



RATE-CARD

КАТЕРА и ЯХТЫ

Power & sail boats magazine
www.katera.ru



ABOUT MAGAZINE

Power & Sail Boats Magazine
is a specialized publication with a clearly defined target audience

The leading Russian maritime magazine
for professionals and amateurs

Published since 1963
(more than 261 issues)

Printed in Estonia,
total circulation – 15,000 copies

A4 format

Four-color printing process

Published six times a year with annual supplements

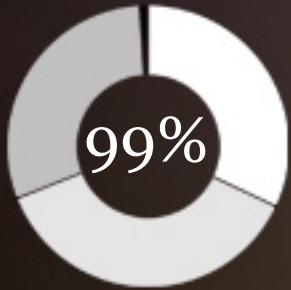
Distributed in Russia and abroad
(by subscription and in retail)



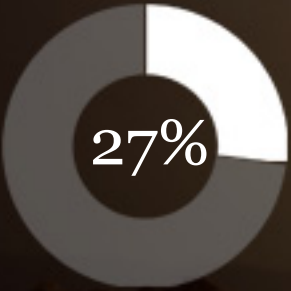
TOPICS

- ✓ Test-drive reports on boats, yachts and out-board motors
- ✓ Aquatic sport and recreation
- ✓ Building and maintaining various kinds of vessels: from boats to sailboats and motor yachts
- ✓ State-of-the-art projects of Russian and international manufacturers
- ✓ News from major Russian and international exhibitions
- ✓ Publications on yacht clubs in Russia and abroad
- ✓ Aquatic tourism and travel
- ✓ News on yachting equipment and gear
- ✓ Extreme sports, yacht lifestyle on water and on land, fishing trips

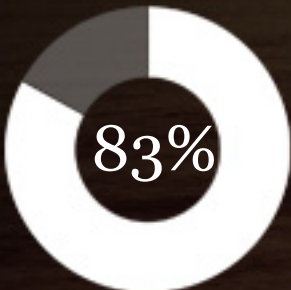
OUR READERS



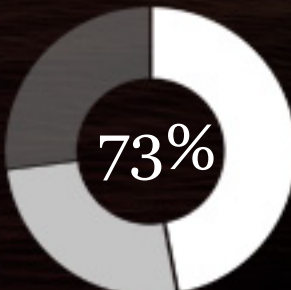
of our readers are working men
32% - are between 20 and 40 years old,
37% - 40+



of all our readers are executives at
various levels



of our readers read every issue of the
magazine



of our readers have their own motor-
boats or yachts. 26% of our readers
have more than 1 boat



OUR READERS



Saint Petersburg - 13%

Other cities of
Russia 35%

Moscow - 37%

ALSO:
Azerbaijan, Belarus, Hungary, China, Israel, Romania, the Baltic countries, Ukraine, USA, Finland

CONTENTS

ON THE MEASURED MILE OF P&SB

Professional and independent tests of new boats and yachts. Descriptions and technical characteristics of new boats, their rating and recommendations.

TECHNICS

Descriptions and surveys of various vessels – from boats and sailboats and motor yachts; presentations of new products by Russian and foreign manufacturers; news from major Russian and foreign exhibitions; interviews with experts in boat and yacht construction.

PRACTICAL

Everything on navigating, registering and maintaining vessels; new yachting equipment and gear; radio communications; ship electronics, yachting clubs in Russia and abroad and many other topics.

SPORT

Exclusive reports from various events and races worldwide; successes of Russian yachtsmen; records and achievements worldwide; history of motorboat and yachting sports in Russia and abroad.

WARDROOM

Sea and sea boat lifestyle for all; extreme kinds of sport; history and fascinating facts; arguments and discussions.

TRAVELS

Power & Sail Boats Magazine present the entire world of water tourism, unique travel routes of the past, the present and the future.

WORKSHOP

Expert materials on building, repairing and maintaining boats, cutters and yachts: practical advice tested by our authors' personal experience.

FISHERMAN'S PAGE

Everything on river, lake and sea fishing: good spots and equipment, spinning and flyfishing rods; exotic fishing destinations; theory and practice.

SUPPLEMENTS

Colorful reviews packed with useful information

10,000 copies, printed in Estonia

Used as reference and information material throughout the year,
including by representatives of trade organizations

«BOATS & ENGINES »

(February 2016)

The publication discusses inflatable boats and motor boats, pendent and stationary engines, oils on the Russian market. In addition to technical characteristics, learn about the history of manufacturing companies, major features of their products.



ON THE INTERNET



- ✓ Electronic magazine subscription
- ✓ Second most popular forum for boats and yacht owners, visited every day by up to 15.000 people
- ✓ News and every interesting piece of information in the world of motorboats, sailboats and yachts
- ✓ Free archives of almost every issue of Power & Sail Boats Magazine from the very beginning



70% returning visitors
30% new visitors



44% Search Traffic
43% Referral Traffic
13% Direct Traffic

Technical Layout Requirements

The following requirements for electronic submission apply:

File Format:

Illustration format (raster and vector graphics) –

CMYK, resolution at least 300 dpi, size – 100%.

TIFF (without LZW compression); Encapsulated PostScript (without JPG compression); PSD; JPG (of best quality); PDF (pre-press quality).

All vector images must be represented in the Encapsulated Postscript (EPS) format, Adobe Illustrator (AI).

All the objects must belong to the CMYK color space.

All the fonts must be converted into curves, preferably with the list and type of used fonts appended. Before using additional mix pantone colors (including metallic colors) consult the editorial board. In this case, files must include additional spot colors labeled strictly in accordance with the names of colors in Pantone tables.

Bleed modules (3 mm outer edges included), meaningful elements of advertisements must be placed at least 3-5 mm from the page edge.

Advertising Department

Phone/ fax +7 (812) 312-5360

e-mail: ads@katera.ru, nk@katera.ru, nu@katera.ru

www.katera.ru



ADVERTISING

Prices in EURO without VAT

1st cover page = 7 000 € **2nd cover page = 3 500 €**
3rd cover page = 3 500 € **4th cover page = 3 875 €**

Gatefolder of the 1st Cover **6 000 €**

Rigid Inlay inside Magazine

both sides **5 000 €**

one side **3 000 €**

INSIDE PAGES / TEXT PAGES

Facing Pages (426 x 303 mm) = 4 000 €

1/1 Page Left / Right
(213×303 mm; 184×260 mm) 2 325 / 2 475 €

1/2 of the page Left / Right
(90×260 mm; 184×128 mm) 1 400 / 1 575 €

1/3 of the page Left / Right
(59×260 mm; 184×84 mm) 1 150 / 1 325 €

1/4 of the page Left / Right
(90×128 mm; 184×62 mm) 850 / 975 €

1/6 of the page 1/9 of the page
(90×84 mm) = 488 € (59×84 mm) = 288 €

PRIORITY PLACING

Placing Editorial = only 1/1 page plus 20%
Contents = only 1/1 page or 1/2 page plus 15%
1/3 part (before page 50) = plus 10%

Advertising Articles 1 page = 1 000 €
(Commercial)

Tests (from two pages) 1 page = 525 €

ADVERTISING BLOCK / BROKERAGE

1/1 Page 1240 €
(213×303 mm; 184×260 mm)

1/2 of the page 790 €
(90×260 mm; 184×128 mm)

1/3 of the page 660 €
(59×260 mm; 184×84 mm)

1/4 of the page 490 €
(90×128 mm; 184×62 mm)

1/6 of the page (90×84 mm) 245 €

1/9 of the page (59×84 mm) 145 €

1/12 of the page (59×84 mm) 120 €

PUBLICATION SCHEDULE

No	Issue Title	Publication Date	Submit Ads Before	Goes to Press
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1st Half of the Year

1	KiY Magazine No.1 (253) January-February 2015	January 2016	09/12/2015	15/12/2015
2	KiY Magazine No.2 (254) March-April	February 2016	05/02/2016	15/02/2016
3	Supplement 1-2015	February 2016	05/02/2016	15/02/2016
4	KiY Magazine No.3 (255) May-June	April 2016	15/04/2016	25/04/2016

2nd Half of the Year

5	KiY Magazine No.4 (256) July-August	June 2016	17/06/2016	27/06/2016
6	KiY Magazine No.5 (257) September-October	August 2016	15/08/2016	22/08/2016
7	KiY Magazine No.6 (258) November-December	October 2016	17/10/2016	24/10/2016
8	KiY Magazine No.1 (259) January-February 2016	January 2017	05/12/2016	12/12/2016

CONTACTS

Director: Andrey Maximov, Phone +7 (812) 314-3942 (maximov@katera.ru)

Editor-in-Chief: Alexey Danyaev (danev@katera.ru)

Editor: Andrey Velikanov (schpick@gmail.com)

Advertising Department: +7 (812) 312-5360 (ads@katera.ru, nk@katera.ru, nu@katera.ru)

Sales Department: +7 (812) 312-5360 (sales@katera.ru)

General Issues: KiY Editorial Board (mail@katera.ru)

Accounting Office: Marina German (finans@katera.ru)

Website Administrator: Alexander Pesterev (web@katera.ru)

Dear readers and correspondents! Please send your inquiries to the heads of the corresponding departments directly to their respective e-mail address. Please write to the editorial board address only in exceptional cases.

Editorial Office:

30, Nevsky Pr.,
St.Petersburg, 191186

For letters and parcels:

P.O.B. 621, 191186, St.Petersburg, Russia

Editorial Board Phones:

+7 (812) 312-4078 (Secretariat)
+7 (812) 314-3942 (Director's Office)

Faxes:

+7 (812) 312-5360 (Advertising Department),
+7 (812) 314-3942 (Director)

