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MEDIA KIT FOR ROSCONGRESS FOUNDATION PUBLICATIONS

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THE ROSCONGRESS FOUNDATION

is a socially oriented non-financialdevelopment institution and a major organizerof international conventions, exhibitions,and public events.

SPIEF ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM

EASTERN ECONOMIC FORUM

SOCHI RUSSIAN INVESTMENT FORUM

Healthy Life Forum 2020

Russian Energy Week

DAVOS RUSSIA HOUSE

АРКТИКА ТЕРРИТОРИЯ ДИАЛОГА МЕЖДУНАРОДНЫЙ АРКТИЧЕСКИЙ ФОРУМ РОССИЙСКАЯ ФЕДЕРАЦИЯ • 2021

WORLD ENERGY COUNCIL 25th CONGRESS St. Petersburg, 24-27 October, 2022

RUSSIA-AFRICA

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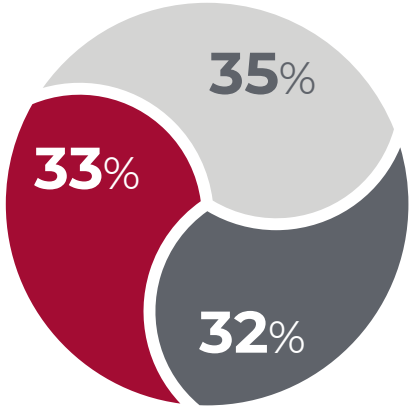
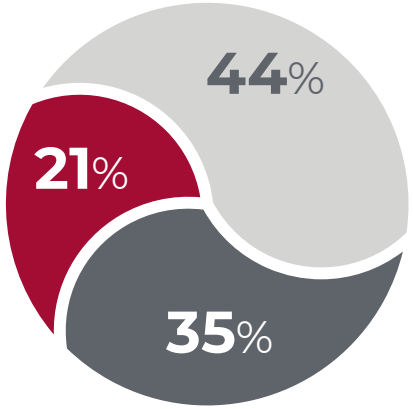
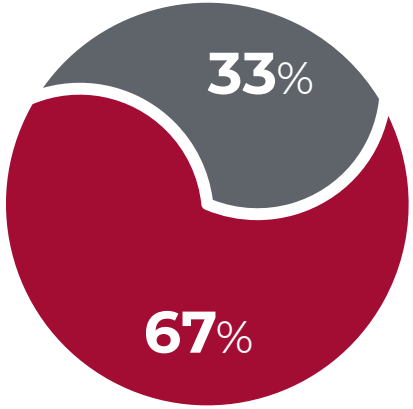
ROSCONGRESS FORUM AUDIENCES



- MAJOR CORPORATIONS
- MEDIUM-SIZED BUSINESSES
- SMALL BUSINESSES



- TOP MANAGEMENT
- MID-LEVEL MANAGEMENT
- MANAGEMENT



- INTERNATIONAL
- RUSSIAN

ANNUALLY:

Participants from **208** countries and territories

Over **100** business events from Montevideo to Vladivostok

Over **1,700** agreements worth over **₽ 9** trillion

Over **15,000** media representatives

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OFFICIAL ROSCONGRESS PUBLICATIONS

The Roscongress Foundation releases an official magazine for every major forum it holds

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TOPICS

Topics covered by official publications reflect each Forum's business agenda, and typically resonate strongly in both the media, and among the public at large.

AUDIENCE

Foundation publications are aimed at a unique audience. These are people whose decisions define the future of Russian and international politics, economics, and culture. Our ability to build an effective dialogue with them is clearly demonstrated by our previous partners and advertisers: Aeroflot, Philip Morris, Otkritie Bank, Mars Incorporated, Abrau-Dyurso, Knight Frank, Hyundai Genesis (DPG), Moët Hennessy, Kivach Clinic, and many other companies.

DISTRIBUTION

- In participant bags
- On board Aeroflot flights
- In comfort and business class cars on Russian Railways and Sapsan high-speed trains (during the St. Petersburg International Economic Forum)
- At information stands in forum venues
- In official forum cars

TARGETED MAILOUTS

- Senior officials in the Russian Presidential Administration and Government
- Heads of committees and commissions of the lower and upper chambers of the Russian Federal Assembly
- Heads of relevant ministries and government bodies
- Representatives of leading media outlets

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ROSCONGRESS FOUNDATION PUBLICATION AUTHORS

The Roscongress Foundation is proud to count government officials, prominent members of society, heads of major corporations, respected experts, and opinion leaders among its authors.

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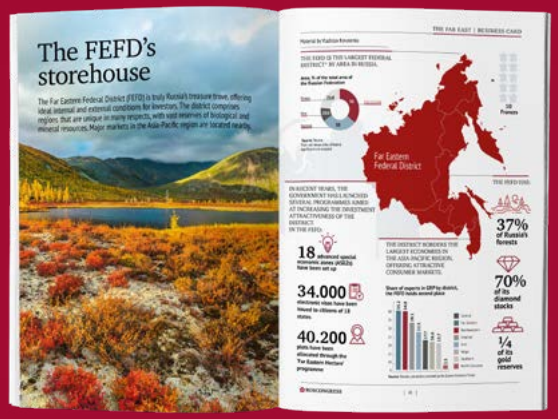
PLACING CONTENT IN ROSCONGRESS PUBLICATIONS

We present information in a format that is attractive to forum audiences



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PLACEMENT OPTIONS:

- **ADVERTISEMENT MODULE** – advertising layout placement
- **NATIVE ADVERTISING** – editorial formats for advertising packages:

INTERVIEW – the shortest, most effective route to your target audience.
Everything that you want to communicate – in your own words, illustrated with striking photographs

HISTORY – tell your potential clients, partners, and investors your story

OP-ED – showcase your expertise

CASE STUDY – demonstrate the ways in which your know-how impacts businesses and the economy

INFOGRAPHICS – let the numbers speak for themselves and spark interest in your company

BUSINESS GAME – this novel format expands your audience and is truly memorable

REFERENCE GUIDE – illustrations, concise information on your business, special offers, and contacts

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SPECIAL SECTIONS IN FOUNDATION PUBLICATIONS

SPECIAL SECTIONS

A special section is made up of materials by representatives of various companies from a particular industry or with a common business agenda.

In each instance, the format is chosen by the magazine's editorial office and is dedicated to one of the main, overarching themes of the forum.

Heads of federal authorities and leading global experts in the chosen subject area are invited to contribute.

Special terms are offered for participation in special sections.

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TELL US WHAT YOU WANT TO ACCOMPLISH AND WE WILL WORK TO FIND THE BEST FORMAT FOR YOU, OR DEVELOP A NEW FORMAT TAILORED TO YOUR NEEDS.

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PUBLICATION DETAILS AND PRICE LIST

Magazines are published in Russian and English,
and meet the highest typographical and design standards

PUBLICATION NAME	PRINT RUN RUS/ENG		
St. Petersburg International Economic Forum (SPIEF)	30,000 / 3,500		
Russian Investment Forum in Sochi	11,000 / –		
Eastern Economic Forum (EEF)	20,000 / 3,000		
PLACEMENT	BASIC PRICE in Russian roubles, including VAT		
	SPIEF	RUSSIAN INVESTMENT FORUM	EEF
1 line in a special section	480,000	360,000	420,000
Spread	1,440,000	950,000	1,100,000
1st spread	2,400,000	1,900,000	2,150,000
2nd spread	2,200,000	1,700,000	1,950,000
4th cover	2,500,000	2,200,000	2,500,000
3rd cover	1,800,000	1,500,000	1,800,000
1 line (first half of the magazine)	840,000	600,000	650,000
1 line (second half of the magazine)	720,000	500,000	580,000
½ line	480,000	360,000	420,000

FORMAT: A4

VOLUME: 160 LINES

PRINT: FULL COLOUR

ADDITIONAL OPPORTUNITIES:

- Discount on long-term contracts and placement in several publications
- Discount on placement in special section
- Opportunity to distribute advertising and information materials as an insert
- Promotional information in publication's table of contents – additional 10%
- Placement on a particular line or bloc – additional 10%

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CONTACT US TO FIND OUT MORE ABOUT COOPERATION OPPORTUNITIES

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