



HEALTHY & TASTY  
Quarterly Publication  
Russian Gastronomy Magazine

**MARKET POSITION:**

**Vkusno I Polezno** was originally distributed as the supplement of **Domashny Ochag**; the most popular women' magazine. It is now a very successful independent magazine. This previous association with **Domashny Ochag** (1 million of readers) offers a unique opportunity to reach Russian women between 25 and 45 year old. **Vkusno I Polezno** is a publication for gastronomy targeting those who enjoy the quality of living and the pleasure of good food.

		<b>Vkusno I Polezno</b>
Circulation	(Publisher stat.2009)	130,000
Readership	(NRS Russia May-October 2009)	1,650,071

**EDITORIAL PROFILE:**

**Vkusno I Polezno** is a gastronomic magazine, which offers classical and unusual recipes for simple and refined dinners from around the world with eastern and European chefs' tips, as well as those from Moscow's finest restaurants. *It is an "art de vivre"* that combines the pleasure of eating with culinary culture. **Vkusno I Polezno** is aimed to develop an "Epicurean" woman who tries to attract, inspire and discover strange and unusual styles. It also encourages healthy eating and inspires readers to use their imagination to create joyful and bright family celebrations, festive meetings with friends and unique parties for children or teenagers.

**TECHNICAL SPECIFICATIONS:**

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