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# Sales Organization & Pricing

Pronto-Moscow Publishing House

# Our Portofolio of printing and online publications in Moscow



## IZ RUK V RUKI Free Ads Paper

85.000 copies sold per issue  
5 issues per week  
240 A 3 pages color and B/W

retail  
price  
0.30\$

[www.izrukvruki.ru](http://www.izrukvruki.ru)

15.000 unique visitors  
per day

## IZ RUK V RUKI - AUTO weekly

50.000 copies sold  
240 A4 color pages with photos

retail  
price  
0.56\$

[www.auto-photo.ru](http://www.auto-photo.ru)

5000 unique visitors  
per day

## IZ RUK V RUKI - REAL ESTATE weekly

15.000 copies sold  
120 A4 color pages with photos

retail  
price  
0.46\$

[www.realty-photo.ru](http://www.realty-photo.ru)

2000 unique visitors  
per day

## JOB-TODAY - Jobs paper weekly

35.000 copies sold  
112 A3 b/w pages of paid ads

retail  
price  
0.16\$

[www.job.ru](http://www.job.ru)

20,000 unique visitors  
per day

## OPTOVIK - magazine for wholesalers

50.000 free distribution circulation  
128 A4 pages

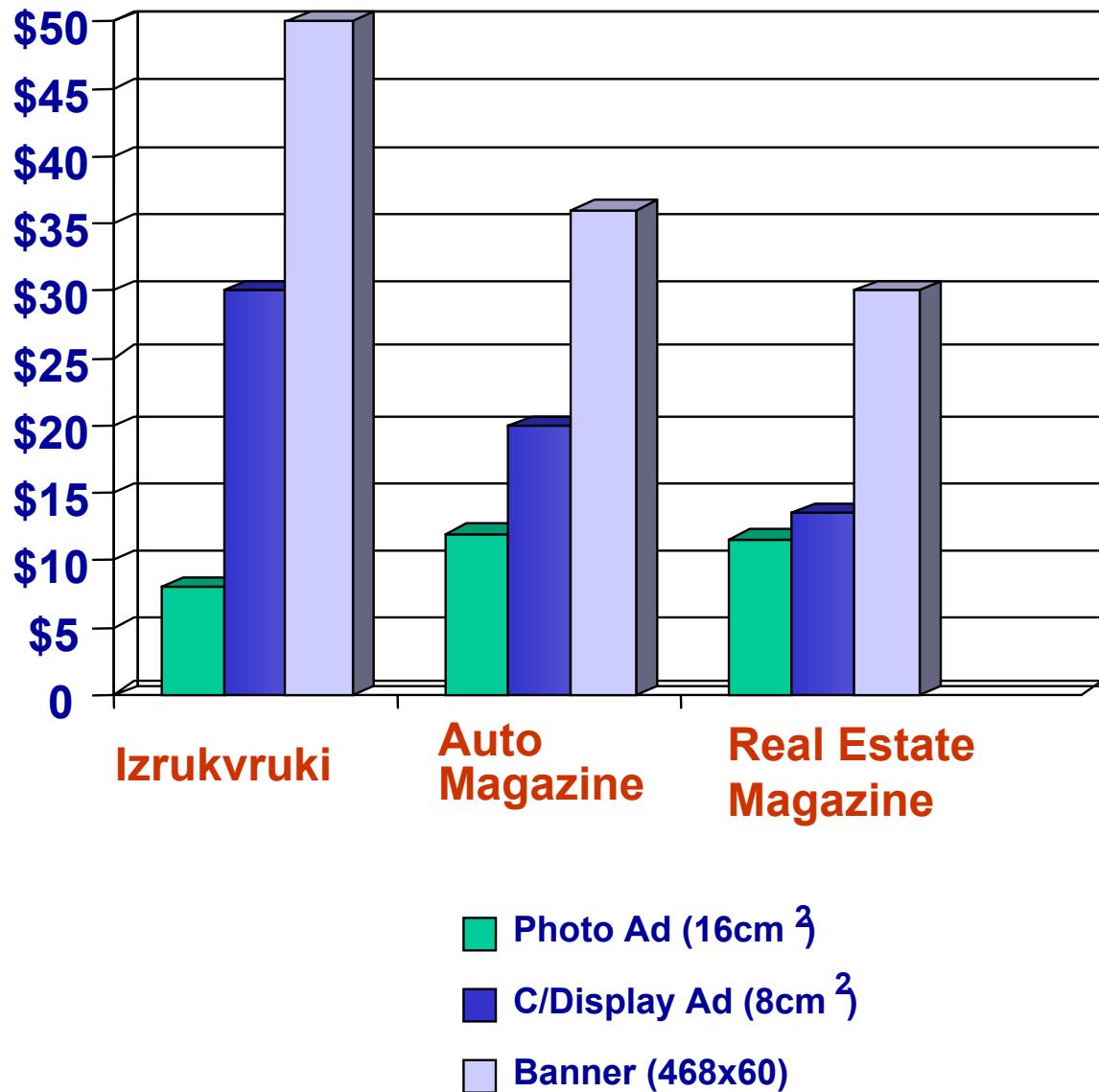
[www.i2i.ru](http://www.i2i.ru)

personals site 6000  
unique visitors per day

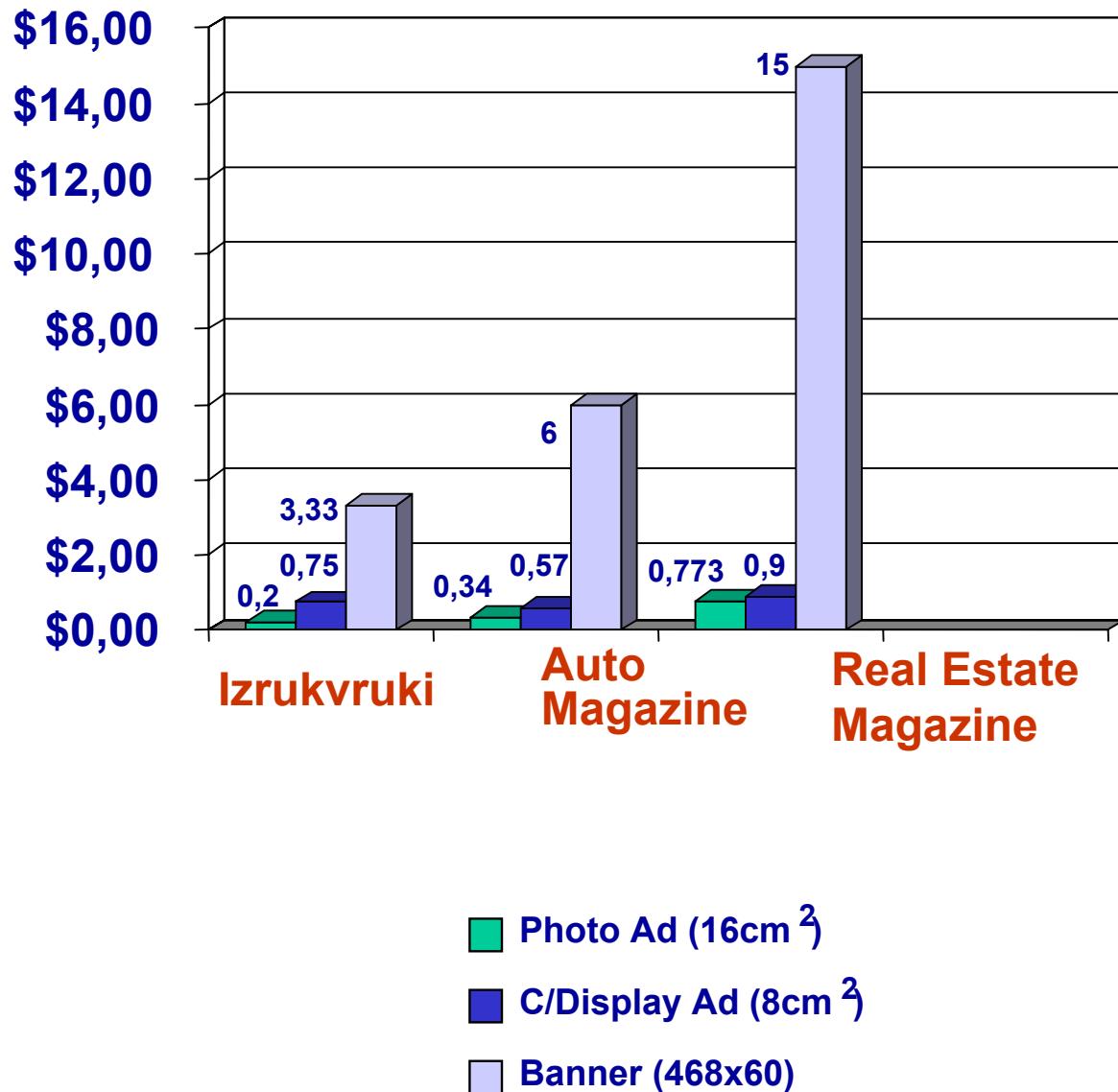
# Principles of setting Advertising Rates

- **Low competitive prices while entering the market**
- **Market leadership – control the rates**
- **Inflation growth rate for ad prices. However the last increase – 2002**
- **Advertising Effectiveness. Usually we do not stick to circulation figures**
- **Discounts for repeated photo ads ( up to 50%) and volume discounts**
- **Special conditions for Media Buyer Agencies (Wholesale advert. Buyer)**

# General average advertising rates



# Cost per 1000 visitors



# Advertising Bundles

Only in Jobs market niche  
for the moment



## Main reasons for bundles

- To promote Job-today paper by offering discount on more popular media
- To increase total sales
- Less discount on more sellable media

# Sales Structure Principles

- **Integrated Sales force for all publications and Internet**
- **Fixed salaries + bonuses(15-20%) for sales managers in Pronto-Moscow Company for processing incoming orders**
- **Separate subsidiary «Reccentre» created for active sales. Low salaries but high commissions (up to 50%) Attraction of new clients**
- **60% of display advertising comes through Media Buyer Agencies**

# Sales Department Structure

## Servicing sections

Corporate Clients  
Team

Media Agencies  
Discount 32%

Sales office  
Agents

Sales Advertising  
(outside) agents  
Discount up to 15 %

## Active Sales

Team dedicated to  
Real Estate market

Team dedicated  
to Cars Market

Team dedicated  
to Jobs market

Direct Sales through our  
Media Agency Reccentre  
( 100% owned by Pronto-Moscow)

Internet sales

# Discounts and Commissions

- **Volume discounts up to 32 % ( 60 % of all Display Ads) in Izrukvruki paper – 6 months contracts**
- **Discounts for «complex» orders ( which include 2 or more of our publications)**
- **Monthly contracts with Car dealers in Auto Izrukvruki –**  
**28% – agency discount**  
**16 % - client discount**
- **Commissions to the direct vendors – up to 15%**

# Working with Media Agencies and Direct Sales

## Media Agencies

- **18 Media Buyer Agencies provide more than 360 Display Ad Pages per month**
- **Paid Ads packages more than 1000 per month – 50% discount**
- **4 Photo Ads package – 50% discount**

## Direct Sales

- **Sales managers have budgets ( to earn the salary) per each publication and internet**
- **They can give discounts up to 40%**
- **Less discounts more bonuses ( up to 50 % from the salary amount)**
- **Average discount is 15%**

# Bundling and Separate Sales

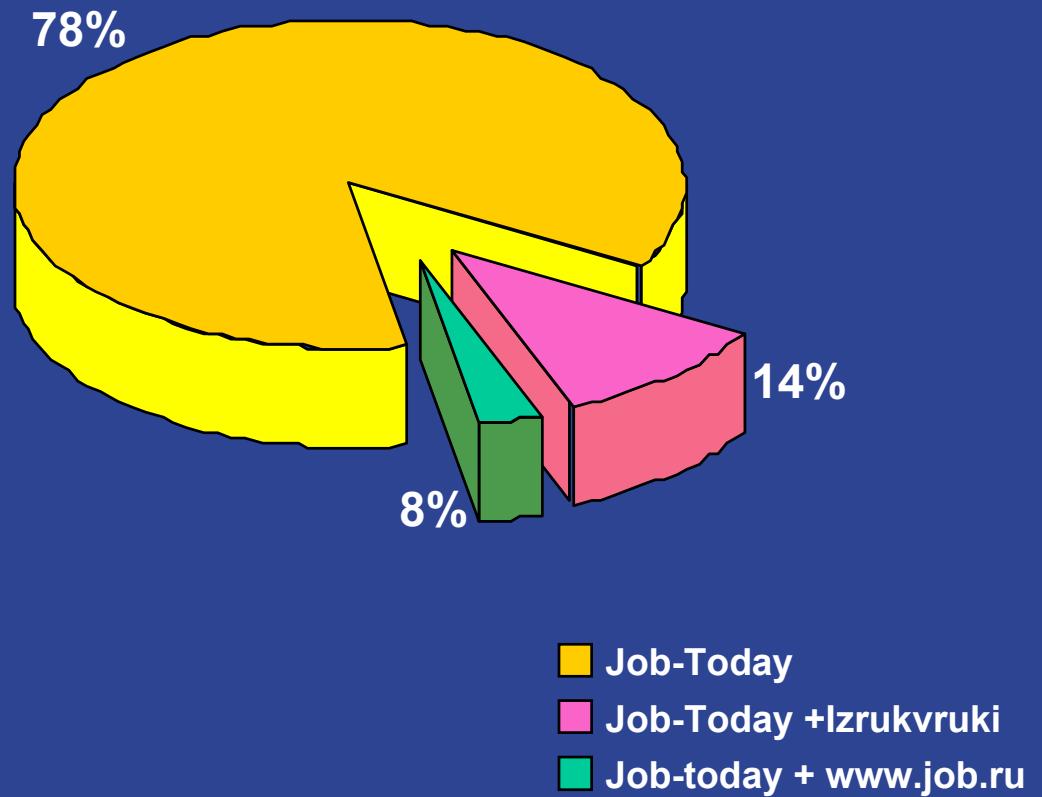
- **Mostly separate Sales**  
( because our advertisers do not intersect a lot)
- **Bundle Sales Only in Jobs Market**  
(Job-Today paper + Izrukvruki + [www.job.ru](http://www.job.ru))
- **Packages upselling**
  - **Private Ads + Photo Ads**
  - **Photo Ads + Display Ads**
  - **Paid Ads + Display Ads**

# Some Examples of Bundles

- Only Job-Today paper 32.6 cm <sup>2</sup> ad price – 30\$
- Job-Today + Izrukvruki –50\$ ( 30% discount)
- Job-Today + Job.ru - 67\$ ( 20% discount)
- We offer 5 ads publication in Iz ruk v ruki for free for 1 Photo Ad bought in the magazine
- Up to 28% discount for Display Ad while buying multiple Photo Ads (more than 4 Photo Ads)
- 50% paid Ads discount for the Clients who buy out more than 20 pages per month

**Sales managers can give up to 40% discount while all 3 publications are taken**

# Percentage of Bundle Sales



**Bundle Ads sales grow and promote  
our loss reader publications**

# Conclusions

- We had 1 integrated sales force in the company for all our publications and advertising products
- We had aggressive pricing policy during first 10 years because we controlled the market
- This year we have set up a separate subsidiary company which should concentrate on the direct active sales in the fields where we are not so strong
- We sell very few bundles because some of our products are very specialized
- But by selling bundles we try to increase our market niche and get better margins