

Advertising in mapping products in Russia (1860-1930s)

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Abstract:

The report deals with a topical topic for the history of cartography: the development of commercial cartography and the use of advertising in maps and atlases. Maps are a carrier of advertising information and have certain properties. It is a long life cycle, a committed consumer and a constant need for certain information. Advertising in cartographic publications can be used to reduce the costs of the publisher, and to make a profit. The main purpose of the report is to show the development of commercial cartography in Russia and the use of advertising in cartographic publications from 1860 to 1930.

The report shows the origins of the development of commercial maps in Russia, traces the relationship between the development of cartography and changes in socio-economic conditions. For the first time, the use of free space for advertisements was discovered when issuing educational atlases for schools. On the flyleaf covers there was information about already printed or forthcoming educational publications. Educational maps dated 1865.

A separate part of the report is devoted to the Soviet period of development, the New Economic Policy (NEP) in Russia from 1922 to 1930. The first commercial cartographic publications were maps issued by charitable organizations. Figure 1 shows the plan of the Nizhny Novgorod province in 1924, published by the Society of War Invalids.



Figure 1. Plan of Nizhny Novgorod province in 1924.

The report provides an overview of the basic rules for advertising in maps and atlases, as well as the relationship between the subject of cartographic works and the content of advertising modules. The use of social advertising in the late 19th and early 20th century and options for the design of advertising texts and modules in maps and atlases are shown. The use of maps as carriers of advertising information, free subscription and distribution of maps and atlases can be attributed to the stage of the birth of marketing in Russian cartography. It was at the end of the 19th and beginning of the 20th century that the basic rules for placing commercial information in cartographic publications, which are still in force, were determined. The development of market relations and the emergence of capitalism in Russia significantly influenced the development of the private cartographic market. The map has become not only a source of information, but also a commercial product that brings profit. The use of advertising in cartographic publications was the impetus for the development of commercial cartography in Russia at the present stage.