MEDIA KIT
FOR ROSCONGRESS FOUNDATION PUBLICATIONS
THE ROSCONGRESS FOUNDATION
is a socially oriented non-financial development institution and a major organizer of international conventions, exhibitions, and public events.
ROSCONGRESS FORUM AUDIENCES

- **33%**: MAJOR CORPORATIONS
- **32%**: MEDIUM-SIZED BUSINESSES
- **35%**: SMALL BUSINESSES
- **44%**: TOP MANAGEMENT
- **35%**: MID-LEVEL MANAGEMENT
- **67%**: MANAGEMENT
- **33%**: INTERNATIONAL
- **67%**: RUSSIAN

**ANNUALLY:**

- **208 countries and territories**
- **100 business events from Montevideo to Vladivostok**
- **1,700 agreements worth over ₽ 9 trillion**
- **Over 15,000 media representatives**
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
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
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.
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>
</tr>
</thead>
<tbody>
<tr>
<td>St. Petersburg International Economic Forum (SPIEF)</td>
<td>30,000 / 3,500</td>
</tr>
<tr>
<td>Russian Investment Forum in Sochi</td>
<td>11,000 / –</td>
</tr>
<tr>
<td>Eastern Economic Forum (EEF)</td>
<td>20,000 / 3,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>BASIC PRICE in Russian roubles, including VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 line in a special section</td>
<td>SPIEF 480,000 RUSSIAN INVESTMENT FORUM 360,000 EEF 420,000</td>
</tr>
<tr>
<td>Spread</td>
<td>1,440,000 950,000 1,100,000</td>
</tr>
<tr>
<td>1st spread</td>
<td>2,400,000 1,900,000 2,150,000</td>
</tr>
<tr>
<td>2nd spread</td>
<td>2,200,000 1,700,000 1,950,000</td>
</tr>
<tr>
<td>4th cover</td>
<td>2,500,000 2,200,000 2,500,000</td>
</tr>
<tr>
<td>3rd cover</td>
<td>1,800,000 1,500,000 1,800,000</td>
</tr>
<tr>
<td>1 line (first half of the magazine)</td>
<td>840,000 600,000 650,000</td>
</tr>
<tr>
<td>1 line (second half of the magazine)</td>
<td>720,000 500,000 580,000</td>
</tr>
<tr>
<td>½ line</td>
<td>480,000 360,000 420,000</td>
</tr>
</tbody>
</table>

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%

FORMAT: A4
VOLUME: 160 LINES
PRINT: FULL COLOUR
CONTACT US TO FIND OUT MORE ABOUT COOPERATION OPPORTUNITIES

Roscongress Foundation
12 Krasnopresnenskaya Nab.
Moscow, Russia 123610
Tel: +7 (495) 640 4440

Andrey Reut
First Deputy CEO
partners@roscongress.org

Camilla Spence
Head of Marketing Directorate
Tel: +7 (921) 361 3547
camilla.spence@roscongress.org

roscongress.org