

## ABOUT THE KAZAKHSTAN MAGAZINE

**Publisher.** National Branding Agency “Kazakhstanika”

**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 3,000.

**Language and design.** Articles in the magazine have illustrations, and are in English and Russian.

**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; 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, private investors and independent experts.

**Distribution.** The magazine can be got in paper shops of KazPress network (200 shops in Almaty and 80 in Astana), in Dauys network (200 shops in Almaty), in supermarkets Ramstor and Silk Way City, in hotels Otyrar, InterContinental Almaty, Hayat Regency of Almaty and Rixos (Astana), in the trading house “Zangar”, in book shops “Book city” and “Pochitay”, coffee bars of “Coffedelia” network, in shops of the airports of Almaty and Astana. The publication is distributed on boards of planes of TransAERO (Russia), Asiana Airlines (South Korea), Turkish Airlines and KAZAIRJET (the international charters) airlines.

**Media-partnership.** As an information sponsor, the magazine takes part in international forums, sectoral exhibitions and conferences of such companies, as Adam Smith Conferences, Confidence Energy, Terrapinn, FT Global Events, LBS International Conferences, TNT, iKS-Consulting, THOR Group, Iteca, VIPromotion, FORUMEXPO, CBonds, For-Expo Kazakhstan, Euroexpo, B2B Media, Business Media Group, Caspian Business Events, ATAKENT-EXPO, KazExpo, Expo.kz, Fair Expo, EXPO CENTRALASIA.

**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.

**Government Relations.** The magazine is regularly read by officials from government agencies that draft the country’s investment and economy policy. Among them are the heads of the Presidential Administration and the Government’s staff, ministries and agencies, deputies of Parliament’s Mazhilis and Senate, regional and town administrations, Kazakh embassies abroad and others.

**Website.** The potential of the Kazakhstan international business magazine, as an information floor, develops and expands the [www.investkz.com](http://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.

## SUBSCRIPTION TO THE KAZAKHSTAN MAGAZINE

Purchasing a subscription to the magazine from the editorial office is the most reliable and quick way of receiving our magazine. Its advantages are obvious:

- subscribing to the current issue of the magazine from any date
- making a payment and purchasing a subscription in any form convenient for you
- additional discounts for regular and corporate subscribers
- the magazine is delivered to your door immediately after its publication.

**Rates for purchasing a subscription from the editorial office in 2010, including postage and VAT:**

- 3,000 tenge for three issues
- 6,000 tenge for six issues

**Special offers:**

- 5,400 tenge for educational establishments, libraries and NGOs
- an annual subscription fee of 5,400 tenge for corporate subscribers (ordering over three subscriptions).

**Bonus for subscribers:**

When purchasing a subscription to the magazine subscribers are also provided with an opportunity of placing their corporate news and press-releases on [www.investkz.com](http://www.investkz.com) for free.

You can also subscribe from the catalogues of the following media distribution agencies: Evraziya Press (the magazine’s subscription index is 75830), Evrika Press (75830), KazPress (75115), KazPost (75115) and International Press.

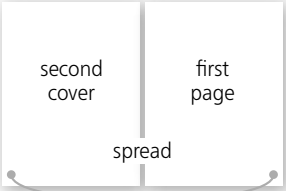

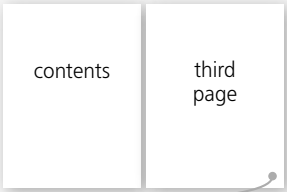
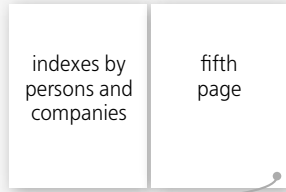
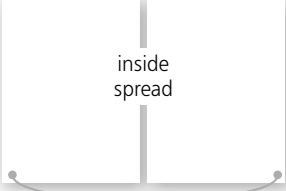
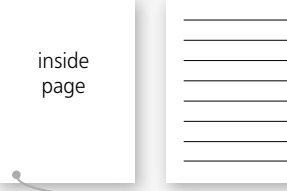

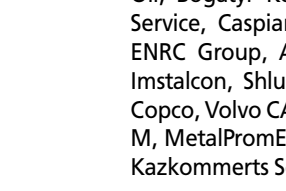
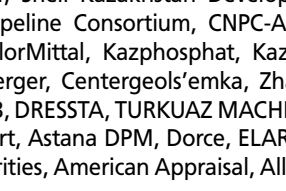
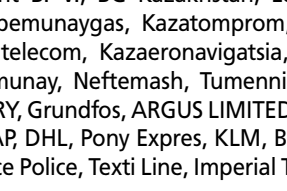
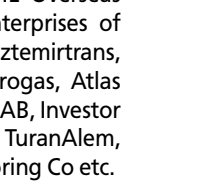


## TERMS AND RATES FOR ADVERTISING

The topicality of information published, the professional presentation of material and the popularity of the magazine with both Russian-speaking and English-speaking readers are the very factors that have resulted in many companies now choosing Kazakhstan as an efficient PR instrument to promote themselves.

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

	€ 4000 – spread (second cover + first page)
	€ 3000 – fourth cover
	€ 2500 – second, third cover
	€ 2000 – second, third, fifth page (contents, indexes)
	€ 1500 – inside spread
	€ 1000 – inside page
	€ 2000
	€ 2000
	€ 1500
	€ 1000
	€ 2500
	€ 3000

These are our basic rates, which are calculated on the basis of our previous contracts with advertisers. If advertising materials are placed in the magazine repeatedly, you will be entitled to a 10% discount on the standard price of advertising space. Those placing advertisements for a full year (six issues) are entitled to a special offer price.

When placing an advert in the magazine, advertisers are also provided with an opportunity of placing their banner on [www.investkz.com](http://www.investkz.com) for free. According to the Rambler's Top 100 counter, an average of over 20,000 visitors a month visit [www.investkz.com](http://www.investkz.com).

## PUBLIC RELATIONS

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.

As an international business publication, Kazakhstan has also devised its own model of information products, such as the Success Story. Its publication is an efficient instrument to expand business communications, making it possible to attract new partners and clients and influence investment decisions.

When preparing articles for publication (conceptual phase, copywriting, translation into English, photographs and layout design), our specialists will provide you with professional advice and help you to fine-tune your advertising materials so as to meet the technical requirements set by the editorial staff.

The wide spectrum of headings, gives the chance to choose the necessary thematic block and by that as much as possible to strengthen return from the PR-material publication. On pages of magazine you will find such headings as "Government", "Economy", "Oil Chronicles", "Mining Review", "Power", "Transport", "Technologies", "Agriculture", "Real Estate", "Telecom", "Export", "Banks", "Insurance", "Investments", "Stock Market", "M&A", "Innovations", "Consulting and Audit", "Legislation", "Expertise", "Made in Kazakhstan", "Presentation", "Art and Business".

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 and will be accessible to users of Internet Securities, Inc., which, according to The Wall Street Journal, is "European business server No 1".

**Our Advertisers:** KazMunayGas, KazTransOil, ExxonMobil Kazakhstan Inc., PetroKazakhstan, ChevronTexaco, Tengizshevroil, NCOC, Karachaganak Petroleum Operating B. V., Maersk Oil, Bogatyr Komyr, Shell Kazakhstan Development B. V., BG Kazakhstan, LUKOIL Overseas Service, Caspian Pipeline Consortium, CNPC-Aktobemunaygas, Kazatomprom, enterprises of ENRC Group, ArcelorMittal, Kazphosphat, Kazakhtelecom, Kazaeronavigatsia, Kaztemirtrans, Imstalcon, Shlumberger, Centergeols'emka, Zhaikmunay, Neftemash, Tumenniigiprogas, Atlas Copco, Volvo CA AB, DRESSTA, TURKUUAZ MACHINERY, Grundfos, ARGUS LIMITED, ESAB, Investor M, MetalPromExport, Astana DPM, Dorce, ELAR, SAP, DHL, Pony Expres, KLM, Bank TuranAlem, Kazkommerts Securities, American Appraisal, Alliance Police, Texti Line, Imperial Tailoring Co etc.



national  
branding  
agency

**Kazakhstan**  
business magazine

a magazine  
for captains  
of the economy

**Kazakhstanika**

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