

# Электротехнический<sup>®</sup> рынок



Рекламно-информационное издание

MEDIA KIT  
2019

## About the journal



The magazine is now a full colour glossy in A4 format:

- 88–120 pages per issue;
- bymonthly circulation;
- 10,000 printed copies.

Published since May 2006.

Magazine's structure:

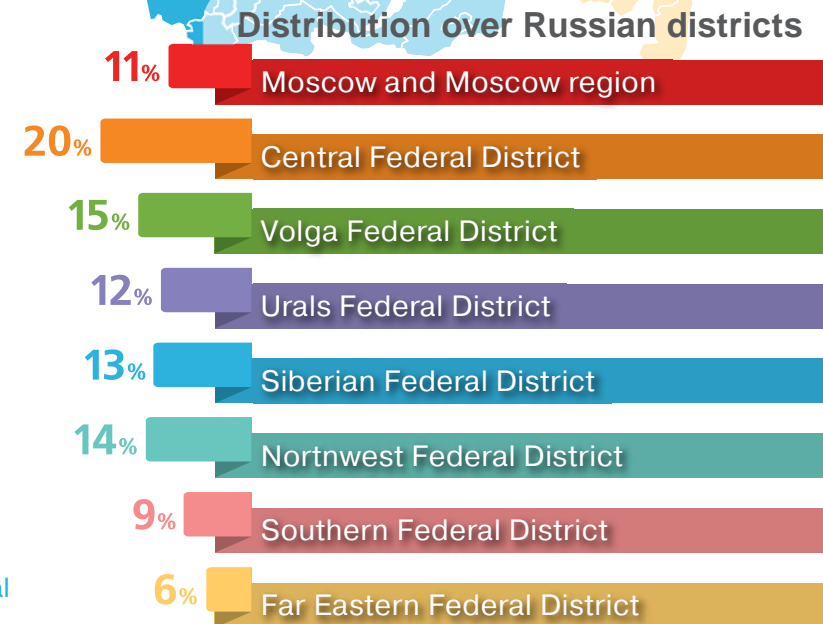
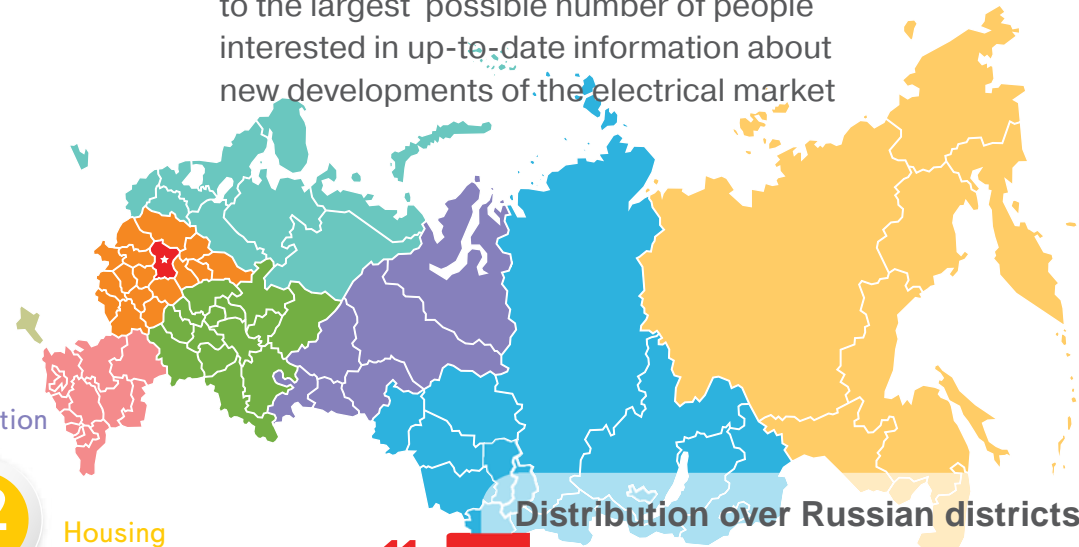
- world news;
- market and company news;
- analytics;
- company of the issue;
- interviews with CEOs of the industry's leading companies;
- articles and overviews on equipment;
- exhibitions, seminars, conferences.

Electrotechnical Market targets to give information and expert support to those who are engaged in production, sales and shipments of electrical products, rendering services on equipment repair and technical maintenance and to encourage development of the electrical market.

The magazine is circulated all over the Russian Federation and CIS via:

- Direct subscription (more than 3,500 subscribers);
- Companies' managers at all important electrical exhibitions, seminars and conferences;
- Delivery to personal addresses of leaders and specialists of the electrical industry;
- Free delivery to companies' addresses.

We are trying to deliver our magazine to the largest possible number of people interested in up-to-date information about new developments of the electrical market



### Distribution structure



The audience of the magazine

**No. 1 (January-February)** Deadline for materials: **up to January 20** Publication date: **February 20**

Subject of the issue: **Microgeneration in the territory of Russia**

Participation in exhibitions:

- **March 12–14**, Saint Petersburg technological fair, Saint Petersburg
- **March 12–15**, Automation. Electronics exhibition, Minsk
- **March 12–15**, Electrotech. Light exhibition, Minsk
- **March 12–15**, BATIMAT RUSSIA exhibition, Moscow
- **March 14–15**, Supply in oil and gas complex conference, Moscow
- **March 14–16**, Power resources. Industrial equipment, Kaliningrad
- **March 14–16**, Crimea. Building sector. Power supply. Spring, Simferopol
- **March 19–21**, Cabe, Moscow
- **March 19–21**, Autonomous power sources exhibition, Moscow
- **March 19–21**, Power engineering. Resource Saving exhibition, Kazan
- **March 20–22**, PROMTECHEXPO forum, Omsk
  - exhibition Mechanical Engineering
  - exhibition Metalworking
  - exhibition Automation
  - exhibition Welding
- **March 20–22**, Energy saving and energy efficiency forum, Volgograd

- **March 20–22**, StroyEXPO exhibition, Volgograd
- **March**, Vacancy fair at Moscow Power Engineering Institute, Moscow
- **March**, Power supply and energy efficiency summit, Moscow
- **March 20–21**, Gas. Oil. New technologies for the Arctic, exhibition – Novy Urengoy
- **March**, City of light exhibition
- **April 2–5**, MosBuild exhibition, Moscow
- **April 2–5**, RosBuild exhibition, Moscow
- **April**, Electrotechnical forum at ETM company
- **April 3–5**, ENERGO-VOLGA, Volgograd
  - Electrical engineering. Lighting engineering. Cable exhibition
  - Energy saving and energy efficiency forum and exhibition
  - Automation. Devices. Electronics exhibition
- **April 3–4**, Fuel and energy complex in Russia in XXI century forum, Moscow
- **April 15–18**, Elektro exhibition, Moscow
- **April 15–18**, NEFTEGAS exhibition, Moscow

**No. 2 (March-April)** Deadline for materials: **up to March 10** Publication date: **April 10**

Subject of the issue: **Internet of things — new possibilities for power industry**

Participation in exhibitions:

- **April 15–17**, ExpoElectronics exhibition, Moscow
- **April 15–17**, ElectonTechExpo exhibition, Moscow
- **April 15–18**, Elektro exhibition, Moscow
- **April 15–18**, NEFTEGAS exhibition, Moscow
- **April 16–18**, VacuumTechExpo exhibition, Moscow
- **April**, City of light exhibition
- **April 23–26**, OIL and GAS/MIOGE exhibition, Moscow
- **April 23–26**, SAPE – integrated safety of labour, exhibition, Sochi
- **May 14–17**, Power industry. Electrotechnics. Energy saving and resource saving exhibition, Nizhny Novgorod
- **May 15–17**, Precision measurement – base of quality and safety forum and exhibition, Moscow
- **May**, Electrotechnical forum at ETM company
- **May 21**, APSS (automation: projects, systems, facilities) – Siberia conference, Novosibirsk

- **May 22–24**, Power Astana exhibition, Astana
- **May 22–24**, MachExpo Kazakhstan exhibition, Astana
- **May 22–24**, NDT Kazakhstan exhibition, Astana
- **May 23–25**, Power engineering of the Far East region. Housing services and utilities exhibition, Khabarovsk
- **May 23–25**, Automation. Safety. Communication exhibition, Khabarovsk
- **May 14–16**, KazInterPower exhibition, Pavlodar
- **May**, Power supply, energy saving, energy management in mining and metallurgical industry conference, Chelyabinsk
- **May 30**, Construction in Oil and Gas Industry conference, Moscow
- **June**, Power and distributive transformers. Reactors. Systems of diagnostics conference, Moscow
- **June 4–5**, PTA (advanced automation technologies) – Saint Petersburg forum, Saint Petersburg
- **June**, City of light exhibition

## No.3 (May-June) Deadline for materials: up to May 10 Publication date: June 10

Subject of the issue: **Creation of power margin — from accumulators to reservoir cascades**

Participation in exhibitions:

- **June 25–28**, Russian International Energy Forum, Saint Petersburg
- **June 25–28**, Power industry and Electrotechnics exhibition, Saint Petersburg
- **July 8–11**, INNOPROM exhibition, Yekaterinburg
- **August**, Construction exhibition, Chelyabinsk
- **August 8–10**, Modern City: Energy. Resource saving. Environment exhibition, Belgorod
- **August**, Industrial lighting engineering – Army exhibition, Kubinka
- **September**, City of light exhibition
- **September 4–6**, Oil, Gas. Petroleum chemistry exhibition, Kazan
- **September 12**, Production modernization for oil and gas refinery conference, Moscow

## No.4-5 (July-October) Deadline for materials: up to August 5 Publication date: September 5

Subject of the issue: **Biodynamic lighting**

Participation in exhibitions:

- **September 10–13**, Interlight exhibition, Moscow
- **September 17–19**, Industrial electrical engineering and actuators exhibition, Saint Petersburg
- **September 17–19**, RADEL exhibition, Saint Petersburg
- **September 17–19**, Automation exhibition, Saint Petersburg
- **September**, Electrotechnical forum at ETM company
- **September 17–19**, PromEXPO exhibition, Volgograd
- **September 17–19**, StroyEXPO. Housing services and utilities exhibition, Volgograd
- **September 24–26**, Industrial show exhibition, Samara
- **September**, Surgut. Oil and Gas exhibition, Surgut
- **September**, City Build Russia, Saint Petersburg
- **October 1–4**, Saint Petersburg International Gas forum, Saint Petersburg
- **October 1–4**, Energy saving and energy efficiency exhibition, Saint Petersburg
- **October 1–4**, ROS-GAS-EXPO exhibition, Saint Petersburg
- **October**, ElectroTech Siberia exhibition, Novosibirsk
- **October 8–11**, EnergyExpo exhibition, Minsk
- **October 9–11**, Power engineering. Energy efficiency exhibition, Saratov
- **October 9–11**, TechnoExpo exhibition, Saratov
- **October 9–11**, Oil. Gas. Chem exhibition, Saratov
- **October**, Oil and gas service in Russia conference, Moscow
- **October 15–18**, Weldex exhibition, Moscow
- **October**, PTA (advanced automation technologies) exhibition, Moscow
- **October 16–18**, New electronics exhibition, Moscow
- **October**, Power Kazakhstan exhibition, Almaty
- **October**, ReEnergy Kazakhstan exhibition, Almaty
- **October**, Lighting Kazakhstan exhibition, Almaty
- **October**, Power electronics exhibition, Moscow
- **October**, Russian energy forum, Ufa
- **October**, Hi-Tech Building exhibition, Moscow
- **October**, Electrotechnical forum at ETM company
- **October**, Building exhibition, Voronezh
- **October – November**, Power engineering. Energy efficiency exhibition, Chelyabinsk
- **November**, Prospects for the development of power engineering and high-voltage equipment conference, Moscow
- **November**, Energy efficiency. XXI century. Engineering methods of buildings energy reduction congress, Saint Petersburg
- **November**, Power engineering. Electrotechnics. Energy efficiency exhibition, Yekaterinburg
- **November**, Vacancy fair at Moscow Power Engineering Institute, Moscow
- **November**, Siberian energy forum, Krasnoyarsk
- **November**, Oil. Gas. Chemistry exhibition, Krasnoyarsk
- **November**, Russian manufacturer forum, Saint Petersburg
- **November 26–28**, APSS (automation: projects, systems, facilities) – Ural conference, Yekaterinburg
- **November 26–28**, PTA (advanced automation technologies) – Ural exhibition, Yekaterinburg
- **November 26–28**, Electronics – Ural exhibition, Yekaterinburg

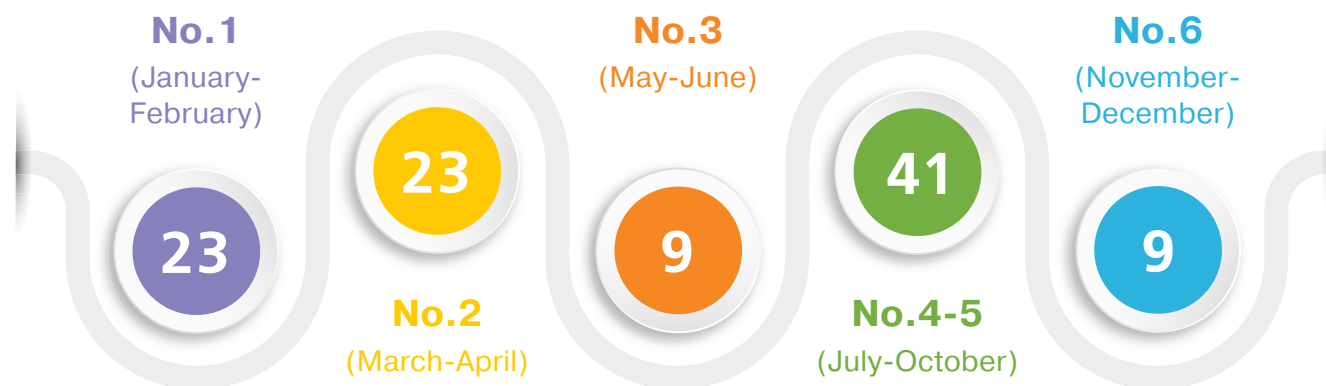
**No.6 (November-December)** Deadline for materials: **up to November 1** Publication date: **December 1**

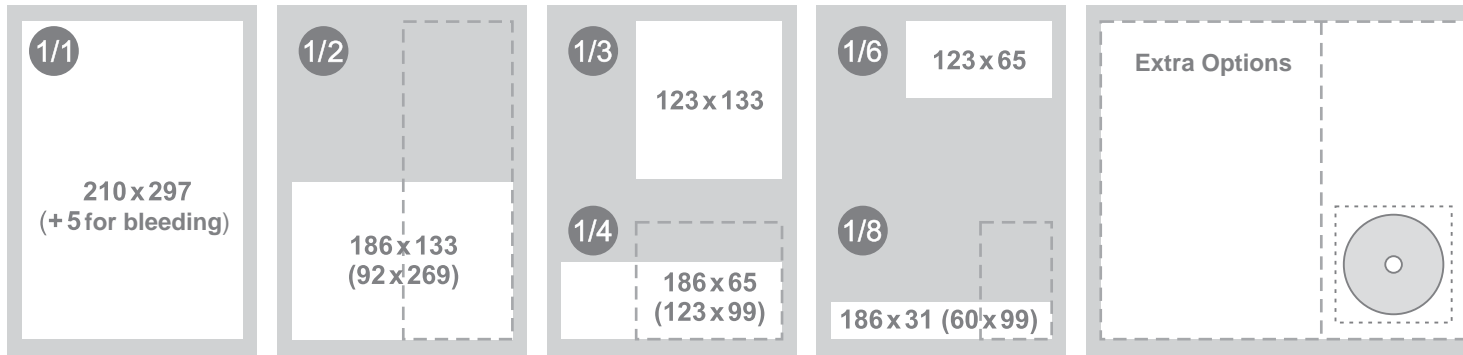
Subject of the issue: **How should consumers' practice be changed in the age of digital power industry?**

Participation in exhibitions:

- **December**, Russian Electrical Networks exhibition, Moscow
- **December**, Offshore Oil and Gas Shelves Contracts conference, Moscow
- **February, 2020**, Power engineering exhibition, Samara
- **February, 2020**, Power engineering of Zakamye exhibition, Naberezhnye Chelny
- **March, 2020**, Saint Petersburg technological fair, Saint Petersburg
- **March, 2020**, Automation. Electronics exhibition, Minsk
- **March, 2020**, Electrotech. Light exhibition, Minsk
- **March, 2020**, BATIMAT RUSSIA exhibition, Moscow
- **March, 2020**, Supply in oil and gas complex conference, Moscow

## Magazine circulation at industry exhibitions





Blocks shall be made exactly to the required dimensions. The files shall be in **EPS, AI, CDR, PSD** and **TIFF** format. The colour scheme shall be **CMYK**. Maximum total percentage of colours is **300%** and resolution is **300 dpi**. All the fonts shall be converted to outline. Please take care that in raster images black-coloured fonts and frames shall contain only one **black** colour. Please retain background beyond black font (**overprint**). **Should you have any questions while designing ad blocks please feel free to contact us at tel. +7 (495) 587-40-90.**

Advertising Space	Price
1 <sup>st</sup> cover (195x230 mm)	RUB 137,500
2 <sup>nd</sup> cover (210x297 + 5 mm for bleeding)	RUB 79,000
3 <sup>rd</sup> cover (210x297 + 5 mm for bleeding)	RUB 79,000
4 <sup>th</sup> cover (210x297 + 5 mm for bleeding)	RUB 105,000
1 <sup>st</sup> page of ad block (210x297 + 5 mm for bleeding)	RUB 56,000
Block 1/1 (210x297 + 5 mm)	RUB 52,500
Block 1/2 (186x133 / 92x269 mm)	RUB 28,700
Block 1/3 (123x133 mm)	RUB 19,000
Block 1/4 (186x65 / 123x99 mm)	RUB 14,000
Block 1/6 (123x65 mm)	RUB 9,500
Block 1/8 (186x31 / 60x99 mm)	RUB 7,000
Interview, 1 page (186x269 mm)	RUB 30,000
Interview, 2 pages (186x269 mm)	RUB 57,000
Interview, 3 pages (186x269 mm)	RUB 79,000
Advertising article (186x269 mm)	RUB 30,000
Writing of technical, advertising article	individually
Ad block design	RUB 4,500

Extra Options	Price
Thick paper inside the magazine:	
1 page without a flap (210x297 + 5 mm for bleeding, 200 g per square meter, full colour)	RUB 72,500
1 page with a flap (345x297 (205x297 + 140x297) + 5 mm for bleeding, 170 g per square meter, full colour)	RUB 79,000
1 page with a flap and perforation (305x297 (205x297 + 100x297) + 5 mm for bleeding, 170 g per square meter, full colour)	RUB 77,500
Insertion of one CD, business card, etc. (the insertion is made on the 2 <sup>nd</sup> or 3 <sup>rd</sup> cover page into the customer's ad block as well as on a special page with a 140-mm flap in the inside block)	RUB 20
Distribution of leaflets with the magazine:	
500 leaflets	— RUB 15,000
1000 leaflets	— RUB 28,000
2000 leaflets	— RUB 50,000
<b>Discounts for multiple publications of ad block:</b>	
2 publications	— 5%
3 publications	— 10%
4 publications	— 15%
5 and more publications	— 20%
<b>Subscription to the journal:</b>	
6 issues (1 year)	— RUB 6,480

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