

THE COST OF ADVERTISING IN THE MAGAZINE

Proportion	Price (USD) / (EUR)
1/1	13 140 / 11 099
1st spread	33 225 / 28 070
Indorsment	from 8 475 / 7 161
Product Placement on the cover	from 25 425 / 21 482
2nd spread	29 835 / 25 206
3rd cover	16 615 / 14 035
4th cover	20 175 / 17 042
2/1 spread	26 275 / 22 198
Strategic position ('Content', 'Authors', etc.)	15 595 / 13 176
Editor's letter	15 595 / 13 176
Page in the first third	13 560 / 11 457
1/2	8 980 / 7 590
1/3	6 020 / 5 084
1/4	4 495 / 3 795
Logo (L16)	1 290 / 1 088

THE COST OF ADVERTISING ON THE BRAND'S WEBSITE

PACKAGES

№	Item / Package name	Package Conditions	CPM EUR / \$	Package from 1000K, CPM EUR / \$
1	'Billboard' first screen	Billboard 1260x250, first screen + 300x250 in mobile, first screen	26 EUR/ 30 \$	22 EUR/ 26 \$
2	300x600 + 300x250 first screen	Banner 300x600, first screen + 300x250 in mobile, first screen	26 EUR/ 30 \$	22 EUR/ 26 \$
3	'Billboard' second screen	Billboard 1260x250 + 300x250 in Mobile in content, second screen	22 EUR/ 26 \$	20 EUR/ 24 \$
4	300x600+ banner in content outside the first screen	Banner 300x600, outside the first screen + mobile banner 300x250 in content	20 EUR/ 24 \$	17 EUR/ 19 \$
5	Parallax	Banner 300x800 in mobile	47 EUR/ 54 \$	—
6	Branding	Desktop: 100%x250+300x600+ substrate + mobile banner 300x250 + banner in content (300x250). Accounting for package impressions by loading a billboard banner	47 EUR/ 54 \$	—
7	Full screen	Mobile. Pre-session fullscreen with a cross from the first second. The frequency is no more than 1 per day	51 EUR/ 59 \$	—
8	Floor Ad	Mobile and desktop 50x50%. 100%x90/120, overlay at the bottom of the screen with a cross from 1 second. The frequency is no more than 2 per day	22 EUR/ 26 \$	21 EUR/ 24 \$
9	Native article	Material about the client's brand or product in editorial format marked 'Partner material' / 'On the rights of advertising'. The package price includes: placement and announcement of editorial and advertising formats on mobile and desktop platforms with a volume of 1500K impressions. Announcement from 2 weeks. SEO optimization of the article on request. The discount on production does not apply	9 253 EUR/ 10 608 \$ + 1 620 EUR/ 1 857 \$ (production)	—
10	Article in interactive layout	Material about the Client's brand or product in an interactive format marked 'Partner material'/'On the rights of advertising'. The package price includes: placement and announcement of editorial and advertising formats on mobile and desktop platforms with a volume of 1500K impressions, announcement in the NovoChag VK stories. Announcement from 2 weeks. The discount on production does not apply	10 410 EUR/ 11 934 \$ + 3 239 EUR /3 713 \$ (production)	—
11	Announcement of native article on social networks of NovoChag	The total coverage of groups VK, OK, TG, VB is 500+ thousand subscribers. The coverage of the post is from 35,000 contacts.	5 784 EUR/ 6 630 \$	—
12	Talk shows in the OK group	Live broadcast with the site's editor-in-chief Natalia Rodikova and invited celebrities/ bloggers /opinion leaders. Duration 60 min. The average number of air views is 1,500,000	34 699 EUR/ 39 778 \$	—

* Mobile and desktop, end-to-end placement is performed automatically on free inventor

Prices are shown without VAT. Accommodation conditions, minimum cost and information about special offers are negotiated individually.

TERMS OF ADVERTISING

The client is provided with a calculation of the cost, taking into account individual conditions, a forecast efficiency, final report on reach and

1. Number of impressions;
2. Materials should be prepared according to technical requirements, only then it can be accepted for placement on platform. For auditing by third-party systems only certified zero pixels are accepted for the calculation of impressions and clicks. The use of matching technologies is not allowed;
3. The conditions are valid from May 11, 2022. Prices excluding seasonal coefficients, margins. Coefficients and margins are applied consistently. The standard discount policy of the company applies to the legal conditions. The minimum order is 3 535 EUR / 4 009 \$ after all discounts;
4. The offer is not a public offer;
5. The rights to all concepts, videos, texts, photographs, illustrations, design, software modules and any other materials and developments created within the framework of a commercial project belong to Independent Media 'Fashion Press' and 'Premium Independent Media'. Their use on other sites without the appropriate permission of the company is prohibited. The transfer of rights is approved individually.

MARGINS

1	Exclusive	50%
2	Moscow + St. Petersburg	50%
3	Regions	20%
4	Frequency less than 3 unics per week	25%
5	Segment, interest	35%
6	Targeting by Luxury segment	50%
7	The length of the video is more than 10 seconds	25%
8	Excess creative weight from TT	35%
9	Device selection (desktop/mobile)	20%
10	Transfer of rights	By agreement
11	Creative production by third-party technologies Sizmec, Weborama, etc	30%

SEASONAL COEFFICIENTS

January	0,9
February	1
March	1,1
April	1,1
May	1
June	1
July	0,9
August	0,9
September	1,3
October	1,3
November	1,3
December	1,3

PRICE LIST FOR POSTING NATIVE POSTS IN NOVOCHAG SOCIAL MEDIA GROUPS

SOCIAL MEDIA

Platform	Subscribers	Post coverage (stories)	Price EUR / \$	Package price EUR/\$ (VK, OK, TG, VB)
Vkontakte (VK)	228 100	3 000	2 314 EUR/ 2 652 \$	8 099 EUR/ 9 282 \$
Odnoklassniki (OK)	166 616	9 000	2 314 EUR/ 2 652 \$	
Telegram (TG)	2 450	800	1 157 EUR/ 1 326 \$	
Viber (VB)	204 062	12 000	2 314 EUR/ 2 652 \$	

EMAIL

Email	Price EUR / \$	Number of subscribers	OR	CTOR
Branded	5 000 EUR/ 5 400 \$	140 000	10-17%	3-10%
Banner in the newsletter	2 700 EUR/ 3 100 \$	140 000	10-17%	1-5%

TERMS OF PLACEMENT

- The conditions are valid from May 11, 2022. The offer is not a public offer. Prices are in EUR/\$.
- The advertising post is placed for 24 hours, in the first place - 1 hour. The cost of the position includes a basic publication in the group with a link to the Client's website. Native articles, product placement in video tests, special projects are charged additionally. Request the cost from your manager or fill out a brief (follow the link below and we will tell you in detail). The client is provided with a forecast and a report on the coverage and number of impressions. Each post is coordinated with the editorial board. The editorial board may refuse to post without explaining the reasons.
- No more than 1 commercial post is published per group per day. Check the availability of free advertising spaces on the date you need (the queue for placement can be about a week).
- The rights to all concepts, videos, texts, photographs, illustrations, design, software modules and any other materials and developments created as part of the commercial placement belong to Independent Media 'Fashion Press' and 'Premium Independent Media'. Their use on other sites without the appropriate permission of the company is prohibited. The transfer of rights is approved individually.

DISCOUNTS

The standard discount policy of the company applies to the price

MARGINS

1	Interactive in the post - test	30%
2	The duration of the post for the day	30%
3	Fixing the post for week	60%

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