

ВЕДОМОСТИ

MEDIA KIT
2020

Vedomosti is an authority source of information about business and economics in Russia.



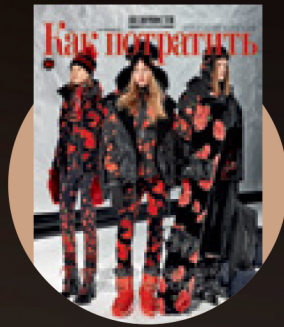
Vedomosti is the most effective platform to promote luxury goods and services.

Print edition of Vedomosti is well known for long-term contact with the unique audience. Our audience is professionals who are in charge of making key management decisions.

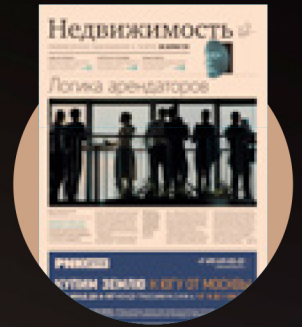
Vedomosti product



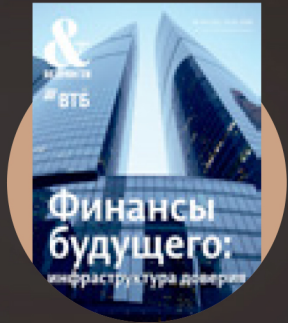
"Vedomosti" newspaper



"Kak potratit"



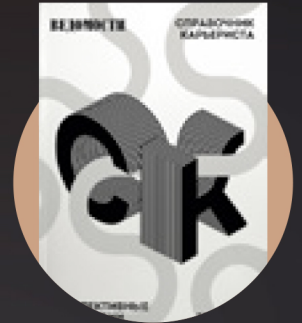
"Real Estate"



"Vedomosti &"



"Vedomosti.Forum"



"Career Guide"

"Vedomosti" is available on digital platforms:



Desktop



Tablets and mobile phones



Social networks



Messengers



Editorial Sections

«Power & Money», «Money & Power» — top news about Russian and international policy and economy.

«Comments» — an Independent analytics and latest reviews from editorial board on the breaking news that had interested in business community.

«Key people» — interview to the most influential Russian and foreign businessmen, politicians and officials.

«Companies & Markets» — latest news of companies and markets.

«Personal account» — everything, as for private investments and credits.

«Career & Management» — materials about effective decisions in company management, achievements of personal success.

«Lifestyle» — reviews and articles about ma in cultural events in the country and abroad.



App & Notebooks

Release schedule 2020
13 applications and notebooks
37 issues per year

How To Spend

17 February

2 March

16 March

6 April

20 April

1 June

15 June

7 September

21 September

5 October

19 October

2 November

16 November

1 December

14 December

Legal business

12 March

Real Estate app

17 March

14 April

20 October

17 November

8 December

Real Estate

18 February

19 May

16 June

22 September

Commercial transport

20 March

16 October

Cargo transportation

28 May

10 December

Finance

22 April

20 November

Economy of Russia

3 June

The Far East Economy

2 September

RIF

12 February

Neftegaz 2020

13 April

EXPO 2020

21 October

APEC 2020

15 November

Target audience

Average Issue

december 2019 - april 2020

152 400

Russia

125 400

Moscow

Gender

men	women
57,6%	42,4%

Age

16 - 24 yeas old	25- 34 yeas old	35 - 44 yeas old	45 - 54 yeas old	55 - 64 yeas old	65+
11,3%	36%	24,2%	18,9%	5,8%	3,8%

77%

Higher education

33%

Top-managers

8%

Businessmen

84%

Has a job

78%

Married

60%

Has kids

60%

Income CC+*

66%

Has a country house

76%

Has a car

*People who can buy expensive goods, but not everything they want, and financially secure people who have unlimited resources

Source: NRS Russian readership, Russia, Moscow 2020/II december 2019 - april 2020

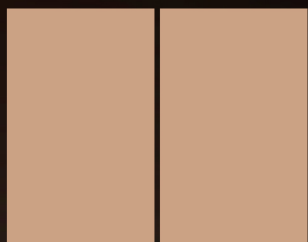
Ad sizes

Select the format you are interested in

Super Cover



Double Page Spread



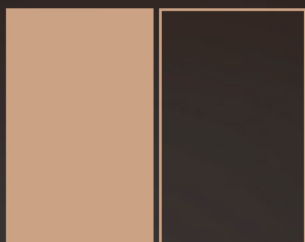
Horizontal strip



Top banner (on 1 page)



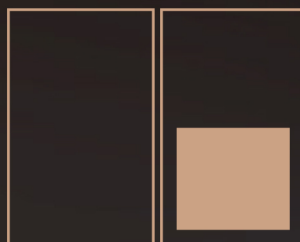
Full page



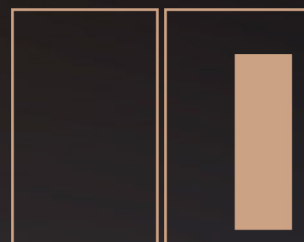
4/5 page



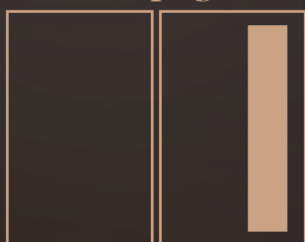
1/2 page



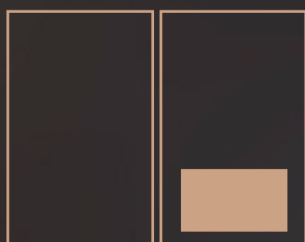
Junior page



2/5 page



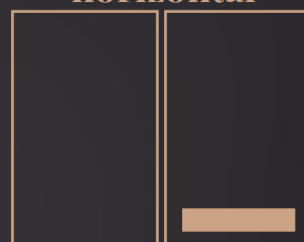
1/3 page horizontal



1/4 page horizontal



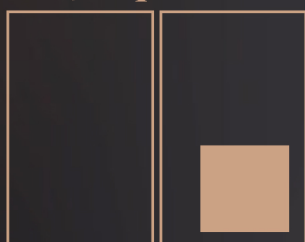
1/6 page horizontal



1/12 page



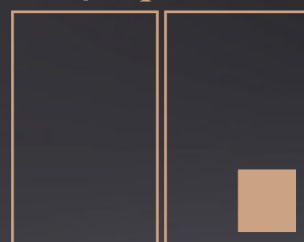
9 squares



6 squares



4 squares



Ad sizes

Super Cover (584 x 420 mm)

Glossy cover of special issues of the daily «Vedomosti»

1, 2, 3, 4 pages

3 200 000 ₽



Ad sizes

Double Page Spread (554 x 388 mm)

8 - 9 pages

2 200 000 ₺



1 630 000 ₺ Text layout

737 000 ₺ Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.



Ad sizes

Horizontal strip (265 x 79 mm)

770 000 ₺



Ad sizes

Top banner (on 1 page)

(58 x 68 mm)

240 000 Р



Ad sizes

Full page (265 x 388 mm)

1 540 000 ₺



1 650 000 ₺ 3, 5, 9 pages

850 000 ₺ Text layout

638 000 ₺ Training & job opportunities

468 000 ₺ Facts to watch*

620 000 ₺ Direct speech

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.



Ad sizes

4/5 page (221 x 363,3 mm)

1 375 000 Р

Крутой план 9

STARTUP VILLAGE

БЕЗ ГАЛСТУКОВ, БЕЗ ПРОБЛЕМ, БЕЗ ТИТУЛОВ И ЗВАНИЙ. 2 ЛЕТНИХ ДНЕЙ ТЫ В ЦЕНТРЕ ВНИМАНИЯ!

КЛЮЧЕВЫЕ ТЕМЫ КОНФЕРЕНЦИИ:

- Технологии, инновации и стартапы
- Транспортная инфраструктура будущего
- Женщины в мире инноваций
- Редактирование генома человека

СРЕДИ КЛЮЧЕВЫХ СПИКЕРОВ:

- Григорий Ашот
- Дмитрий Козлов
- Александр Давыдов
- Сергей Касаров
- Евгений Шварц
- Александр Бондаренко
- Сергей Бондаренко
- Дмитрий Бондаренко
- Сергей Бондаренко
- Сергей Бондаренко

ПОСЕДИТЕ ТАКЖЕ:

- Startup Village — выставка высокотехнологичных стартапов
- «Аэротехника Formula Driven»
- Фестиваль «Взлет-Старт»

2-3 июня 2016
Иновационный центр «Сколково», Москва
РЕГИСТРАЦИЯ НА САЙТЕ WWW.STARTUPVILLAGE.RU

1 505 000 Р 3, 5, 9 pages



Ad sizes

1/2 page (265 x 187 mm)

880 000 ₺



950 000 ₺ 3, 5, 9 pages

480 000 ₺ Text layout

328 000 ₺ Training & job opportunities

264 000 ₺ Facts to watch *

400 000 ₺ Direct speech

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.



Ad sizes

Small page (157,3 x 282,2 mm)

880 000 ₺



950 000 ₺ 3, 5, 9 pages

Prices are subject to VAT.



Ad sizes

2/5 page (103,5 x 363,3 mm)

594 000 P



1 060 000 P 3, 5, 9 pages

970 000 P 2/5 page x 2

Prices are subject to VAT.



Ad sizes

1/3 page (265 x 123,5 mm)

690 000 ₺



770 000 ₺ 3, 5, 9 pages

327 000 ₺ Text layout

209 000 ₺ Training & job opportunities

180 500 ₺ Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.



Ad sizes

1/4 page horizontal (265 x 91,7 mm)

506 000 ₺



550 000 ₺ 3, 5, 9 and the last page

Prices are subject to VAT.



Ad sizes

1/6 page horizontal (265 x 60 mm)

320 000 ₺



Ad sizes

1/12 page horizontal (265x28,2 mm)

220 500 ₺



273 000 ₺ 3, 5, 9 and the last page



Ad sizes

9-squares (157,3 x 187 mm)

550 000 Р



682 000 Р 3, 5, 9 and the last page **260 000 Р** Text layout

181 100 Р Training & job opportunities **140 000 Р** Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.



Ad sizes

6-squares

vertical (103,5 x 187 mm) horizontal (157,3 x 123,5 mm)

420 000 Р



504 000 Р 3, 5, 9 and the last page

230 000 Р Text layout

125 400 Р Training & job opportunities

126 000 Р Facts to watch*

* Informational non-commercial messages, the publication of which is provided by the law of the Russian Federation
Prices are subject to VAT.



Ad sizes

4-squares (103,5 x 123,5 mm)

172 000 ₺






97 100 ₺ Text layout

Prices are subject to VAT.



Наши возможности

ВЕДОМОСТИ			
Classifieds	1 квадрат (49,6x56,5mm)	2 квадрата (103,5x56,5mm)	4 квадрата (103,5x116mm)
«Недвижимость» (пн-пт)	16 000	26 000	48 000
«Недвижимость» (по пятницам)	12 000	19 000	35 000
«Зарубежная недвижимость»	12 000	19 000	35 000
«Конкурсы, тендеры, аукционы»		32 000	60 000
«Выставки и конференции»		32 000	60 000
«Семинары, тренинги, курсы»		32 000	60 000
Рестораны		16 000	30 000
«Деловые предложения», «Транспорт и логистика», «Юридические услуги», «Готовый бизнес», «Вакансии и образование», «Строительство и обустройство», «Услуги для офиса», «Подбор персонала»			
1 публикация	14 000	23 000	37 000
10 публикаций	100 000	150 000	270 000
25 публикаций	170 000	200 000	450 000
50 публикаций	300 000	350 000	700 000
ВЕДОМОСТИ. НЕДВИЖИМОСТЬ			
Classifieds		2 квадрата (114,8x54,6mm)	4 квадрата (114,8x112,8mm)
Рубрика Classified		26 000	48 000

Contacts

We will find an individual solution to meet your advertising objectives

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