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
Editional 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

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

<table>
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<tr>
<th></th>
<th>men</th>
<th>women</th>
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<tbody>
<tr>
<td></td>
<td>57.6%</td>
<td>42.4%</td>
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Age

<table>
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<tr>
<th>Age</th>
<th>16 - 24 years old</th>
<th>25 - 34 years old</th>
<th>35 - 44 years old</th>
<th>45 - 54 years old</th>
<th>55 - 64 years old</th>
<th>65+</th>
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<tbody>
<tr>
<td>Percentage</td>
<td>11.3%</td>
<td>24.2%</td>
<td>36%</td>
<td>18.9%</td>
<td>5.8%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

- 77% Higher education
- 84% Has a job
- 60% Income CC+*
- 33% Top-managers
- 78% Married
- 66% Has a country house
- 8% Businessmen
- 60% Has kids
- 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
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 Р

Prices are subject to VAT.
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 ₽

Prices are subject to VAT.
Ad sizes

Full page (265 x 388 mm)  
1 540 000 ₽

1 650 000 ₽ 3, 5, 9 pages
850 000 ₽ Text layout
468 000 ₽ Facts to watch

638 000 ₽ Training & job opportunities
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 \((221 \times 363.3 \text{ mm})\)

1 375 000 ₽

1 505 000 ₽ 3, 5, 9 pages

Prices are subject to VAT.
Ad sizes

1/2 page (265 x 187 mm)

880 000 ₽

950 000 ₽ 3, 5, 9 pages

480 000 ₽ Text layout

264 000 ₽ Facts to watch °

328 000 ₽ Training & job opportunities

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 Р

1 060 000 Р 3, 5, 9 pages

970 000 Р 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
209 000 ₽  Training & job opportunities
327 000 ₽  Text layout
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 R

Prices are subject to VAT.
Ad sizes

1/12 page horizontal (265 x 28.2 mm)

220 500 ₽

273 000 ₽ 3, 5, 9 and the last page

Prices are subject to VAT.
Ad sizes

9-squares (157.3 x 187 mm)

550 000 P

Китаю нужно больше газа

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

181 100 P  Training & job opportunities  140 000 P  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 ₽

504 000 ₽  3, 5, 9 and the last page
125 400 ₽  Training & job opportunities
230 000 ₽  Text layout
126 000 ₽  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

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

172 000 P

97 100 P  Text layout

Prices are subject to VAT.
<table>
<thead>
<tr>
<th>ВЕДОМОСТИ</th>
<th>ВЕДОМОСТИ. НЕДВИЖИМОСТЬ</th>
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<tbody>
<tr>
<td><strong>Classifieds</strong></td>
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<td>«Недвижимость» (пон-пт)</td>
<td>Рубрика Classified</td>
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<td>«Недвижимость» (по пятницам)</td>
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<tr>
<td>«Зарубежная недвижимость»</td>
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<td>«Выставки и конференции»</td>
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<td>«Семинары, тренинги, курсы»</td>
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При подготовке макетов допустимо использование цветных логотипов и иллюстраций.
# Contacts

*We will find an individual solution to meet your advertising objectives*

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria Kuzhenkova</td>
<td>Advertising department assistant</td>
<td>ext. 1374</td>
<td><a href="mailto:m.kuzhenkova@vedomosti.ru">m.kuzhenkova@vedomosti.ru</a></td>
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<td>Corporate Advertising Director</td>
<td>ext. 3019</td>
<td><a href="mailto:l.semenova@vedomosti.ru">l.semenova@vedomosti.ru</a></td>
</tr>
<tr>
<td>Maria Zarnova</td>
<td>Ad Sales Director Luxury, Publisher «Kak Potratit!»</td>
<td>ext. 1366</td>
<td><a href="mailto:m.zarnova@vedomosti.ru">m.zarnova@vedomosti.ru</a></td>
</tr>
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<td>ext. 1135</td>
<td><a href="mailto:a.chindina@vedomosti.ru">a.chindina@vedomosti.ru</a></td>
</tr>
<tr>
<td>Maria Anisimova</td>
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<td>ext. 6034</td>
<td><a href="mailto:m.anisimova@vedomosti.ru">m.anisimova@vedomosti.ru</a></td>
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<tr>
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<td>Realty advertising classifieds</td>
<td>ext. 1423</td>
<td><a href="mailto:n.melnikova@vedomosti.ru">n.melnikova@vedomosti.ru</a></td>
</tr>
</tbody>
</table>

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