



# Media card 2007

<p><b>ADDRESS:</b> entr. 6, 4/10, Sadovaya-Triumfalnaya str. 127006 Moscow Russia</p> <p><b>PUBLISHER and EDITOR -IN- CHIEF:</b></p> <p><b>TELEPHONE:</b> Alexander E. Shvarts <b>TELEFAX:</b> +7 495 258-3936, 258-39-38 <b>E-MAIL:</b> +7 495 258-3936, 258-39-37 <b>INTERNET:</b> <a href="mailto:info@cbk.ru">info@cbk.ru</a> <a href="http://www.cbk.ru">http://www.cbk.ru</a></p>	<p><b>PAYEE:</b> "Cellulosa. Bumaga. Karton." (Pulp. Paper. Board.)</p> <p>9, Prechistenskaya Nab. Moscow, Russian Federation</p> <p>acc. #40702840800010114590 with International Moscow Bank, Moscow</p>																																																																							
<p><b>CIRCULATION</b> 5,000 copies</p>	<p><b>DEADLINES:</b></p>																																																																							
<p><b>BACKGROUND:</b> The magazine covers the pulp and paper industry, scientific research institutes, universities, suppliers, traders, representative offices. Magazine is read by leaders of the industry, technical and scientific management, and purchasing managers.</p>	<table border="1"> <thead> <tr> <th>Issue No.</th> <th>Booking at least</th> <th>digital ads</th> <th>Date of issue</th> </tr> </thead> <tbody> <tr><td>1</td><td>25.11.06</td><td>10.12.06</td><td>30.01.07</td></tr> <tr><td>2</td><td>25.12.06</td><td>10.01.07</td><td>25.02.07</td></tr> <tr><td>3</td><td>20.01.07</td><td>05.02.07</td><td>25.03.07</td></tr> <tr><td>4</td><td>20.02.07</td><td>05.03.07</td><td>25.04.07</td></tr> <tr><td>5</td><td>20.03.07</td><td>05.04.06</td><td>25.05.07</td></tr> <tr><td>6</td><td>20.04.07</td><td>05.05.07</td><td>25.06.07</td></tr> <tr><td>7</td><td>20.05.07</td><td>05.06.07</td><td>25.07.07</td></tr> <tr><td>8</td><td>01.07.07</td><td>15.07.07</td><td>05.09.07</td></tr> <tr><td>9</td><td>25.07.07</td><td>10.08.07</td><td>30.09.07</td></tr> <tr><td>10</td><td>25.08.07</td><td>10.09.07</td><td>30.10.07</td></tr> <tr><td>11</td><td>20.09.07</td><td>05.10.07</td><td>25.11.07</td></tr> <tr><td>12</td><td>25.10.07</td><td>10.11.07</td><td>25.12.07</td></tr> </tbody> </table>	Issue No.	Booking at least	digital ads	Date of issue	1	25.11.06	10.12.06	30.01.07	2	25.12.06	10.01.07	25.02.07	3	20.01.07	05.02.07	25.03.07	4	20.02.07	05.03.07	25.04.07	5	20.03.07	05.04.06	25.05.07	6	20.04.07	05.05.07	25.06.07	7	20.05.07	05.06.07	25.07.07	8	01.07.07	15.07.07	05.09.07	9	25.07.07	10.08.07	30.09.07	10	25.08.07	10.09.07	30.10.07	11	20.09.07	05.10.07	25.11.07	12	25.10.07	10.11.07	25.12.07																			
Issue No.	Booking at least	digital ads	Date of issue																																																																					
1	25.11.06	10.12.06	30.01.07																																																																					
2	25.12.06	10.01.07	25.02.07																																																																					
3	20.01.07	05.02.07	25.03.07																																																																					
4	20.02.07	05.03.07	25.04.07																																																																					
5	20.03.07	05.04.06	25.05.07																																																																					
6	20.04.07	05.05.07	25.06.07																																																																					
7	20.05.07	05.06.07	25.07.07																																																																					
8	01.07.07	15.07.07	05.09.07																																																																					
9	25.07.07	10.08.07	30.09.07																																																																					
10	25.08.07	10.09.07	30.10.07																																																																					
11	20.09.07	05.10.07	25.11.07																																																																					
12	25.10.07	10.11.07	25.12.07																																																																					
<p><b>SUBSCRIPTION RATES (without VAT 10%):</b> 12 issues (calendar year) USD120 in Russia; USD200 in CIS; USD275 abroad (including postage)</p>	<p><b>ADVERTISING RATES (in USD*) (without VAT):</b></p>																																																																							
<p><b>TECHNICAL INFORMATION:</b></p> <p>Edged size: 210 mm x 285 mm</p> <p>Size before edging: 220 mm x 295 mm</p> <p>Printing method: offset</p> <p>Printing material: digital advertisement material</p>	<table border="1"> <thead> <tr> <th rowspan="3">Kind of ads</th> <th rowspan="3">Volume</th> <th colspan="6">Location</th> </tr> <tr> <th colspan="3">Text</th> <th colspan="3">Cover</th> </tr> <tr> <th>black / white</th> <th>2 colours</th> <th>4 colours</th> <th>2<sup>nd</sup> page</th> <th>3<sup>d</sup> page</th> <th>4<sup>th</sup> page</th> </tr> </thead> <tbody> <tr> <td rowspan="4">Ad announcement</td> <td>1/1</td> <td>1,000</td> <td>1,200</td> <td>1,600</td> <td>1,760</td> <td>1,840</td> <td>1,920</td> </tr> <tr> <td>1/2</td> <td>500</td> <td>600</td> <td>800</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td>1/4</td> <td>250</td> <td>300</td> <td>400</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td>1 cm<sup>2</sup></td> <td>2.5</td> <td>3.0</td> <td>4.0</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td rowspan="3">Ad article</td> <td>1/1</td> <td>800</td> <td>960</td> <td>1,200</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td>2/1</td> <td>1,500</td> <td>1,800</td> <td>2,000</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td>3/1</td> <td>2,100</td> <td>2,400</td> <td>2,800</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p>Discounts (during calendar year):  - beginning with 3<sup>rd</sup> publication -10%;  - beginning with 6<sup>th</sup> publication -20%;  - beginning with 8<sup>th</sup> publication -25%;</p> <p>With 3-5 publications in magazine we offer free placement of your ad on our web-site during 1 month;  With 6-7 publications during 2 months;  With 8-10 publications during 3 months.</p> <p>*It's possible to pay in Euro</p>	Kind of ads	Volume	Location						Text			Cover			black / white	2 colours	4 colours	2 <sup>nd</sup> page	3 <sup>d</sup> page	4 <sup>th</sup> page	Ad announcement	1/1	1,000	1,200	1,600	1,760	1,840	1,920	1/2	500	600	800	-	-	-	1/4	250	300	400	-	-	-	1 cm <sup>2</sup>	2.5	3.0	4.0	-	-	-	Ad article	1/1	800	960	1,200	-	-	-	2/1	1,500	1,800	2,000	-	-	-	3/1	2,100	2,400	2,800	-	-	-
Kind of ads	Volume			Location																																																																				
				Text			Cover																																																																	
		black / white	2 colours	4 colours	2 <sup>nd</sup> page	3 <sup>d</sup> page	4 <sup>th</sup> page																																																																	
Ad announcement	1/1	1,000	1,200	1,600	1,760	1,840	1,920																																																																	
	1/2	500	600	800	-	-	-																																																																	
	1/4	250	300	400	-	-	-																																																																	
	1 cm <sup>2</sup>	2.5	3.0	4.0	-	-	-																																																																	
Ad article	1/1	800	960	1,200	-	-	-																																																																	
	2/1	1,500	1,800	2,000	-	-	-																																																																	
	3/1	2,100	2,400	2,800	-	-	-																																																																	