

So, what can Moi Rayon do for NRCC members?

- Highly targeted promotion towards a huge middle-class audience in Russia's two most important cities – in a trusted context
- Advice and expertise on the life style and shopping behavior of the emerging middle class
- An effective channel for recruiting personnel
- Readiness to investigate special projects and opportunities

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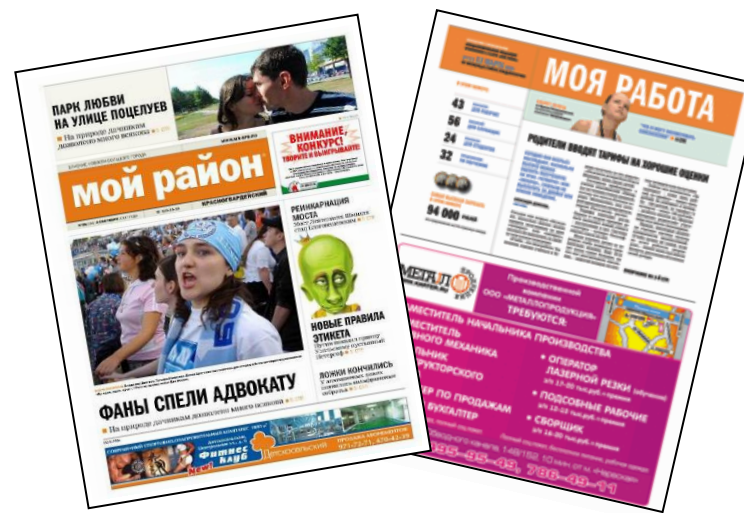
мой район
сеть независимых газет

(495) 925-55-25

www.mr-msk.ru

An effective channel for recruiting

- Moi Rayon is a well established channel for reaching out to specialist and managers
- My Job (Moia Rabota), a separate advertising paper for vacancies in Saint Petersburg
- Vast experience on recruiting in both cities
- TARGETING!



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Special projects example: Norway insert



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NRCC member benefit

- Moi Rayon offers a transparent pricing system, with fixed discounts for number of editions and inserts

Discounts		Saint Petersburg example	
For number of editions	Discount	For number of inserts	Discount
2	20 %	3-4	10 %
3-4	25 %	5-8	15 %
5-6	30 %	9-12	20 %
7-11	35 %	13-26	25 %
12-14	40 %	>26	30 %



- In addition to this, all NRCC members get 10-15 % ADDITIONAL DISCOUNT ON ANY CAMPAIGN

Useful links

Russian:

www.mr-spb.ru (news portal, Saint Petersburg)

www.mr-msk.ru (news portal, Moscow)

Info.mr-spb.ru (about the newspaper, Saint Petersburg)

Info.mr-msk.ru (about the newspaper, Moscow)

English and Norwegian:

www.schibsted.com

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