



ХЛЕБ*СОЛЬ

TRUE RUSSIAN HOSPITALITY BY YULIA VISOTSKAYA

*A great
meal is no
big deal!*

MEDIA KIT 2011





FIRST ISSUE:
20th October 2009

**FREQUENCY
OF PUBLICATION:**
Monthly

VOLUME:
From 116 pages

**RECOMMENDED
RETAIL PRICE:**
From 120 rubles

CIRCULATION:
180,000 copies

DISTRIBUTION:
Russian towns and
cities with a population
exceeding 500,000 people

PUBLISHERS:
Publishing House
“EKSMO” &
“Andrei Konchalovsky
Production Centre”

EDITOR IN CHIEF:
Yulia Visotskaya

YULIA VISOTSKAYA – RUSSIA’S BEST CULINARY WRITER

- * The most popular culinary writer in Russia, with sales of over 1.5 million
- * “Let’s eat at home” (NTV) – television programme with high ratings
- * Yulia Visotskaya – a renowned television and cinema actress
- * Married to Director Andrei Konchalovsky, with two children

PUBLISHING HOUSE “EKSMO”:

“EKSMO” is known as the № 1 publisher in Russia and the CIS: 12,000 published titles a year with an overall circulation exceeding 93,000,000 copies; a publisher’s portfolio of 10,000 authors and the largest chain of bookshops. The publication of Bread and Salt is EKSMO’s first venture in the magazine market. It offers a unique media platform consisting of the №1 culinary social network on the Russian speaking internet –www.koolinar.ru, books and specifically, a women’s cookery magazine.

“ANDREI KONCHALOVSKY PRODUCTION CENTRE”:

The “Andrei Konchalovsky Production Centre” was founded in 2003. Since it’s opening it has been a leader in Russian television and show business. The company deals mainly in the implementation and support of social and recreational projects and was the brainchild of Andrei Konchalovsky – a cult figure in Russian and international cinema. The company’s business activities are diverse: theatrical productions in Russia and Europe; the organisation of large-scale events on a governmental level; the making of music videos (in particular for the winner of “Eurovision”, Dima Bilan); DVD production; publishing and much more. The NTV commissioned television programme “Let’s eat at home!” won the “Taffy” broadcasting award in 2007.

**PHILOSOPHY OF
THE MAGAZINE**

READERSHIP

MARKETING

SEASONAL
OFFERS

BREAD AND
SALT KITCHEN

TECHNICAL
SPECIFICATIONS

CONTACT



**WHAT IS THE SECRET BEHIND THE POPULARITY
OF BREAD AND SALT?**

- * Yulia Visotskaya's recipes
- * The exclusive interviews that Yulia Visotskaya conducts with celebrities
- * Culinary trends
- * The ease and simplicity of cooking with Bread and Salt
- * Every recipe is tried and tested in the editorial kitchen
- * Special children's menus, and recipes that focus on attractive presentation and healthy eating



We know that our female readers do not spend hours slaving over the stove; hence we do not advocate the use of expensive or rare gastronomic delights. The majority of the magazine's recipes are made with the kinds of ingredients that are to be found in any average kitchen and can easily be replenished in any local supermarket. We know that our readers are women like ourselves, women who go to work, bring up children, have many interests and for whom food is a creative process and a real pleasure. We have enlisted the expert help of professional chefs and amateurs alike and striven to create recipes in which ingredients that are lacking can easily be substituted for whatever is in the cupboard. Our aim was to present ideas for

dinners, lunches and parties that can be added to, or combined with, dishes from other categories, as befits the occasion. Simplicity is key. And finally, we have made the magazine easy to navigate, both in terms of its pages and its recipes, so that, by opening any page, you are presented clearly with how to cook the dish, what to put in it and how many calories it contains.



THE MEDIA PLATFORM

offers four channels with which to reach and influence the target audience..

MAGAZINE BREAD AND SALT

Mid-level contact

Bread and Salt magazine by Yulia Visotskaya: a culinary composition of simple and delicious recipes, celebrity interviews and advice on how to create a unique and warm environment at home.

THE BREAD AND SALT KITCHEN

Active contact

In the Bread and Salt kitchen interesting individuals come together and share new culinary experiences, exchange ideas and simply have a good time. It combines both a venue in which to cook food, a photographic studio and a place to socialise.

INTERNET

Instant contact

BREADSALT.RU - an on-line version of the magazine "Bread and Salt", where readers can learn editorial secrets by visiting the photo archives, subscribe to the magazine and learn where the closest retail outlets are for **KOOLINAR.RU** - the №1 culinary social networking site on the Russian speaking internet, with more than 1,700,000 unique users per month.

EKSMO BOOKS

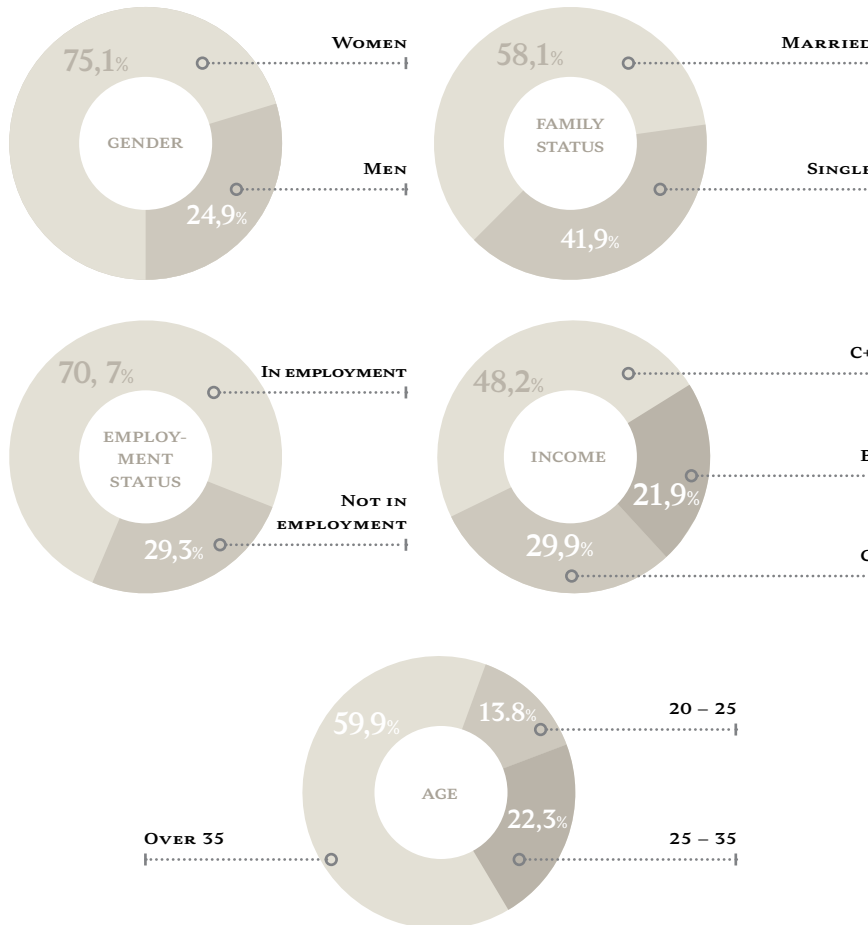
Long-term contact

The Publishing house "EKSMO" occupies a key position in the cookery book market, with a market share in Russia of 70%. It publishes leading culinary authors such as Yulia Visotskaya, Alexander Seleznev, Larisa Rubalskaya, Andrei Makarevich, Daria Dontsova, Delia Smith, Rachel Allen and others.



BREAD AND SALT MAGAZINE'S READERSHIP

Young active women, 25-45, city dwellers, who enjoy preparing food for their nearest and dearest.



20-25 YEAR OLDS:

Young women with active lifestyles. Mid-level managers in large companies. They love varied forms of entertainment – cinema, concerts, theatre and travel a lot. They principally buy their groceries in large supermarkets and on a daily basis chose simple and comprehensible recipes. Their cooking arsenal includes a blender and pancake maker. **Amateur cooks.**

25-35 YEARS OLD:

Young mothers bringing up children, independent and successful, with their own homes. They travel, go occasionally to restaurants with their families at weekends, yet prefer Sunday lunches to be spent at home with older relatives. They play sports and look after themselves physically. They love their homes and are constantly trying to improve them. They shop in a supermarket once a week, but buy fresh produce locally or at the market. They are knowledgeable about cuisine and enjoy cooking, interested in trying unusual recipes and always ready to experiment with something new. Their kitchen arsenal boasts a wok. **Cooks of some experience.**

35-45 YEARS OLD:

Experienced specialists. Active and successful; line-managers; frequently away and always returning from their trips with something for the home. They attend big theatre premieres with their husbands and have gym memberships. They are keen to find and experiment with culinary novelties or special ingredients for celebrations and parties and frequent the shops "Globus Gourmet" and "Azbukva Vkusa" [literally: Alphabet of Taste]. They enjoy and understand international cuisine, use spices and generally feel confident in the kitchen. They cook complicated dishes with ease, find it easy to think up their own recipes and are looking for something special from the magazine, namely, something original. **They make their own bread and are experienced cooks.**

* Statistics provided by Bread and Salt magazine.

MAGAZINE DISTRIBUTION

Bread and Salt can be purchased in supermarkets, hypermarkets, service stations, shopping centres, book retail chains, airports and retail kiosks.



MOSCOW - 53,6%

SAINT PETERSBURG - 15,2%

Subscription to the magazine Bread and Salt can also be made by filling out the subscription card, on the breadsalt.ru website or on ozon.ru, the electronic version of the magazine can be downloaded via zinio.com.

MAIN POINTS OF SALE:

Hypermarkets	Auchan, Metro, Real, etc
Supermarkets	OK, Azbuka Vkusa, Aliye parusa, Globus Gourmet, Sedmoi Kontinent, Perekrestok, Bakhetle, Victoria, Hyperglobus, Magnit, etc
Service stations	BP, Shell, etc
Shopping centres	Crocus, Shopping Centre Mega, Stockmann, Megacentre "Italia", etc
Bookshop chains	Dom Knigi [House of Books] "Moscow", "Molodaya Gvardia" "Moscovskiy Dom", "Bukvoed", etc
Airports	Domodedovo, Sheremetyevo, Vnukovo, etc
Retail kiosk chains	Metropress Moscow, Metropress Saint Petersburg, Open joint stock company Agency Rospechat, Soyuzpechat Saint Petersburg, DM Distribution, Sevodnya-Press Voronezh, Pressa Povolzhshya, Kardos Group of Companies, etc

PROMOTION OF THE MAGAZINE

The magazine Bread and Salt actively uses both traditional and non-standard means of communication.



Outdoor billboards and advertising panels



Supermarket promotions



Promotions in restaurants



Master-classes with partners



Dual promotions with restaurants



Public events



Telemarketing



Special projects



Original advertising concepts

GENERAL
INFORMATION

MEDIA
PLATFORM

DISTRIBUTION

**STRUCTURE OF
THE MAGAZINE**

ADVERTISING
OPPORTUNITIES

ADVERTISING
TARIFFS

PUBLICATION
SCHEDULE

QUICK RECIPES



PRESENTATION



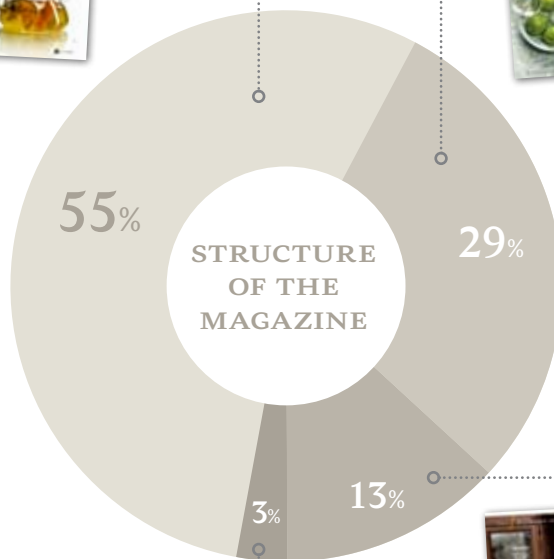
SECTIONS:

- Season (*trends*)
- Casual (*daily life*)
- Weekend (*days off, travel, holidays, beauty*)

RUBRIC:

- Celebrity recipes
- Menu of the week from Yulia Visotskaya (*Excerpts from the Book of Recipes by Yulia Visotskaya over 12 months*)
- Diets
- Sunday lunch
- Special occasions
- Beauty
- Travel

**A MINIMUM
OF 50 RECIPES
AND 120 EDITORIAL
ITEMS IN EACH ISSUE**



DESIGN, INTERIORS, HOME



TRAVEL



**BREAD AND SALT
SPECIAL SUPPLEMENT: SPRING**

Issue date: April 2011

Number of pages: 48-64

Distribution: with the magazine's whole print run

THEMES OF THE ISSUE:

- * A calendar of the most interesting Russian and international seasonal events (gastronomic festivals, trade fairs, food shows) and important occasions.
- * A special review dedicated to the first greenery
- * Many spring recipes (light and healthy seasonal ingredients)
- * A special section on dieting (with a celebrity contributor and famous dietician)
- * Rubric: "Tradition"



THEMES OF THE ISSUE:

- * A calendar of the most interesting Russian and international seasonal events (gastronomic festivals, trade fairs, food shows) and important occasions (an effective plan for the summer)
- * A special review dedicated to the main summer vegetables and fruit
- * Recipes for children (aimed at any age and of varying degrees of complication, including preserving food for winter).
- * A special section on child nutrition (what is good for you and what isn't, allergies, how to encourage a child to prepare food, cook and develop)
- * Rubric: "Tradition" (a secular look at traditions of the season)

**BREAD AND SALT
SPECIAL SUPPLEMENT:
MEN'S EDITION**

Issue date: October 2011

Number of pages: 48-64

Distribution: with the magazine's whole print run

THEMES OF THE ISSUE:

- * A calendar of the most interesting Russian and international seasonal events (gastronomic festivals, trade fairs, food shows) and important occasions (Octoberfest, Halloween and other things appealing to men).
- * A special review dedicated to meat
- * Recipes for men (plov [a rice dish, originally from Uzbekistan, cooked with lamb]; kebabs, punch, mulled wine etc)
- * A special section on men's leisure (hunting, fishing, gastronomy, picking mushrooms, alcohol etc)
- * Rubric: "Tradition"



**BREAD AND SALT
SPECIAL SUPPLEMENT: FAMILY EDITION**

Issue date: December 2011

Number of pages: 48-64

Distribution: with the magazine's whole print run

THEMES OF THE ISSUE:

- * A calendar of the most interesting Russian and international seasonal events (gastronomic festivals, trade fairs, food shows) and important occasions
- * A special review dedicated to the meaning of family meals in everyday life and traditions linked to the family
- * Recipes for the family (variations on family meals)
- * A special section dedicated to the rules of serving and etiquette
- * Rubric: "Tradition"

GENERAL
INFORMATION

MEDIA
PLATFORM

DISTRIBUTION

STRUCTURE OF
THE MAGAZINE

ADVERTISING
OPPORTUNITIES

ADVERTISING
TARIFFS

PUBLICATION
SCHEDULE

COMBINED PROJECTS:



*Patchwork folder
with Carte Noire*



*Special New Year collection
Bread and Salt 2010
with ICook*



*Bread and Salt and 3M – television
advertisement, on the Internet, in pages
of the publication and an extender*

AND ALSO:



*Yulia Visotskaya's Author's
Rubric – a special project
in patchwork*



*Promotional events in large
supermarkets*



*Bread and Salt souvenir promo-
tional items*



*Sponsorship of master-classes
in the Bread and Salt kitchen*



Placement of promotional items and samples in the magazine Bread and Salt



Gift on subscription



*Special project –
“Gift subscription”*

BREAD AND SALT KITCHEN:

a place to meet interesting individuals,
experience new culinary impressions, exchange
know-how and find a recreational escape.

**THE KITCHEN COMBINES
A VENUE IN WHICH TO COOK,
A PHOTO STUDIO AND A PLACE
TO SOCIALISE.**

The Bread and Salt kitchen boasts:

- * warm conversation with
culinary authors
- * master-classes with famous
chefs from various culinary
disciplines
- * friendly cook-off competitions
- * teambuilding and family
celebrations, where everyone
can master culinary subtleties
with the help of professional
chefs, learn simple tricks with
regard to preparing food, and
then sit back and enjoy the
fruits of one's labours with
the masters' compliments.



**THE BREAD AND SALT
CREATIVE TEAM CAN MAKE
THE MOST INTERESTING
IDEAS REAL!**



PRICES FOR ADVERTISING IN THE MAGAZINE BREAD AND SALT / 2011 г.

SIZE	PRICE IN RUBLES
1/1 page	400 000
1/2 page	260 000
1/3 page	165 000
Page in the first third	480 000
Spread	560 000
1 st spread	880 000
Letter from the Editor	500 000
3 rd cover	500 000
4 th cover	800 000

Positioning charge – 10%.

Prices shown are not inclusive of VAT (18%).

Special projects, inserts, pasted insets and sachets cost extra.

PRICES FOR ADVERTISING IN THE 2011 SUPPLEMENTS

SIZE	PRICE IN RUBLES
1/1 page	250 000
1/2 page	162 500
2/1 page	350 000
1 st spread	550 000
3 rd cover	320 000
4 th cover	500 000

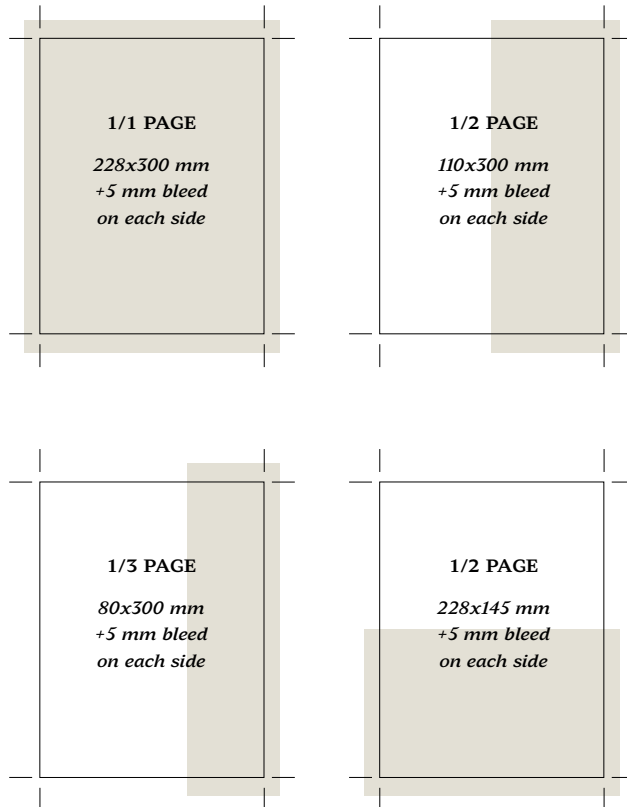
Positioning charge 10%.

Prices shown are not inclusive of VAT (18%).



TECHNICAL SPECIFICATIONS:

- * Page format 228x300 mm
- * Pasted inset page - 210x280 mm
(perforations – 20 mm from the binding edge)



ACCEPTABLE FILES FOR PRINT:

1. Adobe Illustrator (EPS), with fonts converted to the curves and integrated (embedded) images.
2. Adobe Photoshop in TIFF format 300 dpi CMYK.

A BLEED OF 5 MM MUST BE ADDED TO THE TRIM SIZE ON EACH SIDE, AND EACH SIGNIFICANT ELEMENT WITHIN THE PAGE MUST BE SITUATED NO LESS THAN 5 MM FROM THE TRIM SIZE.

A signed printout and authorised colour proof should be attached to the files. Should a colour proof not be attached, no liability will be taken for any discrepancies in colour.

ADVERTISEMENT SPECIFICATION:

Each ad layout should be marked «advertisement» or «for publicity purposes». The inscription should be printed in a visible and legible font in any position. If the ad layout does not include the above phrase, editorial reserves the right to include it in whatever way or place it sees fit, without the express agreement of the advertiser.

Advertisements for alcoholic beverages must in each case carry a warning that excessive consumption may be harmful and this warning should be allocated no less than 10% of the overall advertising space.

Advertisements for products requiring certification must carry the inscription “Certified product”.

Means of electronic carrier accepted for print production:

1. Compact discs CD-R, CD-RW, DVD-R, DVD-RW.
2. USBs.
3. Our FTP server may be used to transfer files (files must be archived correctly in the zip or sit archives).

For more detailed technical specifications and access to the ftp-server, please contact the production manager, **Elena Nosulenko** on Nosulenko.EV@eksmo.ru, tel: +7(495) 411 6886, ext. 2135.



PUBLICATION SCHEDULE 2011

ISSUE	CONTENTS	ADVERTISEMENT PLACEMENT CONFIRMATION	DEADLINE FOR THE RECEIPT OF THE ADVERTISEMENT	ON SALE
January'11	CHRISTMAS, OLD NEW YEAR, WINTER HOLIDAYS	23 November	3 December	24 December
February'11	ROMANCE (with a special sections on chocolate and blini [pancakes])	7 December	17 December	14 January
March'11	SPRING (beauty, 8th March – International Women's Day, spring regeneration)	18 January	28 January	18 February
April'11	EASTER	22 February	4 March	25 March
April'11	Special seasonal magazine supplement "SPRING"	22 February	4 March	25 March
May'11	TRAVEL (short gastronomic trips around Russia – new places and a fresh perspective on familiar places)	22 March	1 April	22 April
June'11	PICNICS AND BARBEQUES	18 April	28 April	21 May
June'11	Special seasonal magazine supplement "CHILDREN"	18 April	28 April	21 May
July'11	LIGHT MEALS AND SUMMER RECREATION	17 May	27 May	17 June
August'11	HARVEST	21 June	1 July	22 July
September'11	SEASONAL GASTRONOMIC AND CULINARY TRENDS (with a special sections devoted to children)	19 July	29 July	9 August
October'11	PRESERVING FOOD FOR WINTER	23 August	2 September	23 September
October'11	Special seasonal magazine supplement "Men's Edition"	23 August	2 September	23 September
November'11	RESTAURANT EDITION	20 September	30 September	21 October
December'11	NEW YEAR	18 October	28 October	18 November
December'11	Special seasonal magazine supplement "FAMILY EDITION"	18 October	28 October	18 November

PHILOSOPHY OF
THE MAGAZINE

READERSHIP

MARKETING

SEASONAL
OFFERS

BREAD AND
SALT KITCHEN

TECHNICAL
SPECIFICATIONS

CONTACT



EDITORIAL DIRECTOR/
Ludmila Nikitina
Nikitina.LK@eksmo.ru

PUBLISHER/
Yulia Sokolovskaya
Sokolovskaya.YI@eksmo.ru

EDITORIAL ASSISTANT/
Anastasia Komarova
Komarova.AA@eksmo.ru

ADVERTISING DIRECTOR/
Elena Shamugia
Shamugia.EV@eksmo.ru

ADVERTISING MANAGER/
Svetlana Efimenko
Efimenko.SV@eksmo.ru

Maria Konopleva
Konopleva.MB@eksmo.ru
Anna Hudyakova
Hudyakova.AE@eksmo.ru

GROUP DISTRIBUTION DIRECTOR/
Vadim Shkurin
Shkurin.VA@eksmo.ru

BRAND MANAGER/
Tatiana Zheltonogova
zheltonogova.ts@eksmo.ru

MARKETING COMMUNICATIONS MANAGER/
Maria Semenova
Semenova.ms@eksmo.ru

PRODUCTION MANAGER/
Elena Nosulenko
Nosulenko.EV@eksmo.ru

ХЛЕБ.СОЛЬ

Moscow, 18 Klari Tsetkin St, Bld 5
Tel: +7 (495) 733 9789, +7 (495) 411 6886
www.eksmo.ru



ХЛЕБ•СОЛЬ

TRUE RUSSIAN HOSPITALITY BY YULIA VISOTSKAYA