



R U S S I A N   E Q U E S T R I A N   M A G A Z I N E   P R E S E N T A T I O N



K O N N Y   M I R   M A G A Z I N E

K L A S S   E L I T A   P U B L I S H I N G   H O U S E

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KLASS ELITA PUBLISHING HOUSE

**The magazine for the people with wide  
and deep sight on horse**



In a quickly changing modern world we live in an informational flow resembling a mountain river. This flow can even be overwhelming. Today it is not a task to find any information; it is a task to find the right one and the one the most switching your aims. Understanding the quality of the information has become an important work. Broad and deep education is an important tool for these aims. Since the ruin of Soviet system Russia has passed a long way in forming a new equestrian industry and equestrian world of it's own. New generations of horsemen, horse owners, businessmen eager to spend their efforts and facilities came into the scene for building the equestrian Russia's today and tomorrow. They are looking in the future for up-to-date knowledge and new approaches, they have a goal to come closer to the advance guard of the equestrian world. The magazine «Konny Mir» sees it's mission in providing the audience with professional and up-to-date information in breeding, training and caring for horses, keeping the readers on the track of the domestic and foreign events, giving them thoroughly selected theories that can help to form correct guidelines in the variety of modern equestrian world and stimulate a wish for self-education.

**Natalia Kostikova**  
Editor-in-chief



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## The magazine “Konny mir”

The magazine “Konny Mir” is well-known among professionals (breeders, breeding experts, trainers, riders etc.) as well as amateur riders and horse lovers. It is not limited by some narrow topics, and thus it picks together very large and diverse audience. It stresses on many topics which gain high interest: for example, much attention is paid to sport and warmblood breeding, domestic as well as international.

From it's most early days the magazine “Konny Mir” was always opened to the newest ideas and views. For example, it was “Konny Mir” where Russian horse-related audience made very first acquaintance with Pat Parelli and natural horsemanship. In recent years the magazine pays much attention to the ways of development of competitive dressage, the problem of roll-kur, promotes correct training with classical principles in mind.

At the same time the magazine “Konny Mir” is deeply concerned in safeguarding of national equestrian traditions, old Russian breeds (many of them are in crisis now), interested in the horse-related cultural heritage around the world.

The readers can always be sure to find on the pages of “Konny Mir” the information about the most important events from all over the world. At the same time the articles in many magazine's rubrics have no time limitation, as they concern basic knowledge that doesn't lose its importance.

The magazine's authors are the most respected experts, Russian as well as from abroad, people with great experience and deep knowledge of a horse. Many legendary horsemen of the world shared their views and opinions on the pages of “Konny Mir”.





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## Magazine's structure

- **Galloping Around**

Horse news from all over the world, novelty and old books about horses, contests, movie reviews etc.

- **Events**

The main events: competitions, shows, horse fairs.

- **Ippography**

Permanent rubrics: Breed, Horse Yard, Expert's View etc. The part for those who have sincere affection for horses and are interested in everything connected with them.

- **Elite**

Interviews with celebrities, fashion, arts and much more.

- **Practice**

This part is very popular among readers and contains answers on many questions concerning horse care, training, shoeing, veterinary medicine, tack, natural horsemanship etc.

- **Horse Market**

Special business appendix: advertisements, classified, illustrated horse selling announcements.

Circulation: 30,000

Format: 210 mm x 297 mm

Full-colour

Volume: 128 pages (136 pages)

**Distribution:**

- through our VIP-list (around 1500 persons) among horse breeders and owners;
- in large specialized equestrian shops and in city news stalls;
- by subscription throughout Russia and the adjacent countries;
- freely in large business centers, restaurants, fitness and sport clubs;
- freely in airport VIP-areas and business-class flights;
- at equestrian events, horse shows and fairs;
- freely in the largest veterinary universities and colleges of Russia.



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Magazine "Konny mir" started more than fifteen years ago. And during this period "Konny Mir" has gained among horsemen the solid reputation of a professional magazine.

The magazine is issued since the year 2000

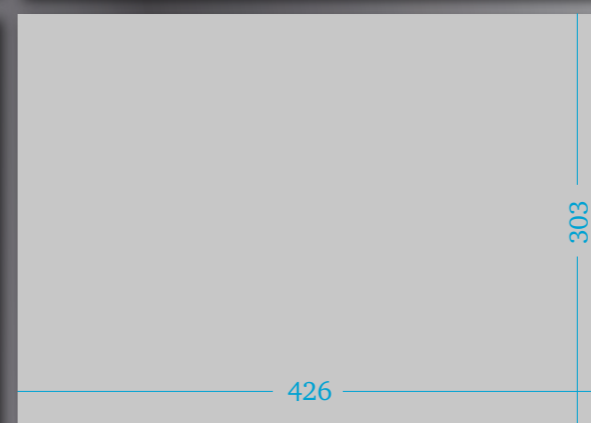
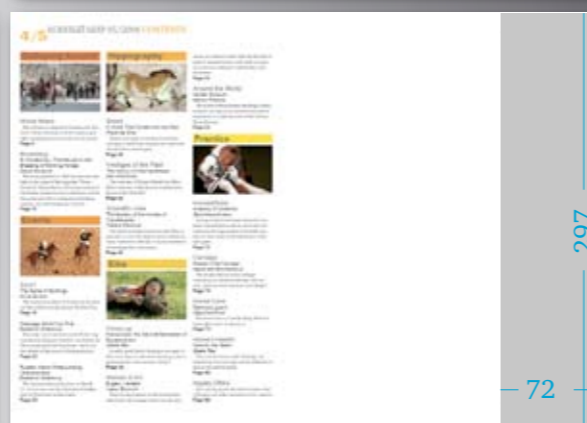
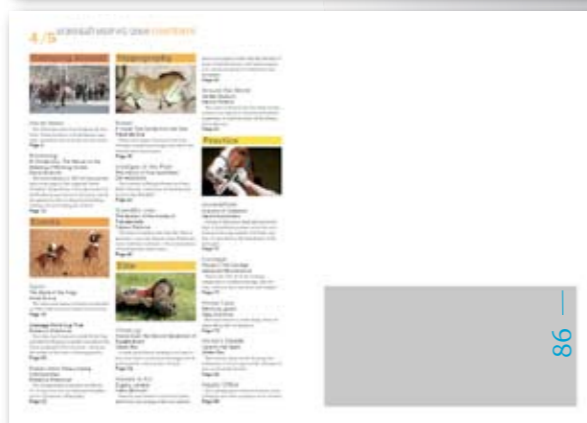
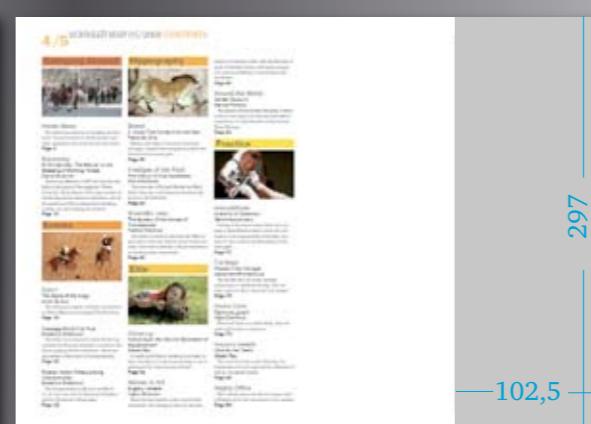
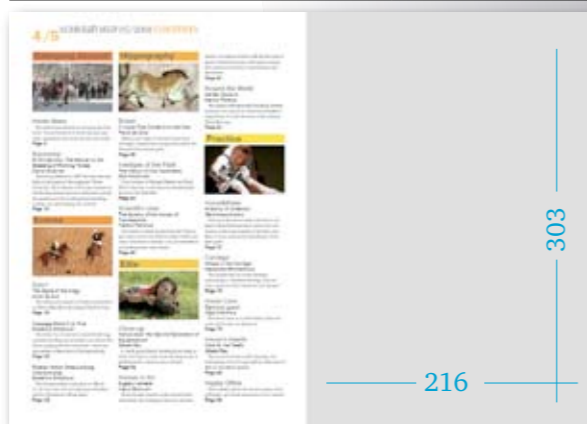




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## Ads' sizes

Ad format	Size
1 page	216/303 mm
2 pages	426/303 mm
1/2 horizontal	180/131,25 mm
1/2 vertical	102,5/297 mm
1/3 horizontal	180/86 mm
1/3 vertical	72/297 mm





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## Price-list for advertisement in KONNY MIR magazine

Special offer:

- The possibility to use the magazine's unique equestrian photobase. Photoarchive on Soviet horsebreeding for recent 50 years (more than 10 000 slides)
- Advertisement blocks designing and make-up
- Special editions (booklets, calendars etc.)

Number of publications	1 page	1/2 page	1/3 page	2 cover	3 cover
1	1150	740	400	2000	1750
3	3250	1980	1050	5250	4500
6	5520	3300	1800	9750	8250

Prices are nominated in Euro.

## Issuing dates for the year 2017

Issue :	Advertisement deadline:	Issuing date:
Nº1 (January/February)	17.02.17	27.02.17
Nº2 (March/April)	14.04.17	24.04.17
Nº3 (May/June)	16.06.17	26.06.17
Nº4 (July/August)	18.08.17	28.08.17
Nº5–6 (September/December)	14.11.17	27.11.17

**Flexible discount system!**

**Advertising manager:**  
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