

ВЕДОМОСТИ

in business format

MEDIA-KIT 2017



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
- Aviation industry
- Healthcare
- Corporate charity
- Fuel and power
- The results of the year in St. Petersburg

Average Issue Readership*

90
thousand people



148
thousand people

Gender 54 % men
46 % women

49 % men
51 % women

Age

< 25	14 %
25-54	71 %
55+	15 %

< 25	21 %
25-54	67 %
55+	12 %

Income level CC+ 63 %

CC+ 53 %

Occupation

Top managers	28 %
Specialist	31 %
Public servants	13 %
Other	28 %

Top managers	23 %
Specialist	27 %
Public servants	19 %
Other	31 %

Published
5 days
a week

* TNS Russia NRS Moscow Russia (16+), May – October 2016

** CC+ Can afford expensive goods, but not everything they want and wealthy people, who are not resource-constrained

Distribution

Circulated in –
75 000
copies

Moscow, Moscow Region,
Arkhangelsk, Vologda, Novgorod, Petrozavodsk, Pskov, Republic of Karelia

St. Petersburg, Leningrad region

Kazan, Samara, Nizhny Novgorod, Tatarstan Republic, Chuvash Republic,
the Republic of Mari El, Samara, Orenburg, Penza, Ulyanovsk, Nizhny Novgorod,
Saratov region

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

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



Glossy cover of special issues of the newspaper VEDOMOSTI
Pages 1, 2, 3, 4

3 200 000 rub

Prices are subject to VAT. VAT 18%. *Distribution in Moscow

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

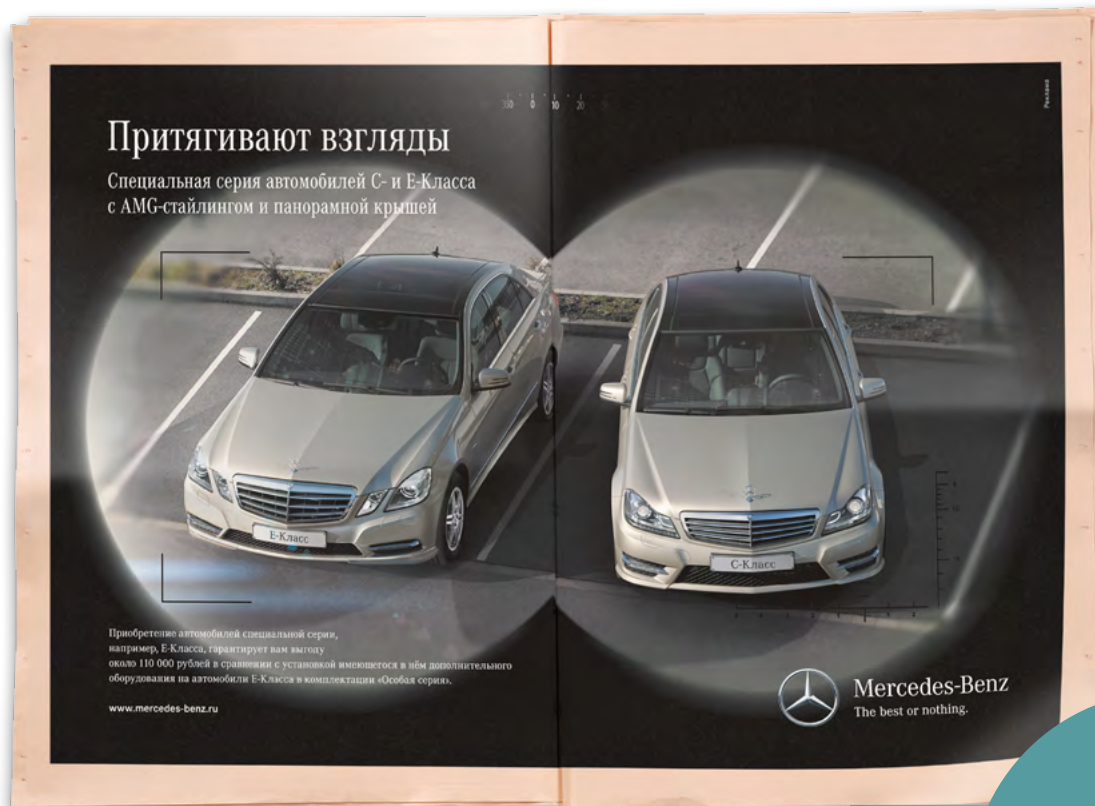
Pages 12-13

Text layout

1 630 500 rub

Facts to watch*

737 000 rub



2 200 000 rub

Prices are subject to VAT. VAT 18%

*Informational non-promotional messages nature, the publication of which is provided by the law of the Russian Federation

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

Direct speech

620 000 rub

**1 540 000
rub**

Prices are subject to VAT. VAT 18%

*Informational non-promotional messages nature, the publication of which is provided by the law of the Russian Federation

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

And 'finance' section

1 505 000 rub



1 375 000 rub

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
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



880 000 rub

Width 265 mm
Height 187 mm

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

Text layout
480 000 rub

Facts to watch*
264 000 rub

Training & job opportunities
328 900 rub

Direct speech
400 000 rub

Prices are subject to VAT. VAT 18%

*Informational non-promotional messages nature, the publication of which is provided by the law of the Russian Federation

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
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 x 2**
- 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
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

Width 265 mm
Height 123,5 mm

Pages 3, 5, 9
And 'finance' section

770 000 rub

Text layout
327 000 rub

Facts to watch*
180 500 rub

Training & job opportunities
209 000 rub



690 000 rub

Prices are subject to VAT. VAT 18%

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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
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%

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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

Prices are subject to VAT. VAT 18%

Width 265 mm
Height 91,7 mm

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



506 000 rub

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
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%

*Informational non-promotional messages nature, the publication of which is provided by the law of the Russian Federation

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 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
97 100 rub



172 000 rub

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
And 'finance' section
273 000 rub



220 500 rub

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 79 mm

Размещение
на первой полосе



770 000
rub

Ad Sizes



WHEN PREPARING THE LAYOUT IT IS ACCEPTABLE TO USE COLOR LOGOS AND ILLUSTRATIONS



1 SQUARE
(49,6 × 56,5 MM)



2 SQUARE
(103,5 × 56,5 MM)



4 SQUARE
(103,5 × 116 MM)

	1 SQUARE (49,6 × 56,5 MM)	2 SQUARE (103,5 × 56,5 MM)	4 SQUARE (103,5 × 116 MM)
Transport/Logistics	14 000	23 000	37 000
Exhibitions, conferences, seminars	—	32 000	60 000
Busines offers	14 000	23 000	37 000
Real estate (from Monday to Thursday)	16 000	26 000	48 000
Real estate (only on Fridays)	12 000	19 000	35 000
Real estate International	—	19 000	35 000
Real estate: bidding, tenders & auctions	—	32 000	60 000
Legal services	14 000	23 000	37 000
Busines projects	14 000	23 000	37 000
Restaurants	—	16 000	30 000

Недвижимость

ежемесячное приложение к газете ВЕДОМОСТИ

LAYOUTS COLOR



2 SQUARE
(114,8 × 54,6 MM)



4 SQUARE
(114,8 × 112,8 MM)

Real estate (Supplement to the newspaper)	26 000	48 000
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Schedule of special issues 2017

13.02.17	How To Spend	12.09.17	Hi-Tech
21.02.17	Real Estate	18.09.17	How To Spend. Fashion Business
27.02.17	Hi-Tech	19.09.17	Aviation industry
06.03.17	How To Spend	26.09.17	Real Estate
20.03.17	How To Spend. Модный бизнес	02.10.17	How To Spend.
21.03.17	Real Estate	03.10.17	Commercial transport
22.03.17	Commercial transport	16.10.17	How To Spend
03.04.17	How To Spend. Интерьеры	24.10.17	Real Estate
17.04.17	How To Spend	07.11.17	How To Spend
17.04.17	Oil and Gas	08.11.17	Finance
18.04.17	Real Estate	14.11.17	Real Estate
24.04.17	Finance	20.11.17	How To Spend. Style
24.04.17	Forum. MIPIM	21.11.17	AutoEvolution Forum
25.04.17	Legal business	24.11.17	Corporate philanthropy
27.04.17	Transport Forum	28.11.17	Antitrust Forum
15.05.17	How To Spend. Watches & Jewellery	29.11.17	Legal business
23.05.17	Real Estate	30.11.17	Forum. MREF
30.05.17	Cargo transportation and logistics	04.12.17	How To Spend. Gifts
01.06.17	Economy of Russia	05.12.17	Real Estate
02.06.17	Economy of St. Petersburg	12.12.17	Cargo transportation
13.06.17	How To Spend	14.12.17	The results of the year in St. Petersburg
14.06.17	Real Estate	18.12.17	How To Spend
20.06.17	Forum. Telecom	25.12.17	Financial Forum of Russia
04.09.17	How To Spend		

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
- Vedomosti &
- Career Guide



Contacts

Larisa Semenova,

Corporate Advertising Director,
l.semenova@vedomosti.ru +7 (495) 232-32-00, ext. 3019

Tatyana Sazhina,

Business Development Director,
t.sazhina@vedomosti.ru, +7 (495) 232-92-89, ext. 2289

Maria Zarnova,

Ad Sales Director Luxury, Publisher «Kak Potratit!»
m.zarnova@vedomosti.ru, +7 (495) 232-32-00, ext. 1366

Arina Chindina,

financial advertising,
a.chindina@vedomosti.ru, +7 (495) 232-32-00, ext. 1135

Ekaterina Butova,

Publisher «Vedomosti. Real Estate», real estate advertising,
k.butova@vedomosti.ru, +7 (495) 232-32-00, ext. 1926

Anna Sukhanova,

technologies and telecommunications advertising
a.sukhanova@vedomosti.ru, +7 (495) 232-32-00, ext. 1865

Natalia Melnikova,

realty advertising classifieds,
n.melnikova@vedomosti.ru, +7(495)232-32-00, ext. 1423

Call our Sales Department —
+7 (495) 232-32-00

We will find an individual solution to meet your advertising objectives

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!

2017