

WomanJournal.ru

Presentation

wmj.ru 2008

About the Project

WomanJournal.ru is an informational and entertaining portal for young, modern and successful women. Fashion and celebrity lifestyle, beauty and career, love and sex, psychology, magic, housekeeping and everything that interests, excites and draws attention of female audience.

All information and services on the WomanJournal.ru are unique and created by a team of high-qualified journalists, editors, photographers, designers and technicians. Thanks to web 2.0 technology readers of the portal are able to take an active part in creation of its content.

WomanJournal.ru means creativity and active marketing strategy. Everyday the WomanJournal.ru team generates new ideas, realize them and bring them to the large audience of the portal as a finished product.

On the Internet since 2005



home page of wmj.ru



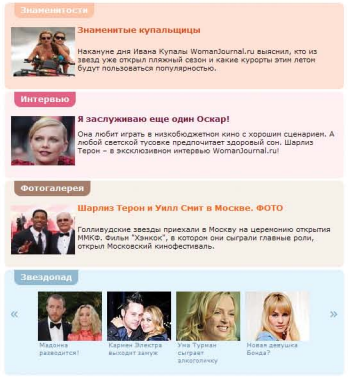
Format

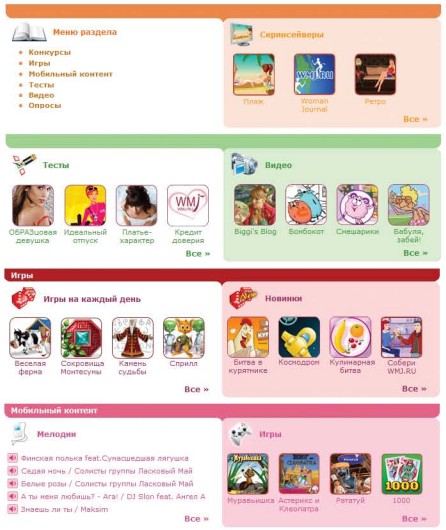
WomanJournal.ru is an explanation for all the questions which a modern and successful urban woman is interested in.

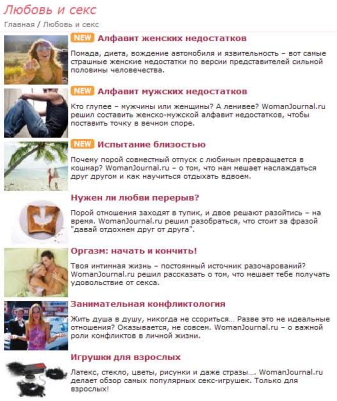
The portal combines functions of a daily updated magazine, an entertaining resource and a platform for communication satisfying informational and entertaining needs of the widest female audience.

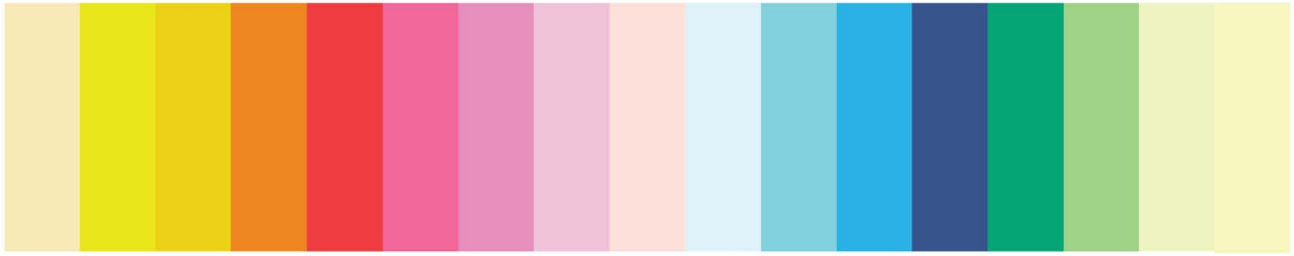
Subjects of the magazine:

— Fashion
— Celebrities
— Beauty and health
— Love and sex
— Psychology
— Housekeeping and cuisine
— Family and children
— Leisure and hobby
— Your magic
— Luxe
— Horoscopes
— Shopping











Format

Among additional services which are not available for any off-line glossy magazine, we offer:

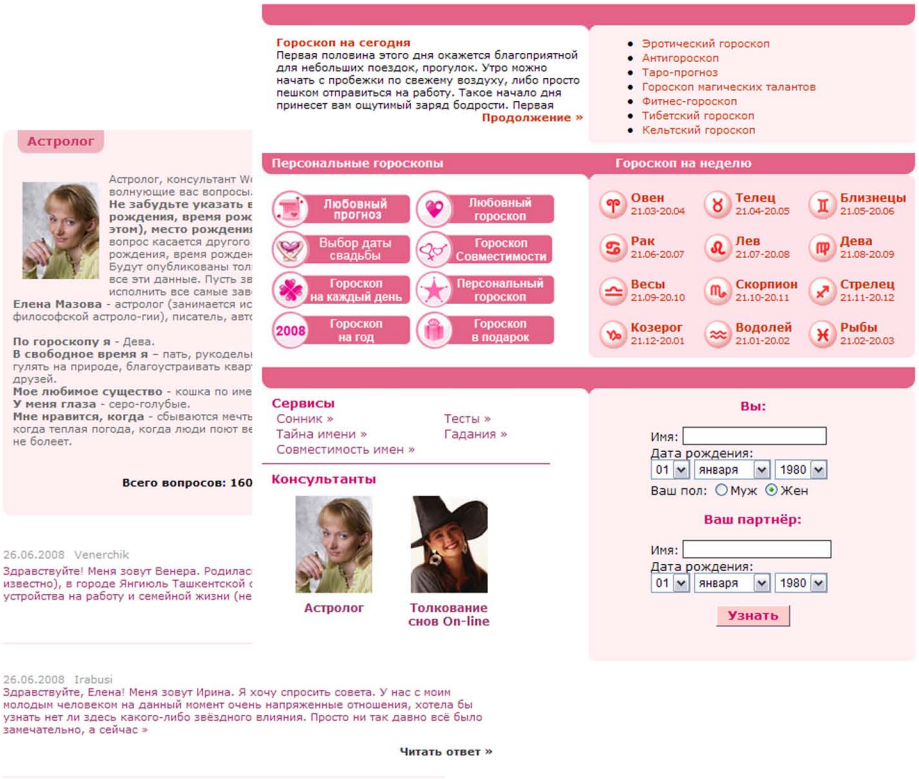
— **On-line consultations.** Leading specialists in the field of plastic surgery, phlebology, psychology and astrology answer questions of our visitors on-line. WomanJournal.ru visitors can consult with a children's psychologist, a financial adviser, a visagiste, and even know the meaning of any dream asking a dream interpreter.

— **Entertainment.** This section consists of contests, games, mobile content, tests, video and surveys of various problems exciting our female audience.

— **Communication.** Traditional "Forum" consolidates active visitors of the portal, creates community and helps to make dialogue interactive.

— **Discussion.** Readers of the portal vote for any stuff and write comments to our articles. Author's materials on the most exciting problems combine more than 1000 comments and appraisals made by visitors of the portal.

— As well as blogs, subcasts, video and many other things!

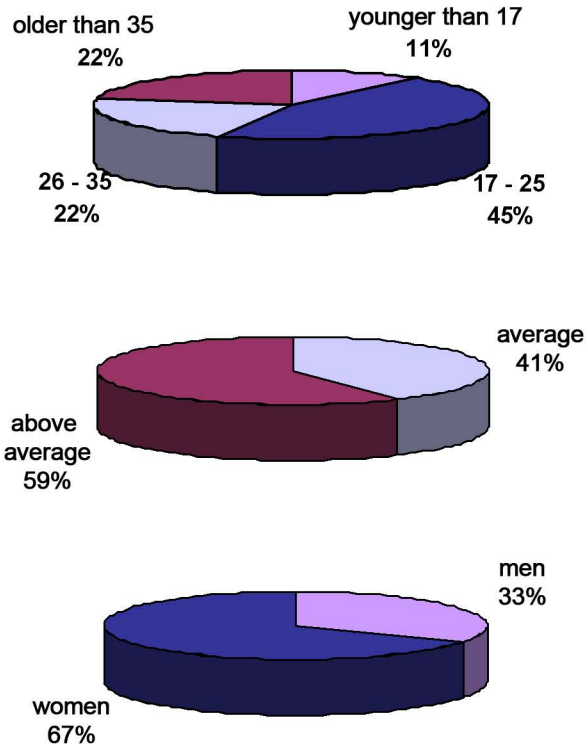


Audience

Monthly audience of the portal exceeds 2 300 000 visitors*. Main audience is women aged 18 to 35 with above-average income.

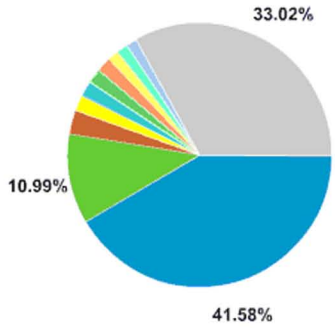
WomanJournal.ru ranks high among female Internet portals in TOP-mail, Rambler and Live Internet (as of 2008).

*according to Google Analytics, 2008



according to TSN Web Index, 2008

1.	Moscow	41.58%
2.	St Petersburg	10.99%
3.	Yekaterinburg	2.93%
4.	Samara	1.92%
5.	Kazan	1.90%
6.	Nizhny Novgorod	1.83%
7.	Novosibirsk	1.74%
8.	Chelyabinsk	1.40%
9.	Ufa	1.36%
10.	Perm	1.33%
11.	Others	33.02%



according to Google Analytics, 2008



Advertising

Standard banner formats

Size: 1000 x 90 pix
240 x 400 pix

Nonstandard banner sites: frontline, overlay, interstitial and etc.





Advertising

Examining the purposes and needs of each client WomanJournal.ru sale-team develops individual fascinating projects suitable for successful promotion of any brand, its products and services.

Content projects. Such special projects are developed by WomanJournal.ru creative team based on advertising brief and allow to represent an advertiser in the most emotional and interactive way.

Editorial projects sponsorship. An advertiser has an opportunity to position its product/service in any existing editorial project and to integrate into portal's content. Editorial projects draw attention of the portal audience providing the product/service with high consumer loyalty.



Contact

Address: 27, build. 16, Vyatskaya st., Moscow, Russia, 127015
tel.: +7 (495) 775-86-87
fax: + 7 (495) 961-21-07
e-mail: sales-wmj@milanor.ru

See you on WomanJournal.ru!