

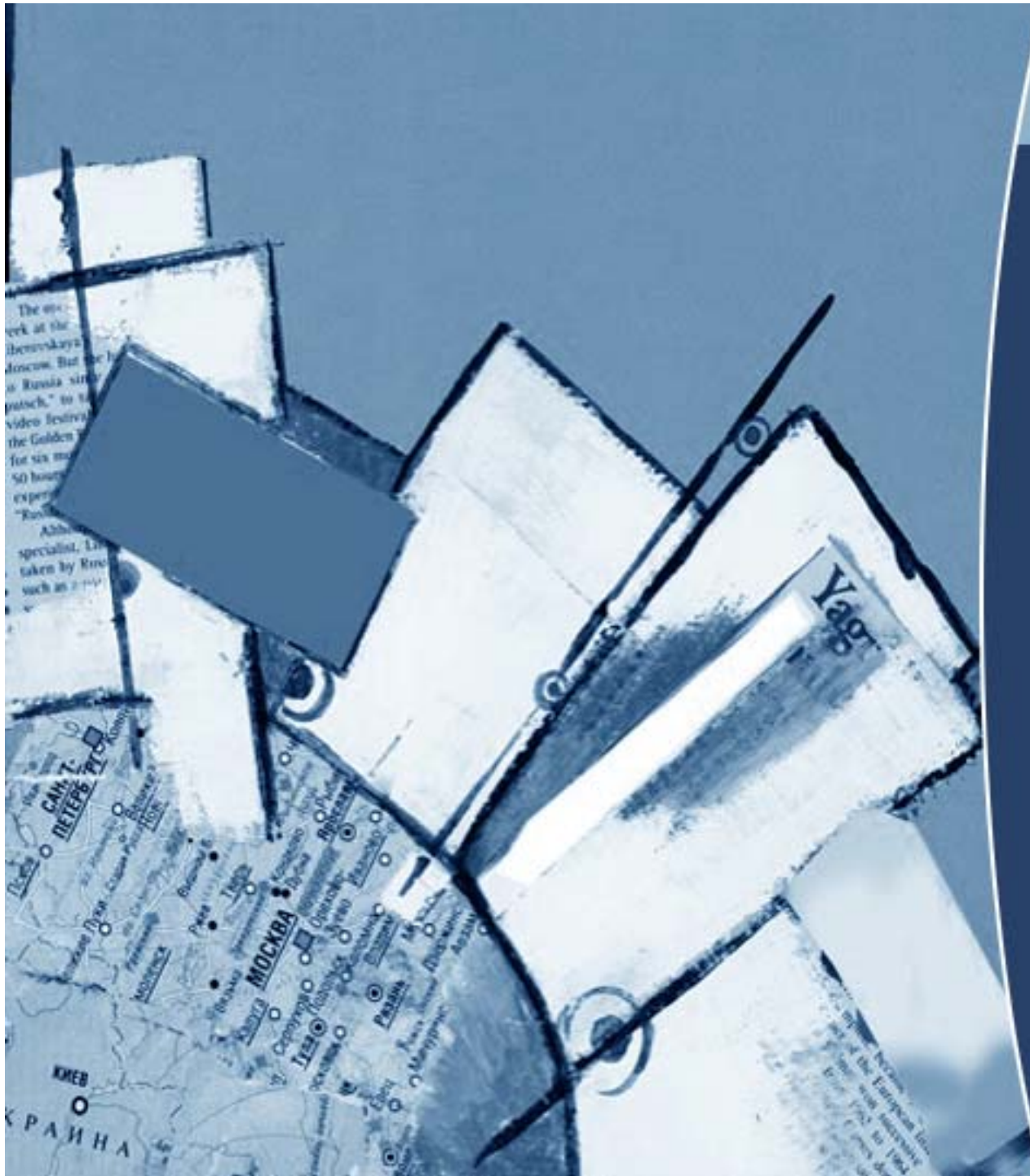
INDEPENDENT MEDIA SANOMA MAGAZINES



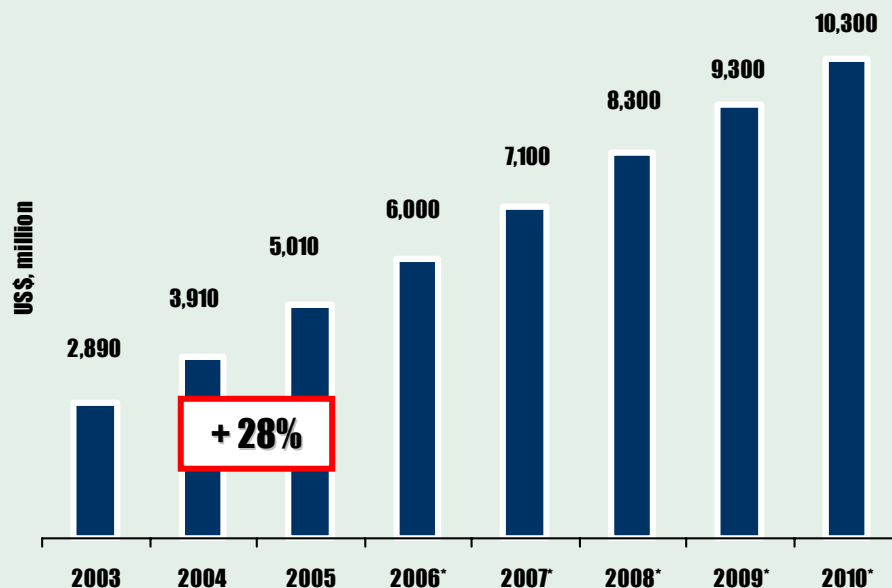
Derk Sauer
September, 2006

INFORM & INSPIRE

RUSSIAN ADVERTISING MARKET



RUSSIAN ADVERTISING MARKET, DYNAMICS, PROGNOSIS, mln. \$



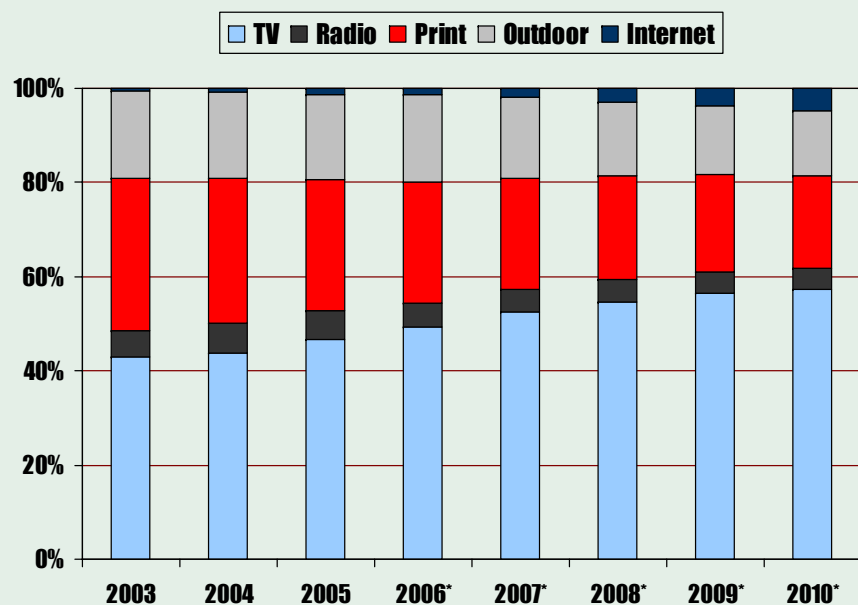
- ▶ Total advertising market in 2005 was around US\$ 5 bln.
- ▶ Russian AD market is number 6 in Europe and number 12 in the world.
- ▶ The industry has recovered from the '98 crisis and is growing very fast.
- ▶ Growth is expected to continue in the next years, but is already slowing down a bit.

advertising spending (mln US\$)	2003	2004	2005	2006*	2007*	2008*	2009*
Magazines	350	470	580	705	805	915	980
% of growth		34.3%	23.4%	21.6%	14.2%	13.7%	7.1%

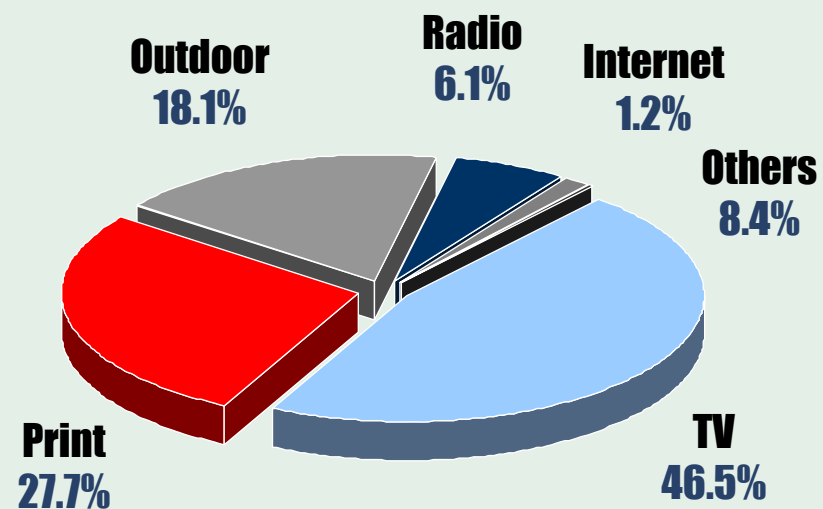
advertising spending (mln US\$)	2003	2004	2005	2006*	2007*	2008*	2009*
Newspapers	195	250	290	345	370	395	420
% of growth		28.2%	16.0%	19.0%	7.2%	6.8%	6.3%

* forecast

RUSSIAN ADVERTISING MARKET, NMEDIA CONSUMPTION

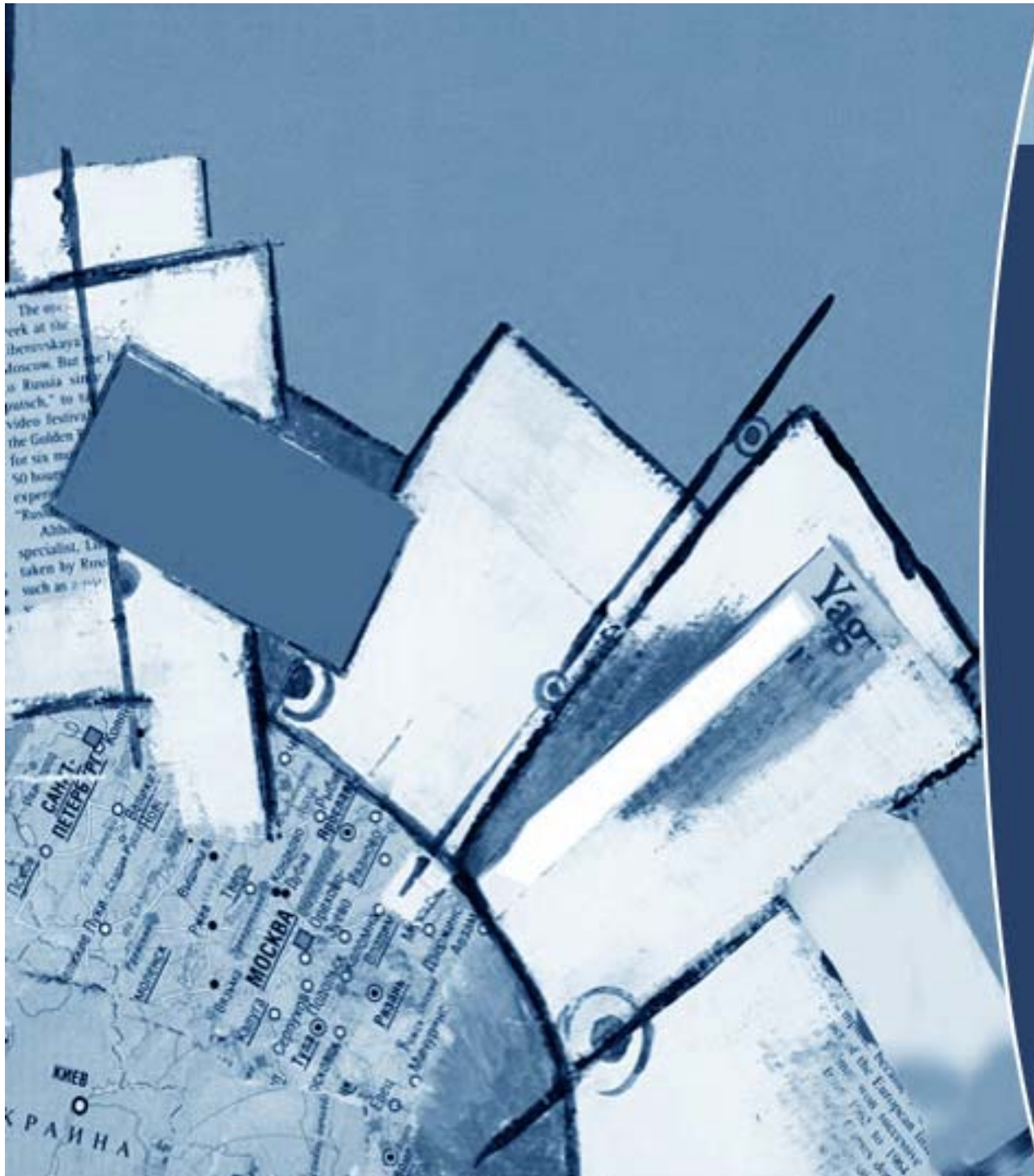


2005

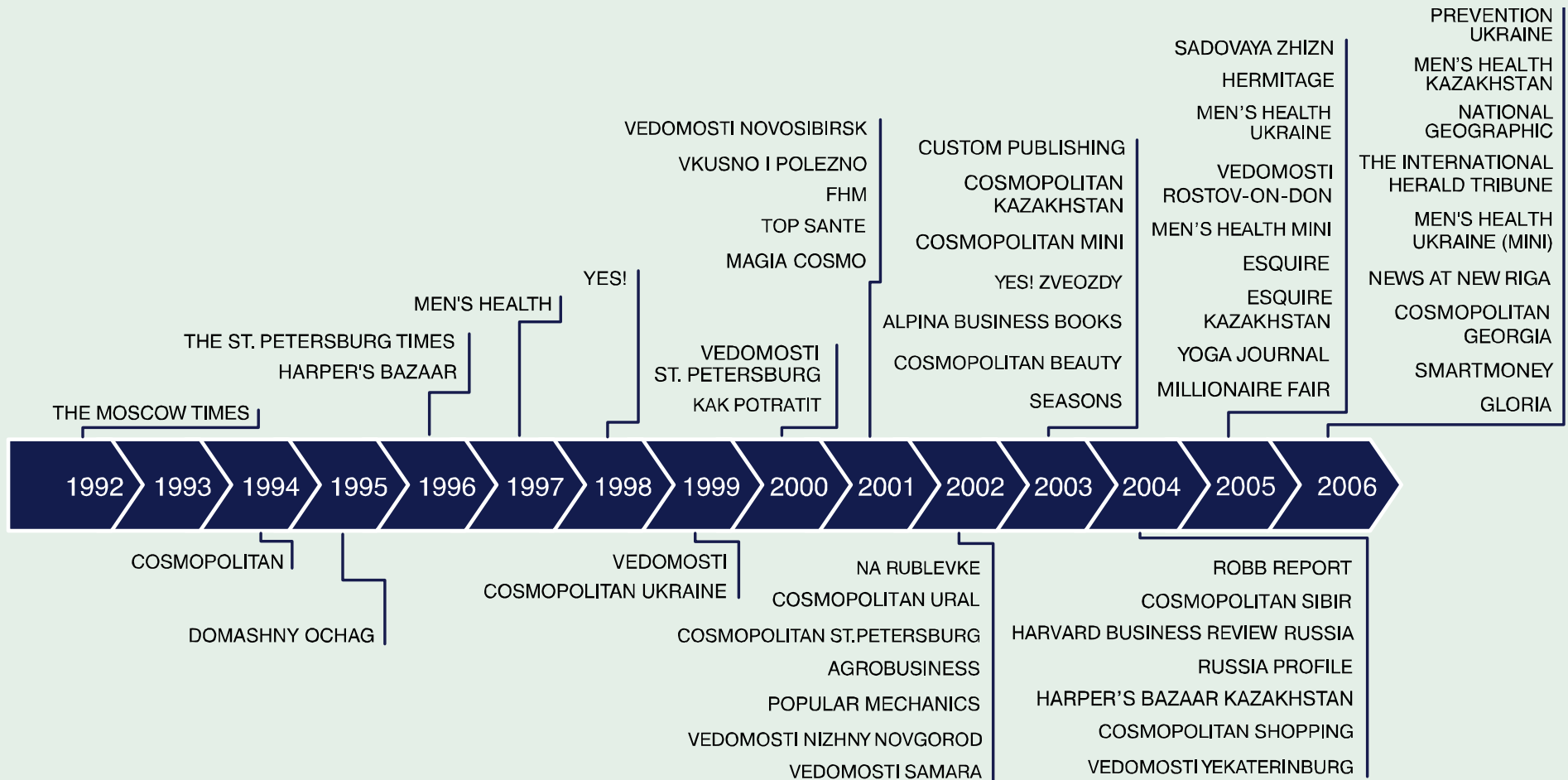


* forecast

IM HISTORY & ORGANIZATION



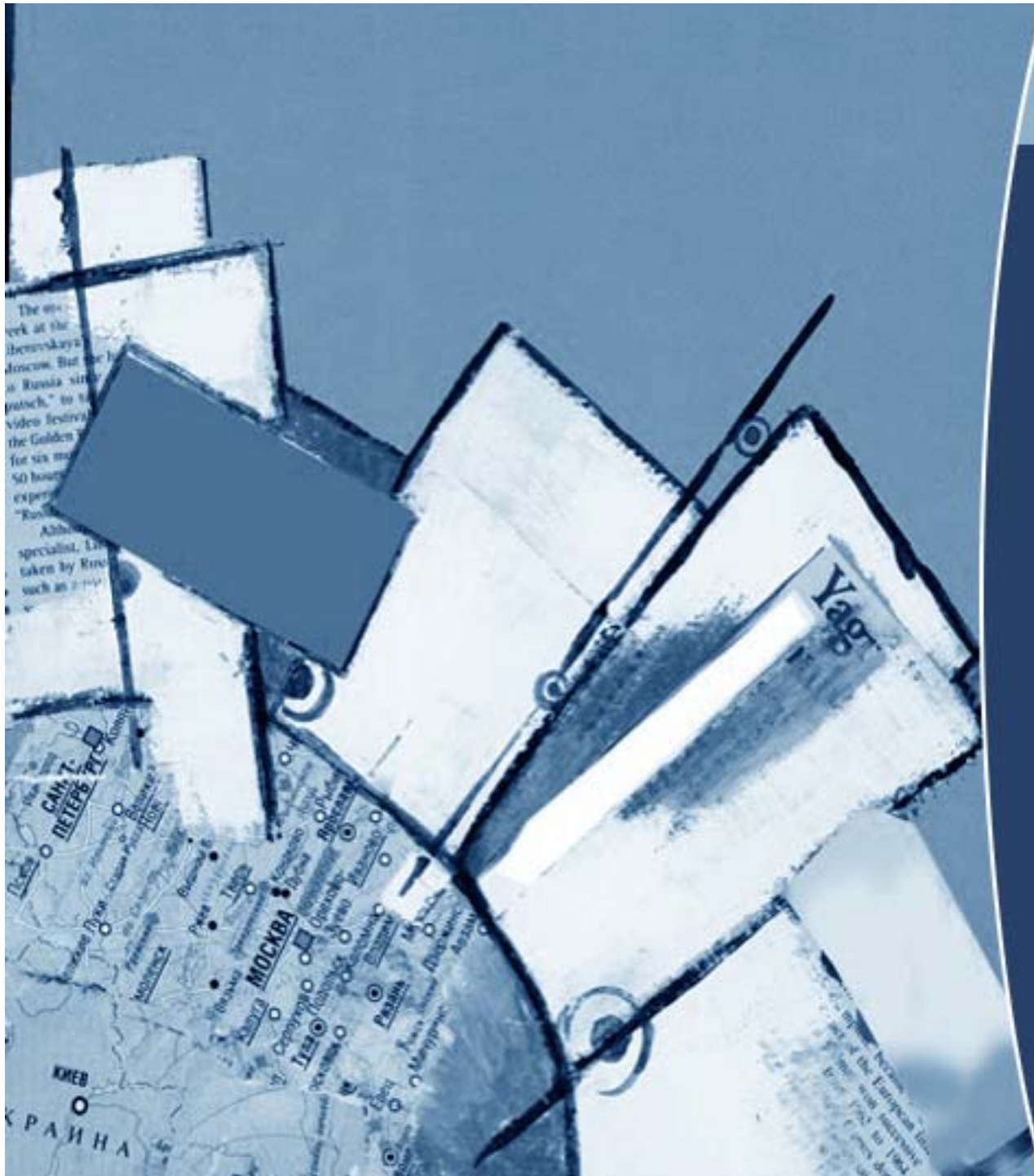
IM PORTFOLIO



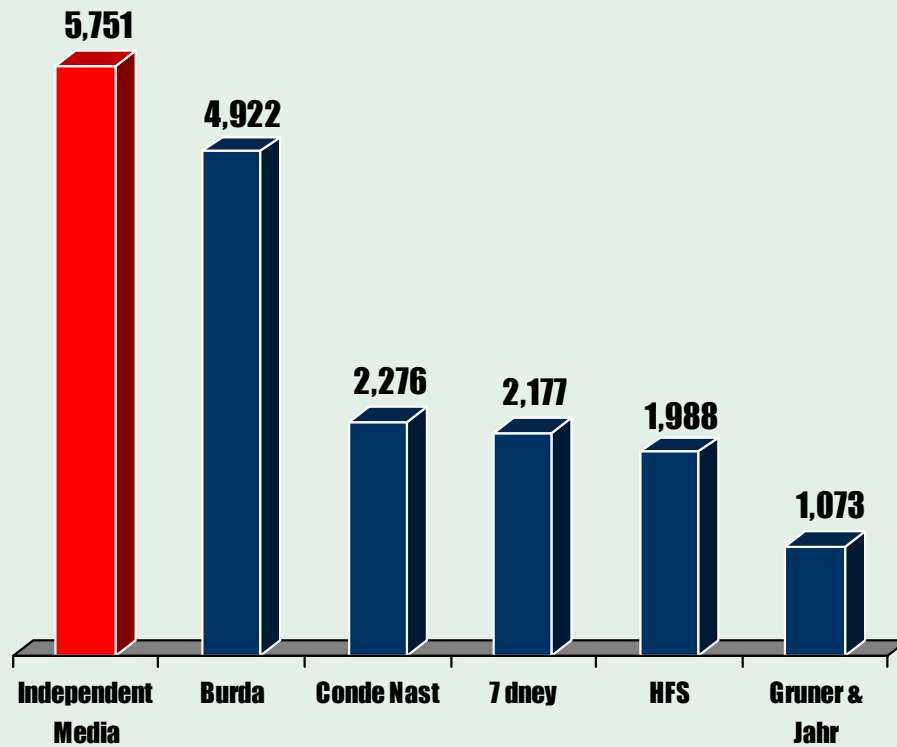
IM PORTFOLIO



IM POSITIONS ON THE MEDIA MARKET

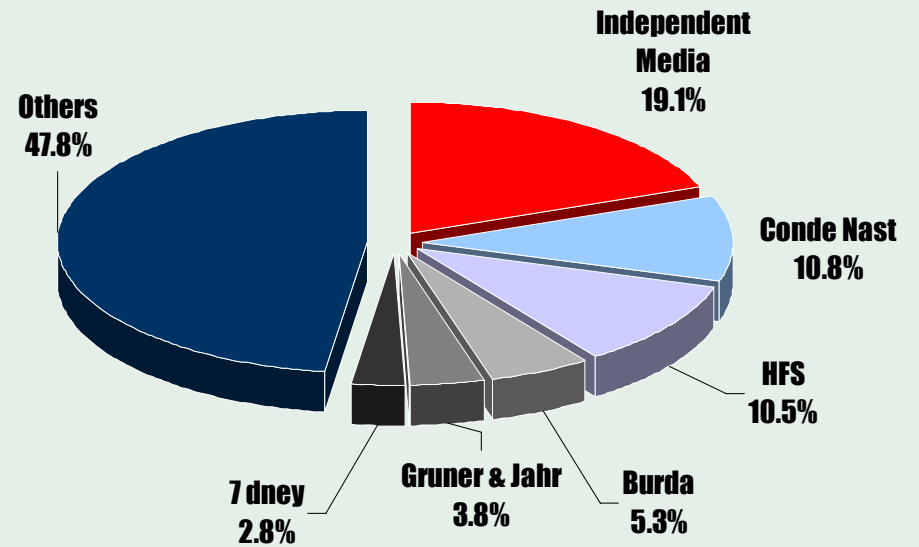


Readership, Russia



2006

AD revenues, \$



2006 (Jan-July)

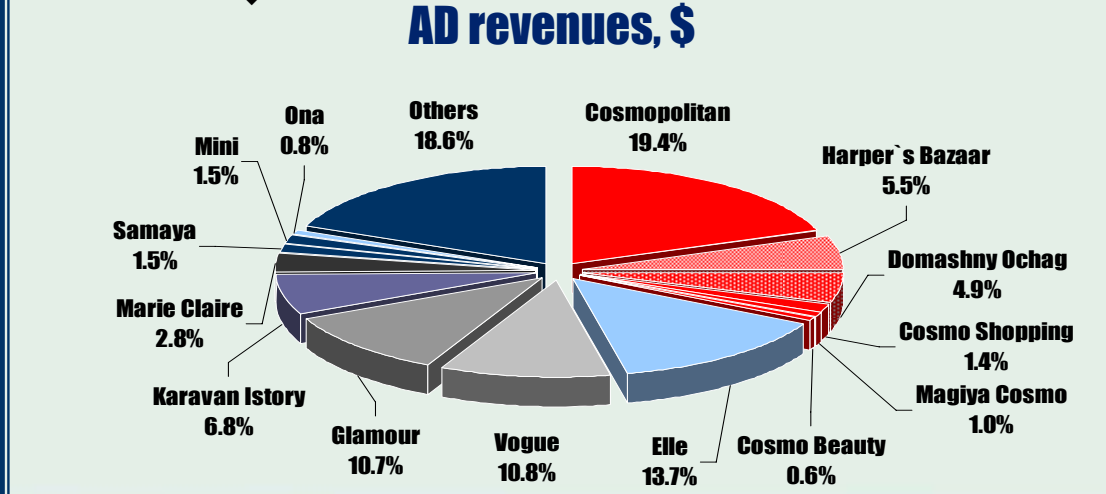
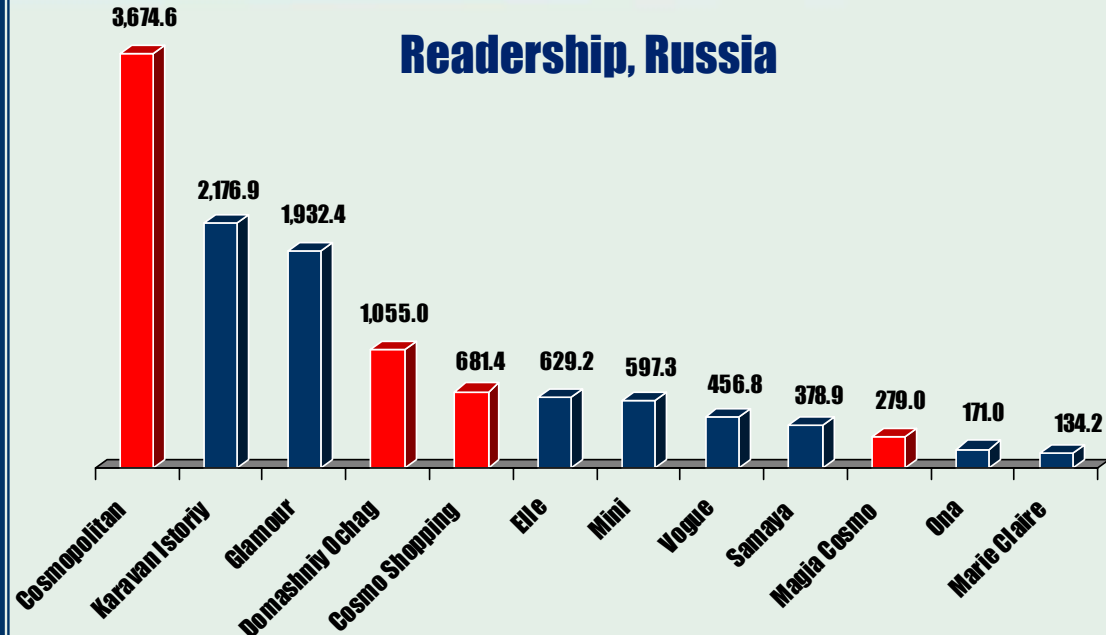
IM KEY SEGMENTS





- ▶ **IM remains the absolute leader in the women's glossies' section of the Russian market.**
- ▶ **IM's portfolio covers all the possible interests of contemporary active women.**

WOMEN'S TITLES



Source: TNS Gallup Media, NRS-Russia (16+), March-July '06;

TNS Gallup AdFact, 2006 (January-July), incl. supplements

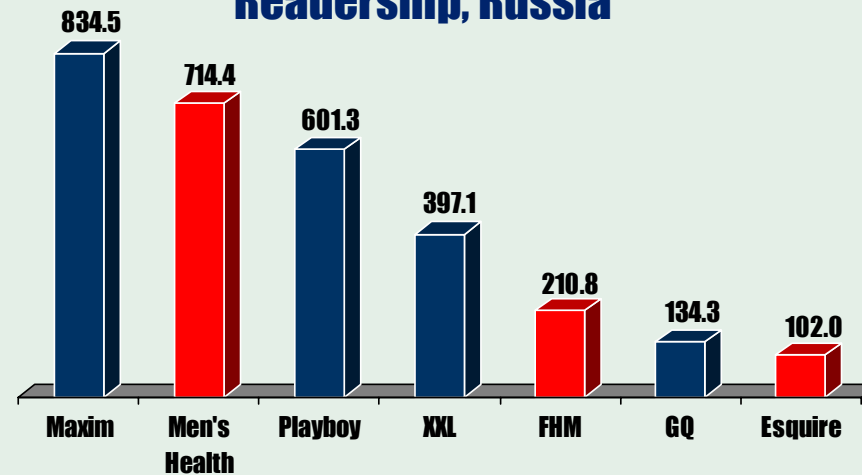


► **The continuing search for new concepts and ideas is the keystone of IM's success in the men's titles' sector.**

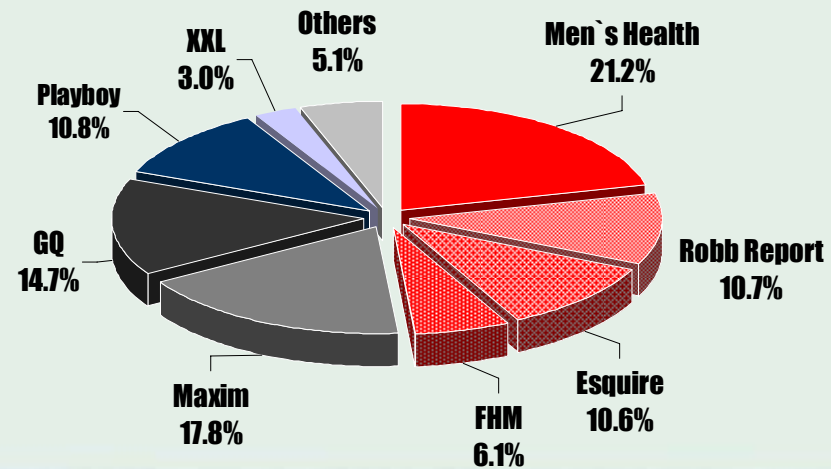
► **Now IM men's portfolio is the widest on the market and includes 4 titles for different audience.**



Readership, Russia



AD revenues, \$



Source: TNS Gallup Media, NRS-Russia (16+), March-July '06;

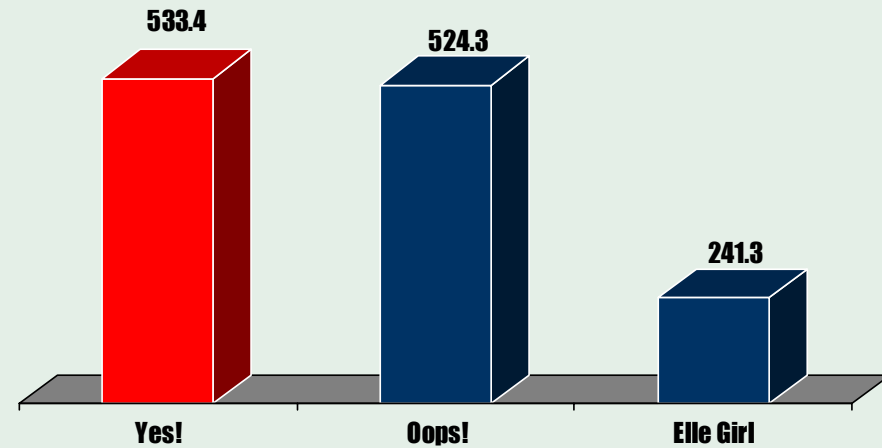
TNS Gallup AdFact, 2006 (January-July), incl. supplements



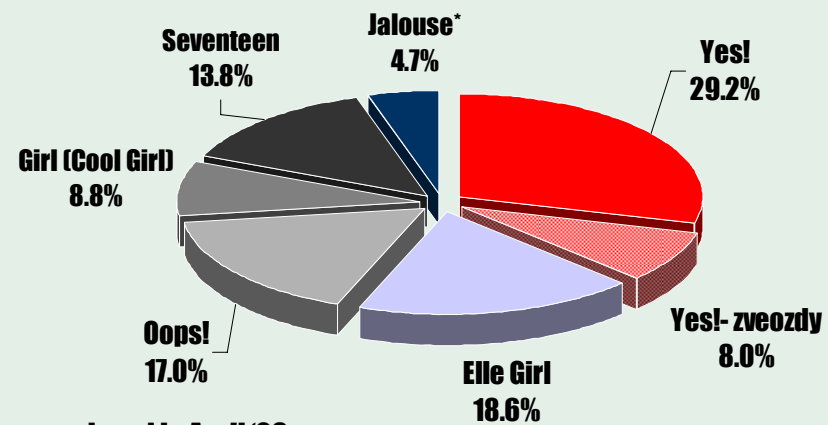
- ▶ **IM portfolio includes 2 youth titles, with a stable rating and growing circulation.**
- ▶ **They speak to teenagers in their own language about all the problems and interests important to them.**



Readership, Russia



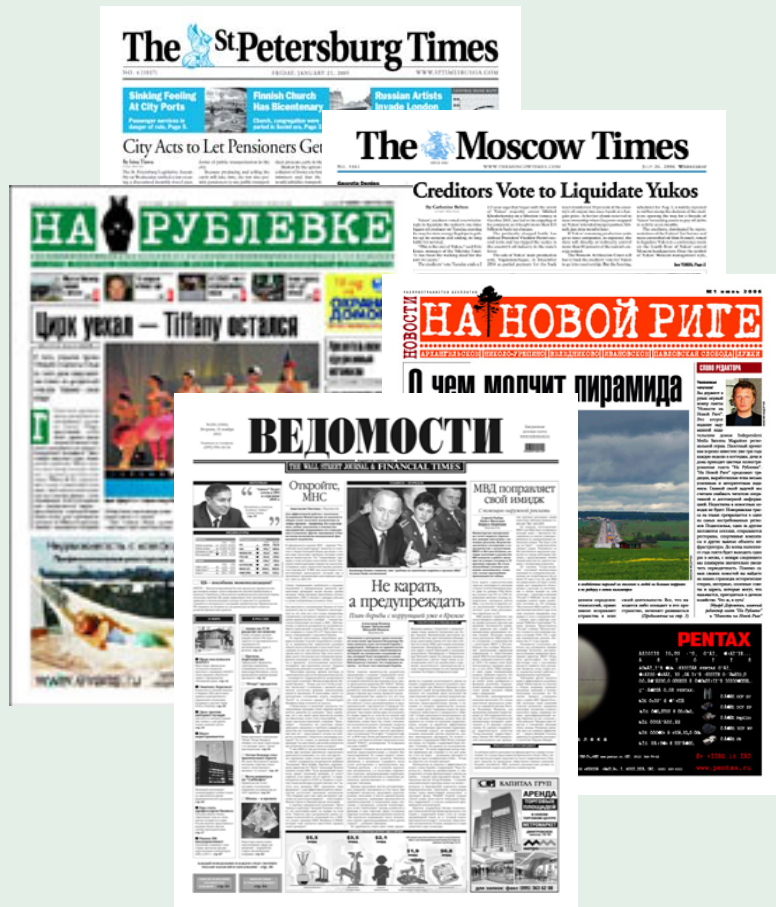
AD revenues, \$



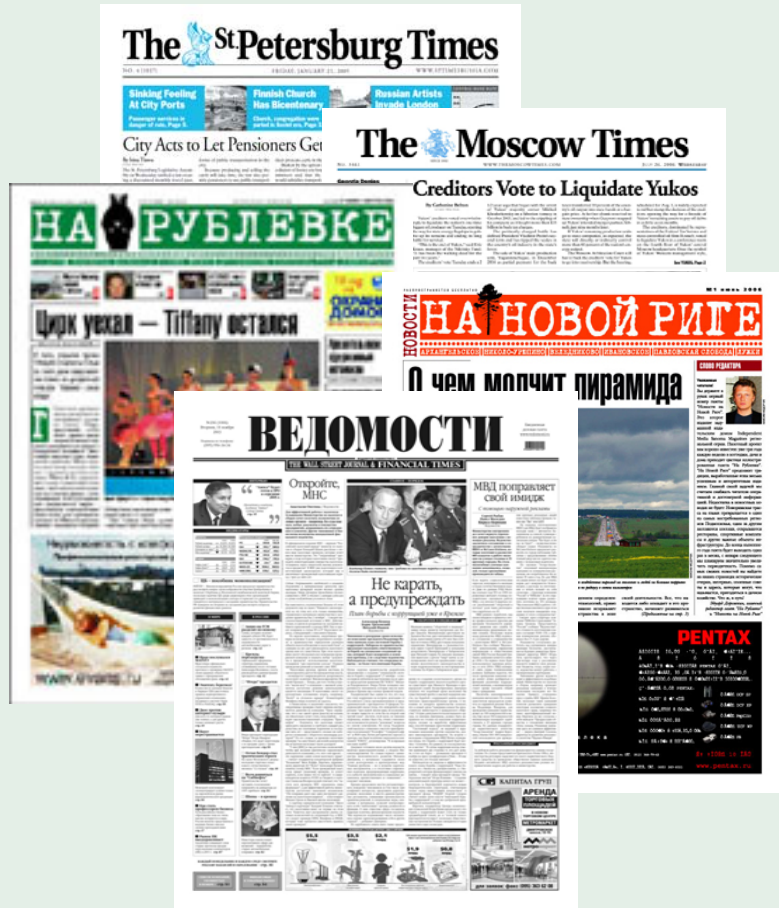
*Jalouse – closed in April '06

Source: TNS Gallup Media, NRS-Russia (16+), March-July '06;

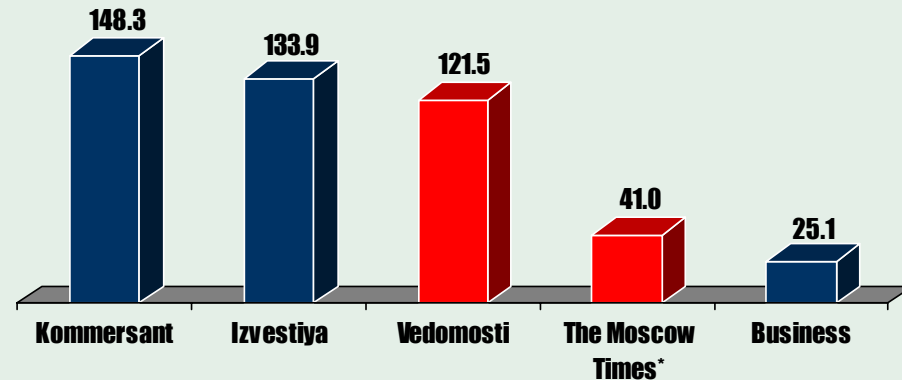
TNS Gallup AdFact, 2006 (January-July), incl. supplements



- ▶ **Newspapers (business and local) are another strong point of Independent Media.**
- ▶ **Vedomosti, The Moscow Times and The St. Petersburg Times with their spotless reputation in the business community, set the standards for quality journalism.**



Readership, Moscow



*The Moscow Times – only Russian-language audience is measured

AD revenues, \$



Source: TNS Gallup Media, NRS-Russia (16+), March-July '06;

TNS Gallup AdFact, 2006 (January-July), incl. supplements

IM FUTURE PLANS



IM LAUNCHES



Launch – March '06
Circulation – 50,000

Launch – May '06
Circulation – 350,000



Launch – October '06
Circulation – 120,000



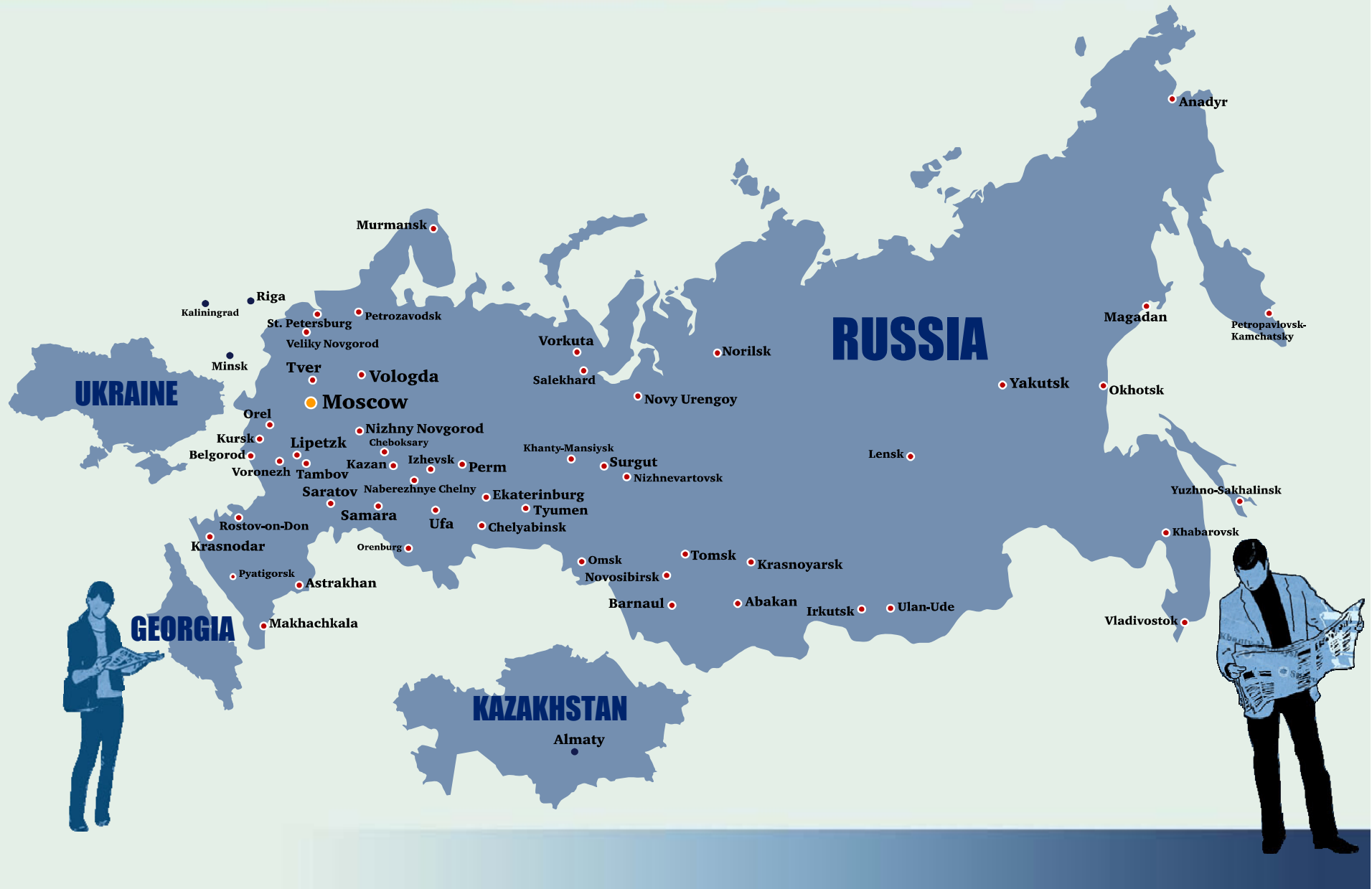
Test launch – Oct-Nov '06

Launch – February '07
Circulation – 80,000



Launch – March '07
Circulation – 100,000

IM IN UKRAINE, KAZAKHSTAN AND GEORGIA



IM IN UKRAINE, KAZAKHSTAN AND GEORGIA

UKRAINE



Circulation – 120,000



Circulation – 40,000



Circulation – 60,000



Launch – December '06

GEORGIA



Circulation – 15,000

First glossy international brand in Georgia

KAZAKHSTAN



Circulation – 10,000



Circulation – 10,000



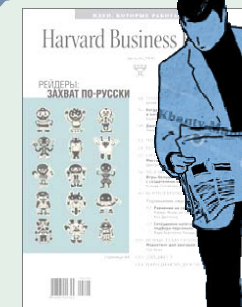
Circulation – 30,000



Circulation – 15,000

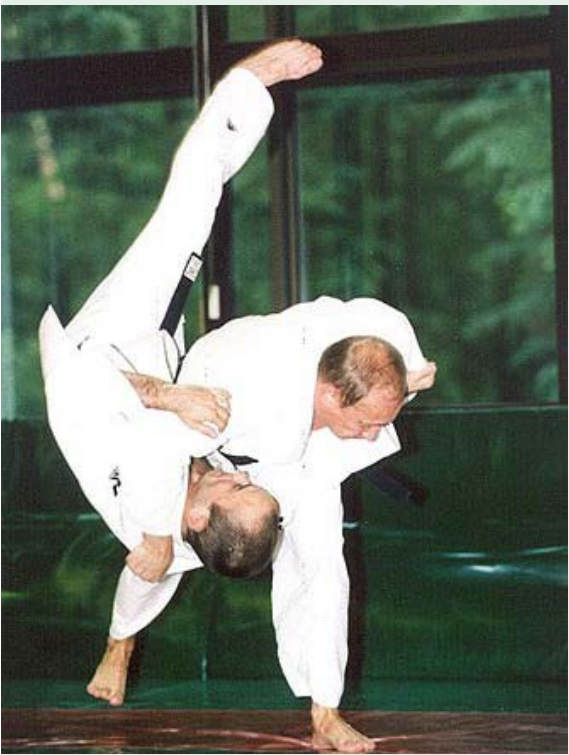


Launch – October '06



Launch – '07





RUSSIA & PUTIN



**THANK YOU FOR YOUR
ATTENTION!**