

The glossy monthly supplement of Vedomosti on lifestyle and luxury goods



MARKET POSITION:

The **Kak Potratit** was launched in 2000 as a monthly supplement to “ ” (Vedomosti) the Russian business and financial daily newspaper. It covers a wide range of topics to cater for both male (70%) and female (30%) audiences. It is aimed at AB Adults aged between 25–54 years of age with an above average to high income. The **Kak Potratit** audience is comprised of executives and senior executives, business owners, executives working in joint venture operations and western-owned businesses, high-ranking government officials and politicians and the diplomatic community.

	Kak Potratit
Circulation per issue	54 000
Readership per issue	134 623

Source: TNS Russia May-October 2012

EDITORIAL PROFILE:

Kak Potratit is an integral part of . It is seen as an innovative and stylish magazine that complements perfectly the lifestyle of its readers. It covers luxury goods and appeals to people with affluent lifestyles; from travel to interior design, fashion, food and wine, profiles on consumer companies, personalities, skiing, motor racing, golf, yachting, etc.

Its busy audience can catch, at a glance, new trends and hobbies inside a shopping address book of the stars, must-have items for the home and luxurious travel destinations. **Kak Potratit** is a lifestyle guide for the wealthy but busy readers who like to indulge in the finer things in life. These people do not have enough time to read everything and so are very selective. It provides advertisers with a superior glossy environment in which to showcase products to their best advantage. **Kak Potratit** is the perfect medium in which to promote luxury products to an affluent audience.

ADVERTISING RATES 2014:

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TECHNICAL SPECIFICATIONS:

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