

2009

media *kit*



Sport Express is an exclusive representative of ESM (European Sports Magazines) on the ex-USSR territory, and has a unique opportunity to organize interviews with

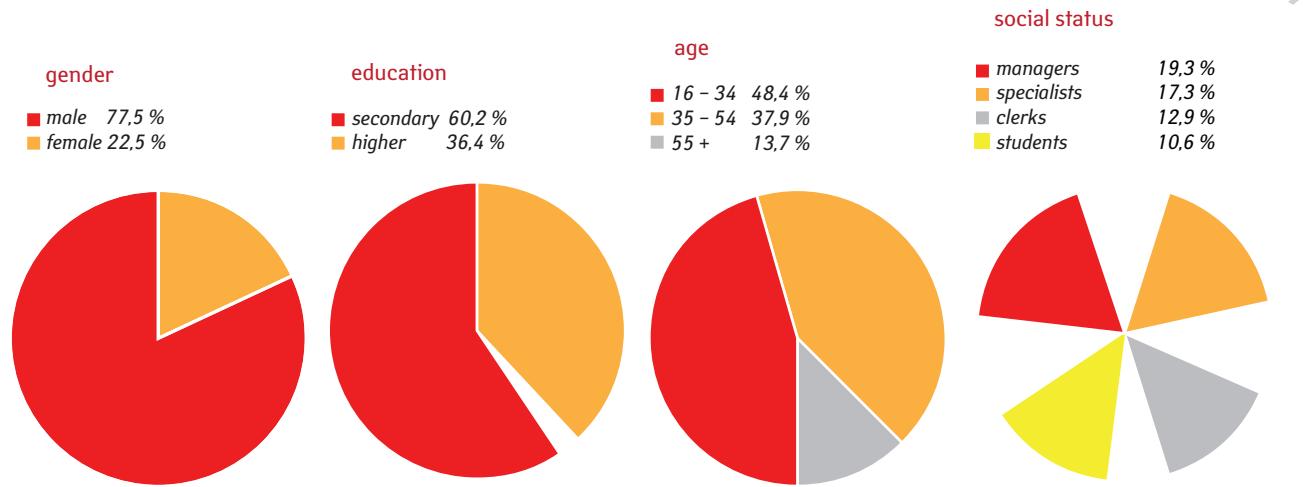


Format
A2
Volume
8-16 pages
Founded
1991
Readership
783 600 people daily*
Black-and-white
Distribution
Russia,
CIS, Baltic countries

world sports stars on regular basis and take part in other media projects of ESM.

* Single issue Russian readership according to the 2008/III of TNS Gallup 2008 data.



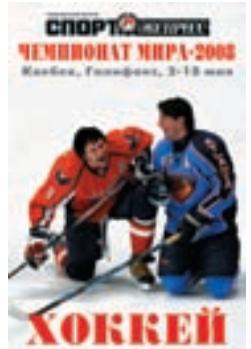


1 readership

According to TNS Gallup Media 2008/III,
single Sport Express issue half-a-year
Russian readership is 7 413 400 people,
Moscow readership is 1 453 500 people,
St. Petersburg readership is 837 600 people.



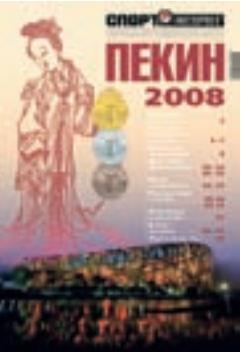
2008 special colour issues



Dedicated to the
Hockey World
Championships
in Canada.



Dedicated to the
European Football
Championships
in Austria and
Switzerland.



Dedicated to the
XXIX Summer
Olympic Games
in Beijing.

2
colour



Special issues.
Separate supplements dedicated to the
biggest sports events.



3 special projects



Golden Mantle

This exclusive Sport Express project started in 2005 to determine the best referee of Russian Premier Liga! The gold-embroidered mantle for a 'man in black' is the recognition of real skill and professionalism!



Zvezda

This award founded by Sport Express in 2004 is presented to the best football player of CIS and Baltic countries annually. The winner is chosen by leading media representatives (TV, radio, newspapers and magazines) from all 15 ex-Soviet republics, and also www.sport-express.ru portal readers.



Club 100

On March 4, 2003, Sport Express founded the club of best Russian forwards as an analogue of legendary Grigory Fedotov Club, which was founded in 1967 and remained until the collapse of Soviet championship in 1991. In our Club 100 we include footballers who scored 100 and more goals during their career in newest Russian football history.



Golden Foot

Sport Express is an exclusive Russian partner of the international football award Golden Foot, which was born with the help of World Champions Club (WCC), who decided to create an Alley of Football Glory in Monte Carlo, as an analogue of Hollywood's Star Alley. Every year the jury from media partners of the project choose ten football stars, who deserved by their fabulous career to leave a footprint on Monte Carlo Embankment.

2 special projects



National team leader

From 2000, Sport Express, by the end of each football season, chooses the National Team Leader Award winner. He is chosen by our readers for his spirit and will to win.



TDK (Amateur Soccer Tournament)

Since 1999, Sport Express carries out TDK whose aim is to involve children and youth in active football life, help them to structure their free time and strengthen their health. For 9 years more than 5 200 teams took part in TDK, and that is something about 70 000 participants! In 2009 Sport Express will organize 3rd All-Russian TDK and the 1st International TDK!



geography



Moscow
(Administrative Regions up to 600 km from Moscow)

Saint-Petersburg
(Murmansk, Pskov, Novgorod Areas, Republic of Karelia)

Novosibirsk
(Tomsk, Kemerovo Areas, Altay Region)

Chelyabinsk
(Kurgan Area, Yamalo-Nenets, Hanty-Mansi Autonomous Areas)

Vladivostok
(Primorsk, Khabarovsk, Kamchatsk Regions, Amur, Magadan Areas)

Ekaterinburg
(Tyumen Area)

Samara
(Penza Area)

Volgograd
(Astrakhan Area, Republic of Kalmykia)

Krasnodar
(Krasnodar Region, Republic of Adygea, Rostov Area)

Vladikavkaz
(Stavropol Region, Republic of Severnaya Osetia-Alania, Republic of Karachaevo-Cherkessia, Republic of South Ossetia, Republic of Dagestan, Republic of Ingushetia, Republic of Chechnya)

Voronezh
(Lipetsk, Belgorod, Kursk, Orlov, Tambov Areas)

Perm

Krasnoyarsk
(Krasnoyarsk Region, Republic of Tuva, Republic of Khakasia, Irkutsk Area)

Saratov

Nizhniy Novgorod
Kalininograd

Omsk

Kazan
(Republic of Tatarstan, Republic of Chuvashia, Republic of Mari-El, Republic of Udmurtia, Republic of Mordovia, Ulyanovsk, Kirov Areas)

Orenburg
(Republic of Bashkortostan)

Riga
(Latvia, Lithuania, Estonia)

Minsk
(Belarus)

Kiev
(Ukraine)

Zaporozhie
(Ukraine)

Simferopol
(Ukraine)

Almaty
Astana
(Kazakhstan)





HOCKEY

World Championships
Bern, Zurich
April 24 – May 10



FOOTBALL

UEFA Cup Final
Istanbul
May 20

Champions League Final
Rome
May 27



WC-2010 qualifying games

March 28
Russia – Azerbaijan
April 1
Liechtein – Russia
June 10
Finland – Russia
September 5
Russia - Liechtein
September 9
Wales - Russia
October 10
Russia – Germany
October 14
Azerbaijan – Russia



TENNIS

Australian Open
Melbourne
19 January – 1 February

Roland Garros
Paris
25 May – 7 June

Wimbledon
London
22 June – 5 July

US Open
New York
31 August – 13 September

Kremlin Cup
Moscow
19 – 25 October

St.Petersburg Open
St. Petersburg
26 October – 1 November



6

internet

СПОРТ
ЭКСПРЕСС

X3M

Sport Express extreme is a project dedicated to wonderful world of extreme sports. Everyday we publish fresh news about the most interesting facts from extreme sports life.

extreme.sport-express.ru



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internet

СПОРТ ЭКСПРЕСС
ФУТБОЛ

We cover Russian Premier Liga, First and Second Divisions, Russia Cup, Champions League, UEFA Cup, leading European championships and Cups, qualifying tournament to the World Cup 2010.

football.sport-express.ru

Sport Express Football.

On-line of the main games.
Full league tables.
Minute-by-minute match reports.
Club squads lists.
Fixtures.
Full statistics.
Commentaries from leading Sport Express reporters.
Football photo galleries.



6 internet



Main aim of Sport Express Daily is to present at the international level our huge media potential, to tell about global sporting events from the inside in the language which is understandable in every corner of the world.

english.sport-express.ru

Sport Express Daily.

Daily surveys.
Everyday news block.
Full info about our special projects.
Best Russian sportsmen galleries.
Best photos of our journalists.

*From now on you can order
online photos and texts of our
reporters.*

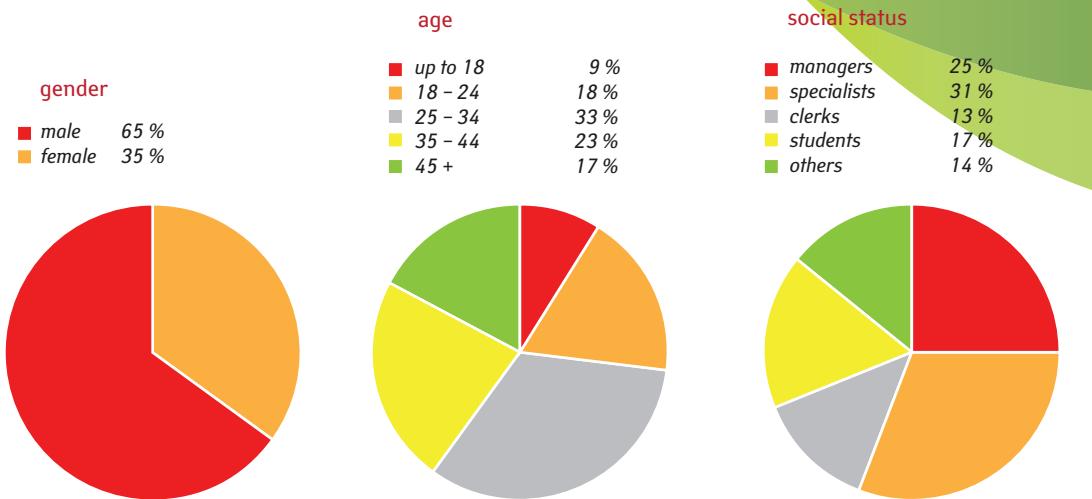


7 internet readership

Readership of Sport Express portal is more than 2.7 million people and more than 75 million pages are being opened each month.

Our readership rise from 2008 is 150 %.

80 % of all traffic is Russian, from which 50 % is Moscow-based.



Mobile Sport Express

We offer you to explore our WAP-site. It allows access to the latest Sport Express issue, opportunity to get latest sports news, and follow football matches live from your mobile phone 24 hours a day.

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internet

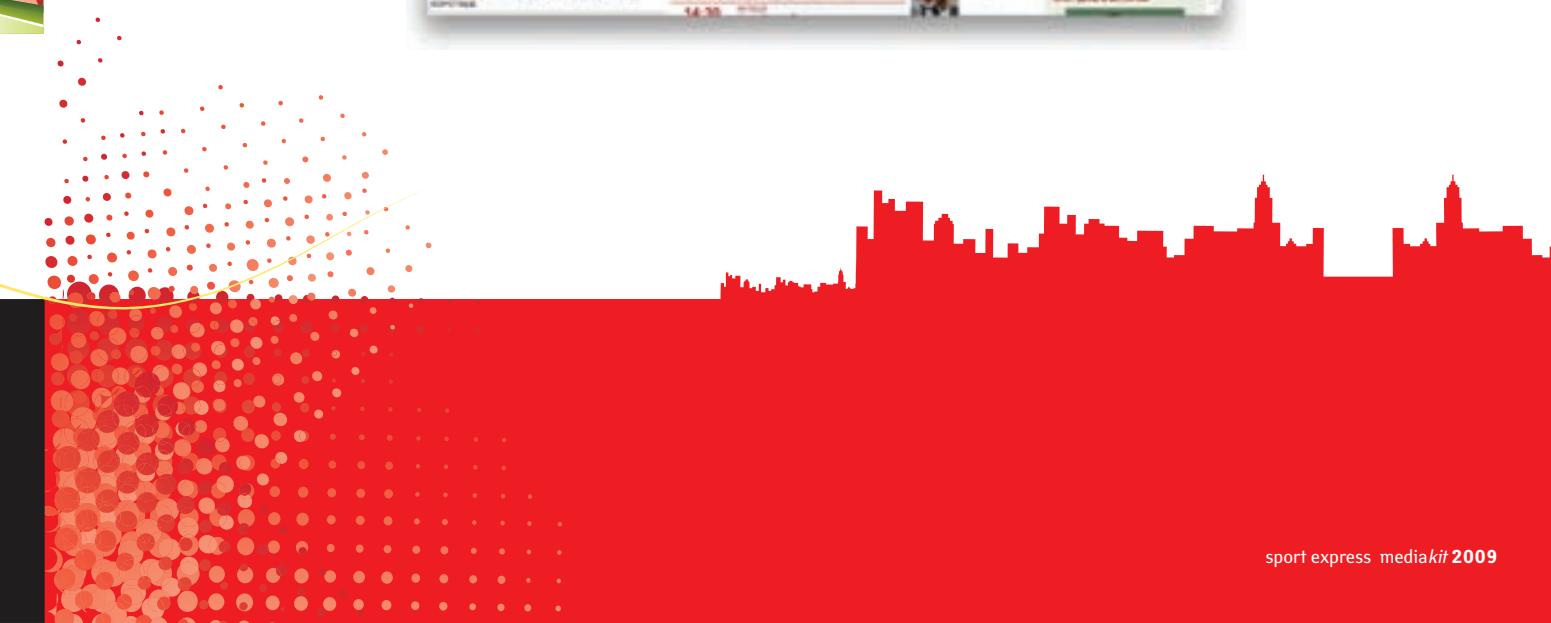
online
СПОРТ ЭКСПРЕСС

Sport Express Online is the undoubtable leader in sports RuNet. It is always in Top 20 of the highly visited web sites in RuNet and one of the mostly cited internet editions.

www.sport-express.ru

Why choose us?

Effective advertising and PR ground for wide range of goods and services.
Straight access to unique target readership with high income.
Your company's trademark will be associated with the main elements of modern life: sports, health and team spirit.



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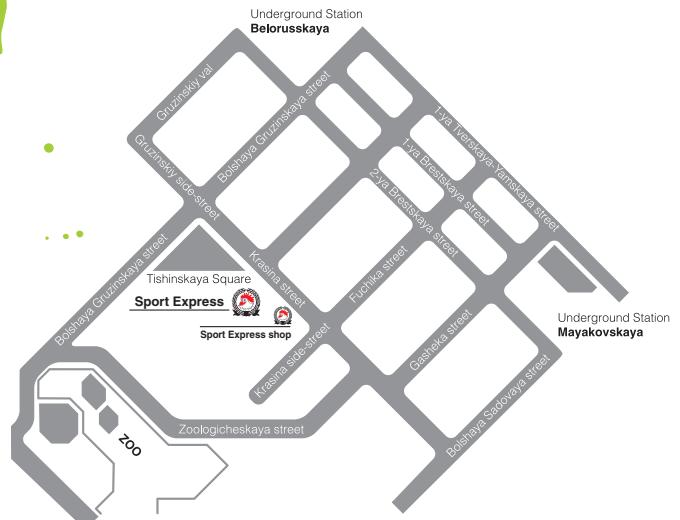


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