

COSMOPOLITAN

The leading monthly women's interest magazine in Russia

MARKET POSITION:

Cosmopolitan is the most successful magazine for young women; its circulation breaks the record of all other women magazines in Russia and Europe. **Cosmopolitan** has the largest exclusive readership in Russia with 2,892,803 (NRS-Russia, May-Oct 2007) readers who are the most loyal and devoted to the magazine.

| | | Cosmopolitan Russia | Cosmopolitan Petersburg | Cosmopolitan Ural |
|-------------------|-------------------------------|--------------------------------|------------------------------------|------------------------------|
| Total circulation | (NRS Russia May-October 2010) | 900 000 | 80 000 | 80 000 |
| Readership | (NRS Russia May-October 2010) | 5 138 796 | - | - |

EDITORIAL PROFILE:

Approximately 450 pages per issue enables the title to devote more editorial to fashion, beauty, relationships and all themes concerning private and professional life – the same applies for advertising opportunities.

Since 2003, it exists also in a mini format, and in 2002 three regional supplements that come out with the **Cosmopolitan** Russia were launched. **Cosmopolitan Petersburg, Ural** and **Sibir** (50 pages), cover all local news as well as career, shopping and entertainment opportunities.

TECHNICAL SPECIFICATIONS:

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