

AT THE MARKET SINCE 1997

**GOLD** CULTURE OF EQUESTRIAN BUSINESS  
**MUSTANG**

20 YEARS ON THE RUSSIAN MARKET

MEDIA KIT 2017



«**GOLD MUSTANG**» magazine – is a magazine about equestrian business, style and culture for horse lovers with the 20-year history.

It is Russia's only professional periodical covering all aspects of equestrianism with a coordinated team of professional journalists and editors, perfectly understanding the horse industry.

For many 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:

- **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**

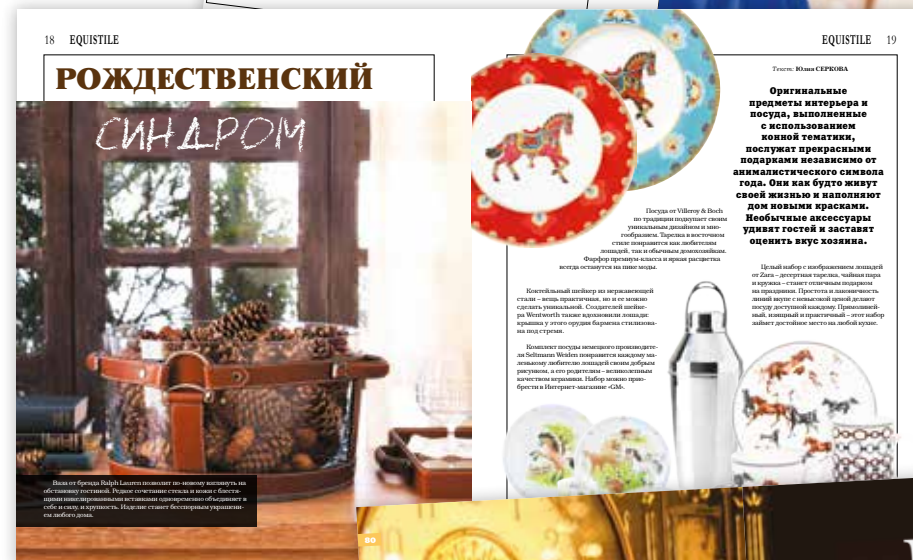
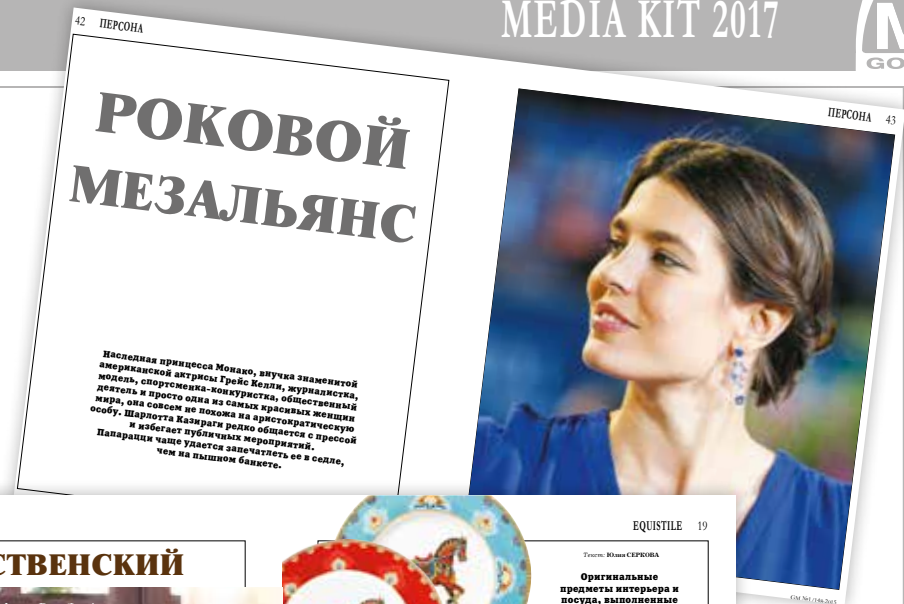
Articles about successful people related to the world of horses, telling about the most interesting details of their biography, career and personal life, inner feelings, characterizing strengths and weaknesses of individuals. These articles reflect independent editorial opinion on the persons known both by the wide range of readers and professionals working in the field of equestrian business.

- **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

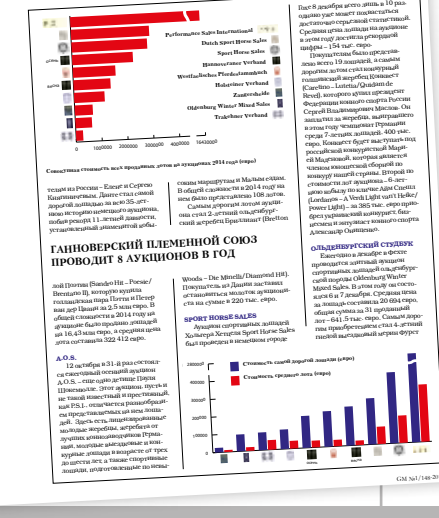
Reviews of prestigious international and national tournaments, the largest exhibitions and shows, as well as other interesting events from the world of equestrian sport.

### • 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:

Given the very substantial, 20-year-old presence on the market of the Russian periodicals, «**GOLD MUSTANG**» at the moment has a unique audience, many of whom are literally “grown” with its publications. Throughout its history the magazine has stood tuned for more news of the Russian and foreign equestrian industry, serving as a reliable and often exclusive source of professional information.

By the way, among the age groups of «**GM**» readership prevails the one most active – from 35 to 44 years. Our reader is successful, and has achieved the status in society. These are people who make decisions and have an impact on various sectors of the domestic economy. A large number of people with high incomes who have their own business or are individual (co) owners of the enterprises - the owners of horses, stud farms, equestrian clubs, etc. regularly read the magazine. The most well off segment of horsemen prefer «**GOLD MUSTANG**» to other equestrian periodicals.

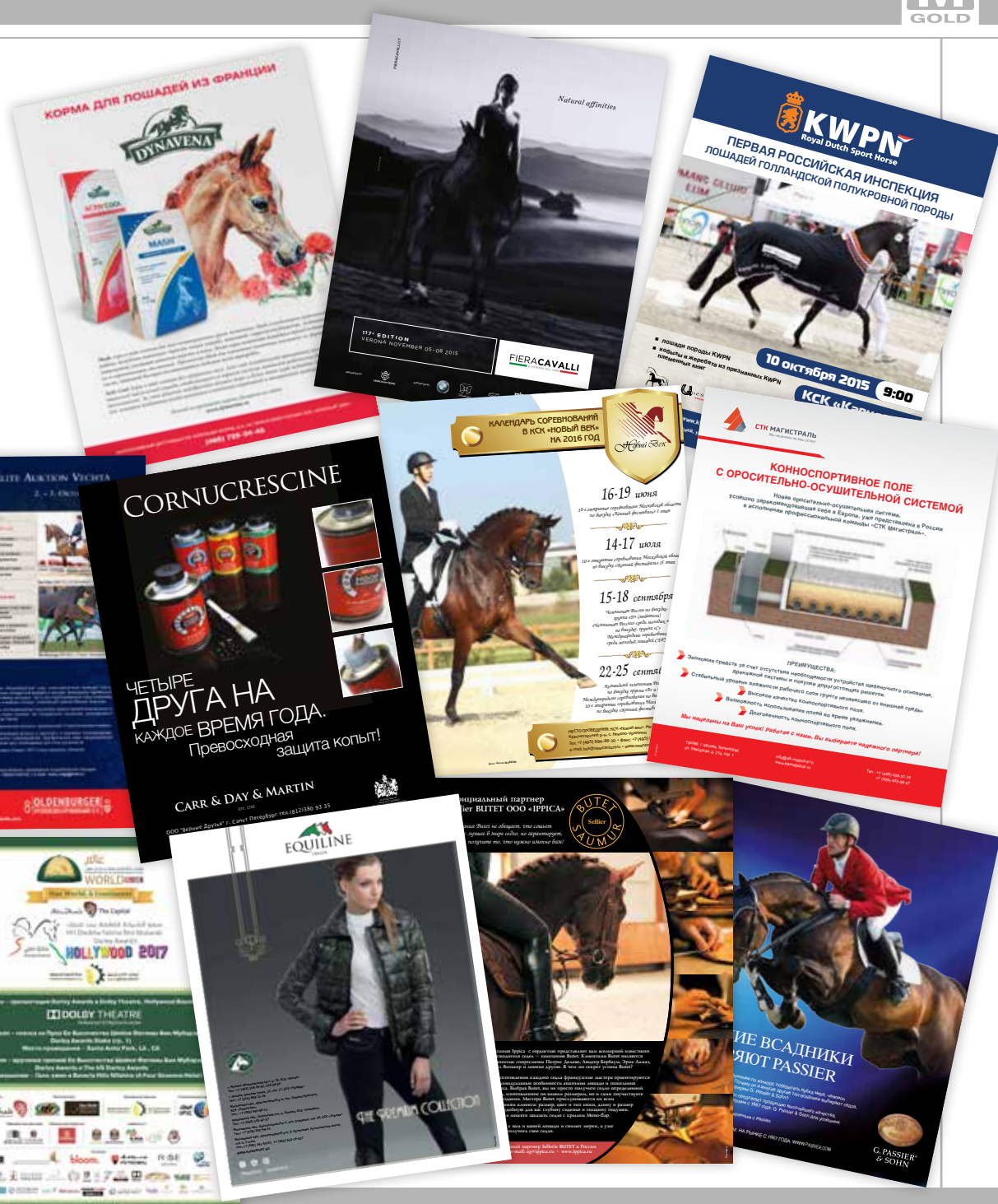
For 20 years of its existence «**GOLD MUSTANG**» magazine has been able to gather the major players on the market of the equestrian industry as well as politicians, associated with the world of horses. The magazine published exclusive interviews with ministers of agriculture Alexander Tkachev and Alexander Gordeev, Ilсур 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 Beskhmelnitsky (Khrenovoe horse stud, “Unimilk”), Sergey Merkulov (“Sanduny”), etc.



# WORKING WITH US

«GOLD MUSTANG» magazine is almost a monopoly on the Russian market of professional equestrian periodicals. For a long period of cooperation it has proven itself as the best tool to promote products and services in the horse industry and related business segments.



# 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 **120 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 20-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.

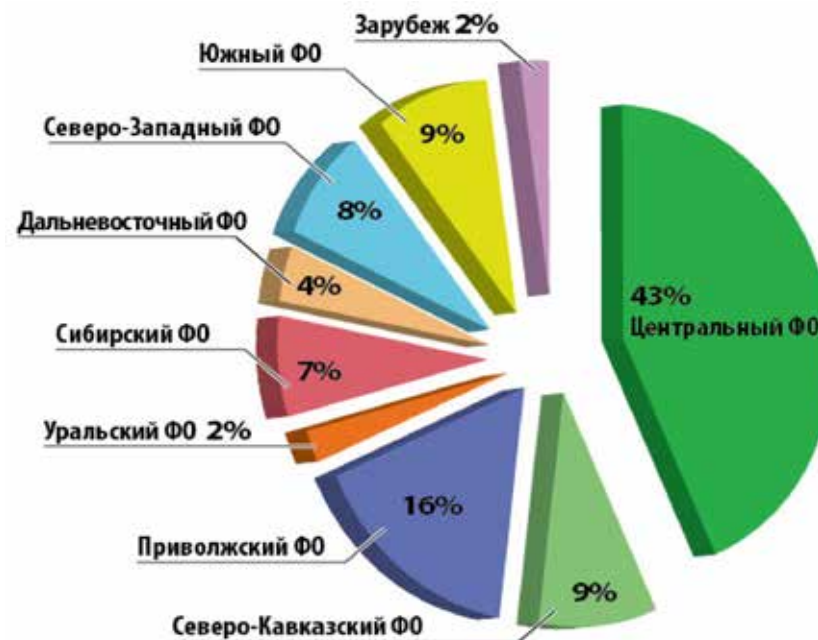


Since 2014 «**GOLD MUSTANG**» magazine can be found in App-Store and GooglePlay applications.

This allows our readers who live abroad to be always informed about latest developments of the 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/>),

Tseleevo Golf and Polo Club (<http://www.tseleevo.ru/>), Aurora 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 periodical at major Russian racetracks. Each season beginning with April till October «**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 periodicals at the equestrian events of the international and national status on the territory of Russia: (“Novy vek”, “Otrada”, “Maxima Stables”, “Pradar”, “Vivat Rossiya”, “Venta Arena”, “Derby”, “Forside” equestrian clubs etc.





# PROJECTS AND COOPERATION

«**GOLD MUSTANG**» magazine is an integral and important part of the equestrian industry, outlining information flows of its various aspects. And, of course, we are not limited to the release of printed periodical and website support. «GM» is involved in a large number of its own and joint industry projects. Here are some of them:

In 2007, we prepared “Horse Era” exhibition in the State Duma of the Russian Federation, dedicated to horse breeding and equestrian sport in our country.

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

Editors of «**GOLD MUSTANG**» magazine are actively engaged in publishing activities. For example, the encyclopedias prepared by our team thrilled the book market: these were “**Equestrian Industry of Russia**” about the status of the industry in the country with analytics and representation of key market players, as well as “**The Golden Collection of Akhal-Teke horses**” aimed at popularization of one of the oldest breeds in the world. Both books were published simultaneously in two languages - Russian and English, which made it possible to expand significantly the audience and introduce foreign partners with relevant information on the Russian equestrian market.

We have also released a unique multilingual “**International rider dictionary**” and a special edition of “**The word about the horse**” which included well-known horse-related works of Russian and foreign classics of literature. All pressrun is sold.

Since 2010 «**GM**» produces a series of horsemen’s favorite calendars “**Golden pedestal of Russia**” A2.

Its editions are devoted to various kinds of equestrian sport and races. The project allows to make a name or to attract sponsors to top-end athletes and key players of the racing industry.



## **SCHEDULE OF ISSUE OF «GOLD MUSTANG» MAGAZINE IN 2017**

<b># of issue</b>	<b>Booking date / Materials Submission</b>	<b>Release date</b>
#1(168)2017	01.02.2017	15.02.2017
#2(169)2017	10.03.2017	24.03.2017
#3(170)2017	12.04.2017	26.04.2017
#4(171)2017	25.05.2017	08.06.2017
#5(172)2017	23.06.2017	07.07.2017
#6(173)2017	26.07.2017	09.08.2017
#7(174)2017	25.08.2017	08.09.2017
#8(175)2017	22.09.2017	06.10.2017
#9(176)2017	25.10.2017	08.11.2017
#10(177)2017	24.11.2017	08.12.2017

# THE COST OF ADVERT PLACING IN THE MAGAZINE

Special positions	Advert volume	Single placement	Placement in 3 issues (15%)	Placement in 5 issues (25%)	Placement in 10 issues (35%)
•	2 cover	2 160	5 525	8 125	14 000
•	3 cover	1 660	4 250	6 250	10 800
•	4 cover	3 500	8 925	13 125	22 750
•	double-page (2nd cover + 1 page of the block)	3 000	7 650	11 250	19 500
•	1st page of the block	1 500	3 825	5 625	9 750
The first half of the magazine	2 pages (double-page)	2 160	5 525	8 125	14 000
The first half of the magazine	1 page	1 280	3 270	4 810	8 340
The main block of the magazine	2 pages (double-page)	1 880	4 800	7 060	12 240
The main block of the magazine	1 page	1 110	2 840	4 180	7 250
The main block of the magazine	1/2 page	600	1 530	2 250	3 900
The main block of the magazine	1/3 page	450	1 140	1 680	2 925

All prices are in EURO.

Terms of payment – 100% prepayment.

Advertising shorter than 1 page are placed in the second half of the magazine.

Not less than 20% of ad pages in the magazine are placed at the left.

Reservation of special projects (inserts, custom layouts etc.) are made 2 weeks prior to the official date of booking standard ad placements.

Please specify the exact date in the advertising department of the magazine.

## SPECIFICATIONS FOR THE LAYOUTS:

Advertising volume	Printed sides without bleeds (W x H) mm	Printed sides with bleeds (5 mm)
2 pages (double-page)	480 x 305	490 x 315
1 page	240 x 305	250 x 315
1/2 page	240 x 150	250 x 160
1/3 page (vertical)	85 x 305	95 x 315
1/3 page (horizontal)	240 x 102	250 x 112

Accepted file formats:

- Adobe InDesign CS6 version
- Adobe Illustrator CS6 versions in AI, PDF,
- Adobe Photoshop in TIFF, PSD

### 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](http://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

«Gold Mustang» LLC  
 Address: Begovaya st., 4.  
 Phone: +7 495 945 60 50, +7 495 945 22 12

[adv@goldmustang.ru](mailto:adv@goldmustang.ru)

