

MK-Estonia Weekly: General

Published on: Wednesdays

Format: A3

Number of pages: 64-72

Colour: colour + black/white

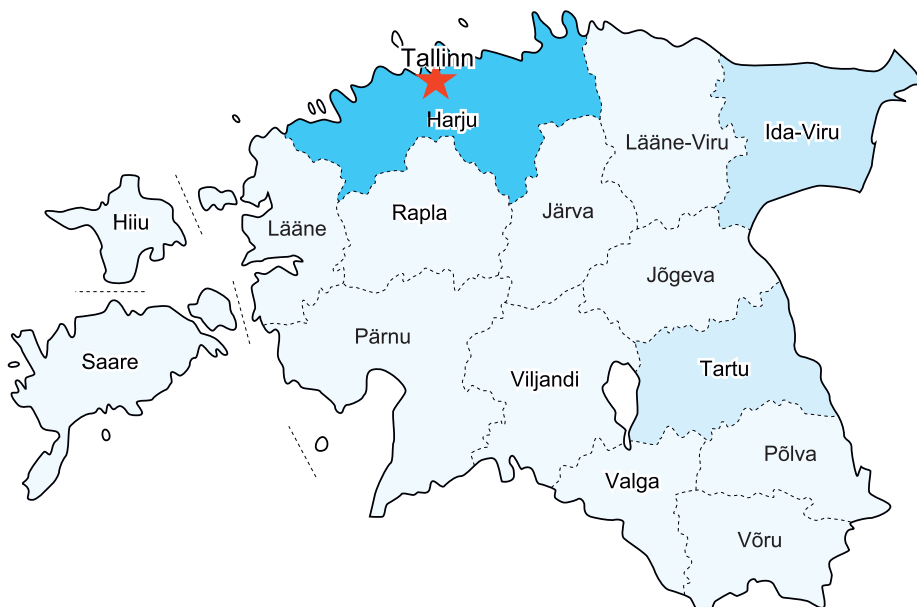
Circulation: 12,500

Distribution:

- Retail sale
- Subscriptions
- Subscriptions by companies

Geographic division of distribution:

- Tallinn & Harju County – 52%
- Ida-Viru County – 22%
- Tartu – 14%
- Other regions of Estonia – 12%



Positioning

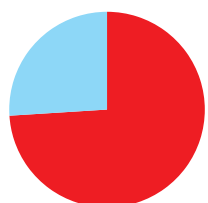
MK-Estonia Weekly belongs to one of the biggest Baltic media groups, Baltic Media Alliance. In Estonia, MK-Estonia represents the global brand MK World Weekly. The first issue of the weekly was published on 9 June 2004.

MK-Estonia positions itself on the media market as a family publication. Special attention is paid to issues of practical importance. We cover topics that concern utility services, medicine and legal issues, and advise readers on how to choose quality food, consumer goods and services.

Online version

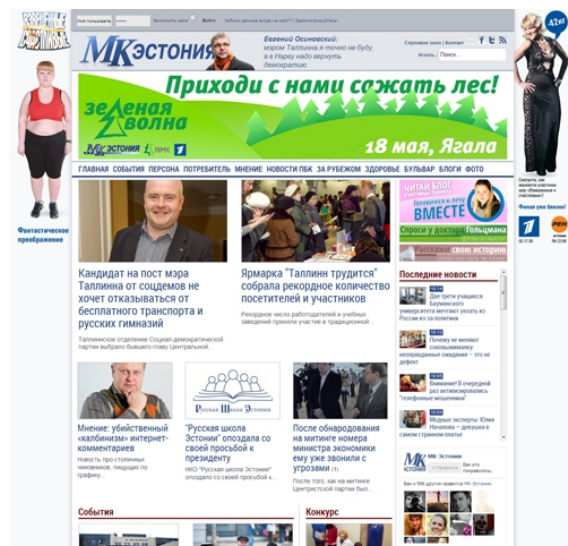
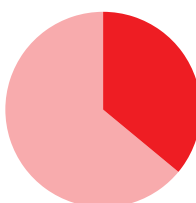
Daily news and issues are also covered on MK-Estonia's website www.mke.ee.

The format of the portal enables us to react quickly to events in Estonia and around the world, and makes it possible for readers to give quick feedback by submitting comments and taking part in polls.

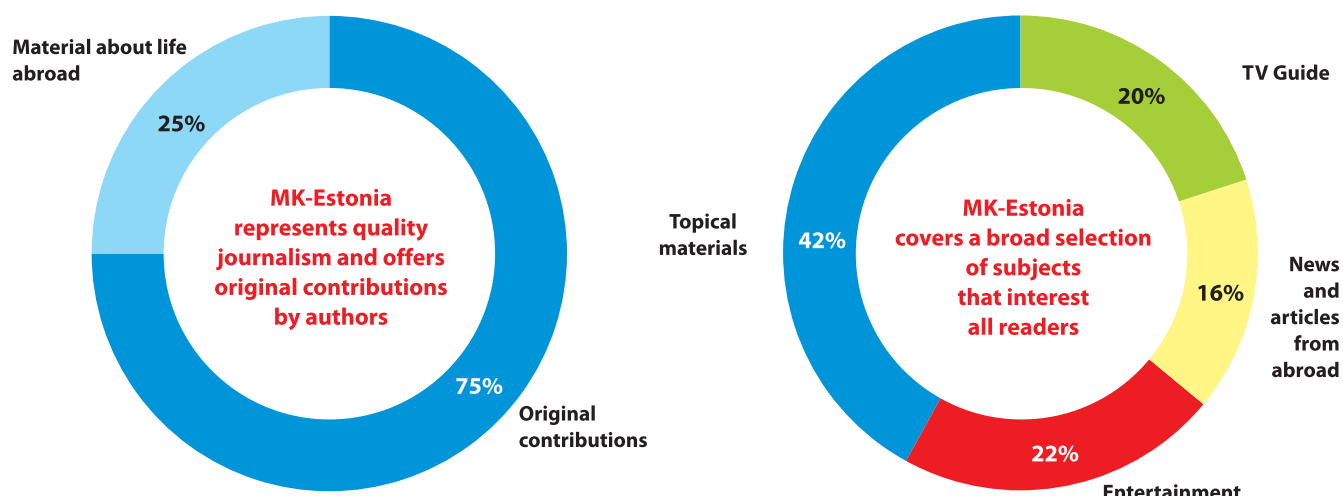


Interesting fact
74 % of people
who read MK-Estonia
are Internet users

64 % use Internet
every day



Content



Most popular columns

«Компас покупателя» (Customer's Compass)

Analysis of goods and services by independent experts.

«Коммуналка» (Household)

Articles and research that analyse everything related to household

«Слуховое окно» (Questions & Answers)

Answers to readers' questions

«МК-отдых» (MK-Holiday)

Column dedicated to travelling and holidays (in Estonia and abroad)

«Юрфак» (Law)

A professional lawyer answers readers' letters, takes a look at legal disputes and situations, and gives advice

«МК-здоровье» (MK-Health)

Articles about health and healthy living, expert opinions, etc

«Про питание» (Food)

Cooking and recipes. Also includes reviews of cafés and restaurants in Tallinn and other cities

«Гостиная» (Lounge)

Interviews with celebrities (from Estonia and abroad)

Number of readers per week

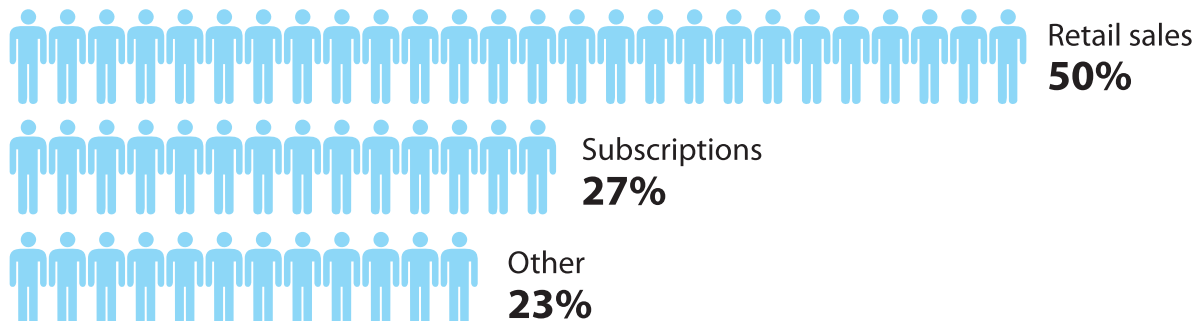
The number of readers per week in the 1st quarter of 2013 was 67,200.

(Based on research carried out by Turu-uuringute AS)

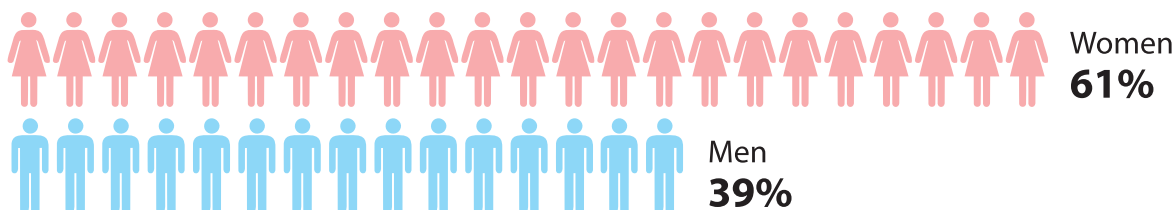
"MK-Estonia" is the only newspaper in Russian, which became one of the ten most widely read periodicals in Estonia. TOP-10 of the most popular periodicals was compiled in the first quarter of 2013 by Turu-uuringute AS.

Reader profile

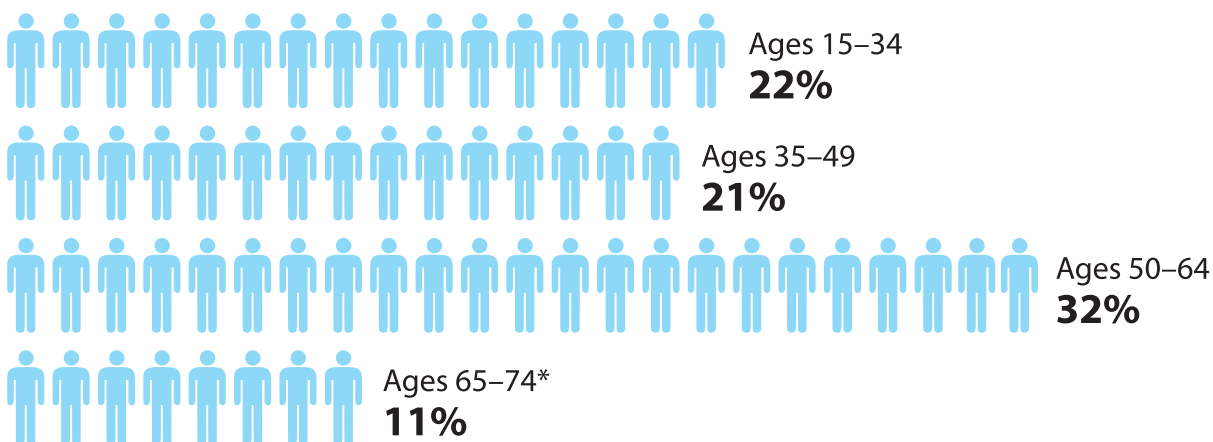
How does our weekly reach its readers?



MK-Estonia is read by:

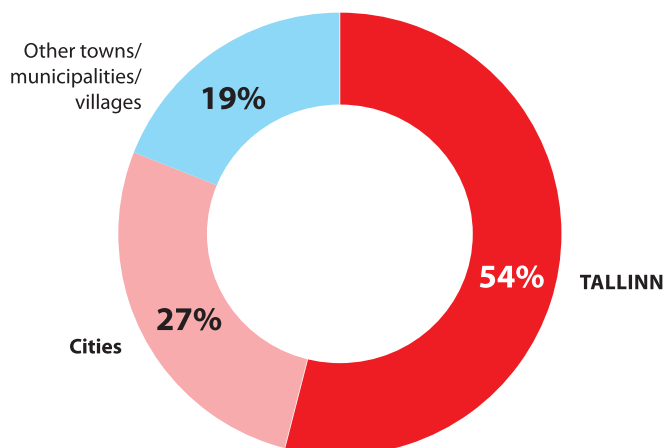
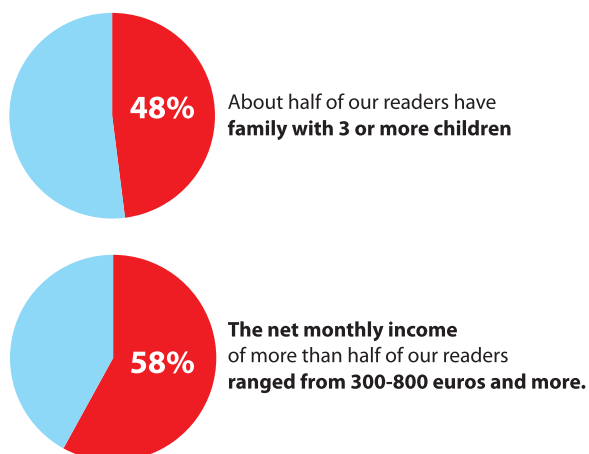


MK-Estonia is popular among all age groups:



* Ages 75+ – 14%

MK-Estonia readers are well-to-do people living in the capital and other cities:



Advertising in MK-Estonia

Many large companies advertise in our weekly. TOP areas of activity:

- Cars
- Financial services
- Retail sales
- Communications services
- House & garden
- Computers & home electronics

Columns MK-Win and Have Your Say! («Жги глаголом!») are an extra option for advertisers

The weekly's MK-Win column and the Have Your Say! column on the mke.ee portal are the most popular among our readers. Readers can win tickets to events, gift vouchers etc. in MK-Win. Text messages sent to a special phone number are entered in the prize draw.

Interactive competitions for portal users are carried out in the column Have Your Say! Prizes are given for the best comments or headings. Prizes include tickets to events, gift vouchers and other gifts from our partners.

Columns MK-Win and Have Your Say! («Жги глаголом!») are a great opportunity to stand out. It is stimulating advertising that draws readers' attention to products and services. Advertisers are promoted in MK-Estonia's own advertisements in these projects.

Advertising in our weekly

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ESTONIA

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