# ВЕДОМОСТИ

MEDIA KIT
2020

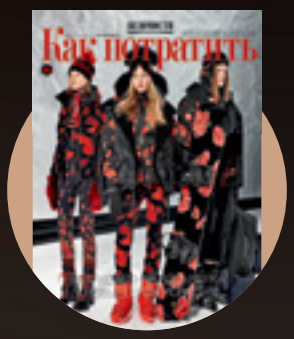
# Vedomosti is an authority source of information about business and economics in Russia.

Vedomosti is the most effective platform to promote luxury goods and services.

Print edition of Vedomosti is well known for long-term contact with the unique audience. Our audience is professionals who are in charge of making key management decisions.

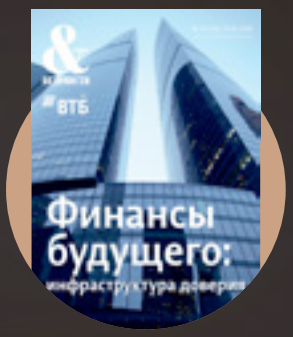
# Vedomosti product

"Vedomosti" newspaper

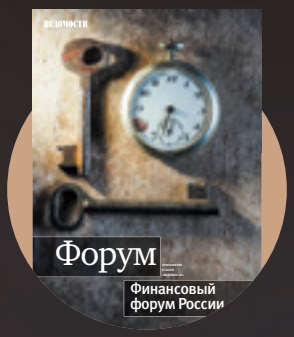



"Kak potratit"

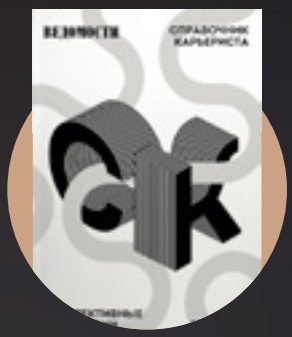
"Real Estate"




"Vedomosti &"




"Vedomosti.Forum"




"Career Guide"

"Vedomosti" is available on digital platforms:

Desktop

Tablets and mobile phones

Social networks

Messengers

# Editional Sections

**«Power & Money», «Money & Power» —**
top news about Russian and international policy and economy.

**«Comments» —**
an Independent analytics and latest reviews from editorial board on the breaking news that had interested in business community.

**«Key people» —**
interview to the most influential Russian and foreign businessmen, politicians and officials.

**«Companies & Markets» —**
latest news of companies and markets.

**«Personal account» —**
everything, as for private investments and credits.

**«Career & Management» —**
materials about effective decisions in company management, achievements of personal success.

**«Lifestyle» —**
reviews and articles about ma in cultural events in the country and abroad.

# App & Notebooks

**Release schedule 2020**
**13 applications and notebooks**
**37 issues per year**

### How To Spend

17 February

2 March

16 March

6 April

20 April

1 June

15 June

7 September

21 September

5 October

19 October

2 November

16 November

1 December

14 December

### Legal business

12 March

### Real Estate app

17 March

14 April

20 October

17 November

8 December

### Real Estate

18 February

19 May

16 June

22 September

### Commercial transport

20 March

16 October

### Cargo transportation

28 May

10 December

### Finance

22 April

20 November

### Economy of Russia

3 June

### The Far East Economy

2 September

### RIF

12 February

### Neftegaz 2020

13 April

### EXPO 2020

21 October

### APEC 2020

15 November

# Target audience

## Average Issue

March — July 2018

184 900 → 207 800

March — July 2019

Russia

March — July 2018

124 500 → 146 800

March — July 2019

Moscow

## Gender

| men | women |
|---|---|
| 59,5% | 40,5% |

## Age

| 16 - 34 years old | 35 - 54 years old | 55+ |
|---|---|---|
| 51,6% | 39% | 9,6% |

86,1%
has a job

37%
top-managers

74%
high-income

62%
income CC+*

* People who can buy expensive goods, but not everything they want, and financially secure people who have unlimited resources

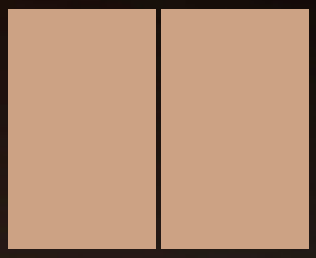
Source: NRS Russian readership. Russia, Moscow, Saint-Petersburg 2019/3 (March – July 2019)

# Ad sizes

Select the format you are interested in

Super Cover

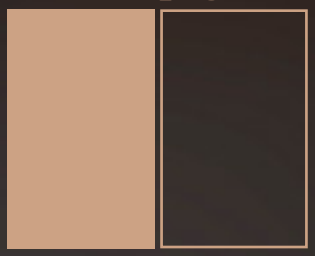
Double Page Spread



Horizontal strip

Top banner (on 1 page)

Full page



4/5 page

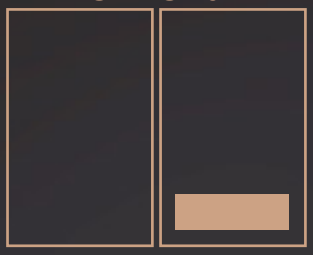
1/2 page

Junior page

2/5 page

1/3 page horizontal

1/4 page horizontal



1/6 page horizontal

1/12 page

9 squares

6 squares

4 squares

# Ad sizes

## Super Cover (584 x 420 mm)

Glossy cover of special issues of the daily «Vedomosti»
1, 2, 3, 4 pages

# 3 200 000 ₽

Prices are subject to VAT.

# Ad sizes

## Double Page Spread (554 x 388 mm)

8 – 9 pages

## 2 200 000 ₽

**1 630 000 ₽** Text layout

**737 000 ₽** Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.

# Ad sizes

## Horizontal strip (265 x 79 mm)

# 770 000 ₽

Prices are subject to VAT.

# Ad sizes

## Top banner (on 1 page)

(58 x 68 mm)

## 240 000 ₽

Prices are subject to VAT.

# Ad sizes

## Full page (265 x 388 mm)

## 1 540 000 ₽

**1 650 000 ₽** 3, 5, 9 pages

**850 000 ₽** Text layout

**638 000 ₽** Training & job opportunities

**468 000 ₽** Facts to watch*

**620 000 ₽** Direct speech

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.

# Ad sizes

## 4/5 page (221 x 363,3 mm)

# 1 375 000 ₽

**1 505 000 ₽** 3, 5, 9 pages

Prices are subject to VAT.

# Ad sizes

## 1/2 page (265 x 187 mm)

# 880 000 ₽

**950 000 ₽** 3, 5, 9 pages

**480 000 ₽** Text layout

**264 000 ₽** Facts to watch *

**328 000 ₽** Training & job opportunities

**400 000 ₽** Direct speech

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.

# Ad sizes

## Small page (157,3 x 282,2 mm)

# 880 000 ₽

**950 000 ₽** 3, 5, 9 pages

Prices are subject to VAT.

# Ad sizes

## 2/5 page (103,5 x 363,3 mm)

# 594 000 ₽

**1 060 000 ₽** 3, 5, 9 pages

**970 000 ₽** 2/5 page x 2

Prices are subject to VAT.

# Ad sizes

## 1/3 page (265 x 123,5 mm)

## 690 000 ₽

**770 000 ₽** 3, 5, 9 pages

**327 000 ₽** Text layout

**209 000 ₽** Training & job opportunities

**180 500 ₽** Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.

# Ad sizes

## 1/4 page horizontal (265 x 91,7 mm)

# 506 000 ₽

**550 000 ₽** 3, 5, 9 and the last page

Prices are subject to VAT.

# Ad sizes

## 1/6 page horizontal (265 x 60 mm)

## 320 000 ₽

Prices are subject to VAT.

# Ad sizes

## 1/12 page horizontal (265 x 28,2 mm)

## 220 500 ₽

**273 000 ₽** 3, 5, 9 and the last page

Prices are subject to VAT.

# Ad sizes

## 9-squares (157,3 x 187 mm)

# 550 000 ₽

**682 000 ₽** 3, 5, 9 and the last page

**260 000 ₽** Text layout

**181 100 ₽** Training & job opportunities

**140 000 ₽** Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.

# Ad sizes

## 6-squares

vertical (103,5 x 187 mm)  horizontal (157,3 x 123,5 mm)

# 420 000 ₽

**504 000 ₽** 3, 5, 9 and the last page

**230 000 ₽** Text layout

**125 400 ₽** Training & job opportunities

**126 000 ₽** Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.

# Ad sizes

## 4-squares (103,5 x 123,5 mm)

# 172 000 ₽

**97 100 ₽** Text layout

Prices are subject to VAT.

# Наши возможности

| ВЕДОМОСТИ | 1 квадрат (49,6x56,5mm) | 2 квадрата (103,5x56,5mm) | 4 квадрата (103,5x116mm) |
|---|---|---|---|
| **Classifieds** | | | |
| «Недвижимость» (пн-пт) | 16 000 | 26 000 | 48 000 |
| «Недвижимость» (по пятницам) | 12 000 | 19 000 | 35 000 |
| «Зарубежная недвижимость» | 12 000 | 19 000 | 35 000 |
| «Конкурсы, тендеры, аукционы» | | 32 000 | 60 000 |
| «Выставки и конференции» | | 32 000 | 60 000 |
| «Семинары, тренинги, курсы» | | 32 000 | 60 000 |
| Рестораны | | 16 000 | 30 000 |
| «Деловые предложения», «Транспорт и логистика», «Юридические услуги», «Готовый бизнес», «Вакансии и образование», «Строительство и обустройство», «Услуги для офиса», «Подбор персонала» | | | |
| 1 публикация | 14 000 | 23 000 | 37 000 |
| 10 публикаций | 100 000 | 150 000 | 270 000 |
| 25 публикаций | 170 000 | 200 000 | 450 000 |
| 50 публикаций | 300 000 | 350 000 | 700 000 |

| ВЕДОМОСТИ. НЕДВИЖИМОСТЬ | | 2 квадрата (114,8x54,6mm) | 4 квадрата (114,8x112,8mm) |
|---|---|---|---|
| **Classifieds** | | | |
| Рубрика Classified | | 26 000 | 48 000 |

Prices are subject to VAT.
При подготовке макетов допустимо использование цветных логотипов и иллюстраций

# Contacts

***We will find an individual solution to meet your advertising objectives***


**Maria Kuzhenkova**
Advertising department assistant
ext. 1374
m.kuzhenkova@vedomosti.ru

**Larisa Semenova**
Corporate Advertising Director
ext. 3019
l.semenova@vedomosti.ru

**Maria Zarnova**
Ad Sales Director Luxury, Publisher «Kak Potratit!»
ext. 1366
m.zarnova@vedomosti.ru

**Arina Chindina**
Financial advertising
ext. 1135
a.chindina@vedomosti.ru

**Maria Anisimova**
Financial advertising
ext. 6034
m.anisimova@vedomosti.ru

**Natalia Melnikova**
Realty advertising classifieds
ext. 1423
n.melnikova@vedomosti.ru

TEL
+7 (495) 956-34-58

ADRESS
127018, Moscow, Polkovaya 3/1