

BAZAAR^{Harper's}

The authoritative monthly fashion magazine in Russia

MARKET POSITION:

Harper's Bazaar is a prestigious woman's magazine – a veritable bible of beauty and fashion. Its readership mainly consists of females (81.3%) aged between 25 and 37 (46.4%) with an above average to high income (CC+, 63.1 %). The **Harper's Bazaar** reader is young, sophisticated, selective, active and in touch with all the latest beauty and fashion news worldwide. Most readers are big beauty product consumers and high street spenders. Harper's Bazaar is a magazine for women with strong character and a keen sense of personal style. Most of all Harper's Bazaar readers are interested in : Fashion – 74%, Cosmetics & Perfumery – 73%, Jewellery, accessories and watches – 70%, Beauty salons, Fitness centres – 62%, Travelling services – 40%.

		Harper's Bazaar
Total circulation	(NRS Russia May-October 2010)	120 000
Readership	(NRS Russia May-October 2010)	117 123

EDITORIAL PROFILE:

Harper's Bazaar is always in the centre of Moscow social life. It highlights the most famous first nights, fashion catwalks, best parties and celebrities.

The international standard set by the group means that you are guaranteed good editorial quality. Approximately 300 pages per issue enables the title to devote more editorial to fashion and style than any other publication – the same applies for advertising opportunities. **Harper's Bazaar** is a combination of luxurious, exclusive visual images with an original editorial approach.

The best local and international photographers and stylists work on each issue to give previews of the latest trends and fashion even before they appear on the street: "Before the world knows about them, you will have read about them in **Harper's Bazaar**." (Shakri Amirkhanova, Editor-in-Chief)

TECHNICAL SPECIFICATIONS:

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