

# MEDIA-SELECT

Advertising agency

- ◉ Advertising agency «Media-Select» is a subdivision of one of the largest russian press, polygraphy and general goods wholesalers with more than **15 years** of market presence. Our main task is to deliver a full range of promotion services for your business: publishing, printed media, TV, radio, large retailers, city taxi - your ads will be everywhere!

- We have a long-term experience of cooperation with major Russian publishing houses. Our partnership with more than **220** Russian publishers highlights us among the advertising market.

Our biggest partners are:

- **Publishing House Burda**
- **Sanoma Independent Media**
- **Bauer Media**
- **Hearst Shkulev Media**
- **Inflight Entertainment Grupp**
- **Conde Nast**



- Currently, we are promoting our customers in more than **1,800 printed media** and more than **15,000 retail points** in Russia and nearby foreign countries are our partners. We are working with both large retailers and family-run businesses which allows us to advertise our customers everywhere where the printed media is present.

Cumulative Half-year audience

1	 Publishing House <u>Burda Russia</u>	34 084 100
2	 Hearst <u>Shkulev Media</u>	27 508 000
3	 <u>Sanoma Independent Media</u>	21 363 000
4	 Bauer Media	20 309 500
5	 7 <u>Dney</u>	16 363 900
6	 <u>Za rulem</u>	15 053 300
7	 <u>Toloka</u>	13 258 800
8	 <u>Vokrug Sveta</u>	12 072 100
9	 Edipress- <u>Konliga</u>	11 970 200
10	 <u>Komsomolskaya pravda</u>	10 058 000

# ADVERTISEMENT IN PRINTED MEDIA

No doubt, we are living in the Age of the Internet, but still, **90% of population consumes printed media**. The press is usually well-targeted so we can help our customers to select something which neatly suits their needs, which is very important for the niche products. And vice versa: the advertisement for the wide range of audiences can be broadcasted in daily press.

Printed ads greatly affect the public: a reading man consumes an ad with the same level of attention as he does with «main» text. It is also worth pointing out that printed ads have higher reliability and exposure levels for regular readers, as ads are published in the press which they are interested in and therefore they trust.

We can place your advertisement in both central and regional press. Our customers enjoy the privilege of choosing from the full range of available options.

«Media-Select» offers the following types of ads:

- ⦿ **Classified** - small text message or graphic module
- ⦿ **Adv block** - advertisement, which can be small, or fill the column or even the whole inside cover
- ⦿ **Lines** - in-line text ads
- ⦿ **PR-articles**
- ⦿ **Special projects** (inserts, stickers, promo-companies, lotteries)

«Media-Select»'s specials:

- ⦿ Additional wholesale discounts
- ⦿ Prompt mediaplan development
- ⦿ Neat press selection

We are always available to our potential customers and welcome cooperation. Through our close relationship with printed media market, we are able to create unique advertisement projects. For example take a look at the precast metal-frame multimedia pavilions which can be easily assembled at the crowded places or at the public transportation sites. Pavilion sides provide large areas for advertisement placement and can also hold multimedia panels, displaying ad content, as well as projectors, transmitting the images directly to the pavement. Additional blocks can be placed on the roof. These pavilions can also provide free Wi-Fi and cellular phone charging points.



# ADVERTISEMENT IN THE RETAIL SHOPS

- ◉ One of the most effective ways to promote products is to place the advertisement in the retail shops. Whether it is a supermarket, an apothecary or a regular shop, customers generally follow the same patterns and look at the same places and spots (especially when they are waiting for their turn before the cashier's desk). And this is where our experience comes into play: proper placement of the magazine, an advertisement booklet, poster or signboard can increase the sales hundredfold. Using our exclusive deals with major retailers and our accumulated experience we can assure you that your product will be noticed!
- ◉ Visual placement options:
  - ◉ • Eye-level shelves in supermarkets and shops
  - ◉ • Frontal showcase parts in the cashier's zone
  - ◉ • Eye-level part of the shop windows in the apothecary booths
  - ◉ • A rack right behind the vendor/shop assistant

# OUTDOOR ADVERTISING

- Outdoor advertising is a powerful weapon in an undeclared war for public attention. It is the face of your company, so, no doubt, its style and content are very important, but it is also very important to place the ad correctly so it can be better seen and remembered. Our specialists will gladly help you with ad placement. Also, due to our large buying volumes, we can offer our customers attractive discounts for various placements.
- «Media-Select» offers the following outdoor placement options:
  - Billboards (3 m x 6 m )
  - Video screens
  - Hanging advertisement
  - Signboards
  - On-roof billboards
  - Sidewall-mounted light boxes
  - Supersites
  - City-format ads (street, general public places and public transport hubs billboards)
  - Posters
  - Lightboxes
  - etc

- ◉ What are our secrets of success in the advertisement business?
- ◉ Our top quality personnel: during our long-standing history we succeeded to create a team of highly trained professional.
- ◉ Own logistic services. Distributing the printed media across Russian Federation has always been our forte. Only with ideal distribution across vast Russia's territory we can be sure that we successfully delivered the information about our customers' products.
- ◉ We have special deals on railway and auto transportation
- ◉ Best price policy. Our clients know that they can always get the individual pricing.
- ◉ We provide almost complete coverage of Russian Federation and nearby foreign countries. There is no need to contact regional and international agencies if you want your ad to be place in Central region, Siberia and Kazakhstan at the same time.
- ◉ We are sure that knowledge is power. With that in mind, performing the precise product, audience and competitor analysis allows us to develop effective and profitable deals.