



# **MEDIA KIT**

## **KURSIV PUBLISHING HOUSE**

**Russian magazines for printing  
and packaging industries**

**SINCE 1996**



# KURSIV MAGAZINE

## The guide to the great publishing heights

Kursiv magazine was established in 1996 to provide the new and hot information on latest developments of world's prepress and printing industry for Russian readership. Unlike many other specialized magazines Kursiv concentrates on the technological rather than on marketing and advertising articles. Kursiv magazine publishes just the original articles written mainly by Russian experts in prepress and printing. (The magazine is original edition, not a Russian version of some international publication.) Kursiv editorial team consists of professional printers and publishers, as well as experts in graphic arts equipment.

### Main topics

The aim of Kursiv magazine is to provide the readers true and detailed information together with recommendations on practical usage and economic issues of new or evolved technologies.

Kursiv publishes analytical articles on all aspects of printing processes — from designers' ideas to printing, binding and finishing.

There are the articles on all printing processes, traditional and new, specialities of prepress, including image correction, layout and design, fonts usage, IT technologies etc.

Kursiv concentrates mainly on new digital technologies in printing and publishing. The authors are real professionals in their area of printing, having their own experience with new kind of technology or equipment. All the articles are well-illustrated — for better understanding the matter. Editorial team usually supplies the author's article with actual comments, layouted as a special inserts.

## Kursiv: main figures

Since	1996
Schedule of issuing:	bi-monthly
Volume:	64–80 pages
Page size:	200x280 mm
Circulation:	5,000 copies

KURSIV is the first Russian professional magazine focused on new printing and publishing technologies: prepress, press and postpress. KURSIV is the only magazine in Russian printing industry carrying out its own technological tests and-experimental printing works.



# KURSIV MAGAZINE



## Kursiv experimental printing works

In every issue of Kursiv magazine one can find a special insert consist of printed test objects. It is the result of technological experiments made by Kursiv experts. These inserts supply readers with real illustrations and comparison materials that show advantages or disadvantages of various print methods and prepress technologies. Main goal is to test new and uncommon printing and prepress technologies, equipment, software and materials.

An idea, test methods and results' analysis are always produced by Kursiv editorial team. Readers of the magazine could evaluate printed results of tested technology and compare them with well-known traditional technology results printed on a back side of the printed sheet. For example, one of the inserts illustrates opportunities of stochastic screening. The same tests are printed by stochastic (on the face side) and regular screening (on the back side). Description and analysis of the tests a reader can find in the same issue in the department «Flights investigation».

## Kursiv tests

Kursiv team also tests new equipment: new printing presses, CtP-machines, imagesetters, computers, color proofers, printers, measurement instruments etc. In every issue of Kursiv magazine there are in-deep reports on testing works. So, the theory becomes practice to all Kursiv readers.



Examples of Kursiv's test page







# KURSIV MAGAZINE

## Distribution

KURSIV magazine is distributed mainly in Russia, CIS and Baltic countries. Subscription is based on national press subscription systems of Russia, Ukraine, Byelorussia and Kazakhstan. A lot of retail sales are provided through repro shops and printing materials suppliers.

About 200 copies are delivered specially for professors and students of Moscow University of Printing. The magazine is distributed at main printing and packaging exhibitions in Russia and CIS.

### Distribution methods

**Circulation: 5,000 copies**

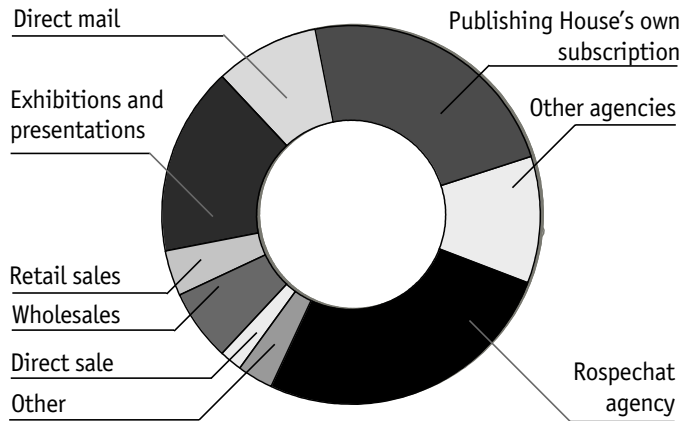
Rospechat (Russian central subscription agency)	26%
Other subscription agencies	11%
Publishing House's own subscription	23%
Direct mail	9%
Exhibitions and presentations	16%
Retail sales	4%
Wholesales	6%
Direct sales	2%
Other	3%

### Distribution by regions

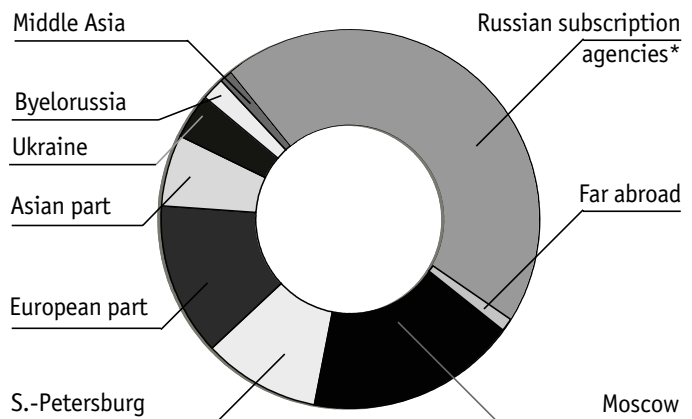
Moscow and the region	19%
S.-Petersburg and the region	10%
European part of Russia	13%
Asian part of Russia	6%
Ukraine	4%
Byelorussia	2%
Middle Asia republics	1%
Rest of the world	<1%
Subscription agencies	44%*

### Company types

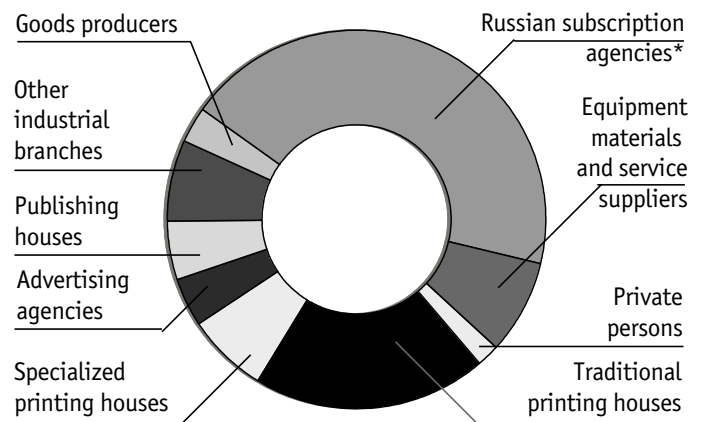
Traditional printing houses	20%
Specialized printing houses	7%
Advertising agencies	4%
Publishing houses	5%
Companies of other industrial branches	7%
Equipment, materials and service suppliers	8%
Consumer goods producers	3%
Private persons	2%
Subscription agencies	44%*



Methods of distribution



Distribution by regions



Type of company

\* Do not represent real names, addresses and occupations of subscribers



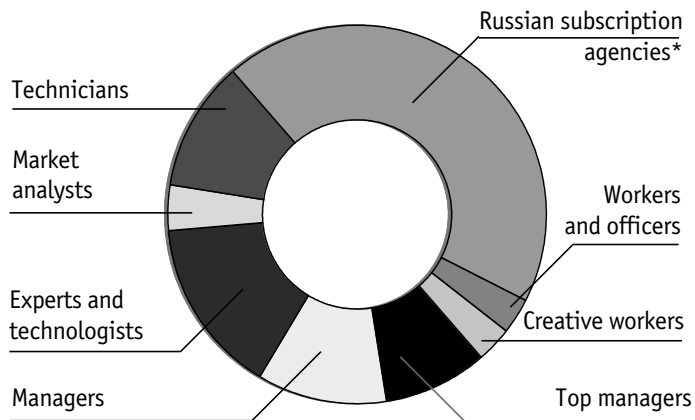
# KURSIV MAGAZINE

## Readership

The readership of Kursiv magazine consists of top managers of printing houses, printing engineers, publishers, graphic designers and computer experts. They are working at printing, prepress and repro houses, design studios and advertising agencies. The readers of Kursiv produce books, magazines, commercial and advertising issues. A lot of them strive to increase their professional level.

### Readership occupations (and the quantity of readers of one magazine copy)

Company top managers	9%	(1,2)
Managers	11%	(1,8)
Experts and technologists	15%	(2,5)
Market analysts	4%	(1,7)
Technicians	11%	(2,1)
Creative workers	3%	(1,8)
Workers and officers	3%	(1,8)
Subscription agencies	44%*	



Readers by occupation

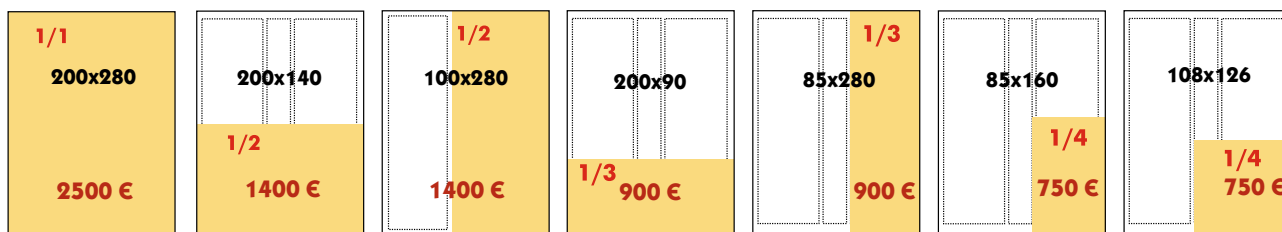
\* Do not represent real names, addresses and occupations of subscribers

## Schedule of issuing

KURSIV magazine is bi-monthly publication (6 issues a year). Many of the issues are devoted to main Russian printing and publishing industries exhibitions and distributed at these shows — additionally to usual ways of distribution.

**Issuing: # 1 — February • # 2 — April • # 3 — June • # 4 — August • # 5 — October • # 6 — December**

## Advertising in Kursiv magazine



2nd and 3rd cover pages — 3000 euro, 4th cover page — 3500 euro

Discount up to 20% for multiple advertising

### Kursiv magazine contacts:

News, editorial etc.  
Testing, experiments etc.  
Advertising  
Phone/fax:

Marina Belyaeva - marina@kursiv.ru  
Grigory Sapunkov - grigori@kursiv.ru  
Elena Maslova - elena@kursiv.ru  
+7 495 617 66 52



# FLEXO PLUS

## First Russian Media for Package Printing, Converting & Packaging

Flexo Plus magazine is focused on flexo, gravure, screen and other printing processes used in packaging and label production. Russian & CIS packaging market is one of emerging and growing fast. There is a great demand for technological knowledge, technical and marketing news in this area. Now Flexo Plus is the only media in Russia to meet this demand.

### Main Topics

Flexo Plus publishes reviews and articles on Russian and world marketing research, on trends and analysis, on new technologies in packaging printing, converting and packaging production. The articles are based on local and international experience. The authorship consists of worldwide known industry experts and Russian professionals in packaging and label printing and converting.

### Flexo Plus: main figures

Since	1997
Schedule of issuing:	bi-monthly
Volume:	64–80 pages
Page size:	205x290 mm
Circulation:	5,000 copies

The only professional Russian & CIS magazine for packaging printing, converting & package production.

The main topics are the technologies of flexible packaging, folding carton, cardboard & corrugated packaging production methods and processes.





# FLEXO PLUS

## Readership

The readership of Flexo Plus magazine consists of top managers, technical experts and marketing personnel of almost all Russian and CIS label and package printing companies — as well as experts involved in equipment and materials supplying business.

## Schedule of issuing

Flexo Plus magazine is bi-monthly publication (6 issues a year). Some issues are devoted to main Russian label and packaging exhibitions and distributed at these shows — additionally to usual ways of distribution.

### Issuing:

- # 1 — February**
- # 2 — April**
- # 3 — June**
- # 4 — August**
- # 5 — October**
- # 6 — December**

## Advertising in Flexo Plus magazine

<b>Spread</b>  410x290 mm <b>3000 €</b>	<b>1/1</b> 205x290 mm <b>2200 €</b>	<b>1/2</b> 205x145 mm <b>1300 €</b>	<b>1/2</b> 105x290 mm <b>1300 €</b>	<b>1/3</b> 75x290 mm <b>950 €</b>	<b>1/4</b> 116x126 mm <b>750 €</b>	<b>1/6</b> 116x90 mm <b>640 €</b>
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2nd and 3rd cover pages — 3000 €, 4th cover page — 3400 €

Discount up to 20% for multiple advertising

### Flexo Plus contacts:

Chief Editor	Nina Shapinova	- nina@kursiv.ru
News, editorial etc.	Alexandra Kulikova	- sasha@kursiv.ru
Advertising	Elena Maslova	- elena@kursiv.ru
Phone/fax:	+7 495 617 66 52	

# FORMAT MAGAZINE



## First Russian print buyers' magazine

Format is the magazine published by Kursiv Publishing House since April 2004. With 9 issues per year Format magazine is devoted to general print buyers and corporate marketing managers. Each issue of Format magazine helps reader to find essential information on graphic arts industry: basic knowledge of printing technologies, information on leading companies on Russian advertising, design and printing markets, standard prices and costs of different kinds of printing and packaging products.

Main focus of Format is to explain the printing processes as a whole — from design conception to the final stages when the printed product is wrapped up and delivered to customer. Using this information, readers can get better understanding of technologies using to print their products and will be able to choose a superior offer.

## Format: main figures

Since	2004
Volume:	32–56 pages
Page size:	200x280 mm
Circulation:	7,000 copies

## Schedule of issuing

**# 1 — January-February • # 2 — March • # 3 — April • # 4 — May-June • # 5 — July  
# 6 — August • # 7 — September-October • # 8 — November • # 9 — December**







# FORMAT MAGAZINE

## Format distribution

FORMAT is distributed free of charge by direct mailing to the print buyers and the customers of printing houses in Moscow and St. Petersburg regions. Special database consists of more than 6,000 recipients. The magazine is distributed also at main printing exhibitions in Russia.

### Company types

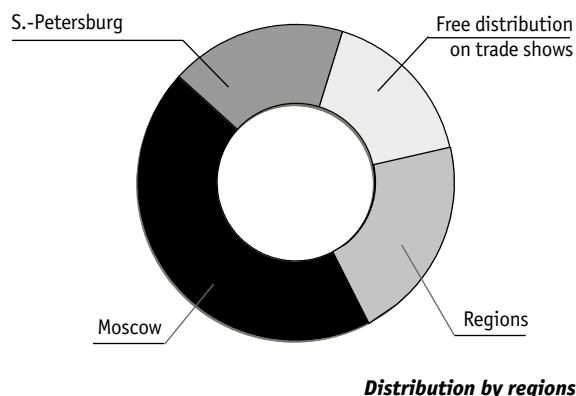
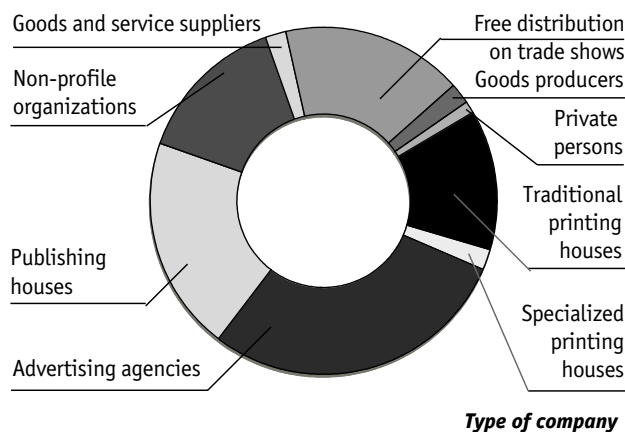
Traditional printing houses	13%
Advertising agencies	29%
Publishing houses	20%
Companies of other industrial branches	14%
Consumer goods and service suppliers	2%
Consumer goods producers	2%
Private persons	1%
Free distribution trade shows	17%

### Readers by occupation

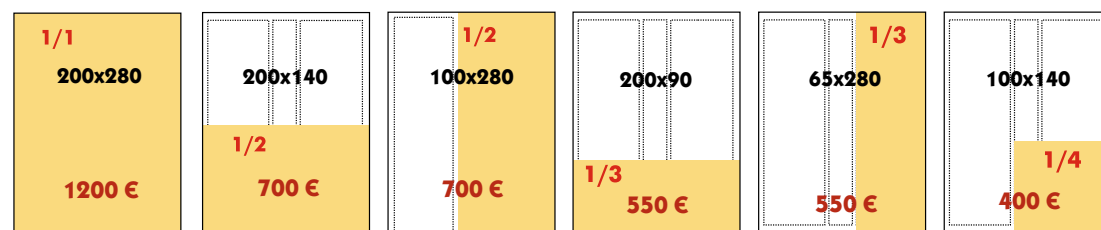
Company top managers	40%
Managers	27%
Creative workers	16%
Free distribution at the trade shows	17%

### Distribution by regions

Moscow and the region	65%
S.-Petersburg and the region	18%
Free distribution on trade shows	17%



## Advertising in Format magazine



For advertising on cover pages please call. Advertising inserts available.

## Format magazine contacts:

News, editorial etc.  
Advertising  
Phone/fax:

Natalia Shlykova - editor@kursiv.ru  
Elena Maslova - elena@kursiv.ru  
+7 495 617 66 52