

2009

mediakit



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.

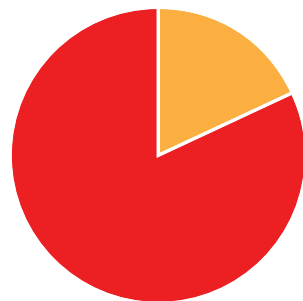
* Single issue Russian readership according to the 2008/III of TNS Gallup 2008 data.



ЩУ
ВК
БЕНД
А
ЗНА

gender

■ male 77,5 %
■ female 22,5 %



education

■ secondary 60,2 %
■ higher 36,4 %



age

■ 16 - 34 48,4 %
■ 35 - 54 37,9 %
■ 55 + 13,7 %



social status

■ managers 19,3 %
■ specialists 17,3 %
■ clerks 12,9 %
■ students 10,6 %



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.

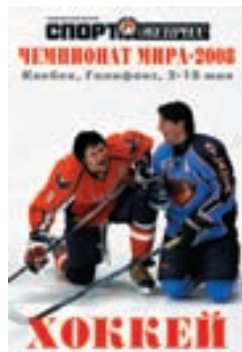
На прошлой неделе "постспартаковскими" чувствами и мыслями поделился с "СЭ" Титов. Сегодня это делает другой мастер, недавно покинувший ряды красно-белых.

Максим КАЛИНИЧЕНКО:
«ТЕПЕРЬ Я - БОЛЕЛЬЩИК «СПАРТАКА». ПРИЧЕМ ЯРЫЙ»

Беседовать с бывшим полузащитником "Спартака", а ныне игроком "Днепра", Воткинск. Удовольствие для журналиста, поскольку собеседник он искренний и глубокий. Вот мы этот раз договаривались мы о том, чтобы поговорить минут двадцать на базе днепропетровского клуба после очередной тренировки, а просидели почти час. После я с большим сожалением вынужден был отпустить футболиста, который уже куда-то



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.





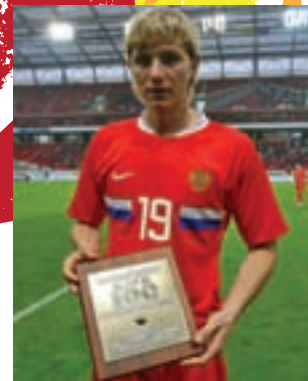
Golden Mantle

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

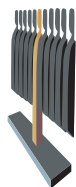
On March 4, 2003, Sport Express founded the club of best Russian forwards as an analogue of legendary Grigoriy Fedotov Club, which was founded in 1967 and remained until the collapse of Soviet championship in 1991. In our Club 100 we include footballers who scored 100 and more goals during their career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

3 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!

3 special projects





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

Liechtenstein – Russia

June 10

Finland – Russia

September 5

Russia - Liechtenstein

September 9

Wales - Russia

October 10

Russia – Germany

October 14

Azerbaijan – Russia



FIGURE SKATING

European Championships
Helsinki
20 – 25 January



World Championships
Los Angeles
22 – 29 March



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

Sport Express is informing its readers about all major global sport events. On our pages you will always find articles and reports about all that is important in sports!



Sport Express Extreme.

Full events' calendar, best interviews with world and Russian stars, actual photos, practical advice on extreme sports equipment.

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





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

СПОРТ ЭКСПРЕСС
ФУТБОЛ

football.sport-express.ru

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.



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.***



6
internet

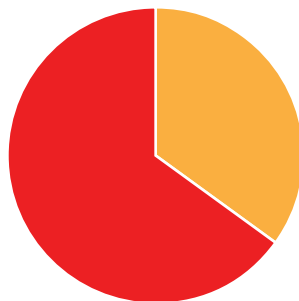
СПОРТ ЭКСПРЕСС
SPORT EXPRESS DAILY

english.sport-express.ru

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.

gender

■ male 65 %
■ female 35 %



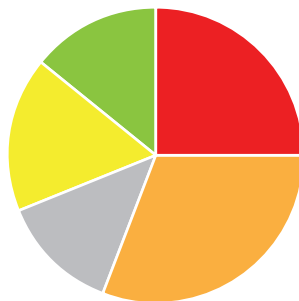
age

■ up to 18 9 %
■ 18 - 24 18 %
■ 25 - 34 33 %
■ 35 - 44 23 %
■ 45 + 17 %



social status

■ managers 25 %
■ specialists 31 %
■ clerks 13 %
■ students 17 %
■ others 14 %



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 readership

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

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

Our readership rise from 2008 is 150 %.

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.

6 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



Advertising

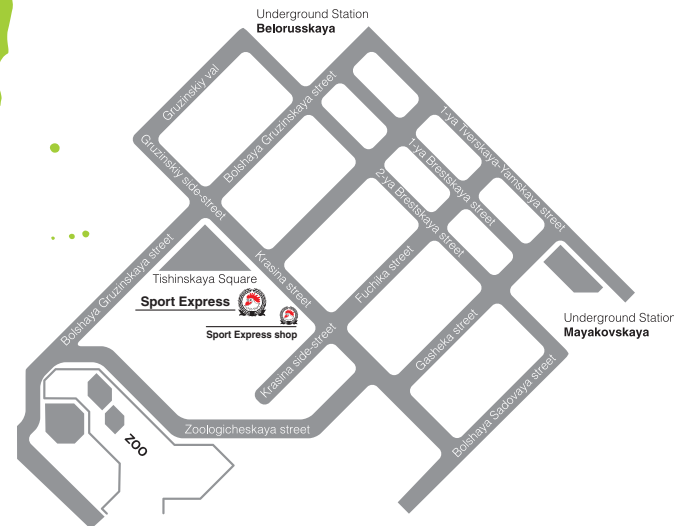
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