

ЖУРНАЛ
Men's Health
The leading monthly men's magazine in Russia

MARKET POSITION:

After the tremendous success of *Men's Health* in other countries, a Russian version was launched in 1997 to meet the needs of an important mass-market audience. According to the Gallup Media survey, *Men's Health* Russia reached its circulation objective in September 2002. It leveled out with twice the circulation of its nearest competitor. It is aimed at male graduates between 20 and 44 years old and with disposable income who are more brand-conscious than ever: 20% – are senior executives/company owners and 38% – are executives and specialists.

		Men's Health
Readership	(NRS-Russia, May-Oct 2010)	1 326 444
Circulation	(NRS-Russia, May-Oct 2010)	820 633

EDITORIAL PROFILE:

Men's Health is the leading and the most dynamic men's magazine in Russia. Filled with fashion, fitness, nutrition, gadgets, travel, special features, it is written in a humorous journalistic style, which both interests and implicates its readers. Twice a year different theme supplements come out to keep in touch with its reader's expectations; Guide of style (twice a year), Technical Guide, Men's Mobiles, Men's Car, Adventure (once a year).

TECHNICAL SPECIFICATIONS:

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