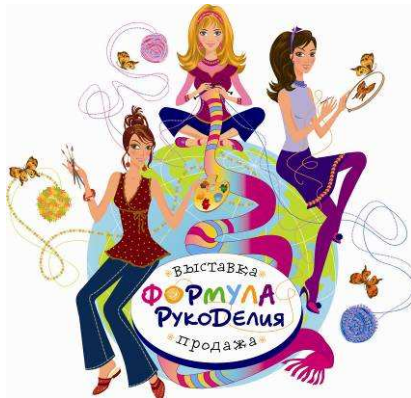




**ФОРМУЛА
РУКОДЕЛИЯ**

**«Formula rukodeliya»
(Craft formula)
presents**

The magazine



**The Craft & Hobby
Formula Show**

Web-site



The Club



Services

Craft Formula- is a very young company aims at creation of media:
the magazine- exhibition-web-site-study centre

for very enthusiastic people in craft field (as well for end consumer as for the professional audience)

The main task:

The satisfaction of woman audience in themselves realization as the creative person by offering them intellectual services:

- knowledge from the magazine
- master-classes by very educated teachers and the Craft Formula staff
- organization and the presentation of the communication platform for people involved in craft industry- exhibition

Our mission:

If you share your knowledge with other people you will become richer of the health, knowledge, success in your life!

Team:

There are very enthusiastic people in our team. We believe in our experience (the whole length of service and the link with craft industry more than 150 years for everybody☺) and the huge of the potential which allows and offers new possibilities for future developing and victories!

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Our services

We can:

- Develop advertising company using all project of Craft Formula: the magazine, exhibition, web-site
- Develop and realize advertising company using our connection with all industry: other craft press, exhibition etc.
- Develop and realize the presentation of your company, services, goods for your partners with attraction of other media of mass information
- Organize and hold the master-class oriented for the presentation of new goods and services

Our projects – the Exhibition, Magazine, Club, Web-services, On- and Off-line shop makes people more happy, kind and smart!

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Собираем успешную команду
ФОРМУЛА
Рукоделия



About magazine



- «The Cross Stitch Gold. Formula Рукоделия»- Highly qualified illustrated magazine for female audience about stitching and paper craft
- Issues 12 times a year
- 88 pages in paper-clip
- 100 rubles
- Circulation is 30000 pcs. (2011)

**Issues since March 2009
under Origin Publishing
(UK) license**





The magazine concept

In each issue:

- The best ideas for cross stitch and for cross stitch, paper craft and cardmaking
- Experts' and designers' advice
- Review of cross stitch accessory market
- Readers' letters and photos
- Valuable prizes and presents
- Actual information and news about the world's craft industry!

Besides, readers are the active authors of the magazine's content using internet forums, questionnaires and even SMS-voting!

Our Partners:

Well-known worldwide and Russian companies in craft industry:





Award

We open the voting for The Craft Award by «Formula рукоделия» magazine every year in Autumn in following categories:

- Retailer of the year
- Online retailer of the year
- Designer of the year
- Kit of the year
- Most innovative product of the year



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What does it mean «Craft & Hobby Formula Show»?

**Welcome to the Craft & Hobby Formula Show,
the only international craft exhibition in Russia!**

- The market of goods for craft and hobbies has demonstrated a tremendous growth within the last few years in Russia. Craft & Hobby Formula Show aims at giving mass appeal to all kinds of modern craft and hobbies popular nowadays. The event's goals are:
- Further advance and promotion of all kinds of modern craft and hobbies, spiritual and creative growth of exhibition's guests and visitors;
- Association of people who are enthusiastic about creativity, craft and hobbies regardless their gender, age, nationality and social status;
- Focusing the tendencies taking place in craft and hobby industry and presenting new brands, products, trends, ideas etc;
- construction of long-term communications between the companies which are engaged in manufacture and sale of the goods and articles for needlework and house decor.





About the project

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Duration

Spring 2011: March, 4-7

Autumn 2011: September, 29-30 to October, 1-2

29.09.2011 for trade visitors only!

Exhibition subjects:

Cross-stitching, embroidery, knitting, crochet, beadwork, sewing, rug hooking, weaving, moulding, the House decor, art of wrapping, periodicals, magazines and books etc.

The exhibition program:

The exposition of handmade works, Selling/buying craft and hobby goods and articles, Master classes and training seminars, Business and leisure activities, The official rewarding of the contests' prize-winners, Daily contests, lotteries and draws of prizes, The Charitable program

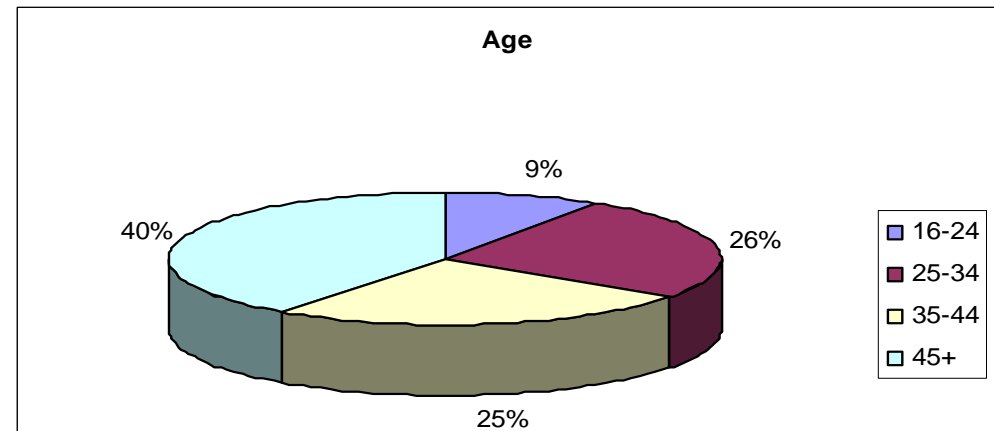
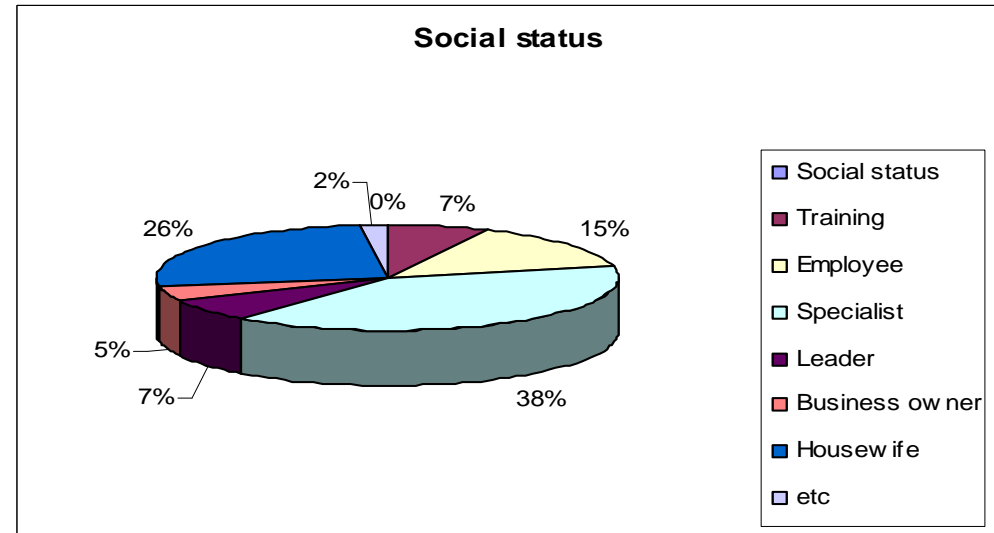




Auditorium

The exhibition visitors are mostly women aged from 20 till 55 years old with incomes above the average, successful in career and family, craft and hobby enthusiastic, embroidery in particular.

The number of visitors is more than **20000** people in 4 days!



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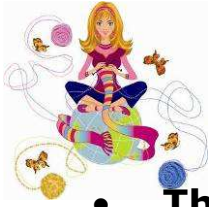




Participants

- The exhibition is of great interest for companies engaged in manufacture and selling goods and articles for all kinds of crafts and hobbies: Distribution companies, Manufacturers, Retail networks, Shops, Internet, Training Centers and Courses, And many others...
- There are also the companies which the goods oriented for woman:
- FMCG
- Auto distribution
- Cinema and movie company





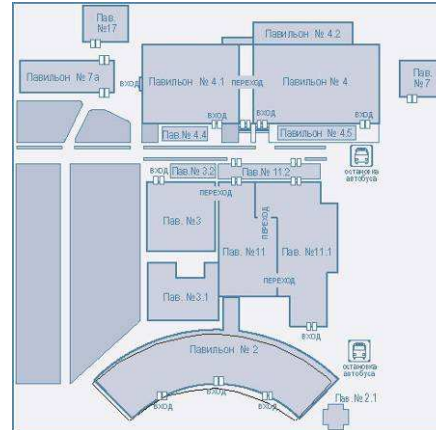
The Advertising -campaign

- **The adv. modules in craft and life-style magazines:**
Lena-Needlework, Susanna - Needlework, Wonderful Instants, Diana creativity, Favourite Crafts, Tatyanka (wood-carving), TeDDy-MedveDDy, Sabrina, Felice, Embroidery (the Ukraine), Crocheting, Beads, etc.; Home Hearth, Your Leisure Time, etc.
- **The metro campaign:**
bill-boards and sticking-up POS of materials (calendars, leaflets, posters)
- **The Internet campaign:**
 - on portals www.7ya.ru, www.allexpo.ru, www.exponet.ru, www.informexpo.ru, www.vashdosug.ru, www.timeout.ru
 - on craft and hobby sites
 - on partners and exhibitors' sites
 - on context ads www.google.com, www.odnoklassniki.ru, www.vkontakte.ru etc.
 - on blogs and forums as well.
- **Distribution of POS -materials** among participants, at various craft and hobby amateur actions, etc.
- **Newsletters, announcements, invitations on databases.**





Venue



The exhibition complex «Sokolniki» Moscow, Sokolniki Park, Pavilion 2

Technical specifications:

Total area: 4 500 sq. м

Ceiling height: 8 м

Conference hall: 100 sq. м

Cafe: 200 sq. M

Note: The exhibition complex today is 13 pavilions total area more than 330000 sq.m. There are more than 80 foreign specialized exhibitions and more than 1000000 visitors per year.

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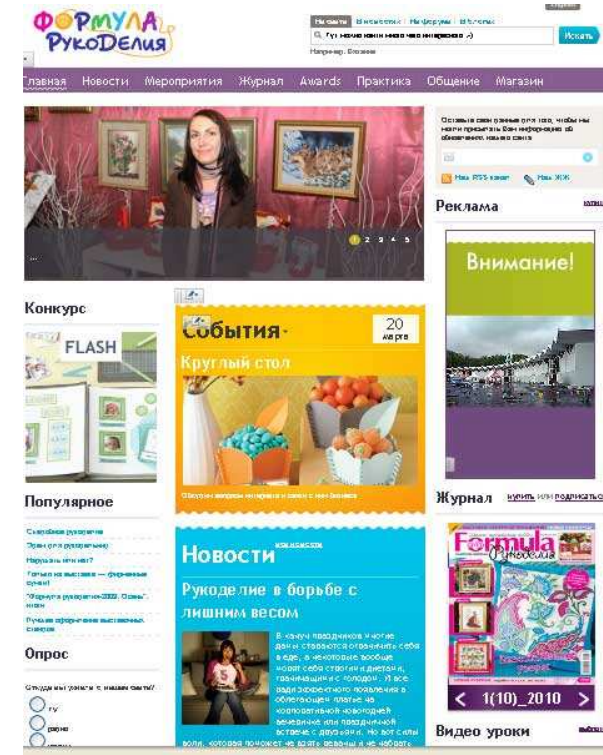
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Internet Portal www.formula-rukodeliya.ru has been created for communication for readers, exhibitors, as well as guests and the team of Craft Formula Ltd.

The services:

- information about company and it's projects;
- information about Show for the participants and the visitors;
- the calendar of different events in Russia as abroad
- news and announcements
- list of exhibitors
- plan of exhibition hall
- forums, blogs etc.

We have more than **60000** visitors every month



On-line and Off-line shops with goods that are published in the magazine, the website and used in master-classes in the Club

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The Club

- More than 30 master classes in connection with the materials in the magazine every month
 - We are working with the best teachers and artists
 - We use only proven brand-name materials
 - The Editor's team meets the magazine's readers once a month
- More than 2000 trained people a year!**





Contacts



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