



НЯНЯ

First parenting magazine in Russia

www.nanya.ru
parents internet portal

Publishing house

Karl Gibert
M E D I A

Advertising department: (495) 621-6131, 628-7076, 621-6798
e-mail: snn@nanya.ru

About magazine

«NYANYA» is the first parenting magazine in Russia was founded at 1994

The magazine mainstream is young parents consulting. The magazine will be assistant giving professional answer on any question.

The magazine is illustrated. All articles made on real scientific base, but in the same time - on simple, editorial language. It makes articles interesting for all class of readers.

Our readers:

pregnant, new parents of babys, toedlers and kids, doctors, teachers, psychologists. Edition is popular among women from 20 to 35 years old, that have children. The financial status - provided.

Magazine sections:



Pregnancy and birth - All new information about obstetrics and gynecology



Did you call the doctor? - all about children health



Gogol-Mogol - all about baby and toedlers nutrition



Myself - how to be not only a mother, but a beloved and beautiful woman



Age-delimited sections – about psychological and physiological features of child of a specific age (from 0 till 7)



Actual – social, important and seasonal reviews and directory



Publishing house

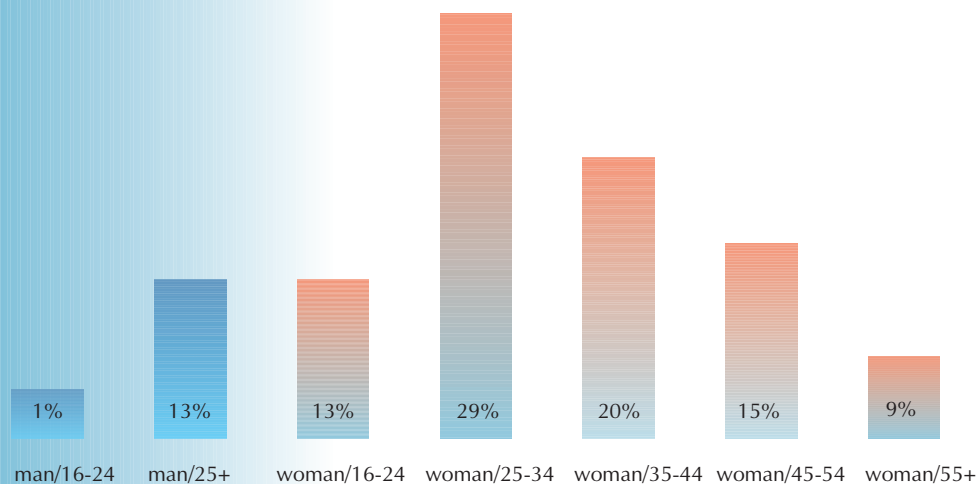
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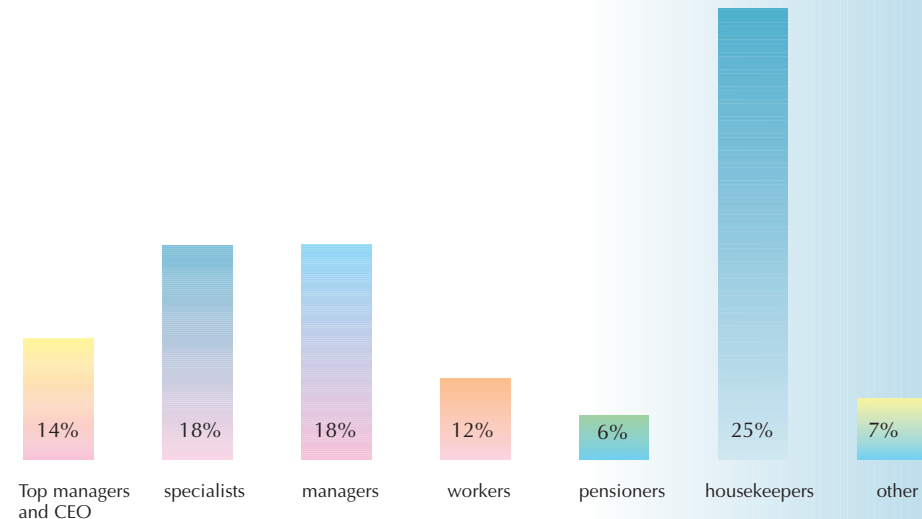
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Magazine audience

Age level



Social status



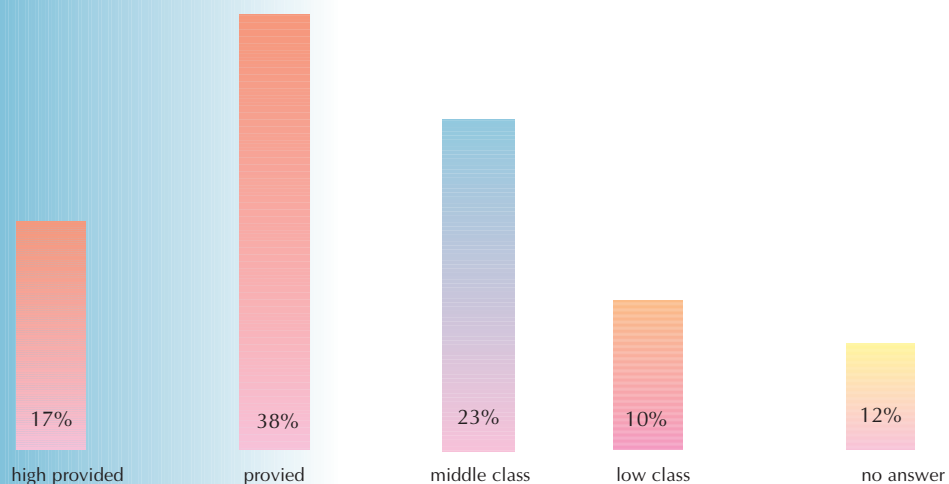
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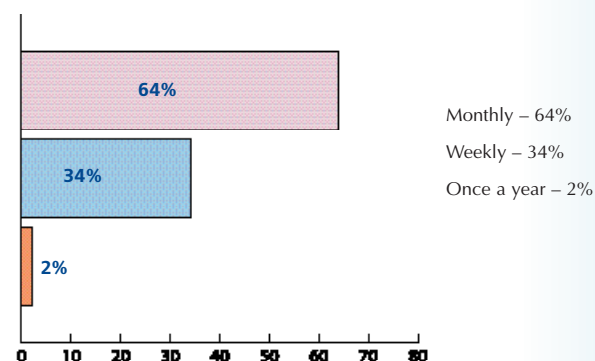
Magazine audience

Financial status

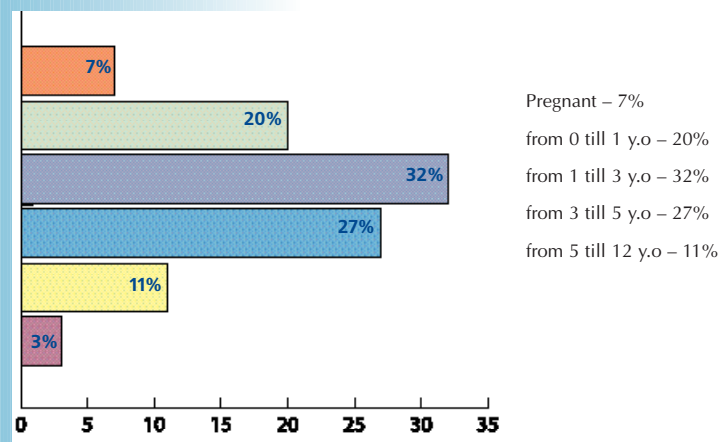


Additional information

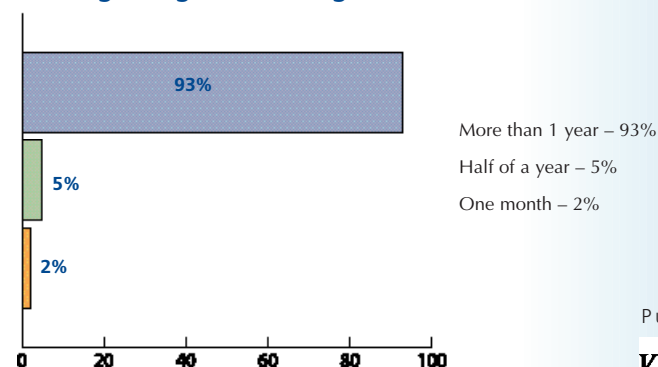
How often readers read the magazine



Age of children of our readers



Average magazine storage time

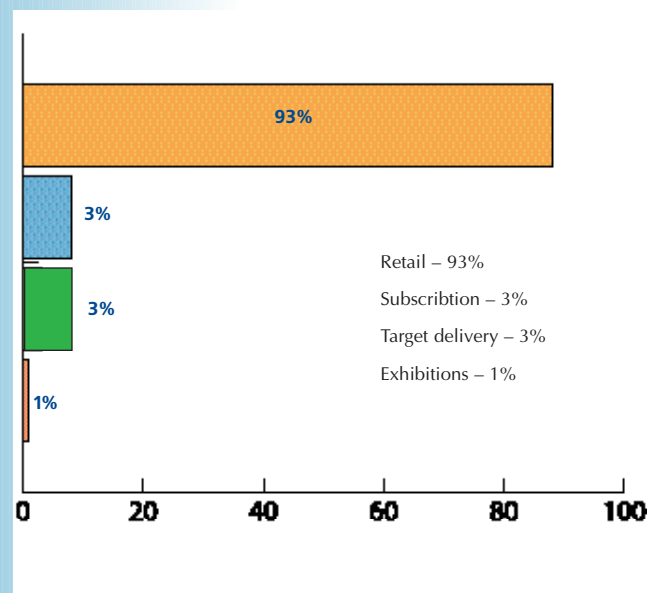


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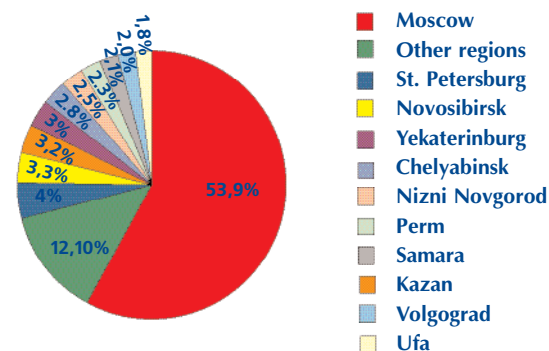
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Magazine distribution



1. Retail - 93% in all cities of Russia and CIS:

Moscow — 53,9%, St. Petersburg — 4,0%, Novosibirsk — 3,3%, Yekaterinburg — 3,2%, Chelyabinsk — 3,0%, Nizni Novgorod — 2,8%, Perm — 2,5%, Samara — 2,3%, Kazan — 2,1%, Volgograd — 2,0, Ufa — 1,8, other regions — 12,10%.



2. Subscribe 3% – whole world through subscribe catalogs and direct subscription

3. Target delivery 3%:

Ministry of Education,
Medical institutions,
Ministry of health
Private kindergartens,
State Librarys

4. Exhibitions, congress etc 1%

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Basic characteristics

Format 200x265 (мм)

Volume 96+4 (pages)

Paper glossy

Print offset

Colors full-colors

Printed in Finland

Language russian

Periodicity 11 times a year

Circulation 95 100



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Price-list

all prices are in Euro

Editorial		Classifieds		PR	
first doble-truck	7560	1/1 pages (200x265)	3200	1/1 page	2500
1/1 pages (200x265)	3600	1/2 page (170x115)	1600	2/3 page	1800
2-d cover	3960	1/4 page (170x58; 84x115)	800	1/2 page	1300
3-d cover	4140	1/8 page (170x29; 84x57)	400	1/3 page	1000
4-th cover	4320	1/16 page (84x29; 42x57)	200	1/4 page	700
doble-truck	7200	1/32 page (42x14)	120		
1/2 page (170x115, 85x230)	2100				
1/2 page (200x132; 100x265)	2100				



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