

GOALS AND TASKS OF THE MAGAZINE

Popularization of equestrian sport, support of domestic horse-breeding

Our goal is to show a reader in an easy and accessible form the newest achievements in the world of equestrian industry, to explain to the reader all nuances and specifics of equestrian business, to acquaint with the latest achievements of technical progress, to show modern tendencies of breeding of horse on the example of the known horses, market priorities, etc. Our magazine is a key explorer in the world of professional activity of leading sportsmen and horse-breeders.



SPECIAL PURPOSE AUDIENCE

«**Gold Mustang**» is a magazine about equestrian industry, oriented to the exacting reader with the high level of profit.

The magazine is interesting for all groups of ages of reader audience, thus in it prevails consumer active group – from 35 to 55 years old.

Information about the amount of people, reading a magazine, among the proprietors of enterprises and having individual business: proprietors of horses, farms of studs, equestrian clubs and etc, can serve a confirmation of high level of profits of «**Gold Mustang**» readers.

Absolute is a fact that the most well-to-do segment of horsemen prefer magazine «**Gold Mustang**» to other equestrian editions.



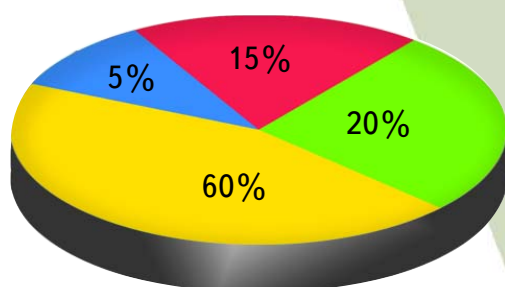
SOCIAL POSITION

Support of publicly meaningful projects and active work in the direction of development of amateur and child's equestrian sport, horse-breeding of the Russian breeds.

Magazine «**Gold Mustang**» comes forward in support a few social projects, including International fund of defense of wild nature (WWF), Moscow Equestrian club of invalids. In 2007 we prepared an exhibition «**Equestrian Era**» in State Duma of Russian Federation, devoted the horse breeding and equestrian sport of our country. In addition, by the release of magazine of «**ZM**» books were let out: «**Gold collection of Akhal-teke horses**», directed on popularization of one of the eldest breeds of the world and «**Word about a horse**» in which entered the known «**equestrian**» works of the Russian and foreign classics.

For more than five years magazine «**Gold Mustang**» was the general informative sponsor of the International horse exhibition of «**Equiros**» and during for four years was the general informative sponsor of main competitions of country of «**Jumping Championship of Russia**» and the tournament «**Crystal saddle**».

READER'S AGES



- 25-35 years
- 15-25 years
- 8-15 years
- 35-55 years

PRESENTATION OF MATERIALS

Exclusive materials and most fresh information about the horse breeding and equestrian sport in a country and abroad.

Interview with the stars of policy and show-business, carrying with equestrian sport, information from original sources.

Only in «**Gold Mustang**» magazine there are valuably and on professional basis presented heading «**Veterinary Science**», where readers can find practical recommendations on saving the health of horses.

Only in «Gold Mustang» magazine exist headings of next subjects: «**EQUESTRIAN INDUSTRY**», «**GOLD of SELECTION**», «**EQUESTRIAN POLO**», etc.

«**Gold Mustang**» magazine is an official partner of Russian Equestrian Federation and in each issue gives reader information about the news of Equestrian Sport in Russia.

There is long-term history of partners of relations between «**Gold mustang**» magazine and FEI, and National Equestrian Federations of many countries of Europe, Near East and former CIS countries.



«**Gold Mustang**» takes part in the VIP lay-out of the printed matters during conducting of equestrian measures of international status on territory of Russia.

DISTRIBUTION

«**Gold Mustang**» magazine has a unique, produced during 10 years, base of farms, studs and equestrian clubs and cooperates with the leading agencies of distribution of periodic printing and book products: «**Rosspechat**», «**Zheldorpress**», «**Sales**», «**Agency of subscription Artos GAL**», «**Mir pressy**», «**Interpochta**», «**Rosspress Ltd**», «**Cheliabinsk – Rospechat**».

Considerable part of drawing will be realized in specialized equestrian and zoo shops and in equestrian clubs.



COMPETITIVE EDGES

Magazine «**Gold Mustang**» is the first and unique equestrian edition, occupying positions of priorities in the segment of Russian equestrian MASS-MEDIA.

Magazine «**Gold Mustang**» occupies leading positions on the amount of the realized areas of publicities among similar editions. Magazine **Gold Mustang** is proud of that in the number of his permanent partners and clients there are such firms known in Russia as «**Ingostrakh**», ROSNO, «**Rainko**», «**Russian product**», «**Tatspirtprom**», Georgenburg stud farm, Kirovsky stud farm and many other companies. The considerable percent of our advertisers is made by the largest foreign

companies, specialized at the market of equestrian industry. Foreign partners consider magazine «**Gold Mustang**» by the best instrument for popularization of the goods and services on territory of Russia, countries of the former CIS and Baltic republics.

Our foreign partners: **BBAG (Germany)**, **FRBC (France)**, **Tattersales (Great Britain)**, **PSI (Germany)**, **Stephex Stables (Belgium)** and many other.

Volume of magazine — no less than 112 bars at periodicity 1 time month, and as a result is most of operative information, accessible for a user.

The main criterion at the selection of materials is practicality and utility of the exposed theme for the Russian horsemen.

Headings of magazine show the basic aspects of modern domestic equestrian industry, and also analytical articles of leading specialists of world level about the prospects of development of industry.



INTERNET SOURCES

Official site of www.goldmustang.ru it is the wonderful adding to the magazine.

Daily brushing up ribbon of news, conversation with readers in the system on-line, unique archive of accumulated articles during 10 years, do a site one of key Internet-sources on territory of Russian FEDERATION and adjoining countries. Due to high visited of our web-site (more than 20000 visitors in a month), publicity information, placed on the pages of site, has an excellent return.

Placing of advertising in a magazine «**Gold Mustang**» and simultaneously on the site of www.goldmustang.ru allows attaining the maximal scope of consumer audience.

