

# Электротехнический <sup>®</sup> рынок



Рекламно-информационное издание

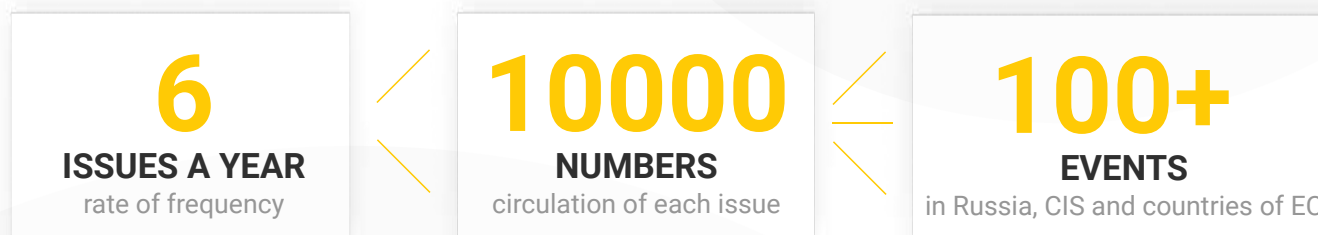


MEDIA KIT  
2022

## «ELECTROTECHNICAL MARKET»

is a project focused on giving informational and expert support of equipment and services' manufacturers and suppliers.

A4 format. Publication volume – 88 - 150 pages.



**15** YEARS  
IN THE BRANCH

**01.**

ABOUT THE MAGAZINE

**180+**  
special projects

**2000+**  
publications

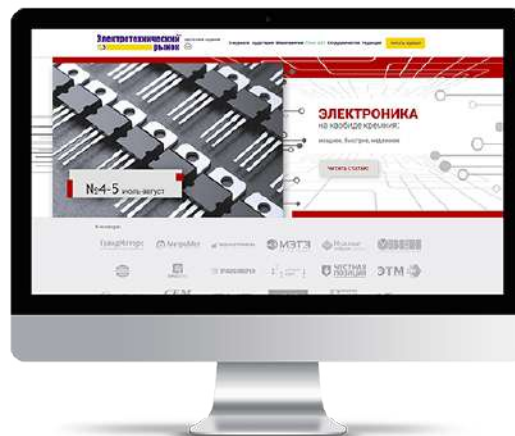
**1500+**  
events



**PRINTED**

version

SUBSCRIPTION



**INTERNET**

version

<https://market.elec.ru/>



**02.**

FORMAT

**22000** READERS

- ELECTROTECHNICAL NEWS**  
Selection of the latest news from electrotechnical and lighting engineering sectors

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- INTERVIEW**  
Interview with prominent representatives of the sector

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- PROJECTS**  
Inventions and innovations

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- EQUIPMENT TESTING**  
Practical tests of different equipment for correspondence to the stated specifications

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- MAGAZINE SUBJECT**  
Hot topic of the issue

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- ANALYTICS**  
Analytical industry research

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- ARTICLES AND EQUIPMENT OVERVIEWS**  
Novelties at the market, overviews of product range and companies' presentations

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- EVENTS**  
Coverage of high-profile events in the sector

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- EXHIBITION CALENDAR**  
Dates of all events in Russia and CIS

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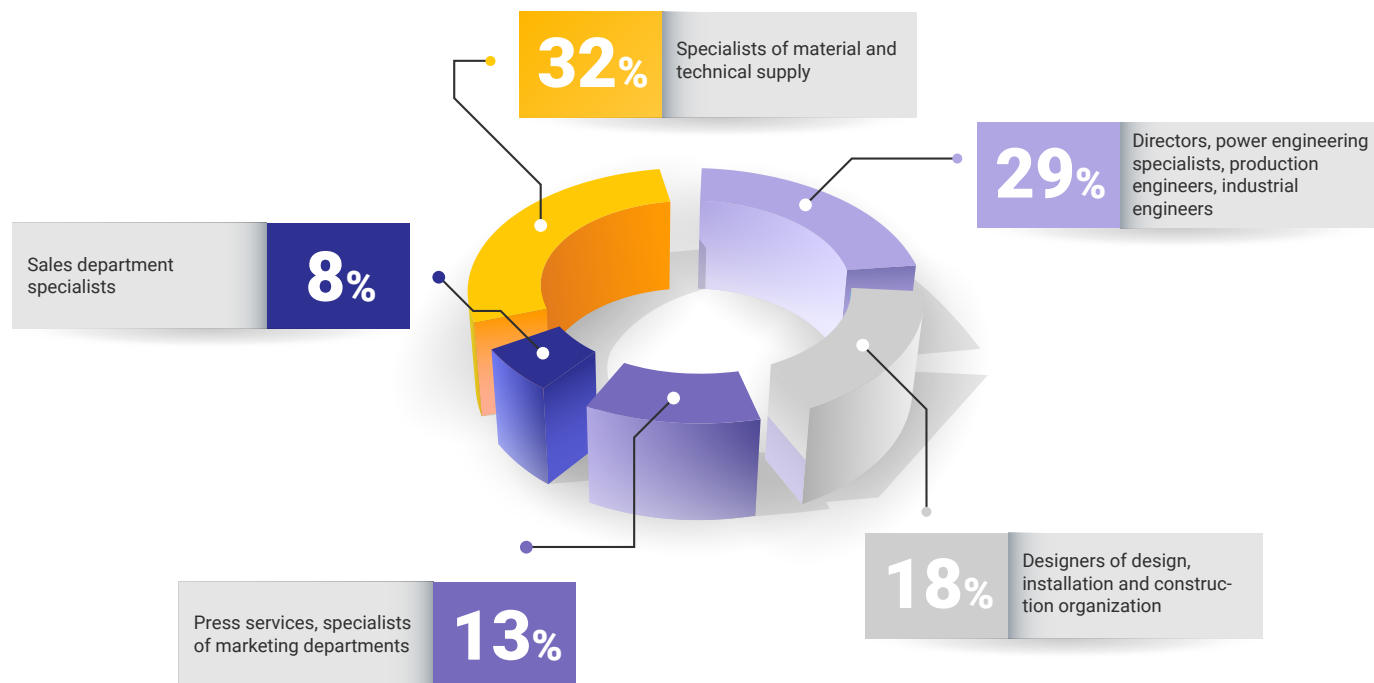
- COMPANY OF THE ISSUE**  
All details about life and operations of the industry players

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- OP-ED**  
Light power is a regular column about lighting engineering. An electrician himself is a blog of a practicing electrician

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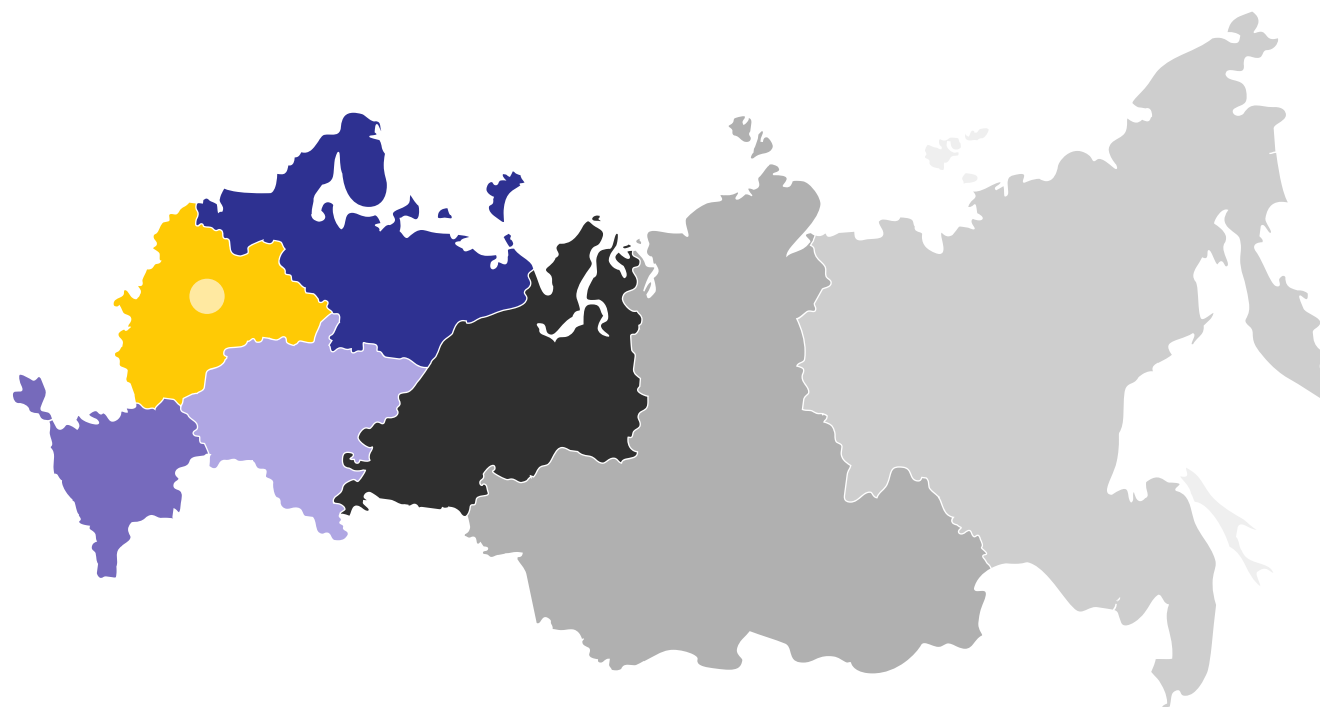
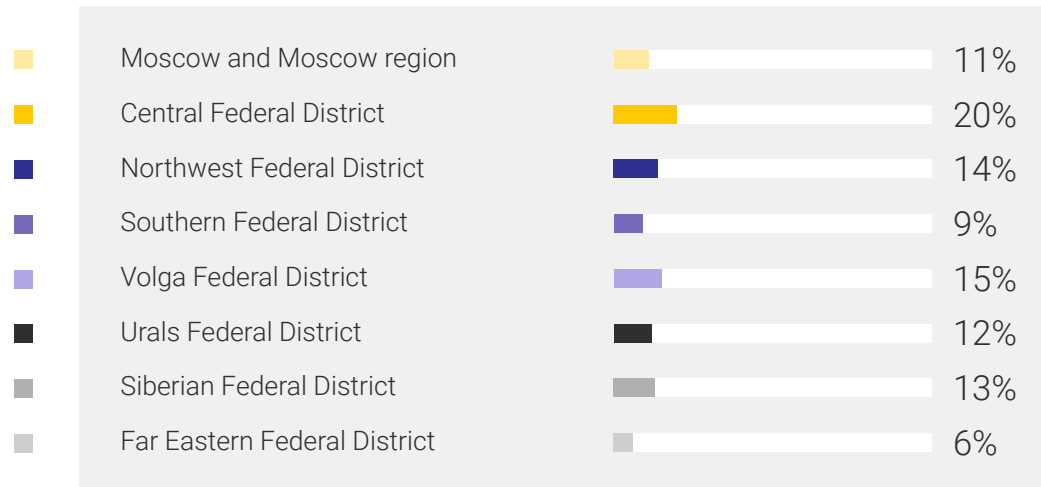
- LEARNING ENVIRONMENT**  
Education projects, online training courses and centers on professional development



# 04.

## READERSHIP

Every year we participate in 100+ events in the business to business (B2B) format. They are held both in Russia and abroad. The exposition is represented by more than 100 countries of the world.



05.

SPREAD  
OF THE MAGAZINE



magazine circulation at all important industry exhibitions, seminars, forums and conferences



direct e-mail among subscribers



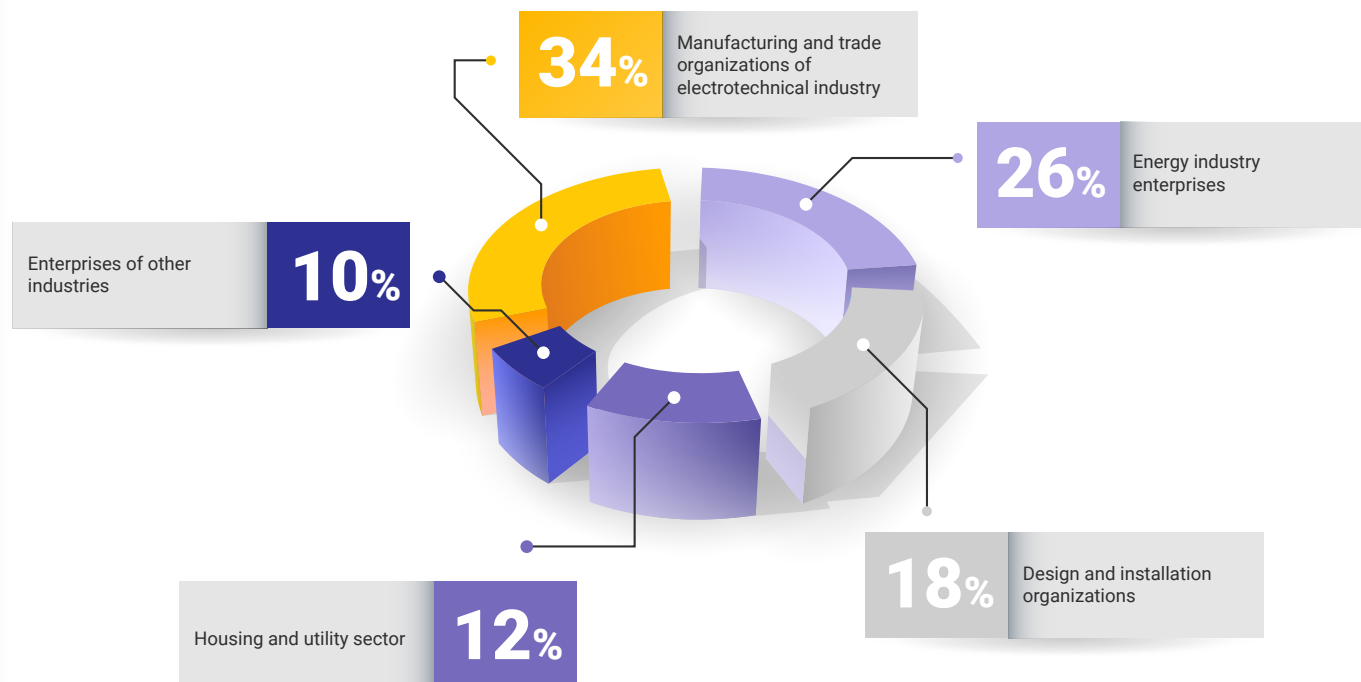
address dispatch to organizations and direct mail to addressees



publication of articles at Elec.ru portal and in social networking sites

# 06.

## DISTRIBUTION STRUCTURE



## **№1 (JANUARY-FEBRUARY)**

**Subject of the issue: Fire-resistant cable lines**

Deadline for materials:  
**up to January 25**

Publication date:  
**February 25**

## **№2 (MARCH-APRIL)**

**Subject of the issue: Powerful electrical equipment of compact sizes**

Deadline for materials:  
**up to March 5**

Publication date:  
**April 5**

## **№3 (MAY-JUNE)**

**Subject of the issue: Innovative electricity metering systems**

Deadline for materials:  
**up to May 5**

Publication date:  
**June 5**

## **№4-5 (JULY-OCTOBER)**

**Subject of the issue: Truth and fiction about the «carbon footprint»**

Deadline for materials:  
**up to August 5**

Publication date:  
**September 5**

## **№6 (NOVEMBER-DECEMBER)**

**Subject of the issue: Electricity transmission for thousands of kilometers**

Deadline for materials:  
**up to November 1**

Publication date:  
**December 1**

# 07.

EDITORIAL  
PLAN 2022



# 08.

## PARTICIPATION IN EXHIBITIONS

### №1 (JANUARY-FEBRUARY)

**Subject of the issue: Fire-resistant  
cable lines**

Publication date: **February 25**

\* Dates of industry events are subject to change.

\* The editors reserve the right to change the list of events identified in editorial calendar.

\* When coordinating the materials with editorial staff, please specify the list of events where this issue number will be presented.

|                    |  |              |
|--------------------|--|--------------|
| March 15 - 17      | «Cabex», exhibition  | Moscow       |
| March 22 - 25      | «International Forum Electric Networks», forum             | Moscow       |
| March 29 - April 1 | «Mashepo Siberia», exhibition                              | Novosibirsk  |
| March 29 - April 1 | «MosBuild», exhibition                                     | Moscow       |
| March 30           | «PTA-Kazan», conference                                    | Kazan        |
| April 5 - 8        | «Automation. Electronics», exhibition                      | Minsk        |
| April 5 - 8        | «Electrotech. Light», exhibition                           | Minsk        |
| April 7 - 8        | «Gas. Oil. New technologies for the Far North», exhibition | Novy Urengoy |

# 08.

## PARTICIPATION IN EXHIBITIONS

### №2 (MARCH-APRIL)

**Subject of the issue: Powerful  
electrical equipment  
of compact sizes**

Publication date: **April 5**

\* Dates of industry events are subject to change.

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|               |   |                |
|---------------|---|----------------|
| April 12 - 14 | Promtechexpo Forum  | Omsk           |
| April 12 - 14 | «Spring Forum of housing and communal services», forum                            | Ufa            |
| April 12 - 14 | «VacuumTechExpo», exhibition  | Moscow         |
| April 12 - 14 | «ExpoElectronica», exhibition   | Moscow         |
| April 12 - 14 | «ElectronTechExpo», exhibition  | Moscow         |
| April 16 - 18 | «Energy. Energy Efficiency», exhibition   | Saratov        |
| April 18 - 21 | «NEFTEGAZ», exhibition  | Moscow         |
| April 19 - 21 | «Energy. Resource Conservation», exhibition                                       | Kazan          |
| April 19 - 21 | «TEF», forum  | Kazan          |
| April 19 - 21 | «Build Ural», exhibition  | Yekaterinburg  |
| April 20 - 21 | «Energy Efficiency. Housing and communal services. Urban environment», exhibition | Irkutsk        |
| April 20 - 21 | Baikal Construction Week Forum  | Irkutsk        |
| April 20 - 21 | Russian Energy Summit   | Moscow         |
| April 22      | «National Industrial Forum», forum  | Moscow         |
| April 24 - 27 | «Volgostroyexpo», exhibition  | Kazan          |
| April 26 - 28 | «Power Engineering and Electrical Engineering», exhibition                        | St. Petersburg |
| April 26 - 28 | «Russian International Energy Forum», forum                                       | St. Petersburg |
| April 26 - 28 | «Housing and communal Services of Russia», exhibition                             | St. Petersburg |
| April 26 - 28 | «St. Petersburg Technical convention», exhibition                                 | St. Petersburg |
| April 26 - 28 | «Hi-Tech» exhibition  | St. Petersburg |
| April 27 - 28 | «City Build Russia», exhibition   | St. Petersburg |
| April 27 - 28 | «Construction. Industry. Infrastructure» exhibition                               | Kurgan         |
| May 17 - 19   | «Siberian Construction Week», exhibition  | Omsk           |
| May 18 - 21   | «ARWE», exhibition  | Rostov-on-Don  |
| May 19 - 21   | «Energy of the DV region. Housing and communal services», exhibition              | Khabarovsk     |
| May 19 - 21   | «Automation. Safety. Svyaz», exhibition   | Khabarovsk     |
| May 23 - 27   | Metalloobrabotka exhibition   | Moscow         |
| May 24 - 27   | «Gas. Oil. Technologies», exhibition  | Ufa            |
| May 24 - 26   | «KazInterPower», exhibition   | Pavlodar       |
| May 25 - 27   | «Power Astana», exhibition  | Nur-Sultan     |
| May 25        | «PTA- St. Petersburg », conference  | St. Petersburg |
| May 25 - 26   | «City of Light» forum   | Novosibirsk    |
| May 26        | «Construction in the oil and gas complex», conference                             | Moscow         |

# 08.

## PARTICIPATION IN EXHIBITIONS

### №3 (MAY-JUNE)

**Subject of the issue: Innovative  
electricity metering systems**

Publication date: **June 5**

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|                   |  |                |
|-------------------|--|----------------|
| June 6 - 9        | «Electro», exhibition                                      | Moscow         |
| June 15 - 17      | Technoexpo exhibition                                      | Saratov        |
| June 15 - 17      | «Oil Exhibition. Gas. Chemical»                            | Saratov        |
| June 21 - 23      | RENWEX exhibition  | Moscow         |
| June              | «City of Light», forum                                     | Samara         |
| July 4 - 7        | INNOPROM exhibition  | Yekaterinburg  |
| July 28           | «Forum of Electrical Engineering and Engineering Systems»  | St. Petersburg |
| August 3 - 4      | «Construction», exhibition                                 | Chelyabinsk    |
| August 15 - 21    | «Industrial lighting equipment – Army», exhibition         | Kubinka        |
| August            | «Belbuild», exhibition                                     | Belgorod       |
| August            | «City of Light», forum                                     | Kazan          |
| September 13 - 15 | ChipEXPO exhibition  | Moscow         |
| September 13 - 16 | St. Petersburg International Gas Forum                     | St. Petersburg |
| September 13 - 16 | «ROS-GAZ-EXPO», exhibition                                 | St. Petersburg |
| September 13 - 16 | «Energy Saving and Energy Efficiency», exhibition          | St. Petersburg |
| September 19 - 22 | Interlight Russia   Intelligent building Russia exhibition | Moscow         |

# 08.

## PARTICIPATION IN EXHIBITIONS

### №4-5 (JULY-OCTOBER)

**Subject of the issue: Truth and fiction  
about the «carbon footprint»**

Publication date: **September 5**

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\* The editors reserve the right to change the list of events identified in editorial calendar.

\* When coordinating the materials with editorial staff, please specify the list of events where this issue number will be presented.

|                   |   |                |
|-------------------|---|----------------|
| September 19 - 22 | Interlight Russia   Intelligent building Russia exhibition  | Moscow         |
| September 21 - 23 | RADEL exhibition  | St. Petersburg |
| September 21 - 23 | Automation exhibition   | St. Petersburg |
| September 21 - 23 | Uralstroy Industry exhibition   | Ufa            |
| September 21 - 23 | «Industrial Salon», exhibition  | Samara         |
| September 28 - 30 | «KIOGE», exhibition   | Almaty         |
| September 28 - 30 | «Surgut. Oil and Gas», exhibition   | Surgut         |
| September 28 - 30 | «Powerexpo Almaty», exhibition  | Almaty         |
| September 28      | «PTA-Ufa» conference  | Ufa            |
| September 29      | «Modernization of production facilities for oil and gas refining», conference   | Moscow         |
| September         | «Transport lighting engineering», exhibition  | Moscow         |
| September         | «ElectroTrans», exhibition  | Moscow         |
| September         | «Electronics-Transport», exhibition   | Moscow         |
| October 11 - 14   | «Weldex», exhibition  | Moscow         |
| October 12 - 14   | «Industrial Forum»  | Izhevsk        |
| October 26        | «PTA-Novosibirsk», conference   | Novosibirsk    |
| October 27        | «Oil and Gas service in Russia», conference   | Moscow         |
| October           | «TechInnoProm», exhibition  | Minsk          |
| October           | «Profsvarka», exhibition  | Minsk          |
| October           | Smart Energy Summit   | Kazan          |
| October           | EnergyExpo exhibition   | Minsk          |
| October           | Russian Energy Week Forum   | Moscow         |
| October           | Voronezh Industrial Forum   | Voronezh       |
| October           | «Construction», exhibition  | Voronezh       |
| October           | Power Electronics Exhibition  | Moscow         |
| October           | «Russian Energy Forum», forum   | Ufa            |
| October           | «Industrial Lighting Engineering», exhibition   | St. Petersburg |
| November 8 - 11   | «MITEX», exhibition   | Moscow         |
| November 17       | congress «Energy Efficiency. XXI century. Engineering methods for reducing energy consumption of buildings»   | St. Petersburg |
| November 23 - 25  | «Siberian Energy Forum»<br><i>exhibition «Oil. Gas. Chemistry»</i><br><i>exhibition «Electrical Engineering. Energy. Automation. Lighting engineering»</i>                                  | Krasnoyarsk    |
| November          | «Russian Industrial Forum», forum   | Ufa            |
| November          | «Russian Industrialist», forum  | St. Petersburg |
| November          | Technoforum, exhibition<br><i>exhibition «Energy Saving and Energy Efficient technologies»</i><br><i>exhibition «Region-Electro»</i><br><i>exhibition «Equipment - Oil. Gas. Chemistry»</i> | Volgograd      |

# 08.

## PARTICIPATION IN EXHIBITIONS

### №6 (NOVEMBER- DECEMBER)

**Subject of the issue: Electricity  
transmission for thousands  
of kilometers**

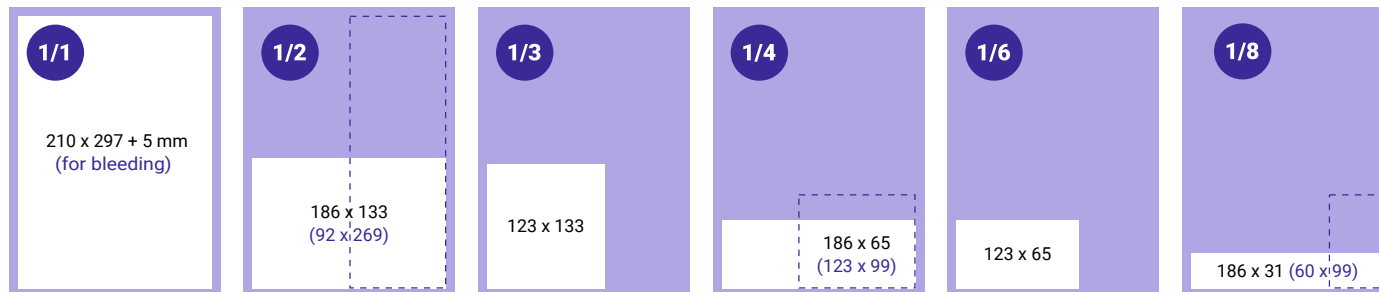
Publication date: **December 1**

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|                          |   |                    |
|--------------------------|---|--------------------|
| November 29 - December 2 | forum «International Forum Electric Networks»   | Moscow             |
| December 14 - 15         | forum-exhibition «Energy. Energy efficiency»  | Chelyabinsk        |
| December                 | «Mechanical Engineering. Metalworking. Welding», exhibition   | Kazan              |
| February 2023            | «Energy of the Zakamye», exhibition   | Naberezhnye Chelny |
| February 2023            | «Siberian Construction Week», exhibition  | Novosibirsk        |
| February 2023            | «Energy», exhibition  | Samara             |
| February 2023            | «Investment projects, modernization, procurement in the electric power industry», conference  | Moscow             |
| February 2023            | «Arctic», conference  | St. Petersburg     |
| February 2023            | YugBuild exhibition   | Krasnodar          |
| February 2023            | RosBuild exhibition   | Moscow             |
| February 2023            | conference «State and prospects of development of electric power industry and high-voltage electrical equipment. Transformers. Switching devices. Converters. Control and diagnostic systems» | Moscow             |
| March 2023               | Cabex exhibition  | Moscow             |
| March 2023               | «Automation. Electronics», exhibition   | Minsk              |
| March 2023               | «Electrotech. Light», exhibition  | г. Минск           |
| March 2023               | «Autonomous current sources», exhibition  | Moscow             |
| March 2023               | «Supply in the oil and gas complex», conference   | Moscow             |
| March 2023               | «Gas. Oil. New technologies for the Far North», exhibition  | Novy Urengoy       |
| March 2023               | «Energy Resources. Promoborudovanie»  | Kaliningrad        |
| March 2023               | «Crimea. Construction industry. Energy saving. Spring»  | Simferopol         |

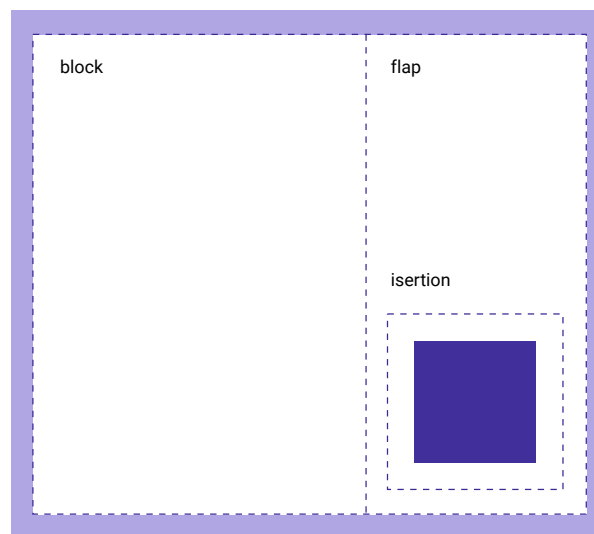


| Advertising space                                      | Price, RUB   |
|--|--------------|
| 1st cover (195x230 mm)                                 | 137 500      |
| 2nd cover (210x297 mm + 5 mm for bleeding)             | 79 000       |
| 3rd cover (210x297 mm + 5 mm for bleeding)             | 79 000       |
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| 3rd page of the issue (297x210 mm + 5 mm for bleeding) | 56 000       |
| Block 1/1 (210x297 mm + 5 mm for bleeding)             | 52 500       |
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| Interview, 1 page (186x269 mm)                         | 30 000       |
| Interview, 2 pages (186x269 mm)                        | 57 000       |
| Interview, 3 pages (186x269 mm)                        | 79 000       |
| Advertising article (186x269 mm)                       | 30 000       |
| Writing of technical, advertising article              | individually |
| Ad block design  | 4 500        |

09.

ADVERTISING  
POLICY

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



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09.

ADVERTISING  
 POLICY

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10.

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