

Gold Chervonets Magazine is the leading numismatic magazine in Russia



Water Mark Publishing House

Publisher

Gold Chervonets is the only specialized magazine in Russia & CIS dedicated to the market of coins and numismatics.

Publisher: Water Mark Publishing House – the organizer of COINS International Conference and Exhibition which is the only international numismatic event held in Russia.

The main goal is to maintain the growth of the Russian numismatic market, increase the social interest to coins as a collectible or gift and a means of investment.

Today Water Mark:

- publishes the Gold Chervonets Magazine (a magazine about coins for investment, collections and gifts, issued since 2006)
- organizes the COINS International Conference and Exhibition
- organizes the annual International Contest “Coin Constellation” (since 2007)
- publishes the Watermark Magazine (the only magazine in Russia about security products, issued since 2003)
- publishes the Watermark Digest (in English, issued since 2007)
- organizes the International Security Printing Conference – Watermark Conference
- designs the exclusive printed products (annual reports, representative booklets etc.)
- launches advertising and PR-campaigns



Description | Contents

Circulation – 14500 copies
Number of pages – 110 – 120
Size A4, full color
Publication frequency – quarterly (4 issues per year)
Issued since 2006

Contents:

- News of the coin market
- Interviews with the experts
- Exclusive reports of international numismatic events
- Results of the leading Russian and international auctions
- Articles about ancient coins
- Medal art

The Gold Chervonets Magazine is published with the active partnership of the Central Bank of Russia



The Editorial Board of the magazine:

- The Royal Mint
- National Bank of the Republic of Belarus
- National Bank of the Kyrgyz Republic
- National Bank of Ukraine
- Moscow Mint of Goznak
- Saint Petersburg Mint of Goznak

Visit
www.Gold10.ru
for free e-articles!



Readership

Gold Chervonets brings together both experienced collectors and beginners as well as professional participants of the numismatic market such as:

- Mints
- National banks
- Commercial banks
- Coin dealers and distributors
- Auction houses
- Numismatic shops
- Equipment and stuff suppliers from Russia, CIS and Europe.

Subscription

Subscription for year 2015 (4 issues per year):

Price – 100 Euro/year including VAT and transportation costs

The price for 1 issue is 25 Euro including VAT and transportation costs

Physical persons are provided with 20% discount!

PDF version is available with 30% discount!

Distribution

- Retail distribution through press shops (St. Petersburg and Moscow), numismatic, antique and jewellery salons all over Russia
- Numismatic auctions, numismatic, financial, jewellery and souvenir exhibitions in Russia, CIS and Europe
- Private and corporate subscription

For subscription please contact:

Tel.: +7 (812) 346-50-15 (-16, -17, -18) | Fax: +7 (812) 325-20-99 | E-mail: galina@watermark.ru

Subscribe

Distribution

Every year the Gold Chervonets Magazine is represented
at the largest Russian and foreign numismatic exhibitions and auctions as a media partner

In 2015 please visit our booth at:

- Exhibition and fair **Troves of Neva** (January 17, St. Petersburg, Russia)
- XXI International Jewellery Forum **JUNWEX** (February 4–8, St. Petersburg, Russia)
- **World Money Fair 2015** (January 30 – February 1, Berlin, Germany)
- Exhibition and fair **Troves of Neva** (February 7, St. Petersburg, Russia)
- Exhibition and fair **Troves of Neva** (March 7, St. Petersburg, Russia)
- Exhibition and fair **Troves of Neva** (April 11, St. Petersburg, Russia)
- All-Russian meeting of collectors (April 18–19, Ekaterinburg, Russia)
- XVIII All-Russian numismatic conference (April (Date TBA))
- Trade fair **Antique Bazar** (April (Date TBA, St. Petersburg, Russia))
- Exhibition and fair **Troves of Neva** (May 16, St. Petersburg, Russia)
- Exhibition and fair **Troves of Neva** (June 6, St. Petersburg, Russia)
- The 6th International Coin Conference and Exhibition **COINS-2015** (June 25–27, Moscow, Russia)
- 12th Specialized exhibition **JewellerExpo** (July 1–5, Kazan, Russia)
- Exhibition and fair **Troves of Neva** (September 19, St. Petersburg, Russia)
- Exhibition and fair **Troves of Neva** (October 17, St. Petersburg, Russia)
- XII International Jewellery Exhibition **Prestige** (October 21–25, Nizhny Novgorod, Russia)
- Exhibition and fair **Troves of Neva** (November 21, St. Petersburg, Russia)
- Exhibition and fair **Troves of Neva** (December 19, St. Petersburg, Russia)
- 17th Annual International Conference **Bullion market** (December (Date TBA, Moscow, Russia))
- Trade fair **Antique Bazar** (December (Date TBA, St. Petersburg, Russia))
- 7th Exhibition and sale of all kinds of collectibles **Antique Salon** (December (Date TBA), Perm, Russia)

We are always open for media partnership!

Special offers for Collectors

Make your collection for free!

Enjoy the special offer from the Gold Chervonets Magazine! Now with the purchase of the magazine published since September 2010 you can get a present – a commemorative coin issued by the Central Bank of Russia.

The magazines with coins can be subscribed to or bought from the editors' office by:

- making a call to the International Relations Department +7 (812) 495 43 01 (-02) ext. 117
- sending an email to galina@watermark.ru
- sending an online subscription form at www.Gold10.ru



№ 4 (25) (November 2013) – commemorative coin “Luga” (The Cities of Military Glory)



№ 1 (26) (February 2014) – commemorative coin “Rostov-on-Don” (The Cities of Military Glory)



№ 2 (27) (June 2014) – commemorative coin “Tuapse” (The Cities of Military Glory)



№ 3 (28) (September 2014) – commemorative coin “Great Luke” (The Cities of Military Glory)



№ 4 (29) (November 2014) – commemorative coin “Kozelsk” (The Cities of Military Glory)



№ 1 (30) (February 2015) – commemorative coin “Nerekhta” (“Ancient Cities of Russia” series)

Special offers

New!

We provide commercial banks and coin distributors with an opportunity to advertise the new coins coming or in sale. We publish the coin description, image, price and contacts of the place where it can be bought as well as the brief description of the producer or distributor. Such information is placed on favorable terms – with a 25% discount off the standard price for the advertisement.

Size minimum – 1/2 pages.

Bonus:

this information is also placed on the website Gold10.ru

Company's Anniversary

If your company is celebrating an anniversary or other important event this year you have an excellent chance to announce it among your potential partners and clients with an individual promotional campaign.

The campaign may include a number of articles, news, interviews with the management, reports, reviews or ads in consecutive issues of the magazine and on the website.

We give more than a 30% discount for participants!

Size minimum – 5 full pages of texts + 1 full page advertisement. However we can discuss any other options!

Bonuses:

on the front cover – placement of the anniversary announce, the company's product image, mentioning the company; placement of the advertisement on the outside back cover; placement of the banner and information about the company on the website, emailing the company's message or article to our subscribers.

You may receive a free sample and learn more about advertising opportunities:

Galina Grigoryeva – Advertising and Subscription Manager

Tel.: + 7 (812) 346-50-15 ext.117 Fax + 7 (812) 325-20-99

Email: galina@watermark.ru

Special offers

Private Ads

Private persons may place an ad about sale or purchase of coins, medals and other numismatic products.

Size: 200 signs with spaces.

Price – 25 Euro or you advertise for free in each issue if you subscribe for one year (100 Euro).

We will be glad to discuss any opportunities of publishing your information in the magazine.

Partners

Antique and numismatic shops are welcome to place their “business cards” in Partners section of the magazine and get some amount of the Gold Chervonets Magazine for distribution.

The “business card” is a full colour 90x50 mm (horizontal) advertisement.

Price – 90 Euro (incl. VAT)

You may receive a free sample and learn more about advertising opportunities:

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Advertising

The Gold Chervonets Magazine provides advertisers with excellent opportunities to promote their products and services among the wide audience of collectors and professional participants of the numismatic market.

We are glad to offer any options of placing information in the magazine: advertisements, news, articles, interviews, comments, inserted samples, etc.

Advertising rates

Page Dimensions	Size (width*height, mm)	Price in EURO (incl. VAT)	Bonuses
Full page	215x280 +5 mm from both sides	1300	Plus 1 full page article + online banner for 1 month
1/2 page horizontal	215x140 +5 mm from both sides	700	Plus 1 news in the magazine + online banner for 1 month
1/2 page vertical	107x280 +5 mm from both sides	700	
1/3 page horizontal	215x93 +5 mm from both sides	500	Plus online banner for 1 month
1/3 page vertical	71x280 +5 mm from both sides	500	
1/4 page horizontal	215x70 +5 mm from both sides	410	-
Second cover page	215x280 +5 mm from both sides	1500	Plus 1 full page article + placement of the article title with your name on the front cover + online banner for 1 month + emailing your offer or other message to our subscribers
Third cover page	215x280 +5 mm from both sides	1700	
Outside back cover	215x280 +5 mm from both sides	1900	
Business card (in the general block)	90x50	100	-

15-20% discount for articles, multiple advertisements and agencies

Technical Requirements | Printing Schedule

Technical requirements

- Graphic files should be of the required size, ready for printing and signed by the Advertiser.
- The name of the files should NOT contain signs of punctuation, special symbols (except for the break character), spaces or Cyrillic symbols. The name should be related to the name of the advertising company. The name of the files should also have a type of extension. For example Gold10_01.eps
- The files are accepted in *.eps, *.ai (Adobe Illustrator up to CS4), *.cdr (CorelDRAW up to X5), *.pdf (preliminary modified into vector, preferably with font titles, CMYK color model).
OR Raster graphics in *.tif or *.psd. Recommended resolution for raster images is no less than 300 dpi, CMYK color model.
- Introduction of modifications is possible for vector files only. It's important to plan a cut-off (5mm from each side). The informative content should be no less than 23 mm farther.

The submitted files which do not meet the requirements can be reproduced with deformations. The advertiser is responsible for the quality of the pre-printed materials.

Deadlines for material submission in 2015

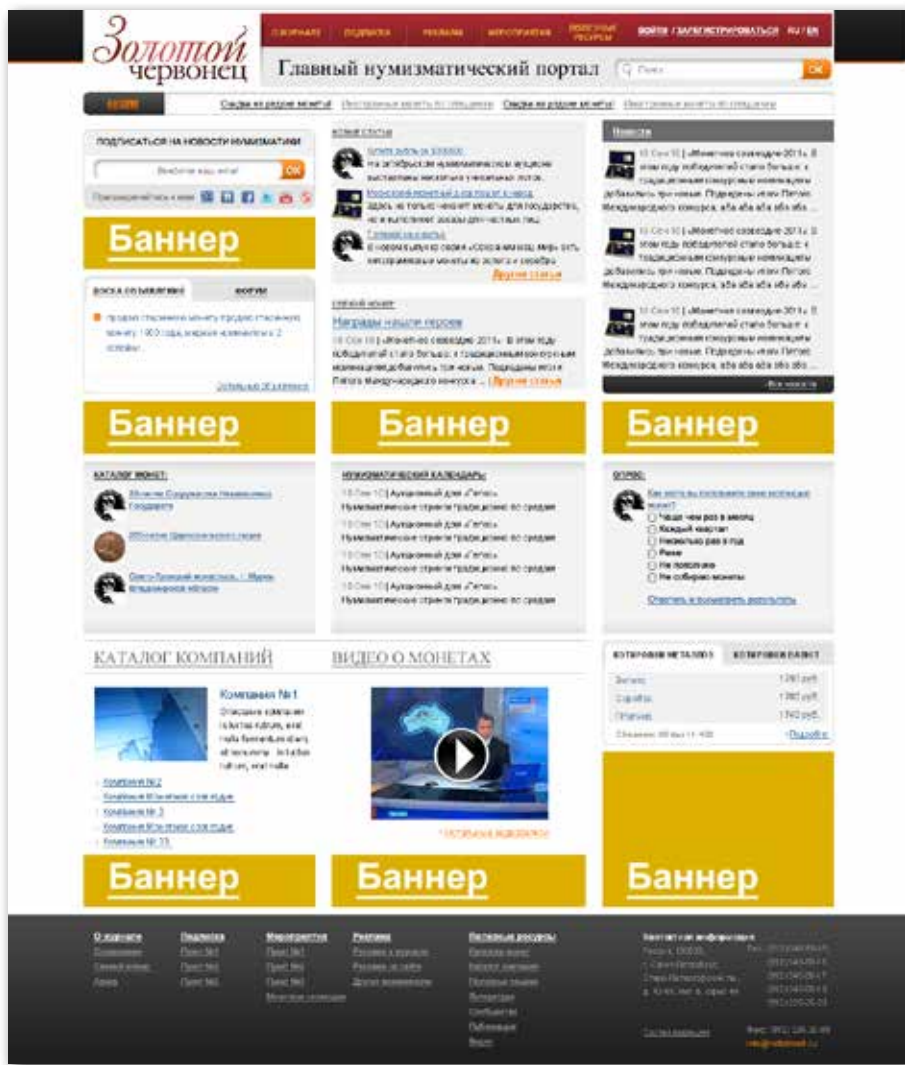
Issue	Advertising orders submission (until)	Advertising layouts submission (until)	Date of printing
№ 1	11.02	13.02	05.03
№ 2	27.05	29.05	17.06
№ 3	12.08	14.08	02.09
№ 4	03.11	06.11	25.11

For details please contact:

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Email: galina@watermark.ru



Online advertising



Advertising opportunities of the numismatic portal www.Gold10.ru:

- Placement of advertising banners
- Placement of advertising articles and press-releases
- Emailing the advertising message (over 5000 online subscribers)
- Fixed placement of classifieds from the Ad Board onto the home page
- Fixed placement of the logo and info of the company from the catalogue onto the home page

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