

**Publisher.** Kazakhstan Business Magazine Ltd.

**Mission of the magazine.** Helping leaders of Kazakh business in business relations expansion and in their entering the new level of development.

**Frequency and circulation.** The magazine is published every two months with a circulation of 5,000.

**Language and design.** Articles in the magazine have illustrations, and are in Russian and English (original English version is giving as a separated block of the issue).

**Topics.** Being a publication for professionals, this magazine only publishes accurate and quality analytical material in the sphere of business and investment. It draws special attention to the development of the oil and gas, mining and power engineering sectors; the transport and telecommunications, financial and banking markets; the agriculture and other key sectors of the economy.

**Audience.** Our readers are captains of the economy: leaders and top managers of investment and business structures, heads of national companies and development institutions, representatives of central government agencies, members of parliament, diplomats, investors and experts.

**Status and awards.** The official magazine of Astana Mining and Metallurgy Congress and Machine Building Forum of Kazakhstan. The official Media-partner of competitions "Altyn Sapa" and "Paryz". In 2013 the magazine become a winner of "Choice of the Year" Festival in the nomination of the "Best Local Business Magazine in Kazakhstan" in 2013.

**Media-partnership.** As an information sponsor, the magazine takes part in international forums, industrial exhibitions and conferences of such companies, as Adam Smith Conferences, Advantix Confidence Capital, Terrapinn, Fitch, LBS International Conferences, Iteca, TNT, VIPromotion, CBonds, Interconsult Ltd, ATAKENT-EXPO, KazExpo, EXPO CENTRALASIA, SAP Kazakhstan, Expert RA Kazakhstan, Zarubezh-Expo, ExpoGroup, KAZKA, Abacus, IC Eurasia, KAZENERGY, KAZLOGISTICS, KazService.

**Government Relations.** The magazine is regularly read by officials from government agencies that draft the country's investment and economy policy.

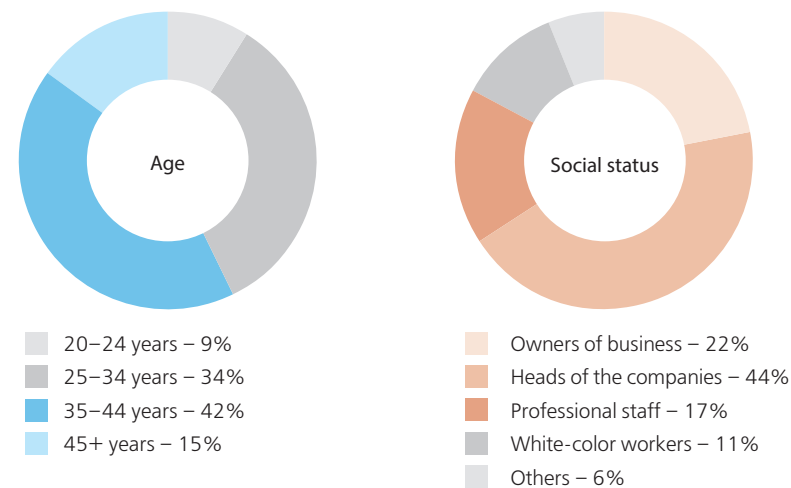
**VIP-distribution.** In addition to subscriptions sold in the editorial office and via media distribution agencies, the magazine is delivered personally to heads of leading local and foreign companies that make up the elite of Kazakhstan's business community.

**Distribution.** The magazine can be bought in network of press retail stores, "Knizhnyi Gorod" and "Prochitai" bookshops, Ramstor supermarkets and in Kofedeliya coffee rooms network. Besides, the edition is distributed in hotels and "A" class business centers of Almaty and Astana cities, and on Asiana Airlines (South Korea), Turkish Airlines (Turkey) and KAZ AIR JET (the international charters) planes boards.

**Website.** The potential of the Kazakhstan international business magazine, as an information floor, develops and expands the www.investkz.com investment web portal. Users of this website can now access the whole archive of the magazine from June 2000 and a daily flow of economic news.

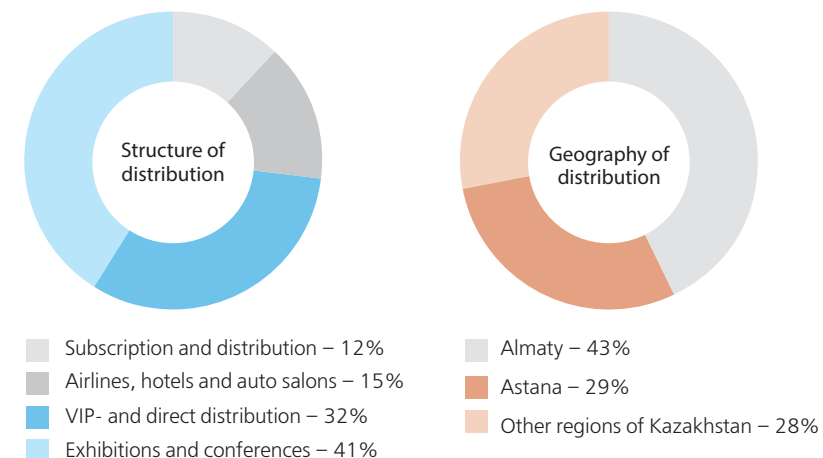
Social and demographic profile of readers

Readers of the Kazakhstan magazine are men (67%) and women (33%) with the higher education (82%). The main body of reader's audience forms from owners of business and heads of the companies (66%) at the age from 25 till 45 years (76%).



Geography and system of distribution of the magazine

The distribution system includes magazine's sales in the retail networks and delivery on a subscription (12%), VIP- and direct distribution (32%), free distribution at economic forums, industry exhibitions and conferences (41%), and airlines, hotels and auto salons (15%).



## № 1/2015 (March)

Special Issue: **NATIONAL BRANDS 2015**In Focus: [Innovations](#). [National business](#). [Machine building](#). [Power](#). [Mining & Metals](#)

NATIONAL BRANDS is the special issue of our magazine devoted to companies which created successful national level brands, honorably represent their own goods and service in our country and outside of its' borders. The accent of NATIONAL BRANDS 2015 will be made on the state policy and priorities in spheres of Kazakhstani content, prospects of domestic enterprises development and export promotion.

The magazine will be presented on XI Conference for Risk management, Eurasian Business Forum and on leading industrial exhibitions: MachExpo, PowerAstana, KazAtomExpo, Atyrau Oil & Gas, Atyrau Build and CRE WEEK.

## № 2/2015 (May)

Special Issue: **INVESTORS 2015**In Focus: [Investment policy and projects](#). [Transport and transit](#)

Special issue of Kazakhstan magazine – INVESTORS – is an annual investment review in Russian and English languages, dated for the next plenary session of Foreign Investors Council. The basic accent of issue will be made on investment aspects of economic development of Kazakhstan, state policy and priorities in this sphere, and on the successful and perspective investment projects realized today in republic. This special issue will be presented to participants of the 28<sup>th</sup> FIC plenary session and to delegates of the Astana Economic Forum – AEF 2015.

## № 3/2015 (June)

Special Issue: **MINING & METALLURGY 2015**In Focus: [Mining](#). [Metallurgy](#). [Subsoil Use](#). [Geology and Exploration](#)

Special issue of Kazakhstan magazine – MINING & METALS – is a guidebook, reviewing the mining and metallurgy sector of Kazakhstan in the Russian and English languages, which publishes analytical reviews, interviews with the decision-makers, data on the key market players, statistical data, and other useful information. This issue received status of Official Magazine of the Astana Mining & Metallurgy Congress. It will be presented to all participants and guests of this most significant event of year for miners and metallurgists of Kazakhstan.

## № 4/2015 (September)

Special Issue: **INFRASTRUCTURE 2015**In Focus: [Construction](#). [Real Estate](#). [Power](#). [Transport](#). [Telecom](#). [Agriculture](#). [Machine building](#)

Special issue of Kazakhstan magazine – INFRASTRUCTURE – is an annual review, devoted to the infrastructural sectors forming the base of national economy. The basic accent of issue will be made on the analysis of a current situation, strategy of development and state priorities in infrastructure sphere, and to the state-private infrastructural projects. Special thematic section is devoted to machine building development. This issue will be presented at leading exhibitions and conferences: Power Kazakhstan, KazBuild, III Kazakhstan Machine Builders Forum, MiningWorld Central Asia, Kazcomak, KazMet, KazAgro, WorldFood Kazakhstan and AgroWorld Kazakhstan.

## № 5/2015 (October)

Special Issue: **OILGUIDE 2015**In Focus: [Oil](#). [Gas](#). [Pipelines](#). [Refineries](#). [Petrochemical industry](#)

Special issue of Kazakhstan magazine – OILGUIDE – is a guidebook, reviewing the oil & gas sector of Kazakhstan in the Russian and English languages, which publishes analytical reviews, data on the key market players, biographical reference information, statistical data, maps, charts, graphs, and other useful information.

OILGUIDE is presented traditionally to participants and guests of the KAZENERGY Eurasian Forum, international exhibition and conference KIOGE and regional exhibition Mangystau Oil, Gas & Infrastructure.

## № 6/2015 (December)

Special Issue: **LEADERS 2015**In Focus: [Results of year](#). [Ratings](#). [Trends](#). [Leader's Success Stories](#). [CSR](#). [Success Stories](#)

Special issue of Kazakhstan magazine – LEADERS – is an annual business review, devoted to the companies which have brought significant contribution to economic development of Kazakhstan. This review will include articles and blitz-interviews of heads of the key ministries and departments, ratings, editorial sectoral reviews, success stories of leading domestic companies, materials about new breakthrough projects, etc.

LEADERS review is traditionally presented as the Official publication to all participants and guests of the rewarding ceremony of republican contests Altyn Sapa and Paryz.

When considering placing advertisements with international business magazine Kazakhstan, please take the time to study our suggested pricing model. This will help you to make the best choice and use the advertising space and extensive opportunities presented by our magazine effectively.

| Standard advertising rates                             |                        |           |
|--|------------------------|-----------|
| Advert placement                                       | Size of advert, mm     | Cost, KZT |
| Second cover   | 216 x 280              | 500 000   |
| Fourth cover   | 216 x 280              | 500 000   |
| Third cover  | 216 x 280              | 400 000   |
| First page   | 216 x 280              | 400 000   |
| Third page   | 216 x 280              | 380 000   |
| Fifth page (right of Indexes by persons and companies) | 216 x 280              | 360 000   |
| Seventh page (right of Publisher's imprint)            | 216 x 280              | 340 000   |
| Ninth page (right of Extracts of issue)                | 216 x 280              | 320 000   |
| Eleventh page (right of Editor's note)                 | 216 x 280              | 300 000   |
| Last page  | 216 x 280              | 320 000   |
| Inside spread  | 432 x 280              | 500 000   |
| Bind-in insert – first (right) page                    | 216 x 280              | 360 000   |
| Bind-in insert – second (left) page                    | 216 x 280              | 340 000   |
| Bind-in insert – both pages                            | 432 x 280              | 560 000   |
| Gatefold A3 – two inner pages + one outside page       | 648 x 280              | 780 000   |
| Gatefold A3 – four pages                               | 864 x 280              | 920 000   |
| Inside page  | 216 x 280              | 280 000   |
| 1/2 inside page  | 216 x 140 (horizontal) | 140 000   |
| 1/3 inside page  | 74 x 280 (vertical)    | 90 000    |

These are our basic rates, which are calculated based on our previous contracts with advertisers. If advertising materials are placed in the magazine repeatedly (2–6 issues during a year), you will be entitled to a special offer price.

### Technical requirements

Layout page of advertising module should be executed on the size of the declared advertising space. The size of full page of magazine is 216 x 280 mm (222 x 286 mm – If the layout page composition contains the elements standing through). It is not recommended to place text information and logos in composition of advertising layout page closer than 5 mm to the edge of an edging format. All files in EPS binary format should be presented in colour models: CMYK, grayscale. Supported formats of files (as preference): Indd, Ai, PDF, EPS, TIFF.

Advertorials about the leading domestic and foreign companies of various industries in Kazakhstan has a special place in the international business magazine Kazakhstan. Presented in the form of an interview with a company head or an overview of its activities, this kind of material is essential for projecting a positive image of an investor in Kazakh official circles.

| Price-list on placing of information materials and articles |               |             |
|---|---------------|-------------|
| Type of publication   | Size in pages | Cost in KZT |
| Information page  | 1             | 300 000     |
| Information spread (text page + advert)                     | 1+1           | 510 000     |
| Image article in Russian                                    | 2             | 520 000     |
| Image article in English                                    | 2             | 540 000     |
| Image article in Russian and English                        | 4             | 800 000     |

\*Kazakhstan Business Magazine Ltd is not the payer of the VAT, all prices are presented without a value added tax.

Each issue of our magazine is specialized on specific field that increases placement efficiency of advertizing or image article in it. The schedule of edition releases will help you to include into your media plans the final dates to provide advertizing materials.

In addition to publishing this material on the pages of the magazine, it will also be posted on the main page of the [www.investkz.com](http://www.investkz.com) website.

| Schedule of the Kazakhstan magazine in 2015      |                                 |                                   |                 |
|--|---------------------------------|-----------------------------------|-----------------|
| Issue №  | Dead-line for space reservation | Dead-line for materials provision | Date of release |
| №1/ Special Issue <b>NATIONAL BRANDS</b>         | March 2                         | March 17                          | March 30        |
| №2/ Special Issue <b>INVESTORS</b>               | April 25                        | April 5                           | May 18          |
| №3/ Special Issue <b>MINING &amp; METALLURGY</b> | May 19                          | May 26                            | June 8          |
| №4/ Special Issue <b>INFRASTRUCTURE</b>          | August 11                       | August 18                         | August 31       |
| №5/ Special Issue <b>OILGUIDE</b>                | September 9                     | September 16                      | October 5       |
| №6/ Special Issue <b>LEADERS</b>                 | November 28                     | December 5                        | December 19     |



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