



Эноб.

ЭНОБ. > THE SNOB MAGAZINE

THE SNOB IS AN INTELLECTUAL MAGAZINE FOR LITERATURE GOURMETS AND AESTHETES WHO ENJOY THOROUGH AND SERIOUS READING.

The first issue was released in October 2008 with Vladimir Yakovlev as editor-in-chief. Since September 2011 the post is held by Sergei Nikolaevich.



Sergei Nikolaevich Journalist

Graduated from the Russian University of Theatre Arts with a degree in theatre studies. Aged 23 he became editor-in-chief of the Soviet Theatre magazine; then he worked as an editor at Ogoniok magazine, deputy chief editor at Domovoy magazine and special projects managing director at Elle glossy.

In 2006-2007 he was editor-in-chief of Madame Figaro magazine.

In 2007 he became the head of the newly founded Citizen K magazine for a few years.

In 2009 he started working at the Snob as a deputy chief editor.

Since 2011 he's the Snob chief editor. 60 issues have already been released under his guidance.

In 2011 the Snob launched a series of literature compilations in collaboration with AST publishing house and edited by Elena Shubina. Up to date it includes 11 books.

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In each issue of the magazine you will find dialogues with the great, articles, reviews, sketches, interviews, essays and stories.



ЭНОБ. > THE DIARY

The Diary

Overview of the theatre, cinema, art and books premieres. It also comprises the so-called consumer's section, an author's view on 'the world of things': newest gadgets, fashion trends, the most notable jewelry, watches and perfume.

Family chronicles.

The Great Dynasties.

Reports

Events, facts and places that merit your attention.

Popular science

Discoveries and theories that change the way we see the world.

Cars

Denis Orlov takes on the biggest events and novelties in the world of automobiles.

Charts

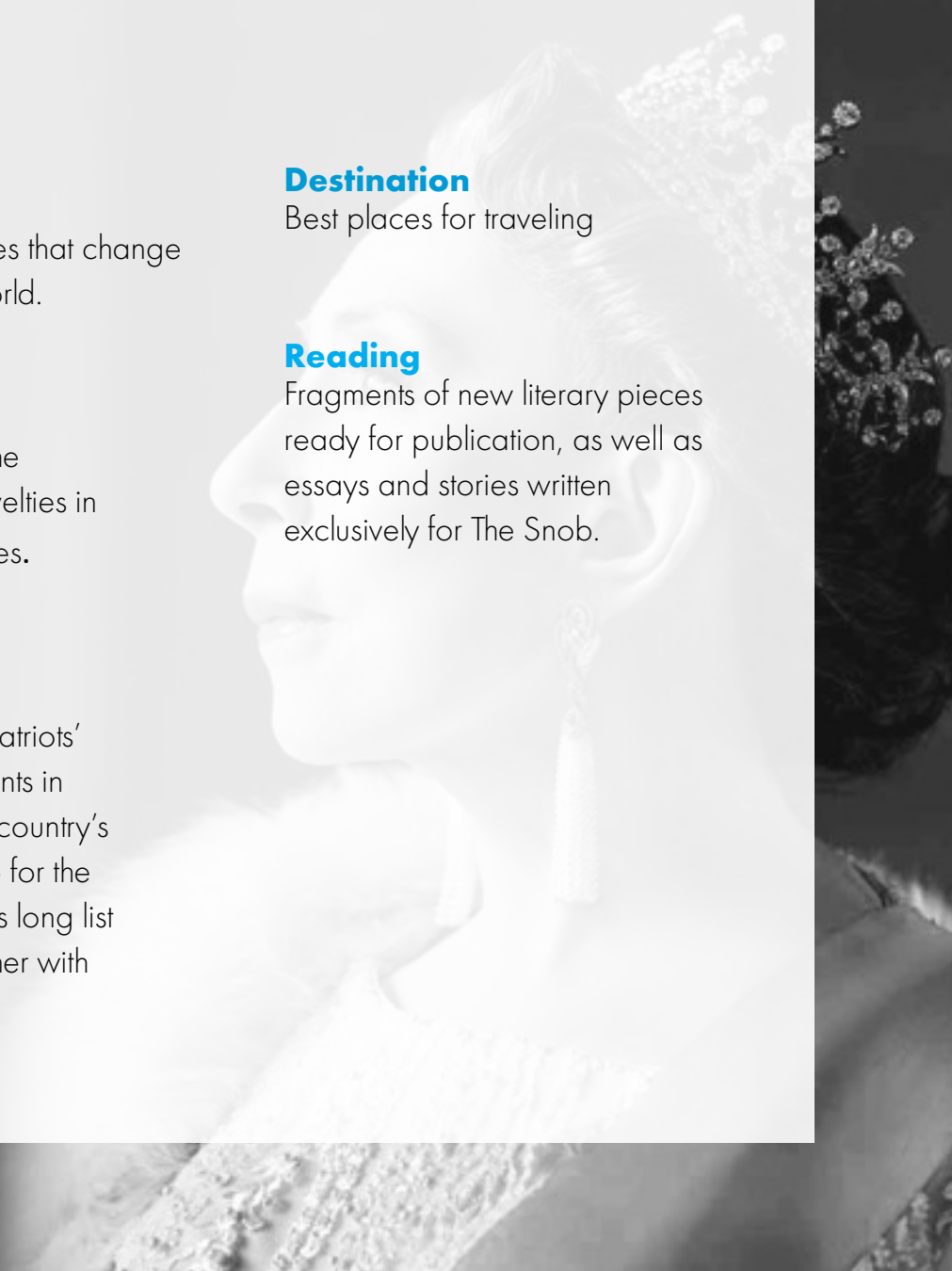
Overview of our compatriots' outstanding achievements in various spheres of our country's life. The charts make up for the Made in Russia awards long list that we draw up together with our readers.

Destination

Best places for traveling

Reading

Fragments of new literary pieces ready for publication, as well as essays and stories written exclusively for The Snob.



ЭНОб. > LITERATURE

Contemporary literature and fiction are particularly interesting for us.

In the Literature section we print previously unpublished or written exclusively for us pieces – in each and every issue.

AUTHORS

The best and the biggest Russian and foreign authors - Michael Cunningham, Frédéric Beigbeder, Jonathan Franzen, Tatiana Tolstaya, Mikhail Shishkin, Liudmila Ulitskaya, Viktoriya Tokareva, Vladimir Sorokin, Yevgeny Vodolazkin, Alla Demidova, Aleksander Kabakov, Liudmila Petrushevskaya - write for us.

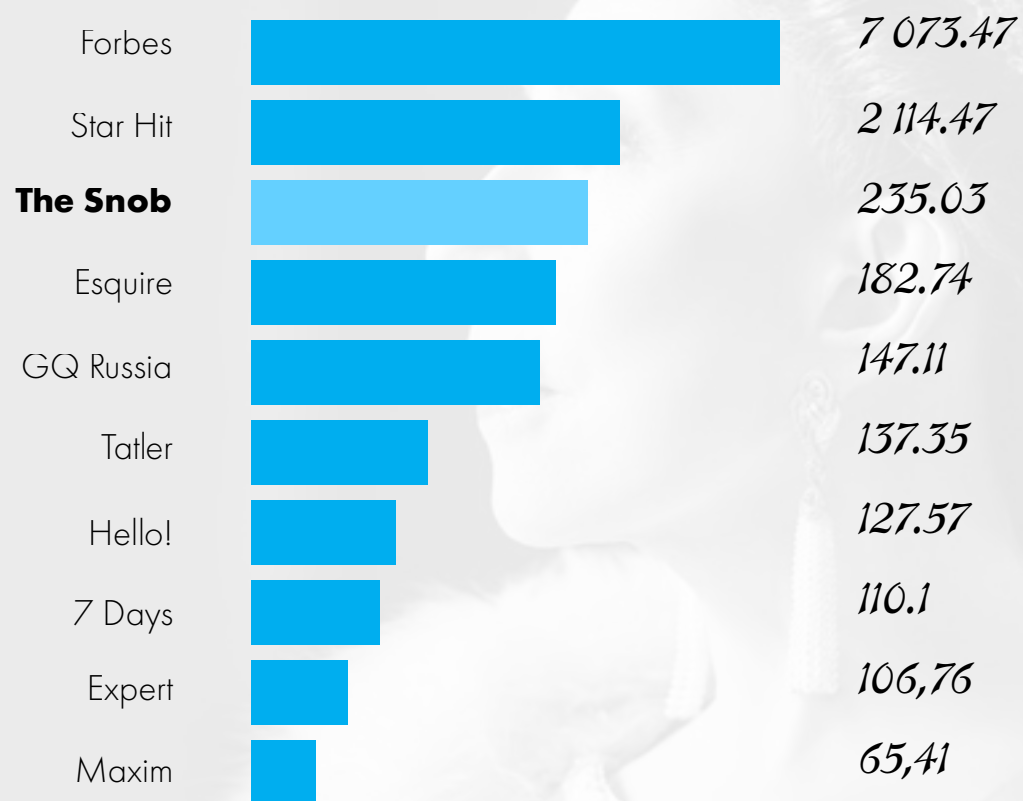
BOOKS

Publications for the magazine with new original texts and illustrations turn into special book issues by the Snob that traditionally become bestsellers. [By now the book series comprises 11 compilations.](#)

ЭНОб. > CITATION RATES

Every month
our texts
prove to
be among
the most cited
for the
magazines.

TOP 10
most cited
magazines

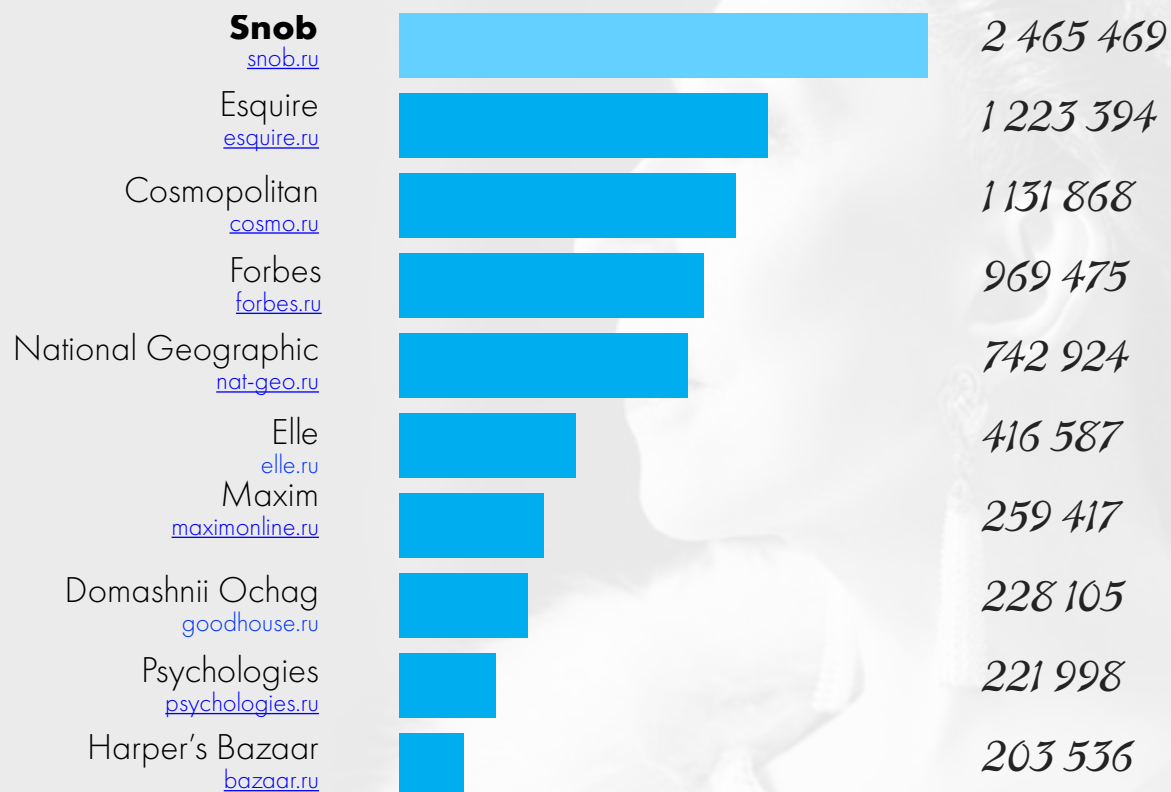


* MEDIALOGIYA DATA, 2018

ЭНОБ. > CITATION RATES IN SOCIAL MEDIA

Every month
our texts prove
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in social media
for the
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TOP 10
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media



* MEDIALOGIYA DATA, 2018

ЭНОб. > AUDIENCE

- The wealthy
- Educated people who value success and expertise
- They are professionally and socially successful
- They value high quality of life but are responsible consumers
- Tend to make the world better but never aggressively impose their lifestyle
- Have a serious hobby (music, sport, traveling, art)
- Accept different points of view

BY AGE:

Under 25 – 10%
25-30 – 25%
30-40 – 40%
40-50 – 18%
Over 50 – 7%

BY GENDER:

Men – 55%
Women – 45%

ЭНОб. > DISTRIBUTION

Russia - Geography

Overall circulation

35 000 copies

Where you can buy The Snob in Russia:

Arkhangelsk / Astrakhan / Vladimir / Vladivostok /
Volgograd / Voronezh / Yekaterinburg / Izhevsk /
Kazan / Krasnodar / Moscow / Nizhny Novgorod /
Novosibirsk / Pyatigorsk / Rostov-on-Don / Ryazan /
Samara / Saint-Petersburg / Saratov / Tver / Tula / Ufa
/ Cheboksary / Yaroslavl

Additional information is provided upon request

ЭНОб. > DISTRIBUTION

RETAIL PRICE – FROM 250 RUB

ABOUT 1400 SALESPPOINTS IN MOSCOW
AND ST. PETERSBURG

ABOUT 1000 SALESPPOINTS IN RUSSIAN REGIONS

In Moscow:

Supermarkets and hypermarkets:

Azbuka Vkusa, Alye Parusa,
Globus Gourmet, Bakhetle,
Megacenter Italia, Metro,
Auchan, Carousel, Okay, Tvoi
Dom

Press shops

Good News (at Sheremetyevo,
Domodedovo and Vnukovo
airports), Sprint

Stand chains

Over 400 around the city

Bookstores

Dom Knigi, Novy Arbat
street, Moscow
Moskva, Tverskaya street,
Moscow

In St. Petersburg:

Supermarkets and hypermarkets:

Azbuka Vkusa, Globus Gourmet,
Okay, Prizma, Dufri Nord, Metro

Press shops

Good News (at Pulkovo airport),
Pervaya Polosa

Stand chains

Over 200 around the city

Russian regions

ABout 650 supermarkets
About 350 stands

ЭНОб. > PUBLICATION SCHEDULE

NN	DATE OF ISSUE	DEADLINES		
		BOOKING DATE	ARTWORK DEADLINE	LOOSE INSERTS – MUST BE DELIVERED TO THE PRINTERS
01 (98) 2019	15 February 19	27.12.2018	24.01.2019	-
02 (99) 2019	15 May19	01.04.2019	19.04.2019	13.05.2019
03 (100) 2019	15 November 19	02.09.2019	23.09.2019	10.10.2019

Эноб. > 2018 ISSUES' TOPICS

01 (98) 2019 - THEATER

ISSUE OF THE MAGAZINE IS DEDICATED TO THE YEAR OF THEATER AND 100TH ANNIVERSARY OF THE BOLSHOI DRAMMATIC THEATRE NAMED AFTER G.A. TOVSTONOGOV. THE MAIN HEROES IS ALISA FREINDLIH, OLEG BASILASHVILI, ANDREY MOGUCHY, LIA AJEDJAKOVA.

02 (99) 2019 - ART

THE MODERN ART, MUSEUMS, THE PRIVATE COLLECTIONS, NEW ARCHITECTURE

03(100) 2019 – FUTURE

"MEMORY OF THE FUTURE". WHAT WAITS FOR PLANET IN 100 YEARS?



Эноб. > ADVERTISEMENT. EXAMPLES OF SPECIAL PROJECT



Эноб. > ПРАЙС

	RUR*
1 st Cover spread	1 400 000
2 nd Spread	1 300 000
3 rd Spread	1 200 000
4 th Spread	1 150 000
5 th Spread	1 100 000
6 th Spread	1 050 000
Back Cover	1 200 000
3 rd Cover (Inside Back Cover)	700 000
Full page (left, next to "Autograph")	650 000
Full page next to "Letter of the month"	650 000
Full page next to "Yesterday – Today"	700 000
Full page in Main Block	1 000 000
Spread in Main Block	600 000

ADDITIONAL ADVERTISING OPPORTUNITIES

Gate Fold (inside) – 4 pages**	2 200 000
Gate Fold (Cover) – 2 pages**	1 400 000
Insert – 2 pages	1 200 000
Insertion to RUSSIAN copies**	400 000
Insertion to MOSCOW copies**	300 000
Insertion to limited copies for supermarkets**	450 000

DISCOUNTS FOR PUBLICATIONS

Quantity of publications	2	3	4	5	More than 5
Discount rate	5%	10%	15%	18%	20%

*PRICES ARE IN RUSSIAN RUBLES, VAT 18% EXCLUDED

** EXTRA SERVICES ARE CALCULATED ADDITIONALLY

SPECIAL POSITIONING EXTRA CHARGE – 15%

CO-BRANDING EXTRA CHARGE – 15%

DISCOUNT FOR ADVERTISING AGENCY – 15%

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