

Электротехнический[®] рынок



Рекламно-информационное издание

MEDIA KIT
2017

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:

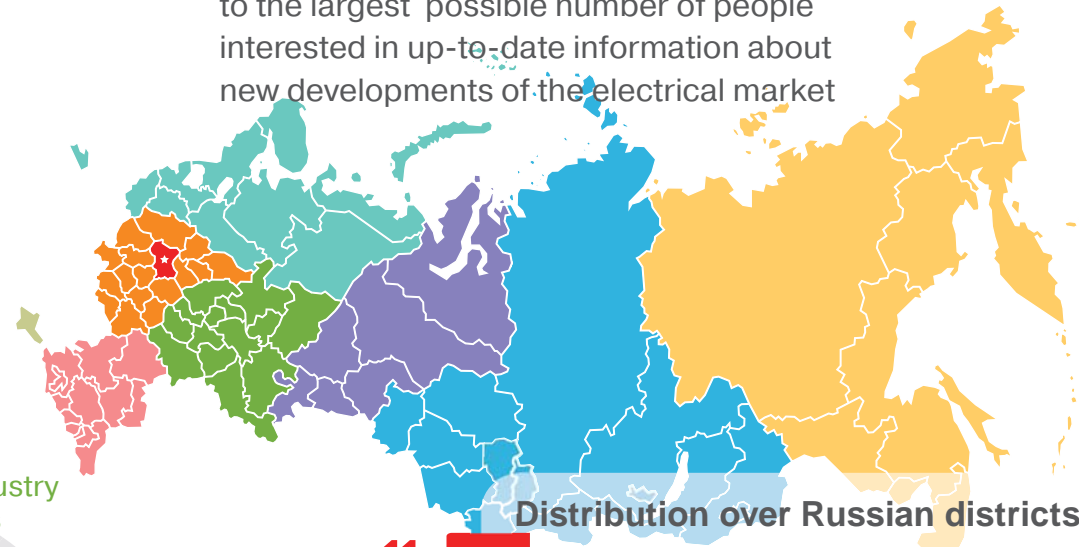
- world news;
- market and company news;
- analytics;
- company of the issue;
- interviews with CEOs of the industry's leading companies;
- articles and overviews on equipment;
- exhibitions, seminars, conferences.

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 over Russian districts



The audience of the magazine

32%

Specialists of materials departments

29%

Directors, power engineering specialists, production engineers, industrial engineers

18%

Designers of design, installation and construction organizations

13%

Press services, specialists of marketing departments

8%

Specialists of sales departments

26%

Energy industry enterprises

18%

Design and installation organizations

34%

Manufacturing and trade organizations of electrotechnical industry

12%

Housing and utility sector

10%

Enterprises of other industries

Distribution structure

No. 1 (January-February) Subject of the issue: Manufacturing cabling and wiring products as per customer's specific requirements. Imports phase-out.

Deadline for materials:
January 20
Publication date:
February 20

- Participation in exhibitions:
- **March 14–16**, Power engineering. Resource Saving exhibition, Kazan
 - **March 16**, Oil and Gas Industry Supply Chain conference, Moscow
 - **March 16**, Electrotechnical forum at ETM company, Perm
 - **March 21–23**, Autonomous power sources exhibition, Moscow
 - **March 22–24**, PROMTECHEXPO forum, Omsk
 - exhibition Mechanical Engineering
 - exhibition Metalworking
 - exhibition Automation
 - exhibition Welding

- exhibition Energosib. SibMashTEK
- exhibition InEkSPO. Metrology
- exhibition OmskGazNefteKhim
- **April 4–7**, MosBuild exhibition, Moscow
- **April 5**, Vacancy fair at Moscow Power Engineering Institute, Moscow
- **April 6**, Electrotechnical forum at ETM company, Rostov-on-Don
- **April 6–7**, Fuel and Energy Complex of Russia in XXI century forum, Moscow
- **April 17–20**, Elektro exhibition, Moscow
- **April 19–22**, StroyExpo exhibition, Volgograd

No. 2 (March-April) Subject of the issue: Control of adjusting electric equipment with the help of a smartphone (or an Internet device).

Deadline for materials:
March 10
Publication date:
April 10

- Participation in exhibitions:
- **April 17–20**, Elektro exhibition, Moscow
 - **April 25–27**, Energy saving and energy efficiency forum, Volgograd
 - **April 25–27**, ExpoElectronics exhibition, Moscow
 - **April 25–27**, ElectronTechExpo exhibition, Moscow
 - **April 25–27**, Russian Elevator Week exhibition, Moscow
 - **April 25–28**, Russian International Energy Forum, Saint Petersburg
 - **April 25–28**, Power industry and Electrotechnics exhibition, Saint Petersburg
 - **May 16–19**, Power industry. Electrotechnics. Energy saving and resource saving exhibition, Nizhny Novgorod
 - **May 17–19**, ENERGO-VOLGA forum, Volgograd
 - exhibition Electrical engineering. Lighting engineering. Cable
 - forum and exhibition Energy saving and energy efficiency
 - exhibition Automation. Devices. Electronics

- **May 23**, Construction in Oil and Gas Industry conference, Moscow
- **May 24**, APSS (automation: projects, systems, facilities) – Siberia conference, Novosibirsk
- **June 1–4**, Power engineering of Far East region. Housing services and utilities exhibition, Khabarovsk
- **June 6–8**, PTA (advanced automation technologies) – Saint Petersburg forum, Saint Petersburg
- **June 7–8**, Power and distributive transformers. Reactors. Systems of diagnostics conference, Moscow
- **June 7–9**, Power engineering. Energy efficiency exhibition, Saratov
- **June 7–9**, TechnoExpo exhibition, Saratov
- **June 7–9**, Oil. Gas. Chem exhibition, Saratov

No. 3 (May-June) Subject of the issue: New technologies of thermocouples' manufacturing.

Deadline for materials:
May 10
Publication date:
June 10

- Participation in exhibitions:
- **August 8–10**, Building exhibition, Chelyabinsk
 - **August 10–12**, Modern City: Energy. Resource saving. Environment exhibition, Belgorod
 - **September 6–8**, Oil, Gas. Petroleum chemistry exhibition, Kazan
 - **September 7**, Electrotechnical forum at ETM company, Novokuznetsk
 - **September 12**, Production modernization for oil and gas refinery conference, Moscow
 - **September 19–22**, Oil and gas. Fuel and energy complex exhibition, Tyumen

- **September 20–22**, Russian manufacturer» forum, Saint Petersburg
- **September 26–28**, Industrial show exhibition, Samara
- **September 27–29**, PromEXPO exhibition, Volgograd
- **September 27–29**, StroyEXPO. Housing services and utilities exhibition, Volgograd
- **September 27–29**, Industrial show exhibition, Samara
- **September 27–29**, ElectroTech Siberia exhibition, Novosibirsk
- **September 27–29**, Surgut. Oil and Gas exhibition, Surgut
- **September 27–30**, Power engineering. Electrotechnics exhibition, Perm

No.4 (July-August)

Subject of the issue: **Wireless equipment management operating system: from the office to the plant.**

Deadline for materials:

August 20

Publication date:

September 20

Participation in exhibitions:

- **October 3–6**, Energy saving and energy efficiency exhibition, Saint Petersburg
- **October 3–6**, ROS-GAS-EXPO exhibition, Saint Petersburg
- **October 3–6**, Industrial lighting engineering exhibition, Saint Petersburg
- **October**, St. Petersburg International Energy forum, Saint Petersburg
- **October**, Rugrid-Electro forum, Moscow
- **October 10–12**, Power. Energy saving exhibition, Izhevsk
- **October 10–13**, Oil and gas. Chemistry exhibition, Perm
- **October 10–13**, EnergyExpo exhibition, Minsk
- **October 12**, Electrotechnical forum at ETM company, Voronezh
- **October 17**, Oil and Gas Field Services in Russia conference, Moscow
- **October 17–19**, Power engineering. Electrotechnics. Energy efficiency exhibition, Yekaterinburg
- **October 17–20**, Russian energy forum, Ufa
- **October 24–26**, Power Kazakhstan exhibition, Almaty
- **October 24–26**, ReEnergy Kazakhstan exhibition, Almaty
- **October 24–26**, Lighting Kazakhstan exhibition, Almaty
- **October 24–26**, Power electronics exhibition, Moscow
- **October 25–26**, Building exhibition, Voronezh
- **October 31 – November 2**, Hi-Tech Building exhibition, Moscow
- **October 31 – November 2**, PTA exhibition, Moscow
- **October 31 – November 2**, New Electronics exhibition, Moscow
- **November 8–9**, Development prospects of power engineering and high-voltage equipment, conference Moscow
- **November 7–10**, Interlight exhibition, Moscow

No.5-6 (September-December)

Subject of the issue: **Technological development for smart grids.**

Deadline for materials:

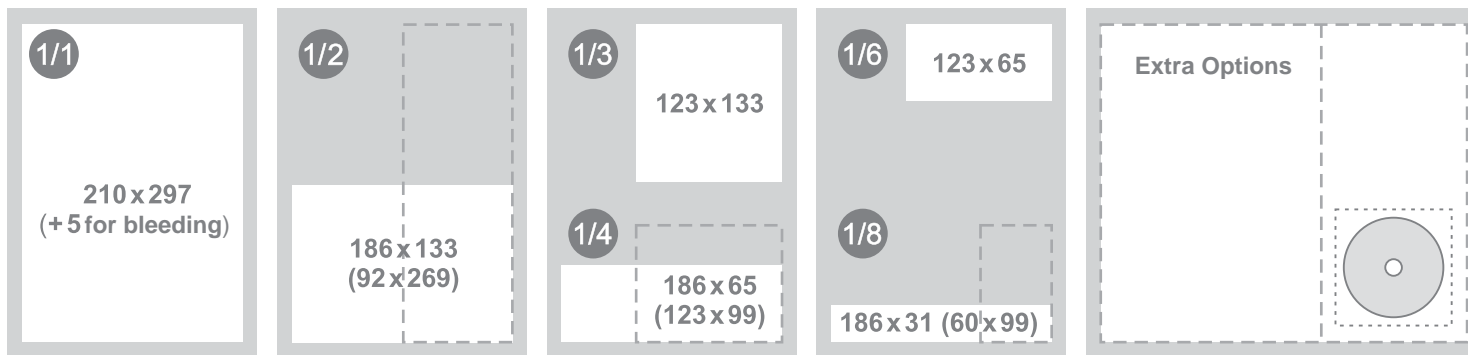
October 1

Publication date:

November 1

Participation in exhibitions:

- **November 7–10**, Interlight exhibition, Moscow
- **November**, Energy efficiency. XXI century. Engineering methods of buildings energy reduction congress, Saint Petersburg
- **November**, ENES forum, Moscow
- **November**, Vacancy fair at Moscow Power Engineering Institute, Moscow
- **November 21–23**, Industrial electrical engineering and actuators exhibition, Saint Petersburg
- **November 21–23**, RADEL exhibition, Saint Petersburg
- **November 21–23**, Automation exhibition, Saint Petersburg
- **November 22–24**, Siberian energy forum, Krasnoyarsk
- **November 22–24**, Oil. Gas. Chemistry exhibition, Krasnoyarsk
- **November 23**, Electrotechnical forum at ETM company, Kazan
- **November 28–29**, APSS (automation: projects, systems, facilities) – Ural conference, Yekaterinburg
- **November 28–30**, PTA (advanced automation technologies) – Ural exhibition, Yekaterinburg
- **November 28–30**, Electronics – Ural exhibition, Yekaterinburg
- **December 5–8**, Russian Electrical Networks exhibition, Moscow
- **December 7**, Offshore Oil and Gas Shelves Contracts conference, Moscow
- **December 13–15**, Energy. Energy efficiency exhibition, Chelyabinsk
- **2018 February**, Automation. Electronics exhibition, Minsk
- **2018 February**, Electrotech. Light exhibition, Minsk
- **2018 February**, SibBuild exhibition, Novosibirsk
- **2018 February**, Power engineering exhibition, Samara
- **2018 February**, Power engineering of Zakamye exhibition, Naberezhnye Chelny
- **2018 February**, YugBuild exhibition, Krasnodar
- **2018 March**, Elektro exhibition, Rostov-on-Don



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.**

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Block 1/4 (186x65 / 123x99 mm)	RUB 14,000
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Block 1/8 (186x31 / 60x99 mm)	RUB 7,000
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Advertising article (186x269 mm)	RUB 30,000
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Ad block design	RUB 4,500

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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 nd or 3 rd 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
Discounts for multiple publications of ad block:	
2 publications —	5%
3 publications —	10%
4 publications —	15%
5 and more publications —	20%
Subscription to the journal:	
6 issues (1 year) —	RUB 6,500

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