

# БЛЕСК

## THE RUSSIAN LANGUAGE LIFESTYLE MAGAZINE FOR EUROPEAN WOMEN



# MEDIAKIT 2020

# BLESK. MAGAZINE FOR WOMEN — MUST HAVE FOR EVERYONE

BLESK. Magazine for women —  
The Luxury Lifestyle Women's  
Magazine for Germany and the  
whole of Europe published in  
Russian.

Since 2013 BLESK. The magazine  
for women targets sophisticated  
and wealthy women who love and  
are interes-ted in luxury goods.  
Our readers are cosmopolitan,  
trendy, stylish and fit. They live,  
are for their holidays or for a busi-  
ness trip in Europe.

BLESK. Magazine for women —  
In the luxury segment, print me-  
dia are undoubtedly still regarded  
as the leading medium for the de-  
manding target group.





# BLESK. MAGAZINE FOR WOMEN. FACTS & FIGURES



More than **20 million** Russian speaking residents live in Europe.

Only in Germany there live more than **4.7 million** Russian-speaking people.

**90%** of them prefer media in Russian. In addition, over **1.5 million** business travelers, trade fair visitors and tourists come annually to Germany from CIS countries.

BLESK READERS IN FIGURES:  
Average age — 35-50 years  
82 % university degree  
65 % company owner  
affluent — 47%

# BLESK. MAGAZINE FOR WOMEN. OUR MAIN THEMES:

FASHION & ACCESSORIES

JEWELLERY & WATCHES

BEAUTY & SPA

GOURMET & TRAVEL

DESIGN & CULTURE

KIDS' FASHION

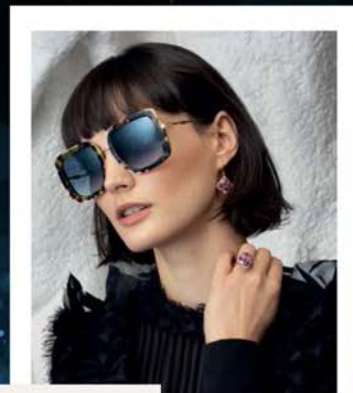
LINGERIE

YACHTING

CRUISES

LUXURY CARS

AND MANY MORE



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# BLESK. MAGAZINE FOR WOMEN. CUSTOMERS



BLESK — We offer a unique platform for all advertisers. We support campaigns for high quality fashion brands, services, cosmetics, luxury goods and wellness. Our clients are fashion designers, watch manufacturers, jeweler houses, luxury hotels, automobile salons, museums, galleries, private banks, private clinics, real estate companies, beauty and spa salons etc.

BLESK is aimed specifically at exclusive wealthy Russian-speaking customers and is published in their native language.

Through our magazine, every advertiser has the opportunity to reach this powerful target group throughout Germany and throughout Europe.

# BLESK. MAGAZINE FOR WOMEN. DATA & DISTRIBUTION

**CIRCULATION:** 22,000 copies

**PUBLICATION DATES:**

four times a year — February, May, August, November

**SALES:**

80% — German 6,- €

20% — Austria 8.70,- € / Benelux 6,- €

France 7,- € / Switzerland 10,- SFR

**ADDITIONAL SEASONALE DISTRIBUTION**

Spring / BASELWORLD REVIEW

(Presspartner since 2013)

**DISTRIBUTION:**

Direct sales through renowned addresses and international magazine dealers in Europe. The magazine is sold in 5-star hotels in Germany (Frankfurt, Berlin, Munich, Dusseldorf, Hamburg, Baden-Baden, Wiesbaden, Heidelberg), exclusive shops, travel agencies, art galleries and exhibitions, at VIP events, trade fairs, in clinics and beauty salons (free distribution in the Frankfurt area) and is available by subscription (approx. 1500 subscribers) and VIP-Mailing.





# BLESK. MAGAZINE FOR WOMEN

## ADVERTISEMENT RATE CARD

### CONDITIONS

#### WHICH CONTAIN MULTIPLE EDITIONS:

2 editions — 20% discount  
3 editions — 25% discount  
4 editions — 35% discount  
(Discount of 25%  
(not combinable)  
on ads for artists.

### AGENCY

#### COMPENSATION:

is granted up to  
a maximum of 15%.

### PAYMENT:

Within 14 days after receipt of  
invoice. For advance payment  
before the publication date we  
offer 2% discount, if there are  
no outstanding invoices.

### DISCOUNTS QUANTITY RATES:

3 pages — 5%  
6 pages — 10%  
9 pages — 15%

### AD SERIES:

Discounts for ad lines on request.  
An ad line has a length of 5 pages.

We can not grant competition  
and theme committee.



### PRICES:

1/1 page	5.600,-
1/1 page, first third	5.950,-
2/1 page	10.700,-
2/1 page, first third	11.200,-
1/3 page	1.950,-
1/3 page, first third	2.250,-
1/3 page, page 3	2.500,-
2/1 Opening Spread	11.600,-
1/1 2. cover page	6.200,-
1/1 3. cover page	6.000,-
1/1 4. cover page	7.800,-

All prices are in Euro excl. VAT.

### ADVERTORIAL:

Prices & conditions upon request

### MORE FORMATS:

Other formats as well as covers  
or reprints are available  
upon request

# BLESK. MAGAZINE FOR WOMEN.

## TECHNICAL DATA:

ADVERTISING DEADLINE / CANCELLATION DATE:

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Issue	First day of sail	Ad closing date	Deadline
1/2020 Spring (29)	18.02	22.01	31.01
2/2020 Summer (30)	19.05	20.04	31.03
3/2020 Autumn (31)	18.08	22.07	31.07
4/2020 Winter (32)	17.11	20.10	30.10

### MAGAZINE FORMAT:

225 mm wide X 297 mm high

### TYPE AREA:

1/1 page

225 mm wide x 297 mm high

+3 mm edge trimming

1/3 page

82 mm wide x 297 mm high

+3 mm trim

**FILE FORMATS:** .eps, .jpg or .pdf  
with high-resolution image data.

The fonts should be converted  
into curves or integrated into a file.

For all formats we ask for a binding proof.





# BLESK. MAGAZINE FOR WOMEN. EDITORIAL STAFF:



## EDITOR:

Elena LUDMIRSKI

## PUBLISHER:

Alexander CHERKASKY

Oleg TSILEVICH

## ADRESS:

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Value Added Tax: 1434300988

ID Number: DE 252198419



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