

БИЗНЕС-ПОДАРКИ • МЕРЧ • ПРОМО *гид* СУВЕНИРНЫЙ

«SOUVENIR GUIDE» MAGAZINE
FOR GIFTWARE INDUSTRY IN RUSSIA





ABOUT

SOUVENIR GUIDE (Suvenirnyy Gid), ex.GIFT REVIEW magazine is a b2b periodical for the giftware industry in Russia, distributed to Russian gift market players.

FORMAT: A4

VOLUME: 80-100 pages

FREQUENCY: twice a year

SINCE 2011

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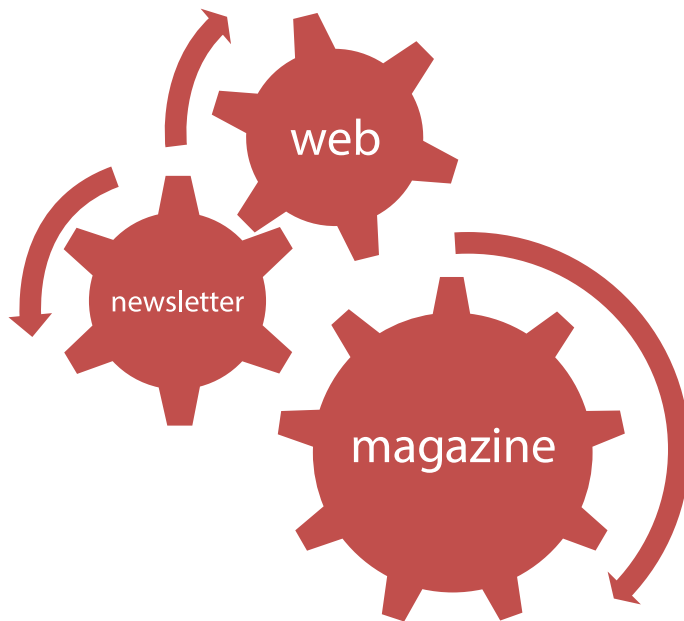
WHAT

- BUSINESS NEWS
- INDUSTRY ANALYTICS
- PRODUCT REVIEWS
- COMPANIES' PRESENTATIONS
- PHOTO REPORTS
- INTERVIEWS
- REAL BUSINESS CONTACTS

ABOUT

- GIFTS AND SOUVENIRS
- BUSINESS AND PROMOTIONAL GIFTS
- HOUSEWARE AND OUTDOOR
- INTERIOR AND DECOR
- HANDMADE
- TRADE SHOWS AND EVENTS
- WHOLESALE AND RETAIL
- FRANCHISING
- EXPORT/IMPORT
- MANUFACTURE AND SUPPLY
- INNOVATIONS
- TECHNOLOGIES
- DESIGN





The magazine has both printed and online version. All issues are available to download in pdf on the web-site of the magazine: www.gift-review.ru/about/english.

E-newsletter with actual branch news, events' & tenders' announcements is sent to subscribers weekly.

The SG editors regularly visit the biggest international gift shows in Hong Kong, Frankfurt, Milan.

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TARGET AUDIENCE:



producers and suppliers, importers, distributors, wholesalers, retailers (gift stores, online stores, networks of specialized retail stores, individual entrepreneurs), designers' and decorators' bureaus etc.



advertising agencies and corporate clients ordering gifts & souvenirs and goods of similar assortment.

GEOGRAPHY: RUSSIAN FEDERATION

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DISTRIBUTION:

direct mailing, e-mailing, distribution at the most important specialized industry events (participation in Russian leading trade shows, seminars etc).

CIRCULATION:

3000 printed copies,
via e-mail – **10000** recipients.



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ADVERTISING

Advertising in SOUVENIR GUIDE (Suvenirny Gid), ex.GIFT REVIEW trade magazine is an effective way to present your company in the Russian market of gifts & souvenirs, to promote your products and services, to enhance awareness of your brand, to find customers and business partners in Russia.

The main advantage of advertising in specialized edition is an opportunity to cover exclusively the target audience of your business. Advertising rates - ask for the price list: adv@gift-review.ru

PLAN OF ISSUES:

ISSUE	PUBLISHING DATE
Winter - Spring	January
Summer-Autumn	August

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