



MODUM

PRESENTATION

WWW.THEMODUM.COM



MODUM

ALWAYS IN A GOOD MOOD

Core Business:

- Monthly issues of glossy magazine
- Hosting/organizing events

Contacts:

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MODUM PROJECT

About the project:

We call the project MODUM, which in Latin means “event,” “way,” or “mode.”

The name reflects what our team has set as a foundation, because our main goal is to make sure that anyone can easily find an information about the best parties, presentations and , events, so one could attend them.

The project can be found engaging for those who push music and club industry forward, who host and organize different events, and even those who look for hosting and organization’s assistance. It will be definitely interesting for individuals who expect to

have the best time out, spend their money for recreation on a high level or simply to be “spotted.” Since this project has dual scope, namely for the recreation industry and entertainment field, our agency “MODUM” is truly a 911 for those who want to fill their weekends, holidays and vacations with splendid adventures.

We are always available, and we always work hard in order to diversify your social life.



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MODUM MAGAZINE

Periodicity:

Monthly

Language:

Russian/English

Nº of pages:

44 pages

Circulation:

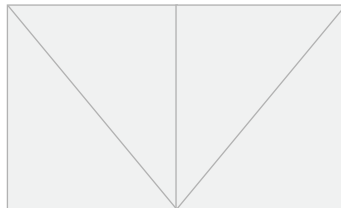
3000 pcs.

Printing:

Colorful, glossy

Specification

Spread



17" x 11"

Page



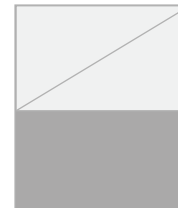
8.5" x 11"

1/2 Page



4.25" x 11"

1/2 Page



8.5" x 5.5"

1/4 Page



4.25" x 5.5"

Resolution: 300 dpi
Colour: CMYK
Format: PDF

Images

Format: .jpg, .png, .tiff.
Resolution: 200-300 dpi

Text

Format: .doc, .rtf
Fonts: Arial, Times New Roman
and other defaults

5,550 symbol (with spaces) on 1 page



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About the magazine:

It is the first glossy magazine in Russian and English languages with its stated target audience, which are experienced social butterflies interested in finding time for leisure. The primary reach is recreation and entertainment.

The following content could be found by readers on the pages of the magazine:

- Photo reports and reviews from the hottest parties as well as previews of upcoming events
- Interviews with the most renowned figures in the industry
- Exclusive interviews with special guests from the most sensational events in the social and night life of Chicago, Miami and New York
- Furthermore, project MODUM organizes concerts and delivers, exclusive interviews with celebrities coupled with intriguing facts and news of their lives.

MODUM readers are:

Active and souled-, young people, interested in the greatest events related to show business, and , experts of night life who would love to find their photographs on pages of glossy magazines

Faces of MODUM:

- Epicures of recreation, entertainment, beauty, health and success
- Business pacemakers, event organizers, owners and top-managers of nightclubs, restaurants, bars, galleries, exhibitions, etc. Magazine activities are focused on beau monde of Chicago, Miami and New York.- Show-business stars



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Top headings:

Cover page

«Face» of the magazine—photograph of a famous or promising person on the cover.

Eight page interview (with photo) in the first half of the magazine (about career, family, keys to success, hobbies – topics differentiate dependings on a person

Path of genuine man

Interview with a true hero of the present – Successful, self-reliant, self-confident man certain and assured in his future. Three-page interview (with photo) in the first half of the magazine (the main topic of an interview is selected by the interviewee based on the accents he/she wants to highlight: new project, name/brand promotion...)

Party Time

Since the primary goal of glossy magazine is to report and announce the about past biggest and the most anticipated parties and announce most anticipated ones, the main content part of the magazine is all inclusive about all that. Photo reports from the most sensational parties, concerts and, presentations together with worthy comments of worthy will be published in each every issue, of the magazine summarizing the results of night life of the past month.

Also, some of the pages will be dedicated to most anticipated upcoming future events that are party-animal-must-visit it. events.



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Test-drive

Reviews of the fastest, most comfortable, bold and daring novelties in auto market. Presentations of new car releases and car maker's pitches that are still being in a search for its admirers. Interviews with experts in its field: dealers, automobile brand ambassadors, racers, etc.

In addition, every quarter we will publish the best-rated automobiles for families, newly-weds, women with kids, young and single.

The worst and the best

It is a small rubric strictly based on the polls from our website. Monthly, readers will choose the best and the worst restaurants, bars, clubs, parties, etc. The vote number will be published in each issue.

Afterparty

This rubric is dedicated to night life. Readers will be finding materials and articles about the beauty, health, healthy eating, sports as well as description of services of reposing, beauty, health and relaxation industries such as SPA-centers, fitness-centers and, beauty shop

Special Project

The largest content of each issue is united by a single subject-matter. For example, "Secular Lionesses of Chicago" (interview and photos of 5-8 brightest socialites that are beautiful, recognizable and interesting) or "Sexiest bartenders of Chicago" (a short interview and photo coupled with an opportunity to create a special cocktail and share a recipe).



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Event organizing

Project MODUM organizes events on any level, from Birthday party to Concerts of any scale.

We are ready to take on all your ado in organizing of parties for Birthday, Bachelor and Bachelorette parties, presentation or corporate party. Starting from the selection of the place and ending with decorations, menu assortment and, of course, entertainment with an opportunity for booking any artiste.

Project MODUM is your path to remarkable celebration without a hassle!

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