

# НАША ГАЗЕТА



nashagazeta.ch

Наша Газета.ch – журнал, который читают.  
Печатное приложение к электронному изданию.

Nasha Gazeta.ch, a magazine one reads.  
Supplement to the online edition.



MEDIA KIT

## Как показать холод?

Comment  
montrer-on le froid?

Вопросы о том, как показать холод, возникают у многих журналистов, работающих в России. В этой статье мы рассмотрим, как это можно сделать, используя различные методы и приемы.



«Сейчас журналисты пытаются показать холод в России, используя различные методы и приемы. В этой статье мы рассмотрим, как это можно сделать, используя различные методы и приемы.»

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Created in 2007,  
[www.NashaGazeta.ch](http://www.NashaGazeta.ch) is the only daily  
Russian-language online newspaper  
in Switzerland.

Following our motto – «Swiss news in Russian. Every day» – we inform the readers of various aspects of Swiss life, from politics, economy, education and culture to luxury brands' news and culinary recipes.

Articles on similar subjects are assembled in thematic files: «Tourism in Switzerland», «Will Switzerland remain a fiscal paradise?», or else «Russian art in Switzerland», to mention just a few.

Our office is in Geneva but we cover the whole country thanks to our network of correspondents based in Lausanne, Bern, Zurich, Basel, Aarau and Lugano. They provide live coverage of proceedings of the Swiss government, news of business community and major cultural events.

Thanks to [www.NashaGazeta.ch](http://www.NashaGazeta.ch) Swiss news are followed by the Russian-speaking audience in over 20 countries, with 35% of the readership based in Russia.



Daily reading of [Nasha Gazeta.ch](http://NashaGazeta.ch) is almost like living in Switzerland!



# НАША ГАЗЕТА

## Sample Titles

My Switzerland

Politics

Swiss Style

Science and Education

Gourmet's Corner

Our People

Economics

Culture

The Book-Shelf

Sport



## Why a paper edition ?

When we launched this project in 2007, we figured that not all those who are interested in Switzerland live here permanently or have an opportunity to visit this country on a regular basis. This is why we have jumped the paper period and went straight to a the electronic-digital version. We proved to be right – the site is visited daily by thousands of readers in over 20 countries.

With time however, and based on the wishes expressed by our readers and advertisers, we decided to create a paper supplement, which would offer the broad audience a selection of the most interesting and « timeless » pieces, exclusive texts by the authors of Nasha Gazeta.ch.

Since 2012 Nasha Gazeta, a bi-annual 160-pages luxury magazine printed in 8000 copies is distributed at nearly 500 locations in Switzerland, in SWISS/Lufthansa lounges in the airports of Geneva, Basel, Zurich and Moscow (Domodedovo), at major cultural events in Switzerland in Russia, in the Russian Embassy in Bern, the Russian Mission to the United Nations' Office in Geneva and in the Swiss Embassy in Moscow, as well as by subscription. It is also sold in Naville newsstands.



## Advertisement rates 2016

(VAT not included)

Outside back cover (cover 4)	CHF	8000
Inside front cover (cover 2)	CHF	6000
Inside page in Content	CHF	6000
Inside back cover (cover 3)	CHF	6000
Other inside page	CHF	5000

Double-page spreads count as two pages.

Every advertisement appears in the language in which it is submitted unless separate language versions are supplied or specifically discussed.

Discounts of up to 10% off the regular rates are offered for orders of two or more consecutive advertisements.

Discounts are also offered for parallel advertisements in the paper edition and on the web site [www.NashaGazeta.ch](http://www.NashaGazeta.ch).

## Technical specifications

Readership:	Russian-speaking, international, educated, 18+
Periodicity:	2 times a year
Circulation:	8000
Distribution:	Nearly 500 locations in Switzerland, SWISS/Lufthansa lounges in the airports of Geneva, Basel, Zurich and Moscow (Domodedovo), major cultural events in Switzerland in Russia, Russian Embassy in Bern and Russian Mission to the United Nations' Office in Geneva, Swiss Embassy in Moscow.
Language:	Russian/English
Format:	(closed) 280 mm x 220 mm of 150 pages on average.
Double page:	L 440 mm x H 280 mm
Simple page:	L 220 mm x H 280 mm

## Printing

Inside 4+4 colour (four colour both sides) + matt acrylic varnish full page both sides on matt coated paper 135 g  
Cover 4+4 colour (four-colour both sides) on matt coated paper 250 g  
Cover double crease, glued spine, front with matt film.

## Supply requirements

Required file format: Adobe Acrobat PDF

Advertisement material must be supplied as PDF files for PC on CD-ROM.

All fonts (typefaces) used must be included (embedded) in the PDF file.

A hard-copy proof of the advertisement generated from the PDF file, along with a cromalin proof, must be supplied at the same time for checking colours.

All colour graphics in the advertisement MUST be in a high resolution of 300 dots per inch (dpi) and MUST be set in CMYK mode.

### PDF specification

- Adobe Acrobat 7.0 software should be used in creating the PDF files.
- Files must not contain RGB/LAB, pantone images or colours, but shall include only CMYK images or colours.
- Include only high-resolution data (300 dpi).
- The original document, prior to PDF, should not contain JPEG images. Scanned images should therefore be saved as EPS or TIFF files.
- Include bleed on pages when the image area reaches the edge of the page i.e., an extra 3 millimetres bleed should be allowed beyond the trim size on any edge that bleeds (see advertising page dimensions above).

## Delivery method

E-mail: [nadia.sikorsky@nashagazeta.ch](mailto:nadia.sikorsky@nashagazeta.ch)





Since its launch in 2012, the magazine Nasha Gazeta has benefited from collaboration with a number of prestigious partners: banks – CIM Banque, Gazprombank (Switzerland), Banque Pictet et Cie, Banque Edmond de Rothschild, Julius Bär, Piguet Galland & Cie SA; Socar Trading; KLP Legal Group (Moscow); private clinics – Clinique Générale Beaulieu, Genolier Swiss Medical Network, Beaulieu Geneva Age Management Center; cosmetics brands – L. Raphael (Geneva) and Bellefontaine (Switzerland); educational institutions – SUMAS (Sustainability Management School), Ecole Hôtelière de Lausanne, Glion Institute of Higher Education, Culinary Arts Academy; auction house Hôtel des Ventes (Genève); foundations – Fondation Neva, AVC Charity Foundation, Fondation Beyeler, St. Andrew the First-Called Foundation; luxury brands – Vacheron Constantin, F.P. Journe, Jean Paul Gaultier, Gübelin, Von Moos; IVM Consulting and Rare Musical Instruments Consulting; real estate company Pilet & Renaud; publishing house Noir sur Blanc; T3 Risk Management; MIGROS Classic Pour-cent culturel; Hôtel St. Gotthard (Zürich); Le 49 Rhône restaurant; Mamont Vodka; JT International; GMC Limousines; sports institutions – Pro-Am Golf Series, Genève-Servette FC and Baku 2015 First European games.

You are welcome to join!

NashaGazeta.ch  
6, avenue Jules-Crosnier  
Tel. +41 22 346 8426  
info@nashagazeta.ch

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