

# The Magazine. Media Kit



# Best analytical business source.

**The magazine** is intended for the entrepreneurs who are doing business in China and Asia, and for those who are about to establish businesses in the Asia-Pacific region.

The main topics each issue covers include: finance, investment, real-estate, stock market, law and featuring success stories of business in Asia and Greater China, as well as of important business events in the region.

**Most importantly,** The Magazine provides in depth studies, forecast and logistics for Russian-Chinese business cooperation. It also provides information on existing and future projects in the areas of investment, trading, financing, and joint-venture developments of infrastructure.

**The Magazine** is the only source of reference in the Russian language providing valuable information to the business community through extensive research, generating business ideas and simplifying business decision making. Our professional team of journalists cooperate with leading experts at the executive level in the business community in both Greater China and Russia.

# Design Approach



# How many do we have?

## Circulation.

### 5 000 COPIES

In-flight inserts on the largest Russian passenger airline, Aeroflot, which flies between Moscow and Beijing, Shanghai and Hong Kong.

### 2 000

In the First and Business Class waiting and transit lounges of Sheremetyevo and Pulkovo airlines' Asia-bound flights.

### 1 000

Direct dispatch (in-house database).

### 1 800

Distribution in restaurants, travel agencies, exhibitions, conferences and other business gatherings.

### 200

Regional and central representations of Russian Chamber of Commerce and Industry.

# Main topics of the magazine

## **REAL ESTATE**

Comprehensive and detailed analysis of regional property markets primarily focused on China and other strategic locations in the Asia Pacific region.

## **COMPANIES**

Success stories, company profiles, biographical sketches of Russian and Chinese political and business leaders, company executives and entrepreneurs. Special features with extensive research on firms of particular interest and their contributions.

## **CULTURE**

Updates on current events, happenings, and special features of cultural life in Greater China.

## **INVESTMENT**

Studying and forecasting current and potential Russian-Chinese business cooperation. Updates on existing and planned investments and joint venture projects.

# Contacts

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