



The Russian leading Monthly Teenage Girls' Magazine

MARKET POSITION:

Yes! was launched six years ago to cater for the teenage market which is a very important market as it is one of the fastest developing markets in Russia. The readers of **Yes!** are mainly female (84.3%) aged between 16 and 24 They generally have several hobbies and interests and these include going to cinemas, theatres, restaurants, night clubs, beauty salons and fitness centres.

		Yes!
Circulation	(NRS Russia, May-October 2010)	200,000
Readership	(NRS Russia, May-October 2010)	664 932

EDITORIAL PROFILE:

Six years on, **Yes!** remains the most popular glossy for young girls and the circulation continues to increase. **Yes!** is not only a magazine, it is a brand name for thousands of young girls. Always creative, bright and funny - **Yes!** is constantly searching for new ideas to keep its number one position. It keeps up to date with the latest and most exclusive fashion, trends and ideas.

TECHNICAL SPECIFICATIONS:

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