monthly Russian publication about activities of power structures and their elite units. It has been publishing since September of 1997. Magazine is a leader between another publication connected with military and it is effective advertising platform for promoting goods and services.

**Main topics of the magazine are:** counterterrorism, special operations, weapons and SWAT equipment. Regular columns such as: «Experience, paid with blood», «Uniforms and Awards», «Unknown pages of military history, secret intelligence and secret services» are really popular. There are many information about SWAT people, business cards of special forces, the recommendations of professionals and many other things, which you can find on the pages of the magazine.

**Format:** A4, full color.

**Size:** 80 pages+ 4 covers.

**Periodicity:** 12 magazines per year.

**Monthly magazine's circulation:** more than 25000 copies.

**Magazine is distributed** by retail (73% of circulation) and subscription (27% of circulation). More than 50 largest retail companies sell the magazine.

They are: «Sales», «Kardos», «April-Logistics», «Our Press», «World business formula», «Zheldorpress», «Siberia», «Rodina-Press», «Select Media», «MK-Service», «Metropress», «ABC», «Moray», «Atlantis», «Press 02», «Press-Logistic», «SK-News» and others.

**Subscribe in Russia** and abroad is provided by «MAP», «Book-service», «Ural-press», «Inter-Mail», «MK-Periodika», including catalogs:

- Russian press (Subscription index 42896, 38236)
- Russian mail (Subscription index 99075)

About 78% of magazine`s circulation is realized in Russia, including biggest parts of Central, Siberian, Ural and Southern Districts, Moscow, St. Petersburg, Novosibirsk, Yekaterinburg, more than 10% goes to neighboring countries, especially to Ukraine, Belarus, Kazakhstan, Latvia, Armenia, and 12% to other countries (USA, Israel, Germany, Britain, France).



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Readership of one issue is 150000 people. Men are 91% of readership. 63% of readers are people from 20 to 30 years old. More than 60% of readers have higher or incomplete higher education. Main interests are: military affairs, guns, sports, extreme. The characteristic of the readership is a high level of civic duty. We definitely send out magazine to law enforcement agencies and public authorities.

Analyze showed that most part of our readers is loyal to the advertising and it is likely to trust advertisement, being active. It is proved by high rating of [www.bratishka.ru](http://www.bratishka.ru) website and by activity of forum guests on [phorum.bratishka.ru](http://phorum.bratishka.ru).

«Bratishka» magazine always takes parts in such exhibitions as: «Security Technology», «Interpolitex», «Blade», Exhibition of military products MVSU, International Salon «Integrated Security». Also our magazine provides advertising and information support and takes part in organization and conducting of sport and public events. There are Annual Tournaments in combat and military applications sports where magazine «Bratishka» is a sponsor all prizes.

## Main directions of advertisement are:

- clothing and equipment (military, hunting, sporting, for recreation);
- edged weapons, weapons of self-defense;
- communications, telephony;
- safety issues, training, selection of personnel for security services;
- computers and games;
- sports and fitness (power martial arts, paintball, airsoft, shooting);
- individual and comprehensive protection;
- souvenirs, badges, awards;
- men's cosmetics;
- watches
- alcohol and tobacco products;
- means to medical extreme situations.





# Братишка

## PRICE LIST FOR ADVERTISING IN THE MAGAZINE (without VAT)

	Inside the magazine	On the 2nd, 3rd cover
1/16 page (42x67 or 89x33 mm)	7000 rub	9000 rub
1/8 page (91x68 or 59x90 mm)	10000 rub	12000 rub
1/6 page (91x90 or 59x135 mm)	12000 rub	15000 rub
1/4 page (185x68 or 91x135 mm)	16000 rub	20000 rub
1/3 page (59x270 or 185x90 mm)	20000 rub	24000 rub
1/2 page (91x270 or 185x135 mm)	28000 rub	33000 rub
One page (220x305 mm)	50000 rub	60000 rub
4th cover	70000 rub	

Articles on the rights of advertisements have the same price as modular advertising

## PRICE LIST FOR ADVERTISING ON WEBSITE (without VAT)

Banner 100x100 pixel	Left column	6000 rub/month
Banner 300x92 pixel	Upper part of the site under menu buttons	9000 rub/month
Banner 100x400 pixel	Sides of the site «ears»	12500 rub/month
Banner 600x92 pixel	Upper part of the site under menu buttons	15000 rub/month
Banner 600x92 pixel	Lower part of the site	10500 rub/month
Banner 300x92 pixel	Lower part of the site	6000 rub/month
Banner on forum 100x35 pixel	In one of the sectors`s name	1500 rub/month
Banner on forum 450x92 pixel	Upper part	9000 rub/month

### DISCOUNTS:

According to advertising frequency and it`s size there is a discount from **5** to **20%**.

### ADDITIONAL SERVICES:

- advertising photography
- production of design layout for advertising (10% of the basic cost of the advertising module)
- inclusion of advertising material (leaflets, booklets)



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## SCHEDULE OF THE MAGAZINE IN 2012

Issue	Acceptance of advertising	Publication
№ 1 january 2012	14.12.2011	21-22.12.2012
№ 2 february 2012	16.01.2012	01-02.02. 2012
№ 3 march 2012	13.02.2012	01-02.03. 2012
№ 4 april 2012	13.03.2012	28-29.03. 2012
№ 5 may 2012	10.04.2012	25-26.04. 2012
№ 6 june 2012	14.05.2012	30-31.05. 2012
№ 7 july 2012	13.06.2012	27-28.06.2012
№ 8 august 2012	17.07.2012	01-02.08. 2012
№ 9 september 2012	14.08.2012	29-30.08. 2012
№ 10 october 2012	11.09.2012	26-27.09. 2012
№ 11 november 2012	16.10.2012	30-31.10. 2012
№ 12 december 2012	13.11.2012	28-29.11. 2012
№ 1 january 2013	11.12.2012	25-26.12. 2012



## TECHNICAL REQUIREMENTS FOR FORMULATION OF ADVERTISING MODULES

Layouts must be provided in **EPS** or **TIFF (CMYK)** formats. Resolution must be 300dpi, lineature 150lpi. If layouts were completed in vector programs, it is important to convert fonts **to outlines**. Illustrations, included to layouts must be 100% original size. You must also provide printed layout.

**Page size:** 220x305mm (to trim size), 210x295 (trim size-magazine size)

Format	Size(mm)
Cover	220x305
1/1	220x305
1/2	185x135 (horizontal) 91x270 (vertical)
1/3	185x90 (horizontal) 185x90 (vertical)
1/4	185x68 (horizontal) 91x135 (vertical)
1/8	91x68 (horizontal) 59x90 (vertical)

The sizes on a cover and 1/1 – to trim size.

