



www.maximov.com

Maximov Publications was founded in 1995 by Russian orientalist Dr. Andrei Maximov. The company publishes a series of regularly updated Russian-English reference works, primarily in printed format, containing the names and contact details of the 250,000 or so key individuals – national and regional politicians, entrepreneurs, business leaders and their respective support teams of civil servants, technocrats and managers – the ‘VIPs and TOPs’ – who are responsible today for the running of Russia’s government, regions and key cities and its principal State-owned and private sector businesses, of which there are more than 70,000. The company now publishes 36 printed products and 12 electronic, 48 titles in all – 11 political, 20 industrial, 11 regional and 6 celebrity ‘Birthday’ calendars. In the 13 years since it was founded Maximov has published 130 directories in all with a total print-run in excess of one million copies.



Values of the Brand

Maximov’s brand essence is its integrity. All its reference books in the series are formatted in the same way, with listings containing detailed current contact information: names, positions, addresses, telephone & fax numbers and e-mail & web addresses. In the case of the industrial titles the management structure of each company and organization is provided, and the responsibilities of the top managers detailed. Also provided are the names of assistants, and counselors, the key individuals who prepare and follow up the decision-making process. Maximov directories are marked out from competing professional information products by the wealth and depth of detail provided, the currency and multiple means of accessing the contents, their bilingual format, and not least by the products’ highest quality printing and design standards.

Innovations & Promotion

Maximov’s All-Russia political and economic titles are frequently advertised and promoted. In the period 2005–2007 over 100 articles, advertorials and the

like were run in Russia’s mass media publications, including ‘Vedomosti’, ‘Kommersant’, ‘Kommersant-Vlast’, ‘Forbes’, ‘Izvestiya’, ‘The Moscow Times’, ‘The Russia Profile’, and ‘RF today’, ‘Political Journal’, ‘Expert’ and many others.

Regular ad campaigns are arranged by Maximov Publications on TV and radio stations such as ‘Radio Rossiya’, ‘Mayak’ and ‘Rosbusinessconsulting-TV’. Online promotion is carried out via the most popular political and business web portals and on websites such as rbc.ru, polit.ru, annews.ru and via industrial-related websites too.

Economy & Finance

The Russian B2B reference information sector is only ten years old but is growing spectacularly and is already estimated to be worth close to \$100 million a year. The list of key players is quite short: aside from Maximov Publications the Kompas group of companies, Business-karta, Euro-Address and ASU-Impuls are probably the best known. All these publishers sell more or less the same products, but the level of detail in the Maximov Directories is much

higher and although the per copy prices are also comparatively steeper – from RUB 3,956 to 5,900 (\$160–240) – the steady demand for the product shows how highly rated the books are by their readers.

Achievements & Prospects

Maximov Publications have been awarded many different Russian and international awards and titles. For the last three years in succession Superbrands International awarded its *Superbrand* title to Maximov Publications in the B2B category. In 2006 the Moscow Consumers’ Rights Defense Fund gave Maximov Publications a special award for its active role in setting up a ‘civilized consumer market in Russia’. For seven years running now (2001–2007) Maximov has won PEGaz’s international competition for *The best book on the Fuel & Energy sector*, and in 2007 the series produced another winner when it was awarded the international business press competition *Press Title* in the ‘Russian business from A to Z’ category. For the 2006–2007 year Andrei Maximov was elected a member of the Experts Council of ‘Serebryaniy Luchnik’, the most prestigious Russian competition in the public relations sphere.

The engine behind the Maximov series is a sophisticated information system, which holds and permanently monitors contact details for the vast majority of the Russian Federation’s VIPs and TOPs – responsible for 90% of the most influential political, economic and financial decisions affecting the lives of their fellow countrymen – and for the key legal entities which make up over 80% of the Russian economy. This information system is constantly growing in scope and depth and is capable now of producing a whole range of different and diversified information products – depending on the political, industrial and geographic ‘cut’ required.

Maximov’s very first Directory – ‘Who Governs the Russian Federation’ – has been re-published 16 times and remains the reference book of choice for ‘Who’s Who’ in the political and governmental spheres throughout the Russian Federation at both national and regional level. At the same time new regularly updated political directories are published annually. These include: ‘The Russian Government’, ‘The State Duma’, ‘Parties and Associations and Local Authorities of Russia’. Maximov has also embarked on the publication of regional directories in both printed and electronic

format, now covering seven federal areas of the Russian Federation.

The company has diversified into the industrial sphere, publishing its well-received ‘Fuel & Energy in Russia’ since 2001, followed by such new directories as ‘Electric Power Generation’, ‘Oil & Gas’ and ‘Construction & Property’, new in 2007. During the past year Maximov has also produced specialized CD-Directories such as ‘Pipelines of Russia’, ‘State & Corporate Finances’, ‘Natural Resources Management’ and others.

The company’s key current project is the 2007–2008 edition of ‘Who Runs Business in Russia’, launched in 2006. Devoted to Russia’s private sector and State business companies, it covers Russia’s business elite and is intended to be the contact ‘bible’ for the business community in much the same way as ‘Who Governs the Russian Federation’ already plays that role for the country’s political elite.

The creation and development of the celebrity birthday dates database has enabled Maximov to launch a series of unique information products – Calendar-directories. Each of these includes the birthday details of more than 1,000 of the country’s most influential politicians, state officials and business leaders. For 2008 six such calendars are to be published covering: ‘State & Business’, ‘Fuel & Energy’, ‘Communications & Information’, ‘The Food Industry’, ‘Finance & Investment’ and ‘Transport & Logistics’. It is intended in future that all Maximov’s industrial directories will be supplemented by their corresponding Calendar-directories devoted to the key men and women in each sector.

The opportunities for diversification are almost limitless but presently the company is concentrating on developing online web-based products. Initially, the goal is to provide access to the current Maximov database to allow readers and users to locate specific data and purchase and download it in individual information units. In due course it is our intention to provide a ‘bespoke’ service to customers to enable them to build their own customized directory, completely unique to them in content, format and design, featuring specific content by region, organization, company, position, managers, and so on. The end product will be packaged the way the customer needs it – as a printed book, a compact-disk Directory, or in the form of a direct mailing list on self-adhesive labels.

Things you didn’t know about Maximov Publications

- As of 1st November, 2007 the Maximov information system contained 738,456 contact details.
- The Maximov information system requires only 15 minutes to produce a list of 10,000 names according to a client’s criteria.
- Maximov’s first directory was produced and printed in Oxford, England. Now they Russian products for 100%.
- Maximov was the first Russian publisher to produce Pocket-sized directories and the first to customize directory content for individual customers.



1994

Maximov Publications had been set up by Andrei Maximov in London to produce bi-lingual reference books on Russian authorities under the brand Maximov’s Companion

1995

Two very first editions of ‘Who Governs the Russian Federation’ had been printed in spring and autumn 1995 by Abbey Press, Oxford, UK. The print-run for the both editions made up only 5,000 copies

1998

In May Maximov launched industry series with the first industry directory ‘Communications & Information in Russia’. After August crisis in Russia Maximov transferred printing from Oxford to S-Petersburg Svetoch Factory and became the first Russian publisher to produce Pocket-sized directories in Russia

1999

Maximov made re-branding and changed the brand’s name from Maximov’s Companion to Maximov Publications. Maximov Directories became Russian product for 100%

2000

Maximov launched a series of unique information products – Calendar-directories with the celebrity birthday dates and photos

2005

Maximov produced a new regional series to cover all 7 Russian federal areas

2006

Maximov Publications started production of specialized CD-Directories such as ‘Pipelines of Russia’, ‘State & Corporate Finances’, ‘Natural Resources Management’ and others

2007

Maximov became the first Russian publisher to customize directory content for individual customers. The total print-run of Maximov Directories exceeded one million copies