

VEDOMOSTI DAILY

in business format

MEDIA KIT 2016



ВЕДОМОСТИ

ежедневная деловая газета

**Leading independent
business daily in Russia**

Founded
in **1999**

Published
5 days
a week

VEDOMOSTI – a professional edition, for the realization of which for the first time in history joined forces with two leading business newspapers of the world - Financial Times and The Wall Street Journal in 1999.

VEDOMOSTI create unique content about business and economy, which is required by the top managers for an adoption of important decisions. VEDOMOSTI – the most effective platform for the promotion of premium goods and services.

Sections

«Power & Money», «Money & Power» —

top news about Russian and international policy and economy.

«Comments» —

independent analytics and actual comments of edition on the most important subjects exciting business community.

«Key people» —

interview to the most influential Russian and foreign businessmen, politicians and officials.

«Companies and Markets» —

latest news of companies and markets.

«Industry & Energy» —

main events of the metallurgical, transport, machine-building, automobile, coal, oil and gas sectors.

«Finance» —

information about bank and financial markets.

«Media» —

media business news, legislative regulation of the sector.

«Consumer market» —

retail trade, services, production of consumer goods.

«Technologies / Telecommunications» —

news about companies of the mobile and fixed phones, Internet and information technologies, technological novelties.

«Personal account» —

everything, as for private investments and credits.

«Own business» —

articles about the most interesting and successful startups.

«Career & Management» —

materials about effective decisions in company management, achievements of personal success.

«Culture» —

reviews and articles about main cultural events in the country and abroad.

Vedomosti makes analytical surveys on the following topics

- Business education – MBA
- Pension funds
- Real Estate
- Hi-Tech
- Commercial transport
- Finance
- Legal business
- Telecom
- Cargo transportation and logistics
- Economy of Russia
- Economy of St. Petersburg
- EEZ
- Aviation industry
- Healthcare
- Corporate charity
- Fuel and power
- The results of the year in St. Petersburg

Daily audience*

152
thousand people



Moscow



Russia

205
thousand people

Gender

56 % men
44 % women

57 % men
43 % women

Age

< 25 10 %
25-55 75 %
55+ 15 %

< 25 13 %
25-55 70 %
55+ 17 %

Income level

CC+ 62 %

CC+ 55 %

Occupation

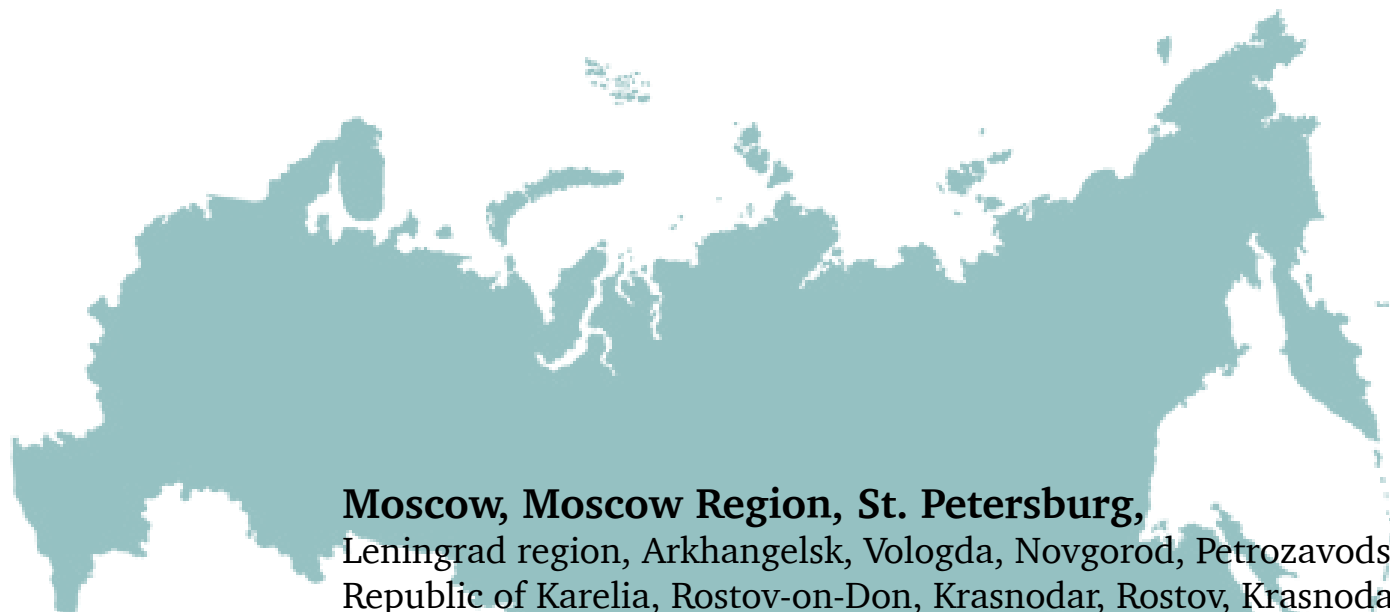
Top managers 42 %
Specialist 25 %
Public servants 9/4 %
Other 20 %

Top managers 33 %
Specialist 30 %
Public servants 9/8 %
Other 20 %

Published
5 days
a week

*TNS Russia NRS Moscow Russia (16+) December 2014 - april 2015

Distribution



Moscow, Moscow Region, St. Petersburg,
Leningrad region, Arkhangelsk, Vologda, Novgorod, Petrozavodsk, Pskov,
Republic of Karelia, Rostov-on-Don, Krasnodar, Rostov, Krasnodar region,
Stavropol region, Yekaterinburg, Chelyabinsk, Tyumen, Perm, Sverdlovsk,
Chelyabinsk, Tyumen region, Khanty-Mansiysk, Perm, Novosibirsk and
Novosibirsk, Kemerovo, Omsk, Tomsk region, Altai Territory, Krasnoyarsk
Territory, Kazan, Samara, Nizhny Novgorod, Tatarstan Republic Chuvash
Republic, the Republic of Mari El, Samara, Orenburg, Penza, Ulyanovsk,
Nizhny Novgorod, Saratov region



VEDOMOSTI

Ad Sizes

VALUABLE CONTACTS

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds



Super Cover

Glossy cover of special issues of the newspaper
VEDOMOSTI Pages 2, 3, 4

**3 200 000
rub**

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares Horizontal strip

1/12

Horizontal strip front page

Classifieds

Width 554 mm
Height 388 mm

Pages 12-13

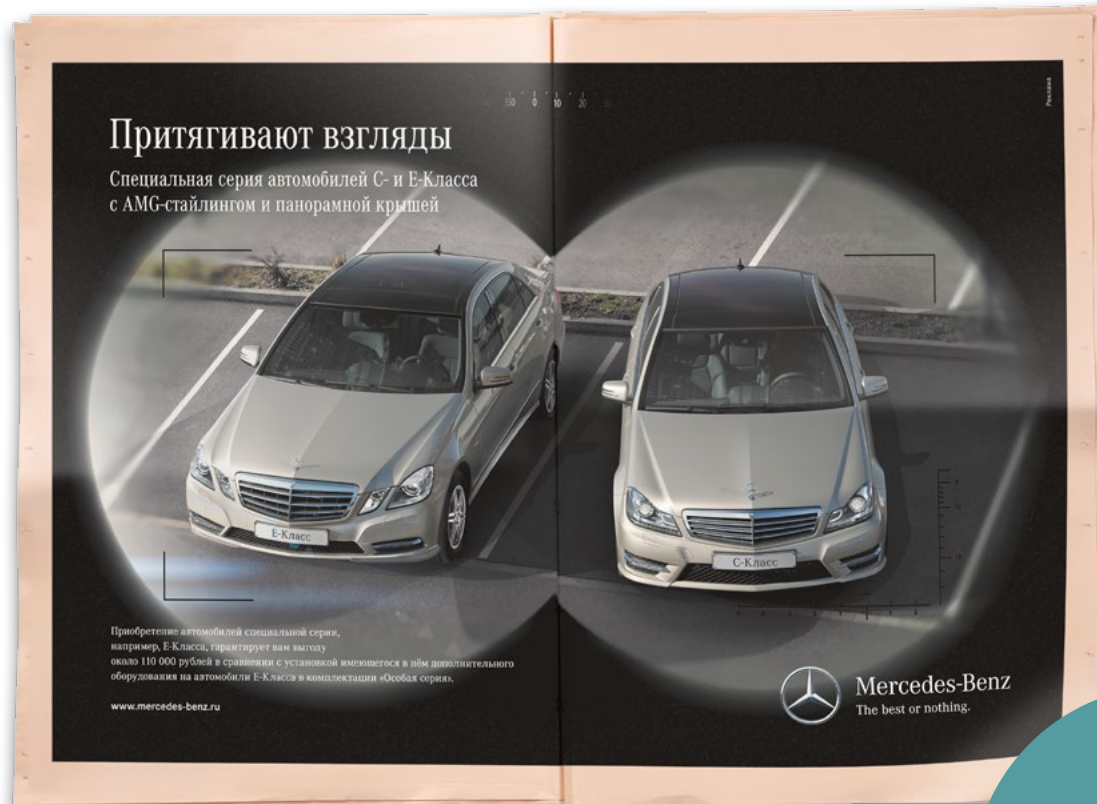
Text layout

1 630 500 rub

Facts to watch**

737 000 rub

Training & job opportunities



2 200 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds



Width 265 mm
Height 388 mm

Pages 3, 5, 9, last page
And 'finance' section
1 650 000 rub

Text layout
850 000 rub

Facts to watch**
468 000 rub

Training & job opportunities
638 000 rub

1 540 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 221 mm
Height 363,3 mm

Pages 3, 5, 9, last page
And 'finance' section
1 505 000 rub



1 375 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 157,3 mm

Height 282,2 mm

Pages 3, 5, 9, last page
And 'finance' section

950 000 rub



880 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds



Width 265 mm
Height 187 mm

Pages 3, 5, 9, last page
And 'finance' section
950 000 rub

Text layout
480 000 rub

Facts to watch**
264 000 rub

Training & job opportunities
328 900 rub

880 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 103,5 mm
Height 363,3 mm

Pages 3, 5, 9, last page
And 'finance' section
682 000 rub



594 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds



Width 103,5 mm
Height 363,3 mm

Pages 3, 5, 9, last page
And 'finance' section
1 060 000 rub

970 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds



690 000 rub

Width 265 mm
Height 123,5 mm

Pages 3, 5, 9, last page
And 'finance' section
770 000 rub

Text layout
327 000 rub

Facts to watch**
180 500 rub

Training & job opportunities
209 900 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 157,3 mm

Height 187 mm

Pages 3, 5, 9, last page
And 'finance' section

682 000 rub

Text layout

260 000 rub

Facts to watch**

140 000 rub

Training & job opportunities

188 100 rub



550 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

- Super Cover
- Double Page Spread
- Full page
- 4/5 page
- small page
- 1/2 page
- 2/5 page
- 2/5 page x2
- 1/3 page horizontal
- 9 squares
- 1/4 page horizontal
- 6-squares
- 1/6 horizontal
- 4 squares
- Horizontal strip 1/12
- Horizontal strip front page
- Classifieds

Width 265 mm
Height 91,7 mm

Pages 3, 5, 9, last page
And 'finance' section
550 000 rub



506 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

- Super Cover
- Double Page Spread
- Full page
- 4/5 page
- small page
- 1/2 page
- 2/5 page
- 2/5 page x2
- 1/3 page horizontal
- 9 squares
- 1/4 page horizontal
- 6-squares
- 1/6 horizontal
- 4 squares
- Horizontal strip 1/12
- Horizontal strip front page
- Classifieds



Vertical
Width 103,5 mm
Height 187 mm

Horizontal
Width 157,3 mm
Height 123,5 mm

Pages 3, 5, 9, last page
And 'finance' section
504 000 rub

Text layout
230 000 rub

Facts to watch**
126 000 rub

Training & job opportunities
125 400 rub

420 000 rub

* Prices are subject to VAT. VAT 18%

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 265 mm
Height 60 mm



320 000
rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 103,2 mm
Height 123,5 mm

Text layout
91 100 rub



172 000 rub

* Prices are subject to VAT. VAT 18%

Ad Sizes

- Super Cover
- Double Page Spread
- Full page
- 4/5 page
- small page
- 1/2 page
- 2/5 page
- 2/5 page x2
- 1/3 page horizontal
- 9 squares
- 1/4 page horizontal
- 6-squares
- 1/6 horizontal
- 4 squares
- Horizontal strip 1/12
- Horizontal strip front page
- Classifieds



Width 265 mm
Height 28,2 mm

Pages 3, 5, 9, last page
And 'finance' section
273 000 rub

220 500 rub

* Prices are subject to VAT. VAT 18%

VEDOMOSTI

Ad Sizes

VALUABLE CONTACTS

Super Cover

Double Page Spread

Full page

4/5 page

small page

1/2 page

2/5 page

2/5 page x2

1/3 page horizontal

9 squares

1/4 page horizontal

6-squares

1/6 horizontal

4 squares

Horizontal strip 1/12

Horizontal strip front page

Classifieds

Width 265 mm




Height 79 mm



770 000
rub

* Prices are subject to VAT. VAT 18%

Classifieds*

	 1 SQUARE (49,6× 56,5 MM)	 2 SQUARES (49,6× 116,3 MM)	 4 SQUARES (103,2× 116,3 MM)
Transport /logistics	14 000	23 000	37 000
Exhibitions, conferences, seminars		32 000	60 000
Real estate regions	16 000	26 000	
Business offers	14 000	23 000	37 000
Real estate	16 000	26 000	
Real Estate: bidding, tenders & auctions		32 000	60 000
Legal services	14 000	23 000	37 000
Business projects	14 000	19 000	37 000
Real Estate International		32 000	35 000
Business offers: bidding, tenders & auctions		29 000	60 800

Schedule of special issues 2016

25.01.16	Business education – MBA	05.07.16	Real Estate
26.01.16	Pension funds	23.08.16	Aviation industry
24.02.16	Real Estate	06.09.16	Hi-Tech
29.02.16	Hi-Tech	19.09.16	Business education
15.03.16	Commercial transport	20.09.16	Real Estate
22.03.16	Real Estate	11.10.16	Commercial transport
19.04.16	Finance	26.10.16	Real Estate
20.04.16	Real Estate	08.11.16	Finance
26.04.16	Legal business	15.11.16	Healthcare
11.05.16	Telecom	16.11.16	Real Estate
16.05.16	Business education	24.11.16	Corporate charity
24.05.16	Real Estate	29.11.16	Legal business
31.05.16	Cargo transportation and logistics	06.12.16	Real Estate
15.06.16	Real Estate	07.12.16	Fuel and power
16.06.16	Economy of Russia	13.12.16	Cargo transportation
17.06.16	Economy of St. Petersburg	14.12.16	The results of the year in St. Petersburg
28.06.16	EEZ		

Vedomosti products

→ Vedomosti newspaper

→ Online resources

web-site Vedomosti.ru, mobile version and free mobile apps for all platforms.

→ Supplements

- Kak potratit!
- Real Estate
- Vedomosti.Forum
- Career Guide, Resume



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VEDOMOSTI is published in the following regions

«VEDOMOSTI — St. Petersburg»

Area of distribution — St. Petersburg,
Leningrad Region

Circulation: 11 500 copies

«VEDOMOSTI — Urals»

Area of distribution — Yekaterinburg, Sverdlovsk
Region, Chelyabinsk Region, Khanty-Mansiysk,
Tyumen Region, Perm Region

Circulation: 1200 copies

«VEDOMOSTI — Middle Volga»

Area of distribution — Republic of Tatarstan
Chuvash Republic, the Republic of Mari El,
Samara, Saratov region, Penza Region,
Ulyanovsk Region, Orenburg region,
Nizhny Novgorod region

Circulation: 4500 copies.

«VEDOMOSTI — South»

Area of distribution — the Rostov region Krasnodar,
Stavropol Territory, the Republic of Adygea

Circulation: 2000 copies.

«VEDOMOSTI — Siberia»

Area of distribution — Novosibirsk region
Kemerovo Region, Omsk, Tomsk, Altai, Krasnoyarsk Territory,
the Republic of Khakassia, Tyva

Circulation: 2200 copies.

Thanks!

2016