THE ROSCONGRESS FOUNDATION

is a socially oriented non-financial development institution and a major organizer of international conventions, exhibitions, and public events.
Over 100 business events from Montevideo to Vladivostok

Over 80,000 participants

Over 10,000 media representatives

Participants from 195 countries

ANNUALLY:

MAJOR CORPORATIONS 33%
MEDIUM-SIZED BUSINESSES 32%
SMALL BUSINESSES 35%

TOP MANAGEMENT 44%
MID-LEVEL MANAGEMENT 35%
MANAGEMENT 32%

INTERNATIONAL 33%
RUSSIAN 67%
OFFICIAL ROSCONGRESS PUBLICATIONS

The Roscongress Foundation releases an official magazine for every major forum it holds
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-Durso, 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
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.
PLACING CONTENT IN ROSCONGRESS PUBLICATIONS

We present information in a format that is attractive to forum audiences
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
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.
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.
PUBLICATION DETAILS AND PRICE LIST

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

<table>
<thead>
<tr>
<th>PUBLICATION NAME</th>
<th>PRINT RUN RUS/ENG</th>
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<tbody>
<tr>
<td>St. Petersburg International Economic Forum (SPIEF)</td>
<td>30,000 / 3,500</td>
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<tr>
<td>Russian Investment Forum in Sochi</td>
<td>11,000 / –</td>
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<tr>
<td>Eastern Economic Forum (EEF)</td>
<td>20,000 / 3,000</td>
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<tr>
<th>PLACEMENT</th>
<th>BASIC PRICE IN RUSSIAN ROUBLES, NOT INCLUDING VAT</th>
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<tr>
<td>1 line in a special section</td>
<td>SPIEF: 400,000 / RUSSIAN INVESTMENT FORUM SOCHI: 300,000 / EEF: 345,000</td>
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<tr>
<td>Spread</td>
<td>SPIEF: 1,200,000 / RUSSIAN INVESTMENT FORUM SOCHI: 770,000 / EEF: 885,000</td>
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<td>1st spread</td>
<td>SPIEF: 2,000,000 / RUSSIAN INVESTMENT FORUM SOCHI: 1,540,000 / EEF: 1,770,000</td>
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<td>2nd spread</td>
<td>SPIEF: 1,800,000 / RUSSIAN INVESTMENT FORUM SOCHI: 1,400,000 / EEF: 1,610,000</td>
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<td>4th cover</td>
<td>SPIEF: 2,100,000 / RUSSIAN INVESTMENT FORUM SOCHI: 1,800,000 / EEF: 2,070,000</td>
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<tr>
<td>3rd cover</td>
<td>SPIEF: 1,500,000 / RUSSIAN INVESTMENT FORUM SOCHI: 1,200,000 / EEF: 1,500,000</td>
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<td>1 line (first half of the magazine)</td>
<td>SPIEF: 700,000 / RUSSIAN INVESTMENT FORUM SOCHI: 490,000 / EEF: 530,000</td>
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<td>1 line (second half of the magazine)</td>
<td>SPIEF: 600,000 / RUSSIAN INVESTMENT FORUM SOCHI: 420,000 / EEF: 480,000</td>
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<tr>
<td>½ line</td>
<td>SPIEF: 400,000 / RUSSIAN INVESTMENT FORUM SOCHI: 300,000 / EEF: 345,000</td>
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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%
CONTACT US TO FIND OUT MORE ABOUT COOPERATION OPPORTUNITIES

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