



panorama

media
group

AUDIENCE

MEDIA

ADVERTISE

CLIENTS

serving our community since 1980

media kit

panorama
Los Angeles Times
a newsworthy pair

PANORAMA MEDIA GROUP (PMG)

is Russian-American independent media company which offers a marketing strategy with an effective mix of **PUBLICATIONS** and **ONLINE SERVICES** to the Russian community of the United States.

tel: 323.463.7224

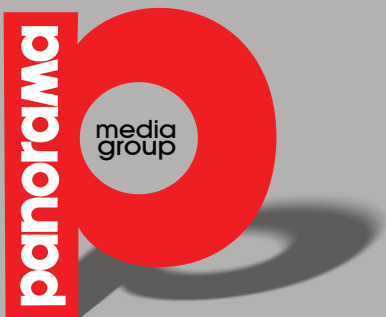
fax: 323.460.2980

pmgceo@sbcglobal.net

3575 Cahuenga Blvd., W, Suite 405
Los Angeles, CA 90068

www.panorama-e.com

www.panoramaticket.com



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AUDIENCE

The overall programming of Panorama Media Group is geared towards the 18 to 65+ year old Russian-speaking adult. PMG maintains its broadness of appeal by broadcasting a wide range of news, entertainment and musical materials, round-table discussions, talk shows and community interest programs.

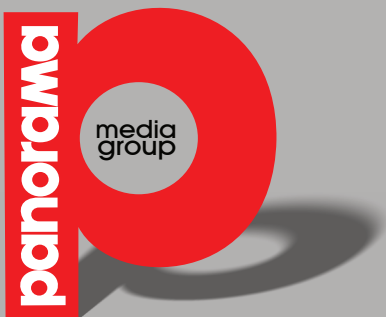
Russian-speakers come from all over Europe and Asia. This is due to the fact that the Russian language was widely taught throughout the school systems of the 15 former Soviet Republics. Russian is the most widely spoken Slavic language.

Russian Americans lead an active lifestyle; they attend cultural, sporting and political events, travel and participate in their community. Most Russian-speakers are bilingual but generally prefer to speak their native language at home, and turn to Russian media for the latest news and information. According to U.S. Immigration Service statistics there are over 650,000 members of the Russian-speaking community in Southern California area. In many areas they rank in the top 10 in terms of population. And the number continues to grow every year.

Russian Americans are among the most educated and highest-earning ethnic groups in the United States. Total readership of Panorama Media Group's publications is more than 70,000. Due to their specialized language skills, members of the Russian-speaking community have a strong tendency to use businesses that are understanding of their international backgrounds, and who serve their specific needs. This makes the Russian-speaking community an almost perfectly targeted segment of the one of the most affluent areas of the country!

Russian-American community demographics in California

| AREA | MEDIAN HOUSEHOLD INCOME | BACHELOR'S DEGREE OR HIGHER |
|------------------|-------------------------|-----------------------------|
| HIDDEN HILLS | \$200.001 | 69.0% |
| CALABASAS | \$142.082 | 74.2% |
| LOS ANGELES | \$109.159 | 58.9% |
| WESTLAKE VILLAGE | \$98.543 | 61.7% |
| AGOURA HILLS | \$97.400 | 65.0% |
| SIMI VALLEY | \$84.228 | 39.3% |



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MEDIA

PMG - PUBLICATION DIVISION is responsible for the production of various publications. Panorama newspaper is distributed weekly in more than 40 states in the U.S. and over 20 countries throughout the world. Highlights include politics, culture, leisure, business, law, health and medicine, and entertainment. Friday-Express is also a weekly newspaper that is distributed mostly throughout the West Coast. Its focus is on political news, community and cultural events, and Hollywood entertainment. The Los Angeles Times Sunday issue is also part of the Panorama and Friday Express subscriptions. Finally, PMG circulates the Russian Yellow Pages among thousands of homes and businesses throughout California.

PMG – ONLINE DIVISION consists of two main groups: Online Services (www.panoramaticket.com) and Online Publications (www.panorama-e.com).

PanoramaTicket.com provides its services to the higher satisfaction to customers when it comes to being informed on the latest cultural events in Southern California. Our online ticket web site includes schedules, reviews, and venue seating charts. Panoramaticket.com makes concerts, sports, and theater tickets available online 24/7 through our guaranteed fast, safe and secure online ticketing service. Web versions of a printed periodical Panorama, Friday-Express and Russian Yellow Pages create more opportunities for advertisers and significantly increase readership due to the fact that electronic newspapers are supplementing hard-copy printed publications. PMG successfully distribute electronic-ink versions of its newspapers to the subscribers.

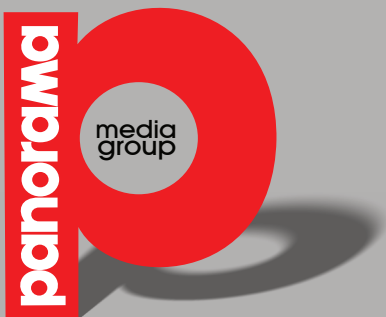
[Panorama](#)

[Friday Express](#)

[Russian
Yellow Pages](#)

panoramaticket.com

panorama-e.com



media kit



ADVERTISE

It is well known that today's ethnic media sector is expanding with astounding force and resilience.

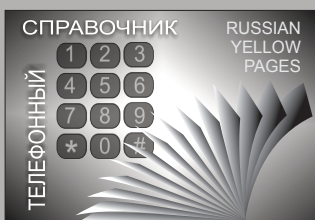
According to the 2010 Census, the immigrant community represents about 54% of California population and an increasing percentage of the country. PMG can help you reach the Russian community through its various outlets.

Panorama Media Group holds a unique position that reach the Russian-speaking population. We are talking about more than 650,000 Russian-speaking residents that live in Southern California only, and the number is growing every year.

Working with our company will give you the chance to reach the Russian-speaking residents of Southern California with your products and services.

If you would like to promote your business, or advertise through sponsorship for certain sporting or cultural events, Panorama Media Group will be more than happy to assist you by placing ads in its newspapers.

Our advertising prices per spot are highly competitive. To find out more information about this please refer to our pricing information. If you have specific questions regarding advertising please contact our marketing department.





media kit

naHopama Newspaper Advertising Rates

Black & White

| Standard Sizes | Contract Duration | | | | | |
|----------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | 1 time | 1 month | 2 months | 3 months | 6 months | 1 year |
| | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue |
| Full Page | \$ 1,900.00 | \$ 1,800.00 | \$ 1,700.00 | \$ 1,500.00 | \$ 1,250.00 | \$ 1,000.00 |
| 2/3 page | \$ 1,300.00 | \$ 1,200.00 | \$ 1,100.00 | \$ 1,000.00 | \$ 850.00 | \$ 700.00 |
| 1/2 page | \$ 1,100.00 | \$ 950.00 | \$ 900.00 | \$ 800.00 | \$ 700.00 | \$ 550.00 |
| 1/3 page | \$ 750.00 | \$ 700.00 | \$ 600.00 | \$ 550.00 | \$ 500.00 | \$ 400.00 |
| 1/4 page | \$ 600.00 | \$ 500.00 | \$ 450.00 | \$ 400.00 | \$ 350.00 | \$ 300.00 |
| 1/6 page | \$ 400.00 | \$ 360.00 | \$ 320.00 | \$ 280.00 | \$ 250.00 | \$ 200.00 |
| Back page full | \$ 2,200.00 | \$ 2,100.00 | \$ 2,000.00 | \$ 1,800.00 | \$ 1,500.00 | \$ 1,200.00 |
| Back page half | \$ 1,300.00 | \$ 1,200.00 | \$ 1,100.00 | \$ 1,000.00 | \$ 900.00 | \$ 700.00 |

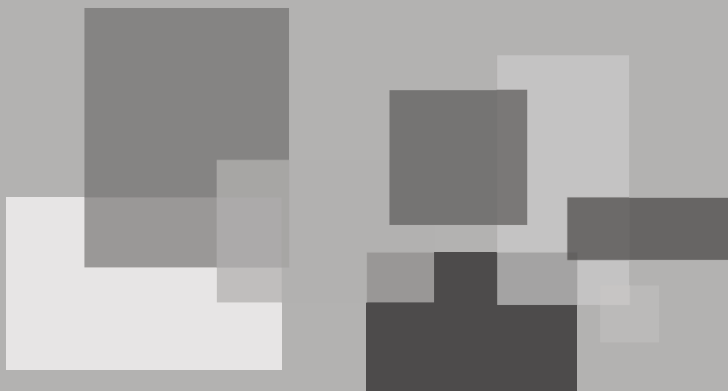
Color

| | 1 time | 1 month | 2 months | 3 months | 6 months | 1 year |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue |
| Full page color | \$ 2,500.00 | \$ 2,200.00 | \$ 2,000.00 | \$ 1,800.00 | \$ 1,500.00 | \$ 1,250.00 |
| 1/2 page color | \$ 1,400.00 | \$ 1,300.00 | \$ 1,200.00 | \$ 1,100.00 | \$ 950.00 | \$ 800.00 |
| 1/3 page color | \$ 1,100.00 | \$ 1,000.00 | \$ 900.00 | \$ 800.00 | \$ 750.00 | \$ 650.00 |
| 1/4 page color | \$ 800.00 | \$ 600.00 | \$ 500.00 | \$ 450.00 | \$ 400.00 | \$ 350.00 |

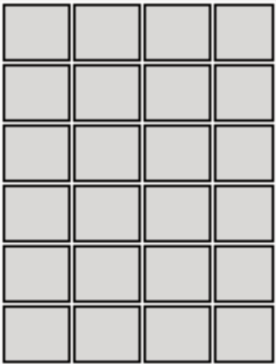
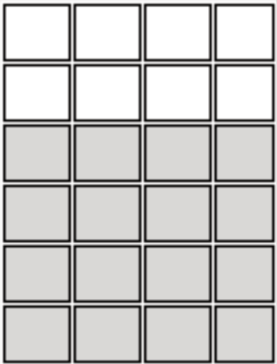
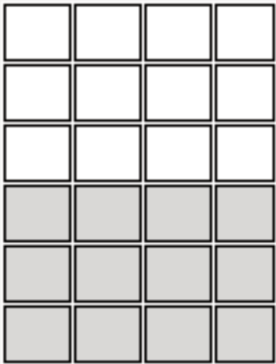
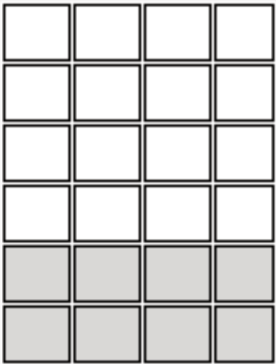
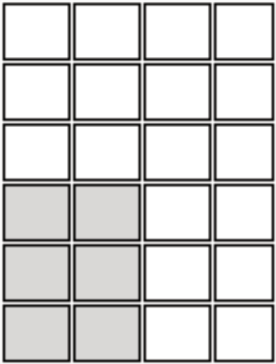
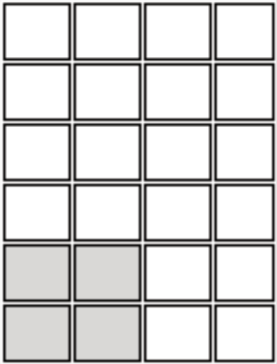
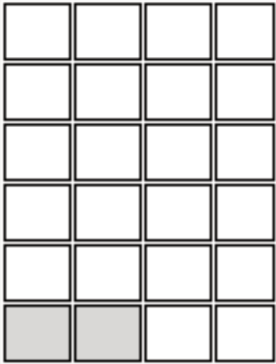
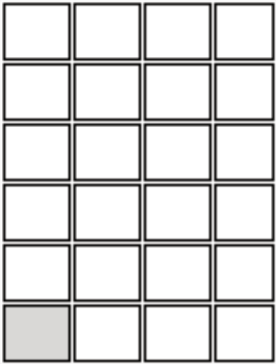
Panorama Newspaper is a weekly periodical that covers 43 states in the U.S. and 23 countries throughout the world. Highlights include politics, culture, leisure, business, law, health and medicine, and entertainment.



media kit



panorama Newspaper

| | | | |
|--|---|--|--|
|  <p>A 6x4 grid of 24 squares, all shaded gray.</p> |  <p>A 4x4 grid of 16 squares, all shaded gray.</p> |  <p>A 4x3 grid of 12 squares, all shaded gray.</p> |  <p>A 4x2 grid of 8 squares, all shaded gray.</p> |
| 24 SEGMENT 145" SQ. 9 3/4" X 14 3/4" | 16 SEGMENT 96" SQ. 9 3/4" X 9 3/4" | 12 SEGMENT 72" SQ. 9 3/4" X 7 1/3" | 8 SEGMENT 47" SQ. 9 3/4" X 4 3/4" |
|  <p>A 6x4 grid of 24 squares. The bottom 3 rows (12 squares) are shaded gray.</p> |  <p>A 4x4 grid of 16 squares. The bottom 2 rows (8 squares) are shaded gray.</p> |  <p>A 4x3 grid of 12 squares. The bottom 2 rows (6 squares) are shaded gray.</p> |  <p>A 4x2 grid of 8 squares. The bottom 2 rows (4 squares) are shaded gray.</p> |
| 6 SEGMENT 35" SQ. 4 3/4" X 7 1/3" | 4 SEGMENT 23" SQ. 4 3/4" X 4 3/4" | 2 SEGMENT 11" SQ. 4 3/4" X 2 1/3" | 1 SEGMENT. 5.5" SQ. 2 1/3" X 2 1/3" |

1 segment=1/24 page



media kit



Newspaper



Black & White

| Standard Sizes | Contract Duration | | | | | |
|----------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | 1 time | 1 month | 2 months | 3 months | 6 months | 1 year |
| | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue |
| Back Page Full | \$ 1,600.00 | \$ 1,400.00 | \$ 1,200.00 | \$ 1,000.00 | \$ 850.00 | \$ 750.00 |
| Full Page | \$ 1,200.00 | \$ 1,100.00 | \$ 1,000.00 | \$ 900.00 | \$ 750.00 | \$ 600.00 |
| 2/3 page | \$ 850.00 | \$ 750.00 | \$ 675.00 | \$ 650.00 | \$ 550.00 | \$ 450.00 |
| 1/2 page | \$ 750.00 | \$ 700.00 | \$ 650.00 | \$ 550.00 | \$ 450.00 | \$ 400.00 |
| 1/3 page | \$ 450.00 | \$ 400.00 | \$ 350.00 | \$ 325.00 | \$ 275.00 | \$ 200.00 |
| 1/4 page | \$ 400.00 | \$ 375.00 | \$ 350.00 | \$ 300.00 | \$ 250.00 | \$ 170.00 |
| 1/8 page | \$ 220.00 | \$ 200.00 | \$ 175.00 | \$ 150.00 | \$ 125.00 | \$ 100.00 |
| 1/16 page | \$ 110.00 | \$ 100.00 | \$ 790.00 | \$ 80.00 | \$ 60.00 | \$ 40.00 |

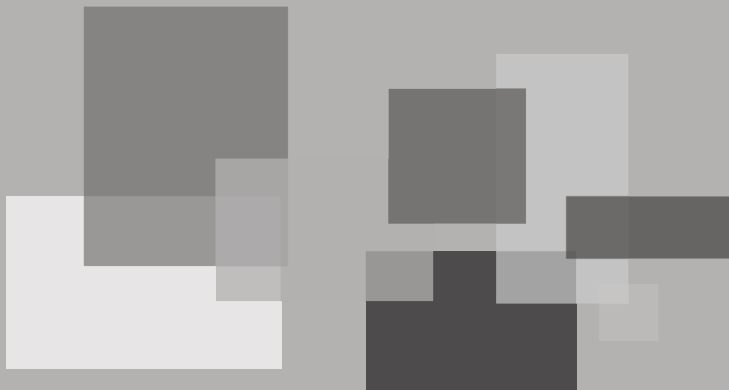
Color

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|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue | Price per issue |
| Back Page Full | \$ 1,800.00 | \$ 1,600.00 | \$ 1,400.00 | \$ 1,200.00 | \$ 1,000.00 | \$ 800.00 |
| Full Page | \$ 1,600.00 | \$ 1,400.00 | \$ 1,200.00 | \$ 1,000.00 | \$ 850.00 | \$ 700.00 |
| 2/3 page | \$ 1,100.00 | \$ 1,000.00 | \$ 900.00 | \$ 800.00 | \$ 700.00 | \$ 600.00 |
| 1/2 page | \$ 900.00 | \$ 800.00 | \$ 750.00 | \$ 700.00 | \$ 600.00 | \$ 500.00 |
| 1/3 page | \$ 600.00 | \$ 550.00 | \$ 500.00 | \$ 450.00 | \$ 375.00 | \$ 300.00 |
| 1/4 page | \$ 500.00 | \$ 450.00 | \$ 400.00 | \$ 350.00 | \$ 300.00 | \$ 225.00 |
| 1/8 page | \$ 300.00 | \$ 250.00 | \$ 225.00 | \$ 200.00 | \$ 150.00 | \$ 125.00 |

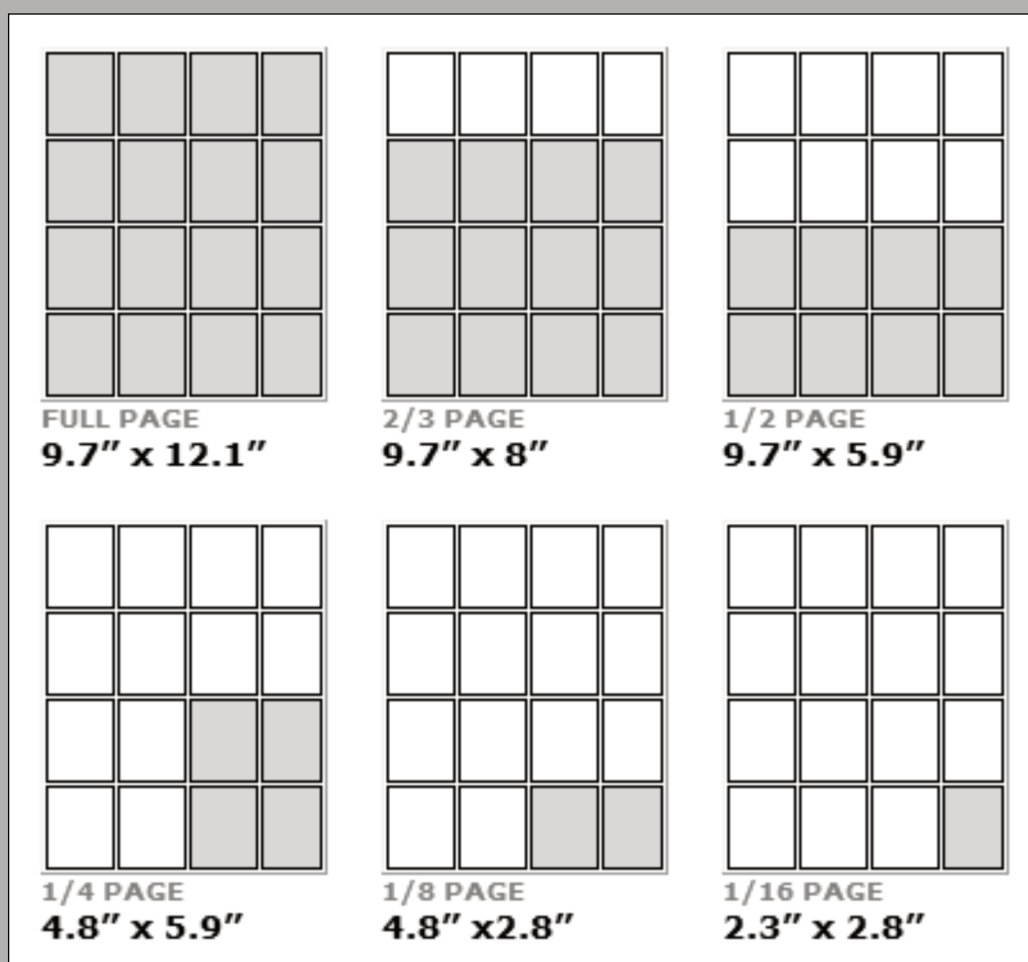
Friday Express is a weekly newspaper. Its focus is on political news, community cultural events, and Hollywood entertainment. The Los Angeles Times Sunday issue is also part of the Panorama and Friday Express subscriptions.



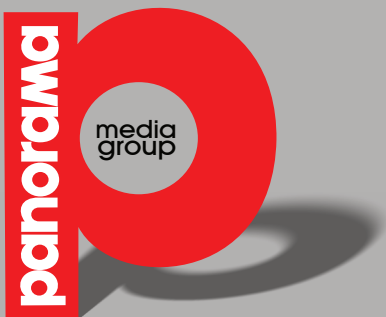
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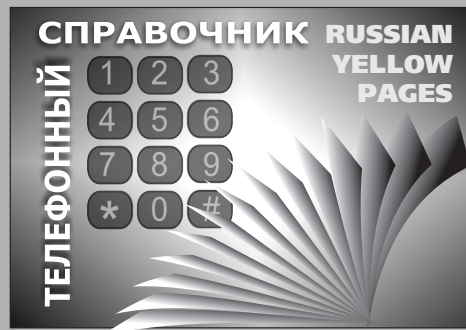
Newspaper



1 segment=1/16 page



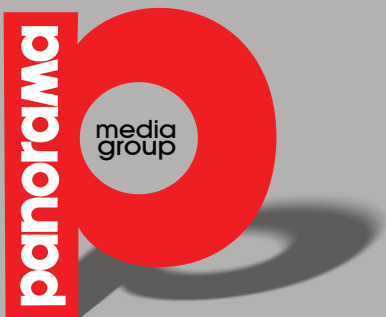
media kit



RUSSIAN YELLOW PAGES

Advertising Rates Chart

| | | |
|--|--|---|
| <p>LADIES AND GENTLEMEN!</p> <p>We invite you to place your ad in RUSSIAN BUSINESS DIRECTORY.</p> <p>Please send your request accompanied by a check or a credit card number to: PANORAMA MEDIA GROUP (a self-addressed envelope is provided).</p> <p>The deadline for advertising - October 31-th</p> | | <p>As in previous years, the Directory is mailed free of charge to Russian families residing on the West Coast. It is distributed in stores, offices and many public organizations.</p> |
| RUSSIAN YELLOW PAGES | | |
| COLOR | | |
| Cover II | | \$ 3000 |
| Cover III | | \$ 2500 |
| Cover IV | | \$ 3000 |
| INSERT COLOR | | |
| Right Side | | \$ 1500 |
| Left Side | | \$ 1200 |
| BLACK and WHITE | | |
| Full Page 4 1/2 x 7 1/2 | | \$ 350 |
| Half Page 4 1/2 x 3 1/2 | | \$ 220 |
| Quarter Page 2 1/4 x 3 1/2 | | \$ 140 |
| One Eight Page 2 1/4 x 3 3/4 | | \$ 80 |
| Directory Listing | | \$ 50 |
| THE ENTIRE YEAR! | | |



media kit



CLIENTS

Our clients include Fortune 500 corporations, as well as small, private enterprises engaged in a variety of industries. Partial list of our current and past customers:

AT&T
Bank of America
BMW
Cedars-Sinai Medical Center
City of Los Angeles
Comcast
Encino-Tarzana Hospital
HBO PPV
Hilton Hotels
Hollywood Bowl
Hollywood Pantages Theatre
Dolby Theatre
LifeWay
Lexus
Los Angeles Kings
Los Angeles Philharmonic
Los Angeles Opera
Mercedes-Benz
Mutual of New York
Orange County Performing Arts Center
Pasadena Symphony
Rio Hotel & Casino
Rolex
Sprint
State of California
The Staples Center
Toyota
US Census Bureau
US Department of State
US Open
Walt Disney Concert Hall
Wallis Annenberg Center for the Performing Arts
Western Union