

# 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.

## НАША ГАЗЕТА

ПЕЧАТНОЕ ПРИЛОЖЕНИЕ  nashagazeta.ch



MEDIA KIT



Created in 2007, Nasha Gazeta.ch is the only daily Russian-language online paper in Switzerland.

Following our motto – «Swiss news in Russian. Every day» – we inform the readers of various aspects of Swiss life, from politics to 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 our network of correspondents also covers Lausanne, Bern, Zurich, Basel, Aargau and Lugano. Thanks to them we cover the decisions of the Swiss government from Bern, news of the business community from Zurich, and important cultural events from Verbier, Montreux et Lucerne.

We make sure that all major Swiss news reaches the Russian-speaking audience around the world.

Daily reading of Nasha Gazeta.ch is almost like living in Switzerland!



## Sample titles

### *My Switzerland*

#### ON BOARD, WITH VICTORINOX

Victorinox, the famous Swiss army knife, can be easily purchased in the duty-free shops in Geneva and Zurich airports and then taken on board the plane. Is it a violation of the international rules, an absurd situation or just a comical one?

### *Politics*

#### HUMAN RIGHTS IN SWITZERLAND, CHALLENGES AND SOLUTIONS

Didier Burkhalter, the Swiss foreign minister, presented a report confirming that the protection of the human rights remains a priority for Switzerland's foreign policy.

### *Swiss style*

#### WHY DO SWISS WATCHES ATTRACT FRENCH POLITICIANS?

Now accessories worth 100 Euro, watches used to be considered pieces of art. Swiss watches have changed their role from chronographs to symbols of political orientation.

### *Science and education*

#### GENEVA RESEARCHERS TO RAPIDLY DIAGNOSE A STROKE

Researchers of the Science Faculty of the University of Geneva have discovered a biomarker tool for an urgent diagnosis of a stroke.

#### A NEW PRIVATE SCHOOL TO OPEN IN ETOY

Gems World Academy pretends to be "the largest group of private schools in the world". Its first establishment in Switzerland will receive its first 400 students in September 2013, in Etoy, Vaud.

### *Gourmet's Corner*

#### ECOLOGISTS WILL CUT A PIECE OF SCHNITZEL

SV Group, the largest producer of ready-to-eat breakfasts, will cut the portions of meat it serves. Once a week it will offer vegetarian dishes only. This program has been approved by WWF.

### *Our people*

#### IVAN NEMITZ: "MY ANCESTOR - A RED ADMIRAL"

The Swiss doctor Ivan Nemitz has created his family tree cut by the Russian Revolution. Swiss branches of the family are from one side, Russian - from the other. His grand uncle Alexandre Nemitz was a Soviet vice-admiral.

### *Economics*

#### THE SWISS'S DEBT CLIMBS WITH THE REAL ESTATE PRICES

With the low interest rate, the real estate prices in Switzerland have grown radically. This phenomenon is accompanied by growing indebtedness of Swiss citizens, who now occupy the second position in the world in this area.

### *Culture*

#### SWISS PROVENANCE OF THE MOST EXPENSIVE KANDINSKY

"Study for Improvisation 8" by Wassily Kandinsky is one of the most interesting lots at the forthcoming Christie's auction in New York on November, 7. Estimated price is 20-30 mln. dollars.

### *The Book-shelf*

#### TATIANA F. FABERGÉ, ERIC-ALAIN KOHLER ET VALENTIN V. SKURLOV: "FABERGÉ: A COMPREHENSIVE REFERENCE BOOK", EDITIONS SLATKINE, 2012

On the occasion of its 30th anniversary, the Igor Carl Fabergé Foundation in Geneva presents the first complete history of the House of Fabergé. Editions Slatkine, 2012

### *Sport*

#### SPORT AND BEER TO BE SEPARATED IN SWITZERLAND

The Swiss police envisages prohibiting alcoholic drinks stronger than 3% at all football and hockey matches. Fans, club directors and bars are protesting against the plan.





## 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 nearly 40 countries.

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



## Advertisement rates 2014

Rates for **sponsors** of Nasha Gazeta.ch in 2014 (VAT not included)

Outside back cover (cover 4)	CHF	12000
Inside front cover (cover 2)	CHF	9000
Inside page in Content	CHF	8000
Inside back cover (cover 3)	CHF	8800
Other inside page	CHF	6000

Double-page spreads count as two pages.

Rates for **non-sponsors** of Nasha Gazeta.ch (VAT not included)

Outside back cover (cover 4)	CHF	15000
Inside front cover (cover 2)	CHF	10000
Inside page in Content	CHF	9000
Inside back cover (cover 3)	CHF	9000
Other inside page	CHF	7000
Insertion of event in Cultural agenda	CHF	700

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.

Discount are also offered for parallel advertisements in the paper edition and on the web site NashaGazeta.ch.

## Technical specifications

Readership : Russian-speaking, international, educated, 18+

Periodicity : 2 times a year

Circulation : 9 000

Distribution : SWISS (airlines), Russian Embassy in Bern, Russian consulate in Geneva, Swiss Embassy in Moscow, top hotels, spas, restaurants throughout Switzerland

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)



## EDITORIAL CALENDAR 2014

EDITION SPRING/SUMMER 2014 will be ready by May 1<sup>st</sup>, 2014 and

EDITION AUTUMN/WINTER 2014 - by October 25<sup>th</sup>, 2014

Both volumes will be marked by the 200th anniversary of the Russian-Swiss diplomatic relations.

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