

AT THE MARKET SINCE 1997

GOLD CULTURE OF EQUESTRIAN BUSINESS
MUSTANG

MEDIA KIT 2016



«**GOLD MUSTANG**» magazine – is a magazine about equestrian business, style and culture for those who love Horses.

It is Russia's only professional periodical covering all aspects of horse life.

The magazine is at the market since 1997.

For nineteen years of its existence «**GOLD MUSTANG**» magazine has proven itself as a reliable partner for a number of companies and has significantly expanded its consumer audience.

Beginning with the first issue, which was released on May 30th, 1997, and to the present day the most interesting articles about successful people related to the world of horses are published in the magazine. Among our heroes there are the representatives of royal families, famous businessmen and politicians, stars of world cinema, as well as legendary sportsmen and horse owners.

GOALS AND OBJECTIVES OF THE MAGAZINE:

Uniting people keen on horses, equestrian life and horse riding

OUR TOPICS:

- **Content**
- **From the editor**
- **Events**
- **Equi-style**

Reviews of new collections in the fashion-industry inspired by equestrian theme. Modern trends in the interior design and landscape of the equestrian facilities, as well as equestrian decorative elements for the decoration of the internal space of the house

- **Personality**

Portrait articles about successful people related to the world of horses

- **Scientific approach**

Description of innovative solutions in various branches of equestrian sport and horse breeding

- **Business class**

Review of successful business projects in the horse industry





• Living legend

Analytical articles about the great horses that helped their owners earn millions

• Horse planet

Tips for travelers on how to spend a holiday with horses all over the world

• Practice

Useful tips for beginner riders and sportsmen from the recognized experts. Reviews of tack and riding outfit. Recommendations for the construction and operation of horse facilities, feeding, maintenance and treatment of horses

• Behind the scenes of the racecourse

Review and analysis of the world's largest racing and trots

• Health and beauty

Tips on skin and body care for horse lovers

• Sports

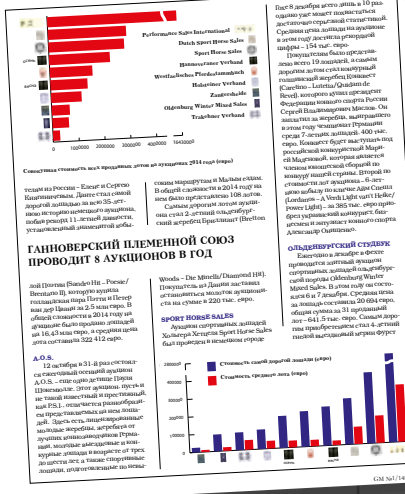
Reviews of prestigious international and national tournaments, the largest exhibitions and shows, as well as other interesting events from the world of equestrian sport

• Equi-Art

Stories about the masterpieces of the hippology genre in different kinds of art, from cinema to painting

• History

Historical articles about personalities and events that influenced the course of the equestrian business in the world



GENDER

Men – 60%
Women – 40%

AGE

20-24 – 16,6%
25-34 – 20,1%
35-44 – 25,8%
45-55 – 21,8%
Others – 15,7%

INCOME LEVEL

Above the average and high – 60%
Average – 40%

TARGET AUDIENCE:

The magazine is interesting for the audience of all ages, the dominating consumer group is from 35 to 44 years.

The data about the number of people reading the magazine among the (co) owners of enterprises and individual business' – the owners of horses, stud farms, equestrian clubs, etc. – can serve as the acknowledgement of the high level of income of the «Gold Mustang» readers. One more indisputable fact is that buyers from Russia beat all records for the purchase price of horses at the largest international horse auctions.

The undisputed fact is that the most well-off segment of horsemen prefer «Gold Mustang» magazine to other equestrian journals.

Editorial board of «Gold Mustang» magazine being on the market for more than 19 years, has been able to gather the major players on the market of the equestrian industry as well as politicians, associated with the world of horses. The magazine published exclusive interviews with Alexander Gordeev (former minister of agriculture), Ilsur Metshin (mayor of Kazan), Mintimer Shaimiev (former president of Tatarstan), Dmitry Zelenin (former governor of the Tver region) as well as deputies and heads of government entities.

Being an expert in the field of racetrack tests, «**GOLD MUSTANG**» regularly publishes articles about people who have made a significant contribution to the race industry in Russia. There are no more prints in Russia that can cover this segment of the equestrian industry. The owners of racehorses are: Oleg Deripaska (the owner of Voskhod horse stud and Krasnodar racecourse), Ramzan Kadyrov (head of the Chechen Republic), Evgeny Seregin (head of Lytkarino town) Ali Uzdenov (JSC JSOC «Bashneft»), Andrey Beskhmel'nitsky (Khrenovoe horse stud, «Unimilk»), Sergey Merkulov («Sanduny»), etc.



COMPETITIVE EDGES

The «**GOLD MUSTANG**» magazine is the first and the only equestrian edition, which occupies a priority position in the segment of the Russian equestrian media.

The «**GOLD MUSTANG**» magazine takes the leading position by the number of sold advertising space activities among similar editions.

A significant percentage of our advertisers are the largest foreign companies, specializing in the market of the horse industry. Foreign partners consider magazine «**GOLD MUSTANG**» the best tool to promote their products and services on the territory of Russia, CIS and Baltic States. Our foreign partners are: Tattersalls (Great Britain), P.S.I. Sporthorses (Kasselmann/Schockemöhle) (Germany), KWPN (Holland), Ariston Spoga exhibition (Germany), Zangersheide (Belgium), FBA (France), Antares (France), Prestige (Italy), Petrie (Holland), Rinco (Italy) and many other.



DISTRIBUTION:

Circulation – 30 000 pcs.

According to statistics 6 people read one issue of the magazine.

The audience of 1 issue of «**GOLD MUSTANG**» magazine is **180,000 people**.

The volume of the issue is not less than **112 pages** with publication frequency of **10 issues per year**, the result is providing the largest amount of the relevant information to the reader.

The main criterion for the selection of materials is exclusivity, practicality and usefulness of topics for our readers.

«**GOLD MUSTANG**» magazine has a unique base of studs, horse clubs, recreation centers, etc. tried and tested over a 19-year-old period. It is also working with the leading agencies providing distribution of periodicals and books.

A significant part of the circulation is sold in specialized horse and pet shops, equestrian clubs and also on the equestrian events.

Retail distribution is also carried out on the territory of Ukraine and Belarus in equestrian shops and clubs.

The magazine is distributed by subscription in the Baltic States (Latvia, Lithuania, Estonia) and other foreign countries to the Russian-speaking population.

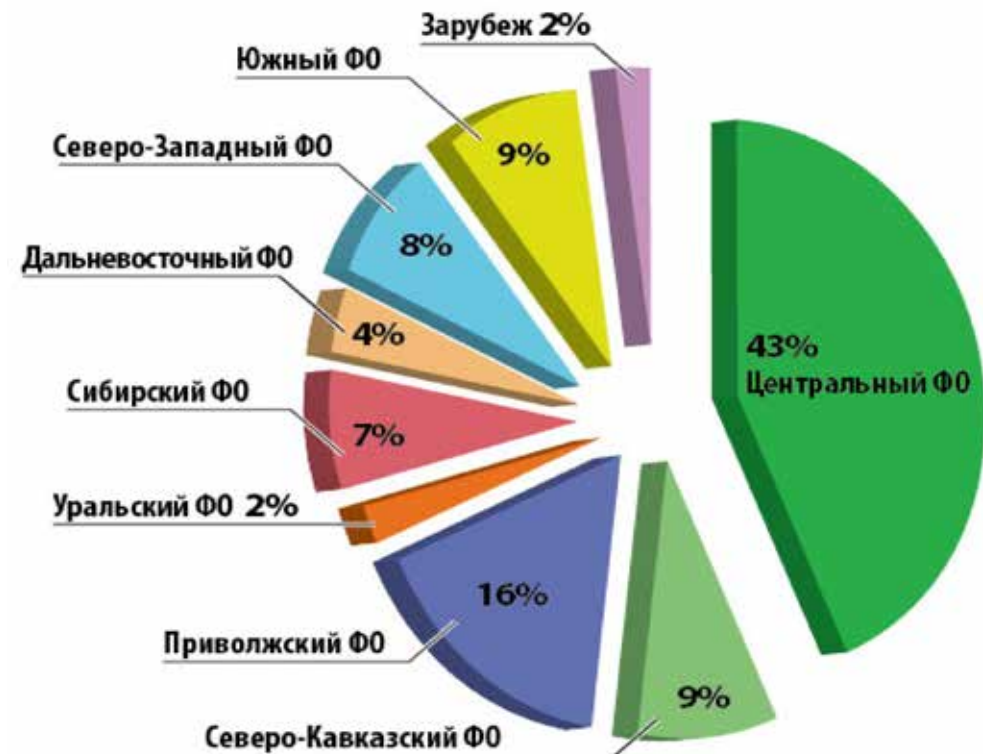


Since 2014, the magazine “Gold Mustang” can be found in applications App-Store and GooglePlay.

This allows our readers living abroad always be informed about latest developments equestrian industry.

Every month more than 1,000 readers use these applications.

Distribution of “Gold Mustang” magazine by Russia’s federal districts



Since 2012 «**GOLD MUSTANG**» magazine participates in the VIP-layout: Burevestnik yacht club (<http://www.burevestnik.ru/>), Tselevo Golf and Polo Club (<http://www.tselevo.ru/>), Avrora yacht club (<http://www.avrora-club.ru/>), Crocus City yacht club (<http://www.sh-crocus.ru/ru/>), Moscow Country Club (country hotel of European level and golf club of international class <http://www.moscowcountryclub.ru/>), President Polo Club (<http://www.russianpoloclub.ru/>).

Since 2013 the editors of «**GOLD MUSTANG**» magazine signed a partnership agreement for the exclusive distribution of the edition at major Russian racetracks. Each season beginning with the April issue and till the October issue «**GOLD MUSTANG**» magazine participates in the VIP-layout at the following racetracks of the country: Moscow, Krasnodar, Pyatigorsk, Rostov, Kazan.

For many years «**GOLD MUSTANG**» has been taking part in a VIP layout of printed materials at the equestrian events of the international and national status on the territory of Russia: (Equestrian club “New Century”, Equestrian club “Otrada”, Equestrian Club Maxima Stables, Equestrian Club “Pradar”, Equestrian Club “Vivat Russia”, Equestrian Club “Venta Arena”, Equestrian Club “Derby”, Equestrian Club “Forside” etc.





PROMOTION OF «GOLD MUSTANG» MAGAZINE

«GOLD MUSTANG» magazine is actively developing its brand in the domestic and international markets.

Every year we take part in all equestrian exhibitions in Moscow and St. Petersburg, and stand as general information sponsor of these exhibitions.

When carrying out various equestrian events of national and international scale, we provide outdoor advertising (in the indoor and outdoor arenas), the layout of the magazine in VIP-zones and participate in an affiliate program with the placement of the logo of the magazine and information about it in polygraphic production of the event (brochures, posters, tickets, etc.)

Our magazine is presented in the form of the layout in VIP-zones, in the outdoor advertising (at the finish line of the racing circle), in printed materials (the racing program of the day) at major racetracks of the country.



SOCIAL POSITION

Support of socially significant projects and active work towards the development of amateur and children's equestrian sports and Russian national horse breeding.

«**GOLD MUSTANG**» magazine supports several social projects, including the International Wildlife Fund (WWF), the Moscow riding club for the disabled. In 2007 we prepared «Horse Era» exhibition in the State Duma devoted to horse breeding and equestrian sports in our country. In addition, the editors of «**GOLD MUSTANG**» magazine released the following books: «The Golden Collection of Akhal-Teke horses» aimed at promoting one of the oldest breeds in the world, «The word of the horse» which included the famous «equestrian» works of Russian and foreign classic writers, «Russian equestrian industry» which covers all aspects of the current state of the horse industry in the country.

For more than sixteen years «**GOLD MUSTANG**» magazine has been the general information sponsor of «Equiros» International Equestrian Exhibition (Moscow), «Hipposphere» International Equestrian Exhibition (St. Petersburg), for the past ten years it has been standing as the general information sponsor of various national and international equestrian competitions.

Our magazine supports The Moscow Equestrian Sports Club for Disabled Persons (MKKI).

In 2012 «Gold Mustang» magazine provided information support to charity event together with «Lifeline» fund, which was held during «Equiros» show-exhibition and «EquiFest» festival.



SCHEDULE OF ISSUE OF «GOLD MUSTANG» MAGAZINE IN 2016

№ of issue	Reservation / cancellation, forms-close date	Appearance of issue
№1(158)2016	01.02.2016	15.02.2016
№2(159)2016	07.03.2016	21.03.2016
№3(160)2016	04.04.2016	18.04.2016
№4(161)2016	16.05.2016	30.05.2016
№5(162)2016	13.06.2016	27.06.2016
№6(163)2016	11.07.2016	25.07.2016
№7(164)2016	15.08.2016	29.08.2016
№8(165)2016	12.09.2016	26.09.2016
№9(166)2016	17.10.2016	31.10.2016
№10(167)2016	21.11.2016	05.12.2016

THE COST OF PLACING ADVERTISEMENTS IN THE MAGAZINE

Special positions	Advertising volume	Single placement	Placement in 3 issues (15%)	Placement in 6 issues (25%)	Placement in 12 issues (35%)
•	2 cover	2 250	5 735	10 125	17 550
•	3 cover	1 750	4 460	7 875	13 650
•	4 cover	3 750	9 560	16 875	29 250
•	2/1 (2nd cover +1 page of the block)	3 080	7 860	13 875	24 050
•	1st page of the block	1 580	4 035	7 125	12 350
The first half of the magazine	2 pages (two-page opening) (advert)	2 330	5 950	10 500	18 200
The first half of the magazine	1 page (advert)	1 360	3 485	6 150	10 660
The main block of the magazine	2 pages	2 080	5 310	9 375	16 250
The main block of the magazine	1 page	1 200	3 060	5 400	9 360
The main block of the magazine	1/2 page	660	1 700	3 000	5 200
The main block of the magazine	1/3 page	450	1 150	2 025	3 510

All prices are in EURO.

Terms of payment - 100% prepayment.

Advertising layouts of less than 1/1 page are placed in the second half of the magazine.

Not less than 30% of advertising pages in the magazine are placed at the left.

WEB SITE WWW.GOLDMUSTANG.RU

GOLDMUSTANG.RU is a news portal about style, business, interesting events and famous people, covering all aspects of horse life.

GOLDMUSTANG.RU is the usual quality and independent approach, combined with a lot of news, analytic and useful information, as well as the maximum technological capabilities of online media.

The audience of www.goldmustang.ru site is more than **36 000 people** monthly.

Site visitors are entrepreneurs, top managers, professionals - both economically and socially active people.

GOLD MUSTANG COMMUNITIES IN SOCIAL NETWORKS (Facebook, com and vk.com) are in the lead in the number of readers among the Russian media, covering all aspects of equestrian community.

GOLD MUSTANG ONLINE APPLICATIONS

The release of Gold Mustang application for iPhone and Android operating system took place in April 2014.

CONTACTS

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