

INDEPENDENT MEDIA SANOMA MAGAZINES



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September, 2006

INFORM & INSPIRE

COSMOPOLITAN



COSMOPOLITAN: STEPS TO SUCCESS



First in Russia



2 formats



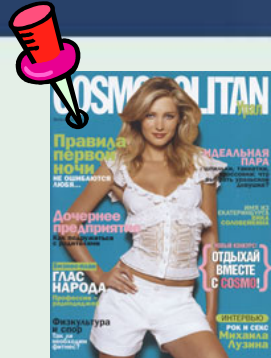
3,563,500 readers



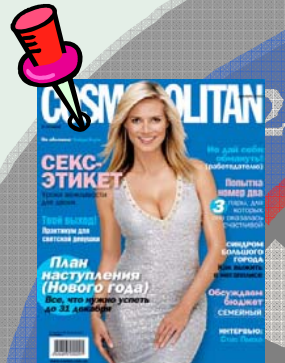
1,000,000 copies



COSMOPOLITAN: BRAND EXTENTION



Ural 2002



Ukraine 1999



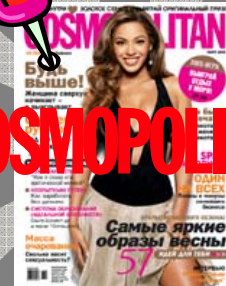
Cosmo mini 2003



Kazakhstan 2003



Cosmo Beauty 2003



Ukraine mini 2003



Magia Cosmo 2001



Petersburg 2002



Siber 2004



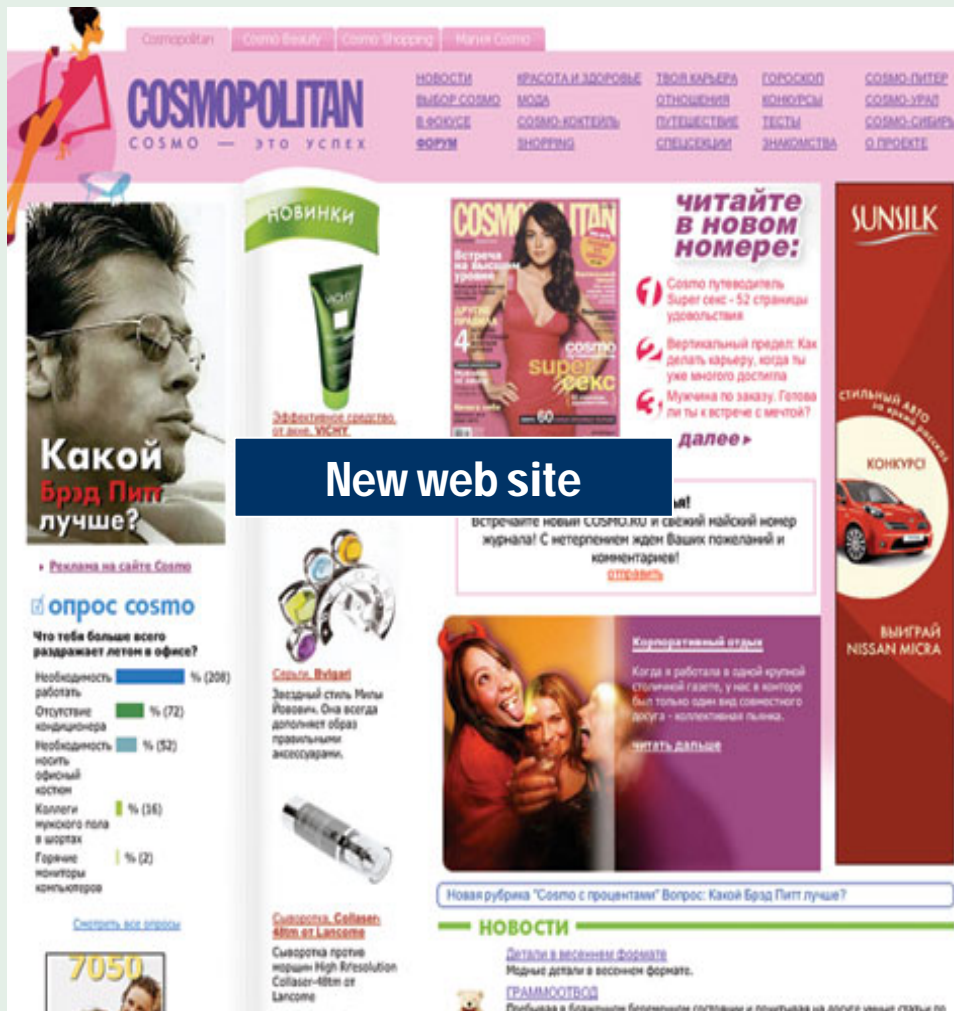
Cosmo Shopping 2004



Georgia 2006



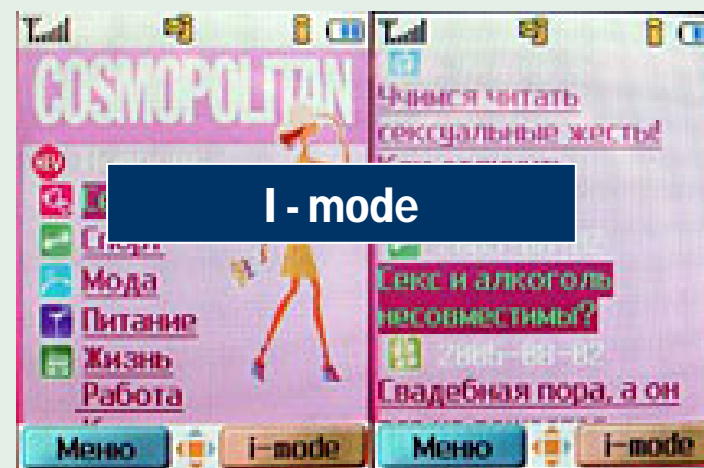
COSMOPOLITAN: NEW MEDIA



The screenshot shows the homepage of the Cosmopolitan website. At the top, there are navigation tabs for 'Cosmopolitan', 'Cosmo Beauty', 'Cosmo Shopping', and 'Market Cosmo'. The main header features the 'COSMOPOLITAN' logo and the tagline 'COSMO — ЭТО УСПЕХ'. A navigation menu lists various sections: 'НОВОСТИ', 'ВЫБОР COSMO', 'В ВОПРОСЕ', 'ФОРУМ', 'ПРАСОТА И ЗДОРОВЬЕ', 'МОДА', 'COSMO-КОКТЕЙЛЬ', 'ШОПИНГ', 'ТВОЯ КАРЬЕРА', 'ОТНОШЕНИЯ', 'ПУТЕШЕСТВИЕ', 'СПЕЦСЛУЖБЫ', 'ГОРОСКОП', 'КОНКУРСЫ', 'ТЕСТЫ', 'ЗНАКОМСТВА', 'COSMO-ПУТЕР', 'COSMO-УРАД', 'COSMO-СИНЬОР', and 'О ПРОЕКТЕ'. The main content area includes a 'НОВИНКИ' section with a 'SUNSILK' advertisement, a 'ЧИТАЙТЕ В НОВОМ НОМЕРЕ:' section with a 'COSMO' magazine cover, and a 'Какой Брэд Питт лучше?' poll. A 'New web site' label is overlaid on the page.



The advertisement features a red Citroën car parked on a grassy field. A yellow smiley face sign is visible in the background. A dark blue box with the text 'SMS' is overlaid on the car. The top of the ad includes the 'COSMOPOLITAN' logo, the slogan 'Мир автомобилей для Мира людей', and the 'АВТОМИР' logo. The main headline reads 'СОБЕРИ АВТОМОБИЛЬ!'.



The advertisement shows a mobile phone screen displaying the Cosmopolitan magazine cover. The screen is divided into several sections with headlines: 'Учимся читать сексуальные жесты!', 'Секс и алкоголь несовместимы?', 'Свадебная пора, а он...', 'Мода', 'Питание', 'Жизнь', and 'Работа'. A dark blue box with the text 'I - mode' is overlaid on the screen. The bottom of the ad features a 'Меню' button and an 'i-mode' logo.

COSMOPOLITAN: EVENTS, ACTIONS



ТЫ И COSMO! ПОМОЖЕМ ДЕТАМ ВМЕСТЕ

Благотворительная акция

1 РУБЛЬ с каждого проданного июньского номера – в помощь больным детям!



ПОДРОБНОСТИ
НА СТР. 170
ИЛИ НА САЙТЕ
WWW.COSMO.RU

Партнер акции: www.life-line.ru



ШОКОЛАДНИЦА
СЕТЬ КОФЕЕН



= 100 руб.

COSMOPOLITAN

Купить нашу любимую шоколадку и журнал COSMOPOLITAN можно всего за 100 рублей!

COSMOPOLITAN

COSMOPOLITAN vs. GLAMOUR



Readership, in thousand people



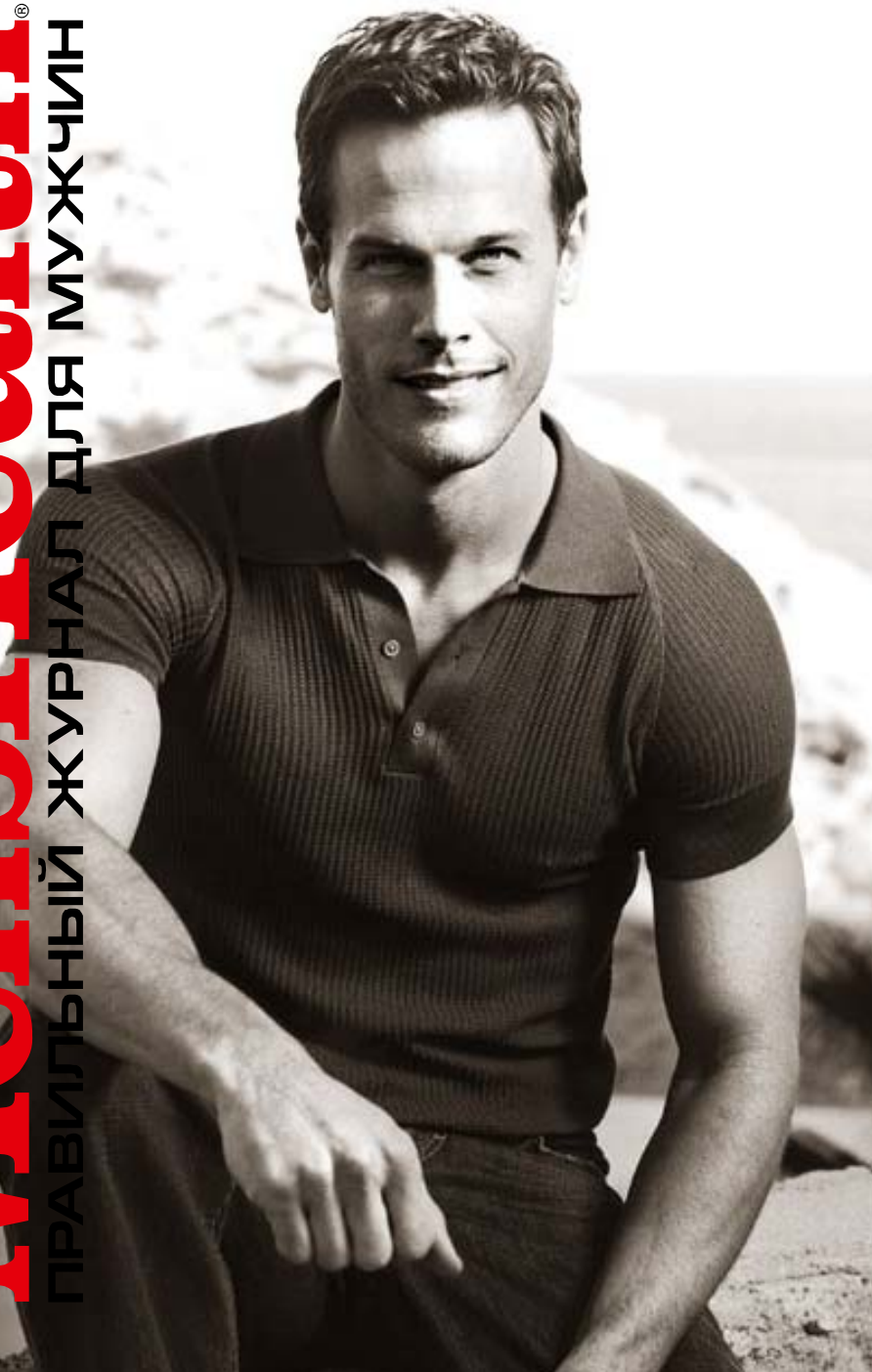
Ad revenue, mln \$, by Rate Card



Source: TNS Gallup Media, NRS-Russia, March - July 2003-2006; TNS Gallup AdFact, 2003-2006 (Jan-June)

Men'sHealth®

ПРАВИЛЬНЫЙ ЖУРНАЛ ДЛЯ МУЖЧИН



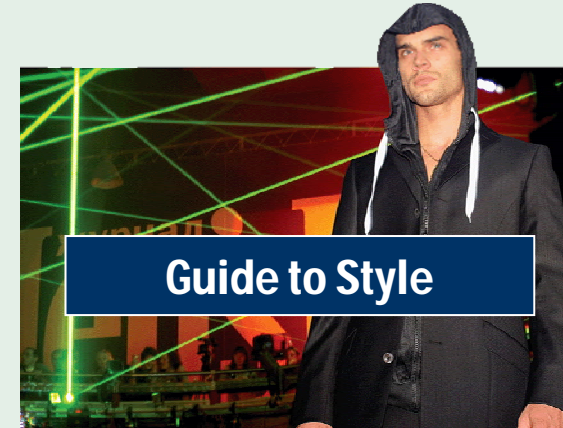
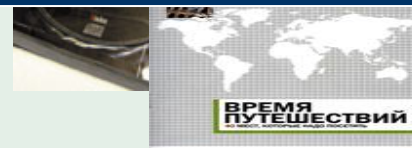
MEN'S HEALTH: STEPS TO SUCCESS



2 formats



Added value



Guide to Style

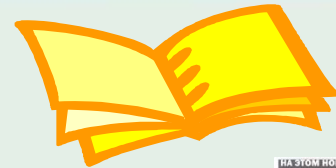


Sport events, Fashion shows, Exhibitions



New web site

MEN'S HEALTH vs. MAXIM



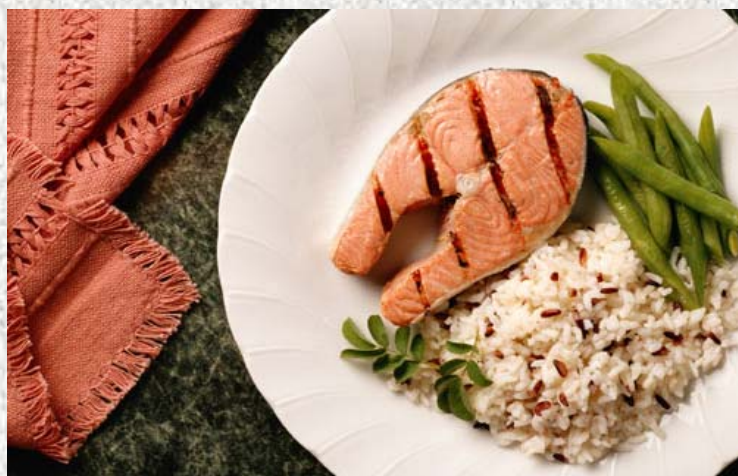
Readership, in thousand people



Ad revenue, mln \$, by Rate Card



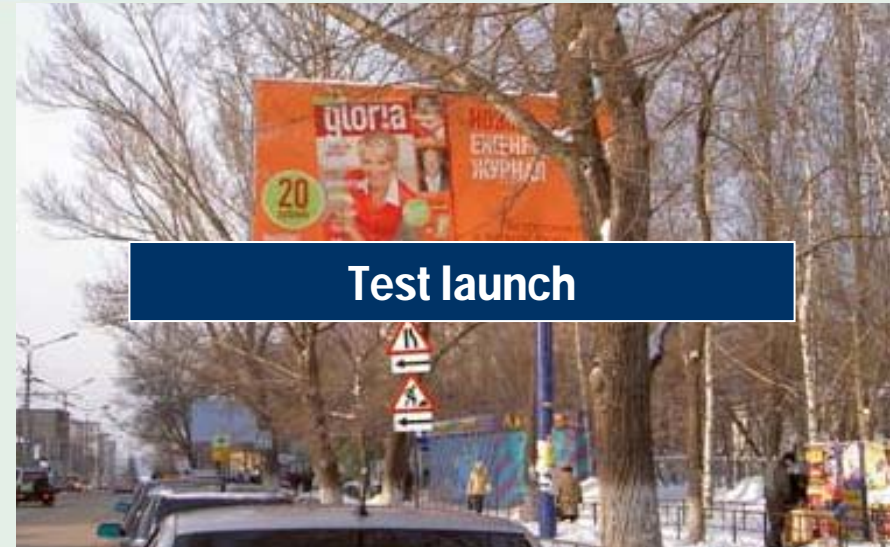
Source: TNS Gallup Media, NRS-Russia, March - July 2003-2006; TNS Gallup AdFact, 2003-2006 (Jan-June)



GLORIA: STEPS TO SUCCESS



First glossy weekly in Russia



Test launch



350 000 copies, midi format



**THANK YOU FOR YOUR
ATTENTION!**