



Media Kit

Russian Language Entertainment TV network

Did You Know?
**The Russian American
Community is:**

- Over 5.5 million people and rapidly growing
- Average income over \$55,000
- Second largest ethnic market after Hispanic
- 52% has Bachelors Degree or higher
- Over 25% are business owners or investors
- About 70% occupied in management, sales, medicine, and education
- Representing 8% of New York population
- Russian is the third most spoken language in NY after English

www.MaksTV.tv



What is Max TV?

MAKS TV is a 24 -hour Russian language Entertainment TV network that serves a ten million nationwide Russian speaking audience. Available to U.S. and Canada subscribers via local cable providers and satellite networks, MAKS TV provides programming that is focused solely on entertainment: humor, music, fashion, dancing and Hollywood.

MAKS TV is high end, high quality television for people who love music humor and fashion, which typically are not covered by traditional TV channels. MAKS TV has a varied palette of programming which varies from reality shows to music shows, from conventional comedies to ballroom dancing, from fashion shows to entertainment news blocks. Some of the titles include RussTop 20, Hit Master, Info Filtr, Tusse USA, Tusse Canada, Tusse Ru, Maks News, Pozitiv News and Show Biz Moscow Time, Day with the Star, In Bed with the Star, Oscars, History of Hollywood, Fashion Shoot, Runway, and many more...

The unique strength of MAKS TV is that this is the first TV that puts music, Entertainment, and comedies first and everything else second. Founded by International Record Label and Studio World Media Alliance inc., MAKS TV gets new hits from all of the top Russian and European performers ahead of anyone else. MAKS Records is well-known in the music industry because of Mega Hits created Along with Scandinavian Production Company "Ego Works" for Russian market and European Markets.

Founded in 2003 and launched in 2005, MAKS TV is an international Entertainment channel ultimately designed to appeal to 10 million Russian expatriates. MAKS TV is currently available in the US, Canada, Russia with a projected launch in Europe and Israel 3Q 2010. Overall Viewer ship base is over 12,000,000 all over the world.

CORPORATE OFFICE:

18181 NE 31 Court, #2602
Miami, Florida 33160
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Phone 1-888-6-MAKSTV



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Maks TV Programming

Entertainment is the main event on MAKSTV. If you don't like Entertainment this is not a channel for you – after all, this is TV for people who want to hear and see new music, new shows, new videos a day or two after they come out. This is TV for people who work hard and want to laugh at the end of the day. We give our audience a behind the scenes and close-up look of Russian arena shows, sit down concerts, club music, latest rock, pop and dance videos and artists.



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Also, we bring the latest music from Russia's biggest stars -- Valeri Meladze, Alla Pugachiova, Avram Russo, SMASH, Leonid Agutin, Anzhelika Varum, Boris Moiseev, Lyudmila Gurchenko -- this list can go on and on. We can do all this because we are a part of Russian music industry, and we give our viewers a front row view of what's happening in this exciting Show Biz universe before anyone else can.



We broadcast 24 hours a day, 7 days a week, 365 days a year. The types of shows that we produce, film on location or stage here in the U.S. include Sitcoms, Comedies, Arena and Venue events, Entertainment News, Hit Countdowns and live to tape concerts filmed both in Europe and here in the U.S. Actual shows airing on Maks TV include RussTop 20, Hit Master, Info Filtr, Tusse USA, Tusse Canada, Tusse Ru, Maks News, Pozitiv News and Show Biz Moscow Time, Day with the Star, Oscars, History of Hollywood, Fashion Shoot, Runway, and many more...



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Russian American Market Research

Market Study

Russian-American market in USA is estimated to be about 5.5 million consumers – 3.04% of the US Population and the average of 5% population of the top 10 metropolitan areas. Median age of 32.5 years (compared to 38.1 years for all foreign-born people).

Russian-American market is second largest ethnic market, after Mexicans (28%), representing 10.3% (2.9 Million people) of the total foreign-born population of United States.

Most Russian- speakers are bilingual, but generally prefer to speak their native language at home, and turn to Russian-language media for the latest news and information. Higher usage of Internet and online media among the more acculturated and tech savvy younger generations.

Market Growth

Russian-speaking population is rapidly growing. In the last two years, market growth rate increased almost 50% due to strong immigration and natural birth.

81% of the Russian-speakers are not US-born. In-Language preference is 76% Majority of the Russian-speaking US market was born in the former Soviet Union and exhibit a very strong preference for in-culture and in-language communications.

Economic Growth

Slavic community has experienced a rapid economic growth in the past 10 years, resulting in 54% homeownership, with average income of \$ 55,000 per household.

Money flowing into US Slavic communities from Russia enables immigrants to consume, invest in businesses, commodities, houses in the USA. Over 25% of Russians are investors and business owners. Russians have money to play with – cash on their accounts, not debts on credit cards.

Incomes

Russian-American market has one of the highest households incomes in the US - \$55,000, surpassing Non-Hispanic White population (\$46,000), Hispanic population (\$33,000) and African-American population (\$30,000). Many Russian Americans are stocks, bonds or other investment instruments holders.

Russian American annual buying power approaching \$50 Billion.

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Russian American Market Research

Age

Age group of 55 years and over (44.1%)

Age group of 25-54 years (47.6%) .

Age group of 0-24 years (8.6%)



Household

64% are married with an average of 1.6 children per family.

Higher home ownership rates (57% vs. 41%) and smaller family size (1.60 vs. 2.44) compared to overall US foreign-born population – translated to more wealth per household.

Education

Members of the Russian-American Market also have the highest level of educational attainment in the US – 52% of the population has Bachelors Degree or higher, surpassing Asian market (44%), Non-Hispanic White (28%), African-American (17%) and Hispanic (11%).

80.3% have completed a HS Diploma compared to 67% for the other foreign born population.

Over 70% of professionals have advanced degrees in their professional field. Inclination towards higher education, high-paying employment and general readership.

Employment

Being an educated community, Russian Americans focus more on post-collegiate work participation and are involved in higher-paying employment. 67.5% are in managerial, professional, technical and sales occupations (compared to 45.6% for all foreign-born).

21.4% are involved in service occupations (compared to 31.2% for all foreign-born).

11.9% work as operators, fabricators, and laborers (compared to 18.7% for all foreign born).

0.06% hold farming, forestry, and fishing jobs (compared to 4.6% for all foreign-born).

Labor force participation for the community was 23 years and older (compared to 16 years and older for all foreign-born)

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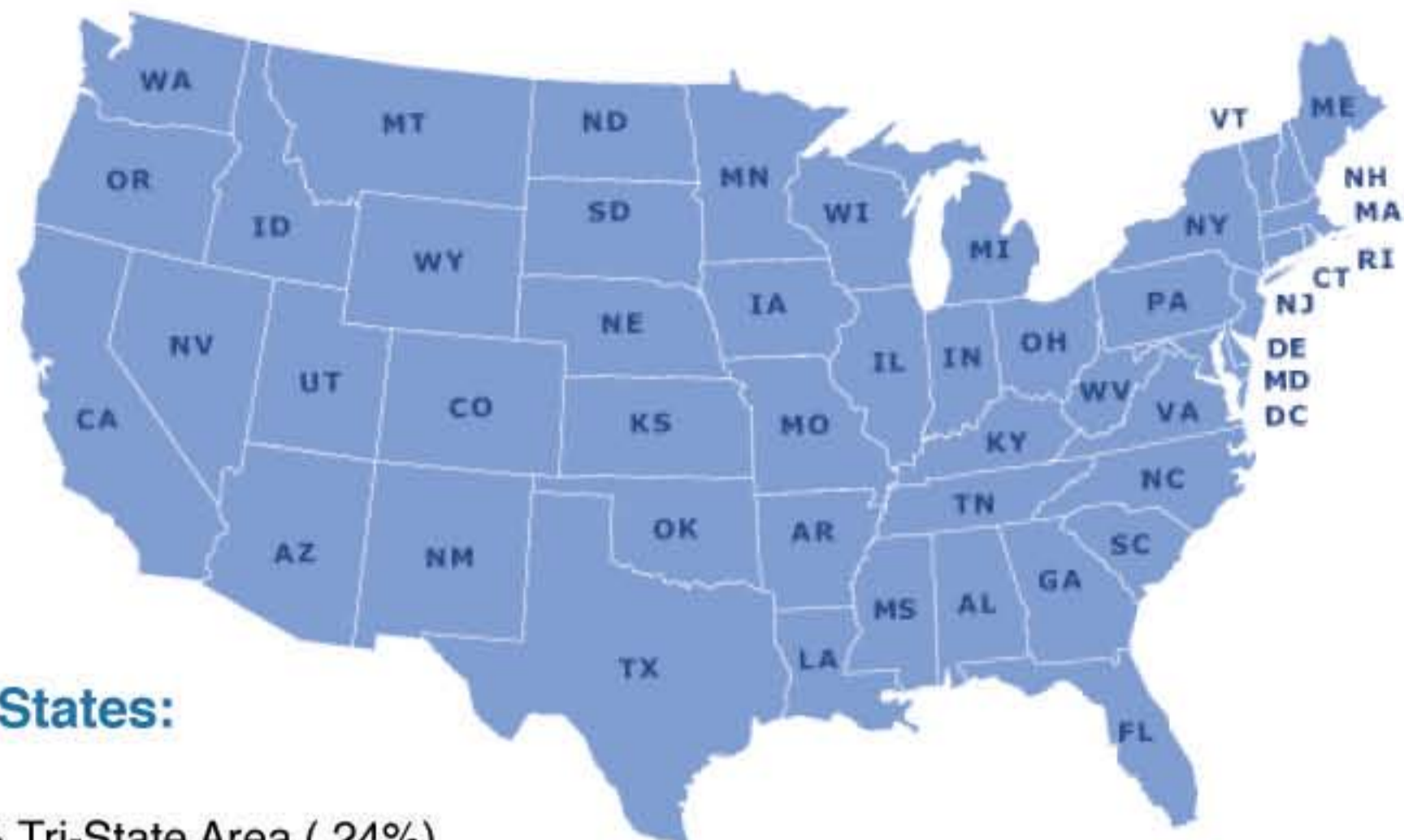
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Russian American Community



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Leading States:

New York & Tri-State Area (24%),
California (16%),
Illinois (16%),
Pennsylvania (10%),
Massachusetts (8%),
Florida (7%),
DC and Maryland (3%)

Leading Cities:

New York City, Los Angeles, Chicago,
San Diego, San Francisco, Seattle, Detroit

New York Population

New York leads the nation in the number of Russian Americans.

About 1.6 Million reside in New York Tri-State area.

About 600,000 (*Chinese 760,000; Dominican 620,000*) reside in the City of New York representing 8% of the population.

For New York, the median income of Russian-Americans was 47,000 compared to \$38,866 for the general population.

27.4% have an income of \$55,000 or more. 23.2% have an income of \$30,000+

California Population

There are an estimated 600,000 Russian-speaking people in Southern California.

Major resident areas are: Hidden Hills, Calabasas, Los Angeles, Westlake Village, Agoura Hills and Simi Valley, in declining order of affluence.

Median household incomes range from \$80,000 for Simi Valley to \$200,000 for Hidden Hills.

Bachelor Degree holders range from 40% for Simi Valley to 75% for Calabasas.



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MaksTV America Advertising Rates

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Contract / Price Per Spot	\$40	\$35	\$30
1 Week	21 spots x \$40, Weekly \$840, Total \$840		
4 Weeks	84 spots x \$35, Weekly \$735, 4 Weeks Total \$2,940		
12 Weeks	252 spots x \$30, Weekly \$630, 12 Weeks Total \$7,560		

Price per 30 seconds spot based on minimum 3 runs per day. Nationwide coverage.

Special Placement in prime-time (9pm – Midnight) or within a specific program or at exact time is available at additional fee: Monday - Friday – add 20% | Weekend-days – add 10%

For all contracts under \$7,500 - 100% prepayment is required upon contract execution. For contracts over \$10,000 - 50% prepayment is required upon contract execution, and the remaining 50% must be paid upon completion of the run prepaid by the first payment. All custom designed packages must be prepaid in full.

All rates are subject to change without notice.

All rates are commissionable for accredited advertising agencies.

MaksTV Network reserves the right, without any further obligation to advertiser, to reject at any time any advertising materials that do not comply with the Channel's technical, quality and ethical requirements, and/or are deemed inappropriate according to applicable laws and regulations.



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Current Advertisers

Current advertisers include Lufthansa, Money Gram, Aeroflot, Toyota, Mitsubishi, Major R/E Developers, Majestic Casinos, Big number of Key Russian Clubs, Restaurants, stores, and other prominent businesses.

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