

Электротехнический[®] рынок

Рекламно-информационное издание

«ELECTROTECHNICAL MARKET»
Promotional edition



MEDIA-KIT
2024

«ELECTROTECHNICAL MARKET» —

is a project to give information and expert support from manufacturers and suppliers of the equipment and services.

A4 size. Edition volume is 88-150 pages.

6

ISSUES PER YEAR
frequency

100000

COPIES
circulation

100+

EVENTS
in Russia, CIS and EU countries

FOR THE PERIOD OF

17

YEARS

IN THE FIELD

01.

ABOUT THE MAGAZINE

180+

special projects

2000+

publications

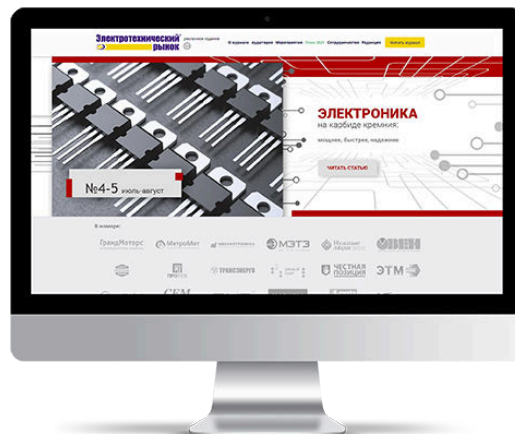
1500+

events



HARD
copy

SUBSCRIBE



SOFT
copy

 <https://market.elec.ru/>



02.

FORMAT

22000 READERSHIP

NEWS IN ELECTRIC ENGINEERING

Selection of the recent news in the electrotechnical and lighting technology fields

INTERVIEWS

Interviews with prominent representatives of the filed

PROJECTS

Projects, inventions and innovations

EQUIPMENT TESTING

Real-life tests of different equipment for the conformance to specifications stated

FEATURE TOPIC

Relevant feature topic

ANALYTICS

Analytical industry research

ARTICLES AND EQUIPMENT REVIEWS

Entries, product range review and companies' presentations

EVENTS

Coverage of crucial events in the field

EXHIBITION CALENDAR

Dates of all events in Russia and CIS

COMPANY OF THE ISSUE

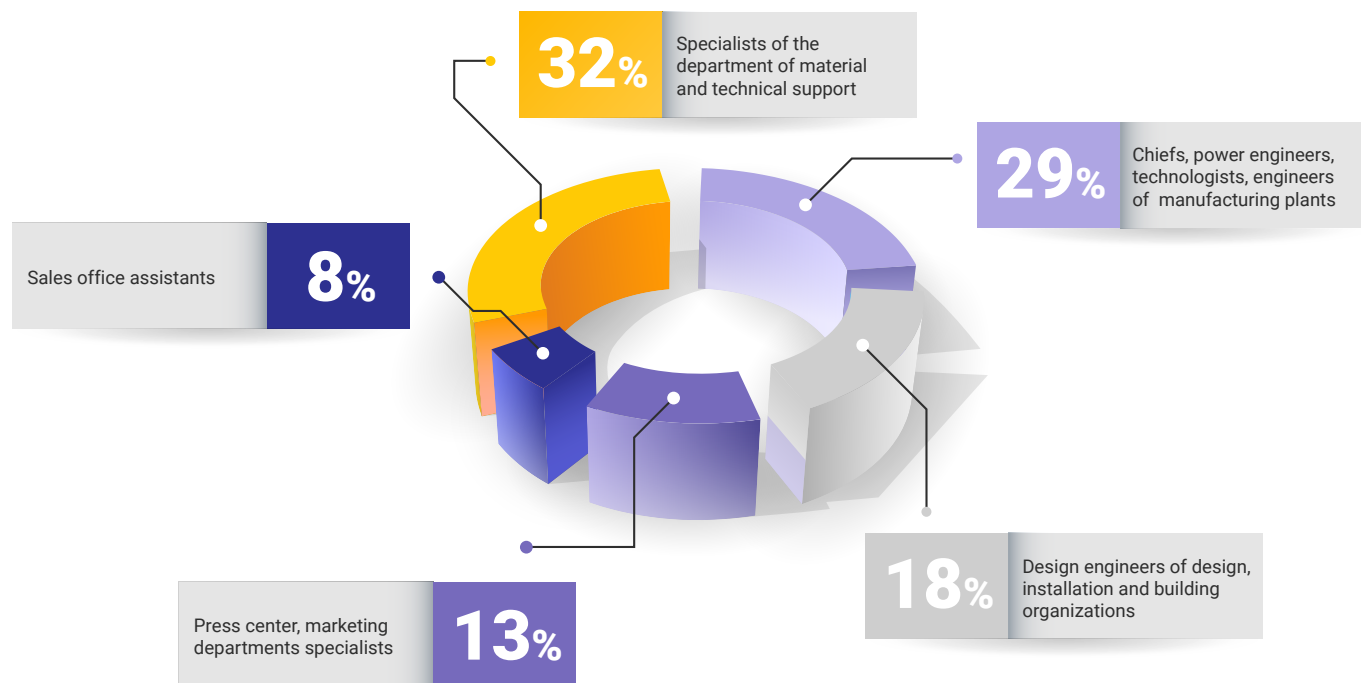
All details about the functioning of the companies

OP-ED

Power of light is a regular column about lighting technology. Self-electrician is a blog of a practicing electrician

EDUCATION ENVIRONMENT

Educational projects, online training courses and centers for advanced training



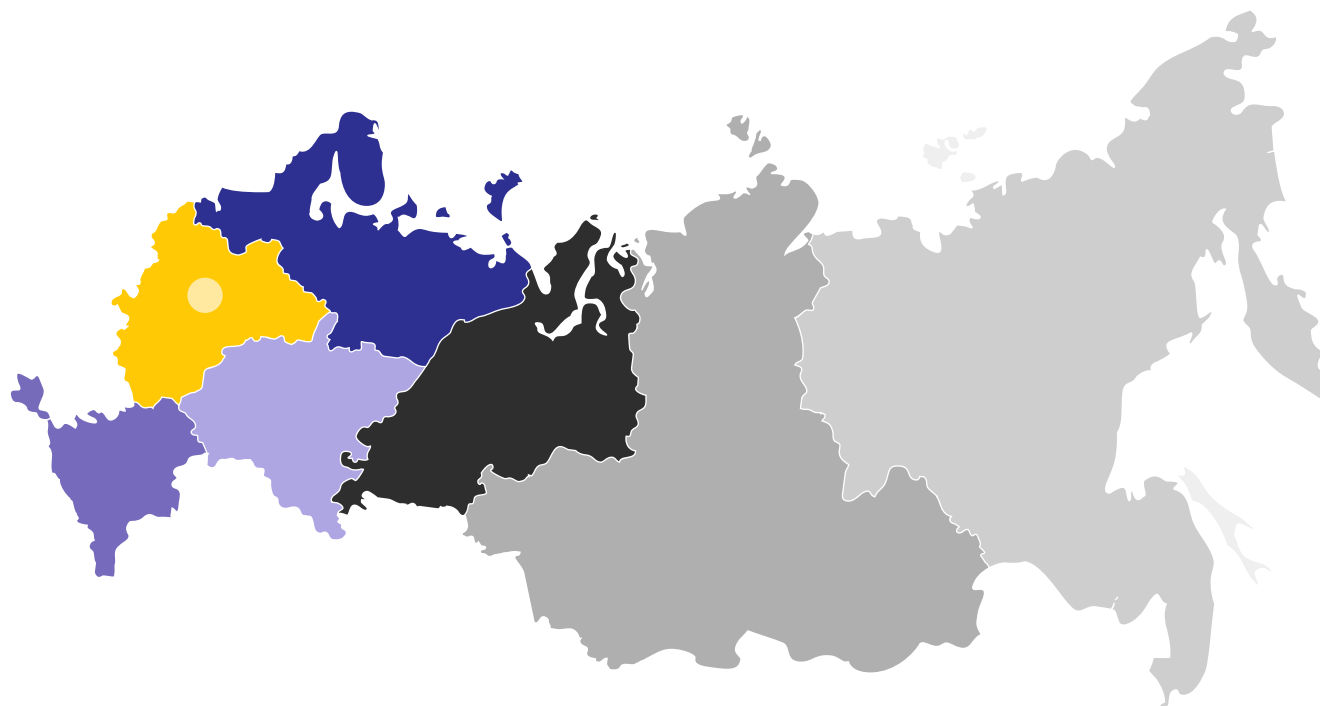
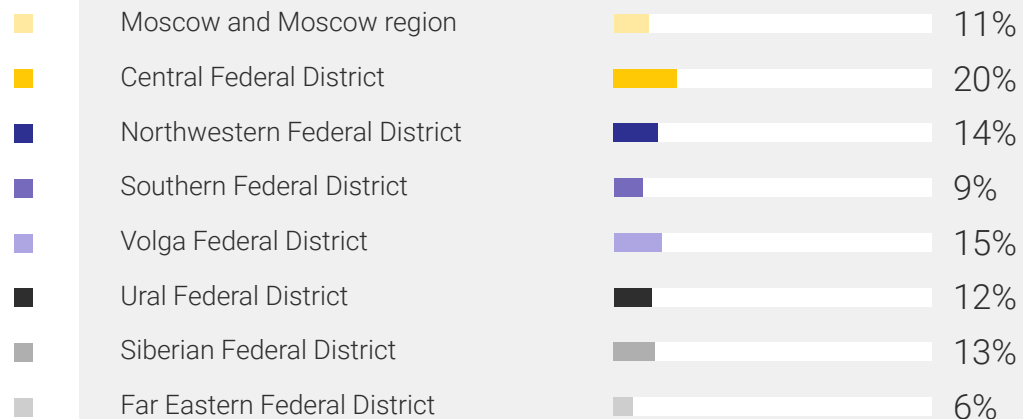
04.

READERSHIP

Every year we participate in 100+ events in B2B (business to business) format. They are held both in Russia and abroad. More than 100 world countries present the display.

05.

DISTRIBUTION



06.

NEWSLETTER AND ITS STRUCTURE



the distribution in all crucial industry exhibitions, seminars, forums and conferences



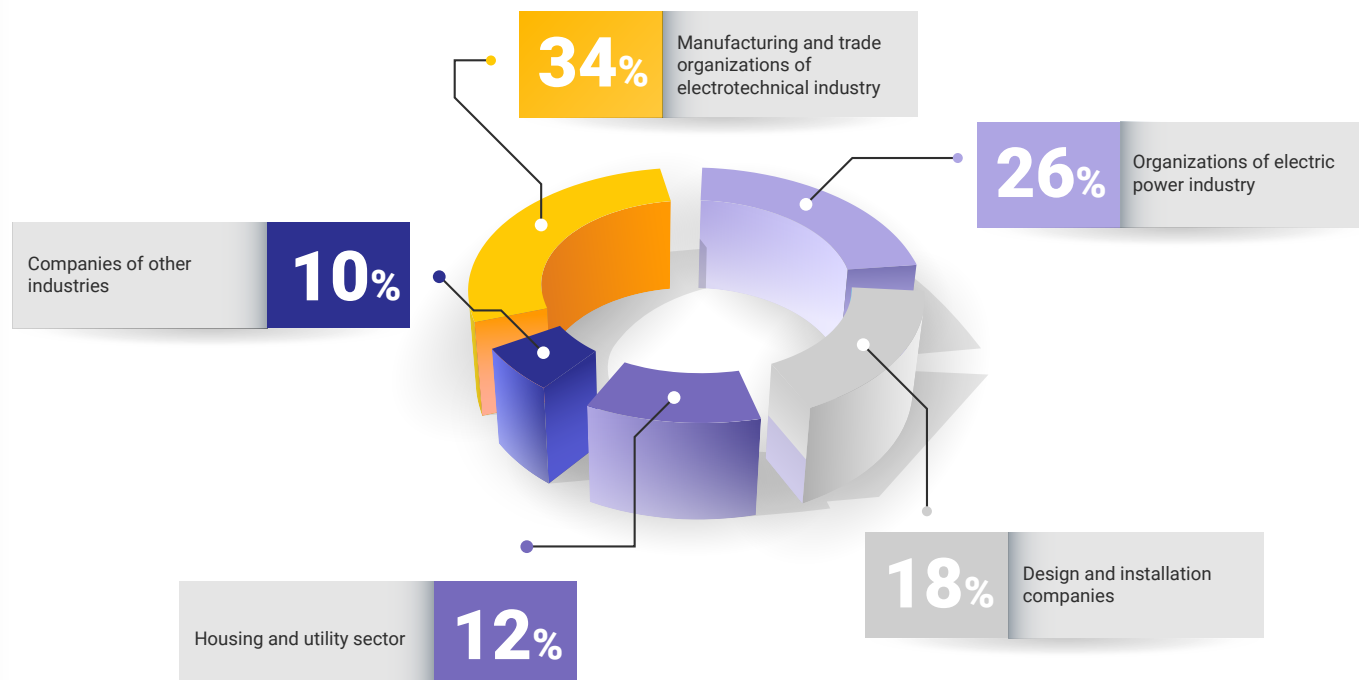
direct emails to subscribers



addressed mailing to organizations



publications of articles at ELEC.RU portal and in social media platforms



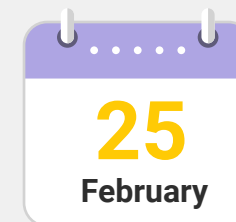
07.

ISSUE DATE AND
DATE OF MATERIALS'
RECEIPT

№1 (JANUARY-FEBRUARY)

Receipt: up to 25 January

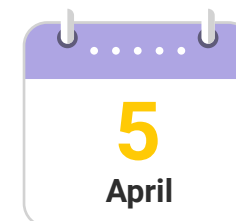
Issue: 25 February



№2 (MARCH-APRIL)

Receipt: up to 5 March

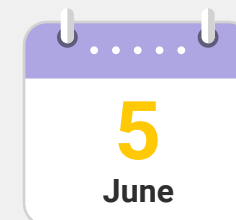
Issue: 5 April



№3 (MAY-JUNE)

Receipt: up to 5 May

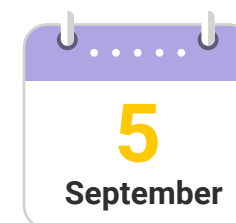
Issue: 5 June



№4-5 (JULY-OCTOBER)

Receipt: up to 5 August

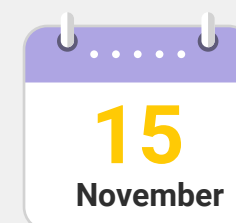
Issue: 5 September



№6 (NOVEMBER-DECEMBER)

Receipt: up to 15 October

Issue: 15 November



PARTICIPATION IN EXHIBITIONS

Issue: **25 February**

* Editorial staff reserves the right to correct a list of events indicated in editorial calendar.

*** While coordinating the materials with editorial staff we kindly ask you to specify a list of events where the edition number in question will be represented.**

19 - 20 March	«Promtechexpo» forum	Omsk
19 - 21 March	«Cabex» exhibition	Moscow
25 - 27 March	«Independent Current Sources» exhibition	Moscow
27 March	«Automation Advanced Technologies-Kazan» conference	Kazan
28 March	«Supply in the Oil and Gas Complex» conference	Moscow
2 - 5 April	«MosBuild» exhibition	Moscow
3 - 5 April	«TatEnergyExpo» exhibition	Kazan
9 - 11 April	«VacuumTechExpo» exhibition	Moscow
10 - 12 April	«Spring Forum - Housing and Utility Sector»	Ufa

PARTICIPATION IN EXHIBITIONS

Issue: **5 April**

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15 - 18 April	«Oil and Gas» exhibition	Moscow
16 - 18 April	«ExpoElectronica» exhibition	Moscow
16 - 18 April	«Securika» exhibition	Moscow
23 - 24 April	«Hi-Tech Building» exhibition	Moscow
24 - 26 April	«Hi-Tech» exhibition	Saint Petersburg
24 - 26 April	«Russian International Energy Forum»	Saint Petersburg
24 - 26 April	«Power Industry and Electrical Engineering» exhibition	Saint Petersburg
24 - 26 April	«Housing and Utility Sector of Russia» exhibition	Saint Petersburg
24 - 26 April	«Welding» exhibition	Saint Petersburg
24 - 26 April	«Saint Petersburg Technical Fair» exhibition	Saint Petersburg
24 - 26 April	«Corrosion Prevention» exhibition-congress	Saint Petersburg
25 - 27 April	«ElectroTrans» exhibition	Moscow
25 - 27 April	«Transport Lighting Technology» exhibition	Moscow
14 - 15 May	«International Energy Summit»	Saint Petersburg
16 - 18 May	«Power Engineering of Far East Region. Housing and Utility Sector» exhibition	Khabarovsk
20 - 24 May	«Metal Working» exhibition	Moscow
21 - 22 May	«Siberian Building Week» exhibition	Omsk
21 - 24 May	«Gas. Oil. Technologies» exhibition	Ufa
May	«Electric Transport of the Russian South» exhibition	Sochi
28 May	«Automation Advanced Technologies-Saint Petersburg» conference	Saint Petersburg
30 - 31 May	«EQUIPMENT AND OUTFIT» exhibition	Moscow
4 - 6 June	«Wire Russia» exhibition	Moscow
4 - 7 June	«Electro» exhibition	Moscow

PARTICIPATION IN EXHIBITIONS

Issue: **5 June**

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4 - 7 June	«Electro» exhibition	Moscow
5 - 8 June	ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM	Saint Petersburg
18 - 20 June	«RENWEX» exhibition	Moscow
26 - 27 June	«Eastern Oil and Gas Forum»	Vladivostok
8 - 11 July	«INNOPROM» exhibition	Yekaterinburg
July	«Electrical Engineering and Engineering Systems Forum»	
7 August	«Construction» exhibition	Chelyabinsk
12 - 18 August	«Army» forum	Kubinka
17 - 20 September	«Interlight Russia Intelligent building Russia» exhibition	Moscow

08.

PARTICIPATION
IN EXHIBITIONS

№4-5 (JULY-OCTOBER)

Issue: 5 September

* Dates of industry events are subject to change.

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17 - 20 September	«Interlight Russia Intelligent building Russia» exhibition	Moscow
September	«RADEL» (radio electronic equipment) exhibition	Saint Petersburg
September	«Automation» exhibition	Saint Petersburg
September	«Industrial showroom» exhibition-forum	Samara
25 September	«Automation Advanced Technologies-Ufa» conference	Ufa
25 - 27 September	«KIOGE» exhibition	Almaty
25 - 27 September	«Surgut. Oil and Gas» exhibition	Surgut
26 - 28 September	«Russian Power Engineering Week» forum	Moscow
September	«Production Modernization for Oil and Gas Refinery» conference	Moscow
October	«St. Petersburg International Gas Forum»	Saint Petersburg
October	«ROS-GAS-EXPO» exhibition	Saint Petersburg
October	«Energy Saving and Energy Efficiency» exhibition	Saint Petersburg
October	«Powerexpo Almaty» exhibition	Almaty
8 - 10 October	«Weldex» exhibition	Moscow
October	«Industry Forum»	Izhevsk
October	«Russian Energy Forum»	Ufa
October	«Hi-Tech Building» exhibition	Moscow
22 - 24 October	«HEAT&POWER» exhibition	Moscow
22 - 24 October	«PCV» exhibition	Moscow
October	«Power Electronics» exhibition	Moscow
29 - 31 October	«Heat&Electro Machinery» exhibition	Moscow
30 October	Automation Advanced Technologies-Novosibirsk» conference	Novosibirsk
October	«Oil-and-gas Service in Russia» conference	Moscow
October	«Voronezh Industrial Forum»	Voronezh
October	«Construction» exhibition	Voronezh
November	«MITEX» exhibition	Moscow
November	«Energy Efficiency. XXI Century. Engineering Methods of Reducing Energy Consumption of Buildings» congress	Saint Petersburg
November	«Siberian Energy Forum»	Krasnoyarsk
	«Oil. Gas. Chemistry» exhibition	
	«Electrical Engineering. Energy. Automation. Lighting Engineering» exhibition	
November	«Russian Industrial Forum»	Ufa

PARTICIPATION IN EXHIBITIONS

Nº6 (NOVEMBER-DECEMBER)

Issue: **15 November**

* Dates of industry events are subject to change.

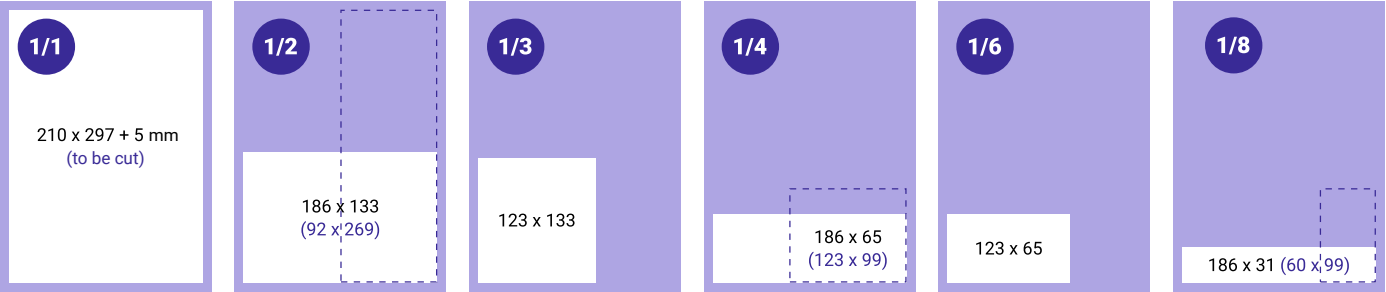
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09.

ADVERTISING
POLICY

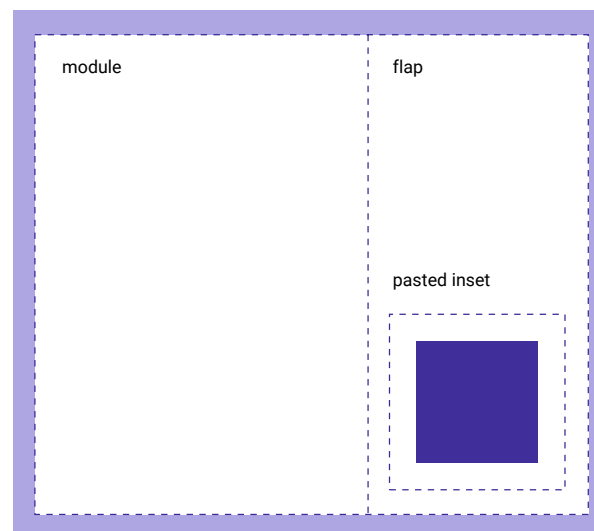


Advertising space	Price, rub.
1 cover page (195x230 mm)	165 000
2 cover page (297x210 mm + 5 mm to be cut)	94 800
3 cover page (297x210 mm + 5 mm to be cut)	94 800
4 cover page (297x210 mm + 5 mm to be cut)	126 000
The third page of the issue (297x210 mm + 5 mm to be cut)	67 200
1/1 module (297x210 mm + 5 mm to be cut)	63 000
1/2 module (186x133 mm 92x269 mm)	34 400
1/3 module (123x133 mm)	22 800
1/4 module (186x65 mm 23x99 mm)	16 800
1/6 module (123x65 mm)	11 400
1/8 module (186x31 mm 60x99 mm)	8 400
Interview – 1 page (186x269 mm)	36 000
Interview – 2 pages (186x269 mm)	68 400
Interview – 3 pages (186x269 mm)	94 800
Advertising article (186x269 mm)	36 000
Writing a technical advertising article	on the individual basis
Making a module	5 400

09.

ADVERTISING POLICY

Additional options	Price, rub.
Thickened sheet in an internal block of the magazine	
1 page without a flap (210x297 mm + 5 mm to be cut, 200 g/m2, 4+4)	87 000
1 page with a flap (345x297 mm (205x297 + 140x297) + 5 mm to be cut, 170 g/m2, 4+4)	94 800
Distribution of a leaflet with a magazine	
500 leaflets	18 000
1000 leaflets	33 600
2000 leaflets	60 000
Subscription (6 issues, 1 year)	6 480



The layout has to be made strictly true to size. File types: EPS, AI, CDR, PSD, TIFF. Colour model is CMYK. Maximum total value of paints is 300%, resolving capacity is 300 dpi. All fonts must be converted to curves. Black images must be made only with one colour paint - Black. Maintain the background under the black font (Overprint).
In case you have any questions while making a layout contact the editorial staff:
+7 (495) 587-40-90.

Magazine founder is "Elec.ru" Ltd.

The mass media certificate of registration
PI №FS77-22376 dtd. 16 November 2005

Amendments:

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PI №FS77-46333 dtd. 26 August 2011

The Certificate was issued by the Federal
Service for Supervision of Communications,
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10.

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