

Andy Warhol's

Interview

MEDIA KIT

RUSSIA
2016

WHAT?

Interview is an authoritative magazine about life style: fashion, art, beauty, cinema, music. Our heroes are the up-to-date and well-known characters. The magazine contents are made of exclusive materials (surveys and interviews, expert classified columns), reliable news from proven and authoritative sources.

“Star-to-Star Talk” is the unique brand formula of the “Interview” magazine, Famous actresses Kristen Stewart and Juliette Binoche are chattering about their joint work in cinema. A reputed journalist Vladimir Pozner interviews actor Leonid Yarmolnik. TV-man Ivan Urgant has a talk on fashion with a successful designer Alber Elbaz.

WHO?

Alena Doletskaya – Interview magazine Editor-in-Chief.

WHEN?

Interview first issue was published in Russia in December 2011.

OUR CHARACTERS?

Materials in Interview are published on behalf of our characters - recognized experts in different areas (fashion, art, beauty, cinema, music). Raf Simons, Karl Lagerfeld, Alla Werber and Mikhail Kusnirovich – about fashion, Damien Hirst and Mikhail Piotrovsky – about contemporary art, Thomas Ostermeier and Oleg Tabakov – about the future of theatrical life, Pharrell Williams and Ilya Lagutenko - about music.

WHERE?

Russia, Germany, USA

PROJECT BACKGROUND

Interview ideologist, American artist Andy Warhol launched the magazine in 1969 to unite his rich famous friends from Hollywood and bohemian friends from Studio 54: Mick and Bianca Jagger, Jackie Kennedy, Sylvester Stallone, Calvin Klein, Edie Sedgwick, Robert Mapplethorpe and other “beautiful and talkative”, “rich and famous”.

The first issue was on cinema and contained announces, reviews and non-edited decoded interviews with firm directors and actors. Such unordinary and vivid presentation of materials became a part of the magazine's unique format.

Fashion, celebrities and pop culture has always been the main theme of the magazine Interview. Andy Warhol started as a commercial illustrator, and painted for magazines (Glamour, Mademoiselle), famous department stores, such as Neiman Marcus, and fashion brands, such as Martini. Until now, his pictures continue to be a most important source of inspiration for such major brands as Dior, Diane von Furstenberg, Versace, Jean-Charles de Castelbajac, and Nike.

With time, friendly entertainment turned into an authoritative publication about fashion, music, cinema, and celebrities. In November 2014, the Interview iconic brand will celebrate its 45-th anniversary. The Russian publication has been on the market for already three years.

«Life is the new fashion»



SPECIAL HEADINGS

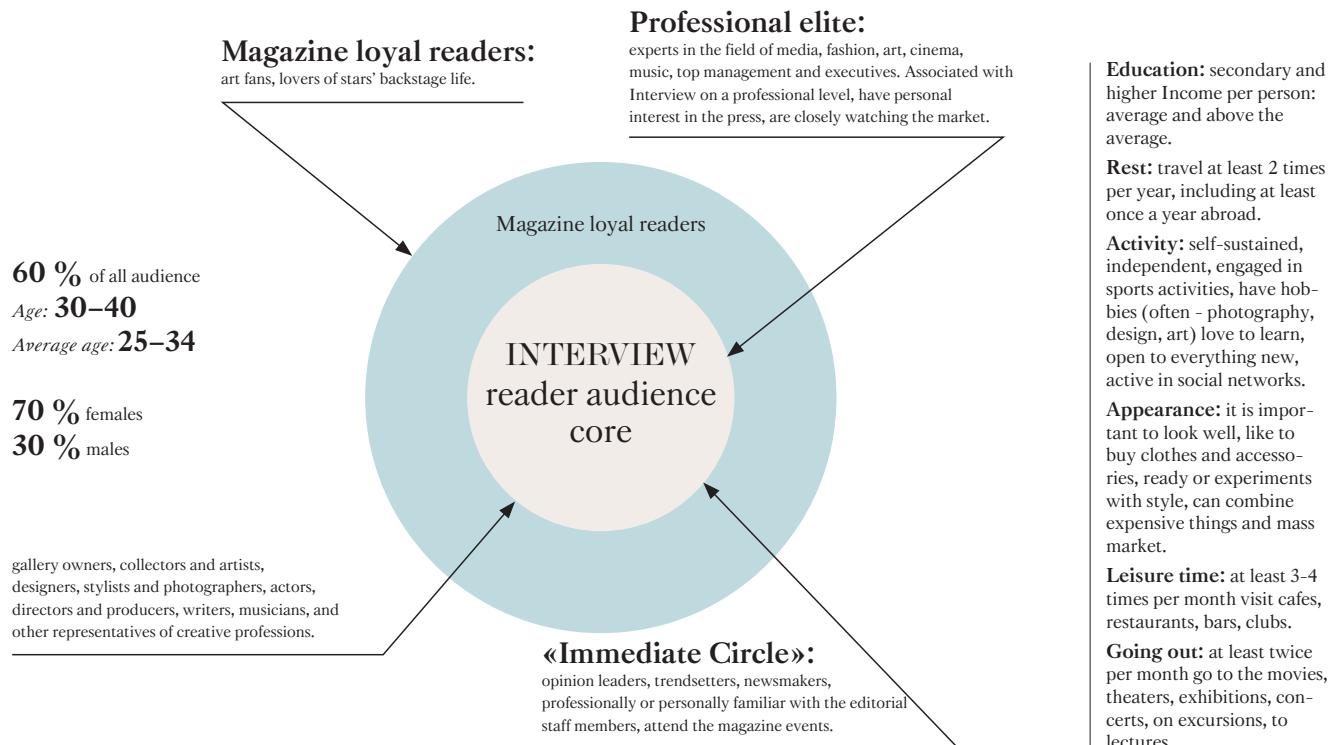
- Contents
- Editor's Message
- Worker of the Month
- Authors of the issue
- Five Stars
- Gang
- Selected (New)
- Newspaper
- Luxury & Amazing
- Personnel Section (Society Column)
- Library

MULTIPAGE SHOTS

- Shots of Fashion and Jewelry
- Interview with designer, actor, film director, musician, artist
- Interview with cover-page story
- Beauty-shots
- Portfolio of famous photographers and Interview's archives (#Flashback)

PERMANENT HEADINGS

- Fashion
- Cinema & Theatre
- Music
- Beauty
- Art
- Travel



INTERVIEW reader's portrait was formed on the basis of a qualitative study conducted in October-November 2013 by the research company Joy of Understanding, and readers polling during 2012-2013.

Interview in **fashion**

Interview in **art**

Interview in **cinema and theater**

Interview in **music**

Education with Interview

Image Projects Interview

INTERVIEW IN FASHION:

Participation in the conference on Luxury Goods organized by CCI France Russia

Collaborations with fashion brands: Swatch x MMOMA pop-up gallery, Louis Vuitton: Public talk by Alena Doletskaya and Wim Delvoye, Alexander Wang for H&M: pre-sale of capsular collection, opening of the pop-up-corner Comme des Garçons at the concept store Air.

Collaboration with department stores: Promotion in support of a new issue at the department store Tsvetnoy.

Collaboration with on-line stores and multi-brands: promotional event with Aizel and Aizel.ru – «Magazine as a gift» if the purchase is 10 000 rubles and more, promotional event with Trends Brands – «Magazine as a gift» if the purchase is 7 000 rubles and more.

INTERVIEW IN ART:

Biennale: cocktail party to celebrate the opening of AES+F exhibition within the 56-th Venice Biennal, VIP previews of Andrey Bartenev, Anish Kapoor and Evgeny Antufiev exhibitions within 6-th Moscow Biennale of Contemporary Art.

Exhibitions in largest museums: Vladislav Mamyshev-Monroe in the Moscow Museum of Contemporary Art, "Expanding space" on the HPP-2 with the V-A-C foundation John Baldessari in the Garage Museum of Contemporary Art, Andy Warhol: ten famous Jews of the XX-th century in the Jewish Museum,

Damien Hirst and Pavel Pepperstein in the Multimedia Art Museum, exhibitions by Peter Greenaway and Erik Bulatov at the Central Exhibition Hall Manege, Elliott Erwitt at the Central House of Artist.

Art exhibitions opening in private galleries: Wim Delvoye, Evgeniy Chubarov at Gary Tatintsian Gallery, AES+F and exhibition of Alexandre Vinogradov and Vladimir Dubossarsky at the gallery Triumph, Andrey Bartenev at the RuArts gallery, "Fifth dimension" at the MARS gallery.

INTERVIEW IN THE CINEMA AND THEATRE:

First runs of films: "Pioneer Night" and "At the cinema, at last" projects at the movie theatre Pioneer, "True Detective" at the movie theatre "Moscow", "Dior and I" within Beat Film, "Young Blood" and "The Humbling" within A-one films, supporting of the International Film Festival of Independent Films 2MORROW.

Documentaries: collaboration with the Center for Documentary Films: HBO week, cooperation with the TV channel 24_DOC: Russian premier of "Diana Vreeland: The Eye Has to Travel" movie, supporting of Beat Film Festival.

New theater projects: International Festival-School «TERRITORIЯ», play "Sugar" by Ivan Vyrypaev (theatre "Praktika") at Strelka, theatre project REMOTE MOSCOW.

INTERVIEW IN MUSIC:

Festivals: Bosco Fresh Fest, Ahmad tea music festival, Outline, Fields.

Parties: Summer musical program at Garage, party to celebrate the opening of "EMA" pop-up project.

Concerts: Emir Kusturica and Goran Bregovich concert at the State Kremlin Palace, Anton Belyaev at Crocus City Hall.

EDUCATION WITH INTERVIEW:

Supporting of the education program at Garage Museum of Contemporary Art. Participation in the I-st Moscow International Forum of S.A.Kapkov «Culture. View in the Future».

Public talks: Irene Pereyra and Anton Rapponen lecture for Yandex designers, Christopher Makos and Alena Doletskaya at Strelka, Shepard Fairey for Hennessy, lecture by A.Doletskaya «Invaluable Moscow» at Garage Museum of Contemporary Art jointly with Mastercard.

Supporting of the city projects: ice skating rink at VDNKh, «Pop-Art Skating Rink» at the Gorky Park, Literature Festival at Sokolniki Park.

INTERVIEW IMAGE PROJECTS:

Annual party «Interview's birthday». Annual award #HOWTOBECOOL.

Exhibitions: photo exhibition at the movie theatre Pioneer, theatre photo exhibition in the Arts Park Museon.

Autograph signing session and Interview team meetings with readers.

BROADSIDE	RUR 500 000,00	EUR 6 700,00
PAGE SPREAD	RUR 1 000 000,00	EUR 13 350,00
TWO-PAGE OPENING	RUR 1 150 000,00	EUR 15 350,00
GATE FOLDER	RUR 2 300 000,00	EUR 30 700,00
1-ST TWO-PAGE OPENING	RUR 1 580 000,00	EUR 21 100,00
2-ND TWO-PAGE OPENING	RUR 1 400 000,00	EUR 18 700,00
3-RD TWO-PAGE OPENING	RUR 1 350 000,00	EUR 18 000,00
4-TH TWO-PAGE OPENING	RUR 1 250 000,00	EUR 16 700,00
1 BROADSIDE, SPECIAL POSITION (TOC, MH, EL)	RUR 690 000,00	EUR 9 200,00
BROADSIDE WITH POSITIONING OF 1/3 OF THE MAGAZINE	RUR 550 000,00	EUR 7 350,00
PAGE SPREAD WITH POSITIONING OF 1/3 OF THE MAGAZINE	RUR 1 000 000,00	EUR 13 350,00
3-D COVER	RUR 640 000,00	EUR 8 550,00
4-TH COVER	RUR 1 350 000,00	EUR 18 000,00
1/2 OF THE PAGE	RUR 300 000,00	EUR 4 000,00
1/4 OF THE PAGE	RUR 200 000,00	EUR 2 700,00

	DEADLINE FOR APPROVAL OF ADVERTISEMENT PLACEMENT ¹	DEADLINE FOR THE DUMMY LAYOUT SUBMISSION ^{2,3}	MARKET LAUNCH OF THE PUBLICATION ISSUE ⁴
March 2015	15.01.2016	22.01.2016	24.02.2016
April–May 2015	11.02.2016	18.02.2016	23.03.2016
September 2015	15.07.2016	22.07.2016	24.08.2016
October–November 2015	12.08.2016	19.08.2016	21.09.2016
December–January 2015/2016	14.10.2016	21.10.2016	23.11.2016

NOTES:

1. Deadlines for confirmation of insets, inserts, covers and applications placement — 7 days earlier than the specified date.
2. Deadline for presentation of dummy-layouts for insets, inserts, covers and applications placement — 7 days earlier than the specified date.

3. In case of submission of the unfinished dummy-layout and materials for its production this deadline should be approved additionally.
4. It is allowed to change the deadline for the later date, but not later than the last day of the respective month.

80 000 COPIES

Moscow	65 %
Saint-Petersburg	15 %
Regions of Russia: Central region, Far East, South, Volga River basin, Siberia, Black Earth Belt, Urals	15 %
Export (including CIS states)	5 %

ALTERNATIVE CIRCULATION OF THE MAGAZINE AT PLACES WHERE TARGETED READER AUDIENCE IS CONCENTRATED:

- Department stores, multi-brand boutiques: Aizel 24/7, Trends Brands, department store Tsvetnoy, Kuznetsky Most 20, Day&Night (S. Petersburg);
- Concept book stores: Respublika, Garage Book Store, MMOMA Art Book Shop (MMCA), Jewish Museum & Tolerance Centre Book Store, movie theatre Pioneer Book Store;
- Within partnership projects at the leading museums and galleries, movie theatres, cultural institutions: Garage Museum of Contemporary Art, Multimedia Art Museum of Moscow, Moscow Museum of Contemporary Art (MMCA), Jewish Museum, Gary Tatintsian Gallery, RuArts gallery, movie theatre Pioneer, Muzeon Art Park.
- Niche movie theatres, alternative theatres: movie theatre Pioneer, Formula Kino, TsDK;
- Premium fitness clubs chain World Class;
- Hotels (St. Petersburg): W Hotel, Astoria, Four Seasons, Kempinski Hotel.

DIRECTOR ADVERTISING

Karina Askerova
mobile: +7 903 720 0742
k.askerova@interviewrussia.ru

**ADVERTISING SERVICE AND
SPECIAL PROJECTS MANAGER**

Svetlana Zubareva
mobile: +7 916 255 8654
s.zubareva@interviewrussia.ru

BRAND DIRECTOR

Alexandra Falishtynskaya
mobile: +7 985 257 8587
a.falishtynskaya@interviewrussia.ru

COMMERCIAL ASSISTANT

Daria Kiseleva
d.kiseleva@interviewrussia.ru

REPRESENTATIVE IN GERMANY

Susann Buchroth
Advertising Sales and Service Manager
Atelier Publications Deutschland GmbH & Co. KG
Mommsenstr. 57 10629 Berlin
phone: +49 30 200089 127
fax: +49 30 200089 112
mail: susann.buchroth@atelier-publications.de

REPRESENTATIVE IN ITALY

Fabio Montobbio fabio@rockmedia.it
Rock Media S.R.L. 20121, Milan, Largo Cairoli, 2,
20121 Milano
tel.: +39 0278 2608,
fax: +39 0276 3901 41

LLC «Publishing House Interview», 109028, Moscow, Yauzskaya street, 1/15, Building 10, Tel./Fax: (495) 745 0481; (495) 745

MAKING MONEY IS ART
AND WORKING IS ART
AND GOOD BUSINESS
IS THE BEST ART.

ANDY WARHOL

