

PRIVATE BANKING MAGAZINE

# WEALTH

— NAVIGATOR —

The Private Banking  
and Wealth Management  
Magazine

Mediacrat

# WEALTH

— NAVIGATOR —

.....  
— is a direct successor of SPEAR'S Russia.  
The latter had been published in Russia  
for almost 14 years and laid the foundation  
for the new publication which will continue  
sharing invaluable insights from the master-  
minds of the PB&WM industry to help save  
and grow fortunes.  
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# WEALTH Navigator. Readership



**W** EALTH Navigator targets two main audiences – high and ultra-high net worth individuals\*, as well as private banking & wealth management industry professionals.



\* High Net Worth Individuals (HNWIs) hold at least US\$1 million in investable assets, excluding collectibles, consumables, consumer durables and primary residences. Ultra-High Net Worth Individuals (UHNWIs) hold at least US\$30 million in investable assets, excluding collectibles, consumables, consumer durables and primary residences (World Wealth Report by Capgemini & RBC Wealth Management).

# Editorial Formula

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Truly successful investment ideas, family asset management advice, wealth taxation issues, interviews with Russian millionaires and private banking & wealth management industry masterminds – such are the key editorial priorities of WEALTH Navigator.

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# WEALTH Navigator Heroes

Among the authors and columnists of WEALTH Navigator are the most highly reputable experts, such as Dr. Hans Vontobel (Vontobel Group), Ivan Pictet (Pictet & Cie), Raymond J. Baer (Julius Baer), Petr Aven (Alfa Group), Dmitry Kostygin (Ulmart), Roman Avdeev (Credit Bank of Moscow), Vadim Moshkovich (Rusagro), prince Hans-Adam II (LGT Group), and many others.



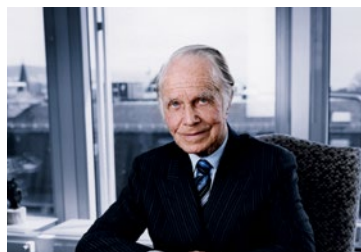
*Mikhail Fridman*



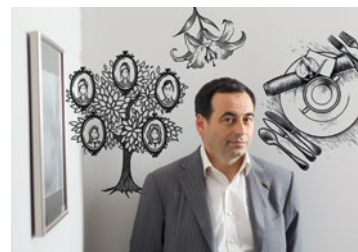
*Ruben Vardanian*



*Dmitry Kostygin*



*Hans Vontobel*



*Roman Avdeev*



*Ivan Pictet*



*Alexander Svetakov*



*Leonid Boguslavskiy*



*Petr Aven*

# Thematic Outline

## Part 1. People, figures, facts and opinions

WEALTH Navigator introduces readers to the wealthiest people on the planet and the most successful wealth managers, as well as analysing the market, seeking new means of multiplying wealth, and strength-testing time-honored asset preservation tools and tricks.

### LEADERS & OPINION

The heroes of this rubric are the richest clients and most legendary professionals of the wealth management industry. Profiles and interviews.

### FIGURES

Investments in facts and figures: the ratings and indices of companies, banks and funds. Who is the best at managing other people's money.

### INSIDERS

A debate forum for the columnists of WEALTH Navigator. Top and middle-level managers discuss the most topical issues of the day right here.

### ALTERNATIVES

Analysis of non-traditional asset classes: hedge funds, private equity, wines, art, antiques and other exotic investments, all the way down to musical instruments and football clubs.

.....  
WEALTH Navigator explains important issues in no-nonsense banking language, but also speaks with sophisticated elegance on issues of genuine interest. Although importance and interest are as inseparable as ying and yang, WEALTH Navigator neatly divides the two into separate thematic sections.  
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## Part 2. Infotainment

The life of a millionaire is not just about money and business. WEALTH Navigator knows this, and pays plenty of attention to lifestyle issues and all that is of interest to rich people. At the end of the day, making a profit is optional.

### LIFE

On the HNWI lifestyle: uncompromising comfort and the attributes of luxury.

### ARTS

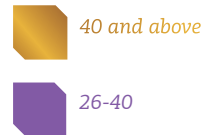
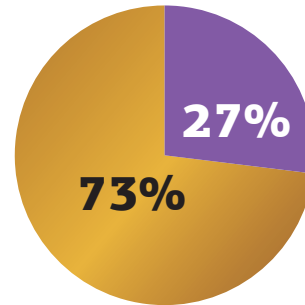
The best the arts have to offer, seen through the prism of big money.

# Reader Profile\*

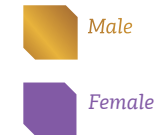
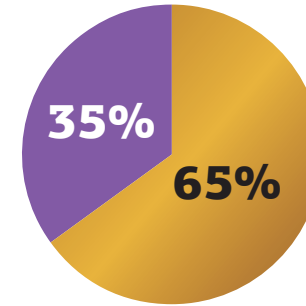
WEALTH Navigator readers are passionate about their business: company owners, top managers and finance professionals of the highest calibre. They control millions or billions, influence events in the country and the world, and are justly recognised as intellectual leaders. When it comes to people, the world around them and to this magazine, their main expectations are genuine depth and good taste.



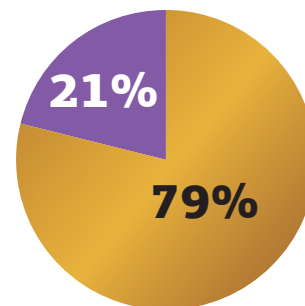
## Age



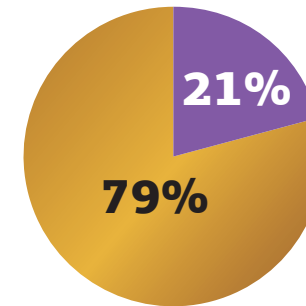
## Gender



## Financial Status

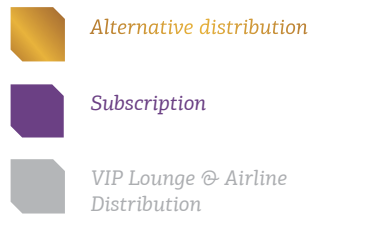
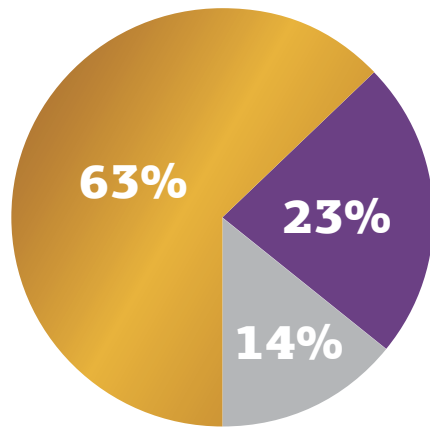


## Social Status



\*Based on data collected by MEDIACRAT Client Relations team and accumulated through internal surveys of WEALTH Navigator subscribers and VIP Direct Mail addressees.

# Distribution System



## Alternative Distribution

**63%**

**Privileged direct mail** to clients of WEALTH Navigator partners – banks and financial organizations providing private banking & wealth management services, including direct mail to MEDIACRAT owners VIP Database and distribution at specialized events.

## Subscription

**23%**

**Subscription and direct mail distribution to VIP addressees.**





# Distribution System

## VIP Lounge & Airline Distribution

14%

### VIP Lounges:

#### In Moscow & St. Petersburg:

**Domodedovo** – S7 Premium & S7 Comfort lounges

**Sheremetyevo A** – Business terminal

**Sheremetyevo C** – Registration zone for 1st and business class passengers

**Sheremetyevo D** – Baikal business lounge, Jazz international business lounge

**Sheremetyevo E** – Galaktika 1st and business class lounge

**Sheremetyevo F** – Classic 1st class lounge, Yantarniy lounge

**Vnukovo** – Glonass business class lounge, 1st and business class international lounge

**Vnukovo-3** – Business terminal

**Pulkovo-3** – Business terminal

#### In regions of Russia:

**Sochi** – Business class lounge

**Novosibirsk (Tolmachevo airport)** – VIP lounge for domestic and international flights, S7 business class lounge and general business class lounge for domestic flights.

**Krasnoyarsk** – VIP lounge for domestic flights, VIP lounge for public persons and delegations, 1st & business class lounge

**Irkutsk** – 1st class lounge, VIP lounge



# WEALTH Navigator Awards

**WEALTH Navigator Awards** – is the only annual awards ceremony in Russia held to celebrate the achievements of the best firms and professionals in the private banking & wealth management industry. In thirteen years, it has won the trust of the financial world and verified its prestige and professional integrity, clear evidence of which is the evergrowing rigorous competition in all nominations.



# WEALTH Club



**WEALTH Club** is a discussion platform for exchanges on the most topical and critical issues that present a cause for concern for Russia's business and professional communities.

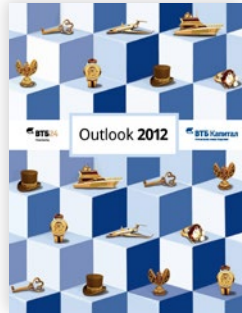
WEALTH Club meets regularly during the year. The open format of each meeting, as well as the "open mike" policy, enable every guest to speak their mind. Meetings gather experts on the announced topic, representatives of financial community and private banking and wealth management industry, as well as media.



# Special Projects



WEALTH Navigator offers in-house solutions for special projects...



## OUTLOOK

A comprehensive, multi-factor analysis of the macro-economic situation and the situation on the markets. Identification of next year's investment trends. Forecasts for different asset classes. Investment ideas and recommendations. Analysis of expected changes in legislation, economics, politics and culture.  
Example: Sber Private Banking Outlook 2023 in WEALTH Navigator № 113  
Example: Outlook 2012. VTB24 Private Banking & VTB Capital Investment Management in SPEAR'S Russia No. 3 (17).  
Size: 50–70 pages.



## OPINION POLL

Private bankers, business executives and star analysts share their insights regarding the future events that might shape the markets and tell what to expect in the years to come.  
Example: Investments-2020 with KIT Finance investment bank in SPEAR'S Russia No.11 (23).  
Size: 16–32 pages.

... as well as develops customized models to match client needs



## RESPONSIBLE INVESTMENTS REVIEW

Great analysis in the form of an essay. An entertaining piece carefully deconstructing key economic events and trends for high net worth individuals who are keenly aware and open to new concepts. Practical tips and provocative conclusions.  
Example: An essay on economic meteorology with QB Finance Responsible in SPEAR'S Russia Vol. 9 (51).  
Size: 12 pages.

# Information for Advertisers

## Frequency

8 issues per year

## Circulation

21,000 copies per issue

(advertising images are reproduced in the e-version of the magazine free of additional charges)

## Publication Schedule

| Issue      | Ad Close          | Release          |
|------------|-------------------|------------------|
| Nº 1 (122) | 18 March 2024     | 1 April 2024     |
| Nº 2 (123) | 20 May 2024       | 3 June 2024      |
| Nº 3 (124) | 21 June 2024      | 5 July 2024      |
| Nº 4 (125) | 19 August 2024    | 2 September 2024 |
| Nº 5 (126) | 17 September 2024 | 1 October 2024   |
| Nº 6 (127) | 22 October 2024   | 5 November 2024  |
| Nº 7 (128) | 18 November 2024  | 2 December 2024  |
| Nº 8 (129) | 9 December 2024   | 23 December 2024 |

## Discount System

- Discounts for new clients – 5%
- Discounts for advertising agencies – 15%
- Discounts for long-term clients (accumulative):

|                      |     |     |     |
|----------------------|-----|-----|-----|
| Number of placements | 1–2 | 3–4 | 5–6 |
| Discount             | 5%  | 10% | 15% |
- Special positioning markup – 15%
- No-competitor status markup – 40%

## Ad Rates\*

|   |             |
|---|-------------|
| Full Page   | ₹ 680,000   |
| Special Page (opposite the Editor's letter, contents, etc.) | ₹ 820,000   |
| Full Page (first 1/3 of the magazine)                       | ₹ 770,000   |
| Full Page (first half of the magazine)                      | ₹ 700,000   |
| First DPS   | ₹ 1,330,000 |
| Second DPS  | ₹ 1,150,000 |
| Third, Fourth, Fifth DPS                                    | ₹ 950,000   |
| Double Page Spread (DPS)                                    | ₹ 900,000   |
| Second Cover  | ₹ 1,150,000 |
| Third Cover   | ₹ 770,000   |
| Fourth Cover  | ₹ 1,270,000 |

\* All indicated advertising rates are valid in case of provision by the advertiser of the apostilled Certificate of Residence proving residence outside of Russia. Otherwise, the Russian VAT of 20% will apply on top of indicated rates.

# CONTACTS

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