

Электротехнический рынок®

Рекламно-информационное издание

«ELECTROTECHNICAL MARKET»
Promotional edition

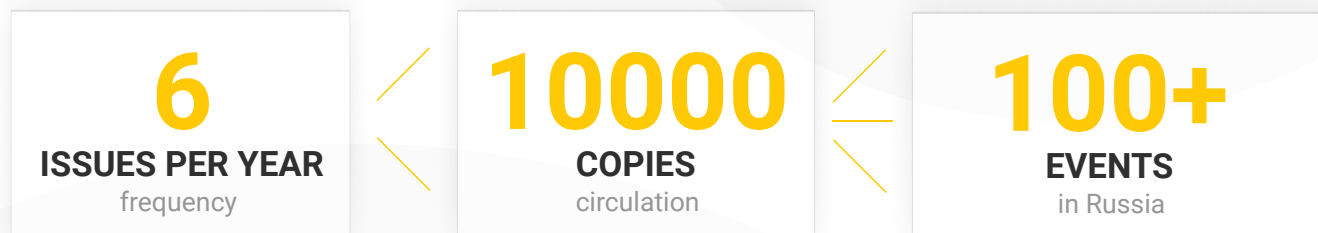


MEDIA-KIT
2025

«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.



FOR THE PERIOD OF

18 YEARS
IN THE FIELD

01.

ABOUT THE MAGAZINE

180+
special projects

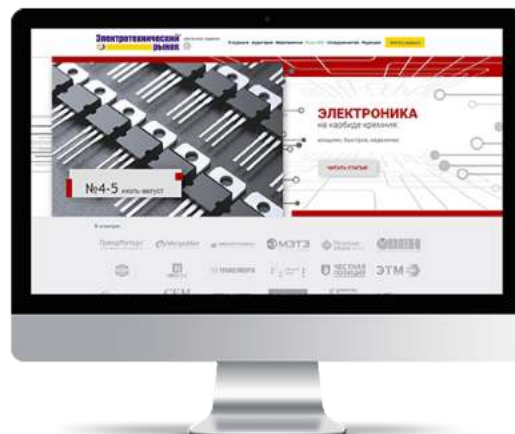
2000+
publications

1500+
events



HARD

copy



SOFT

copy

 <https://er.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 field

- 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

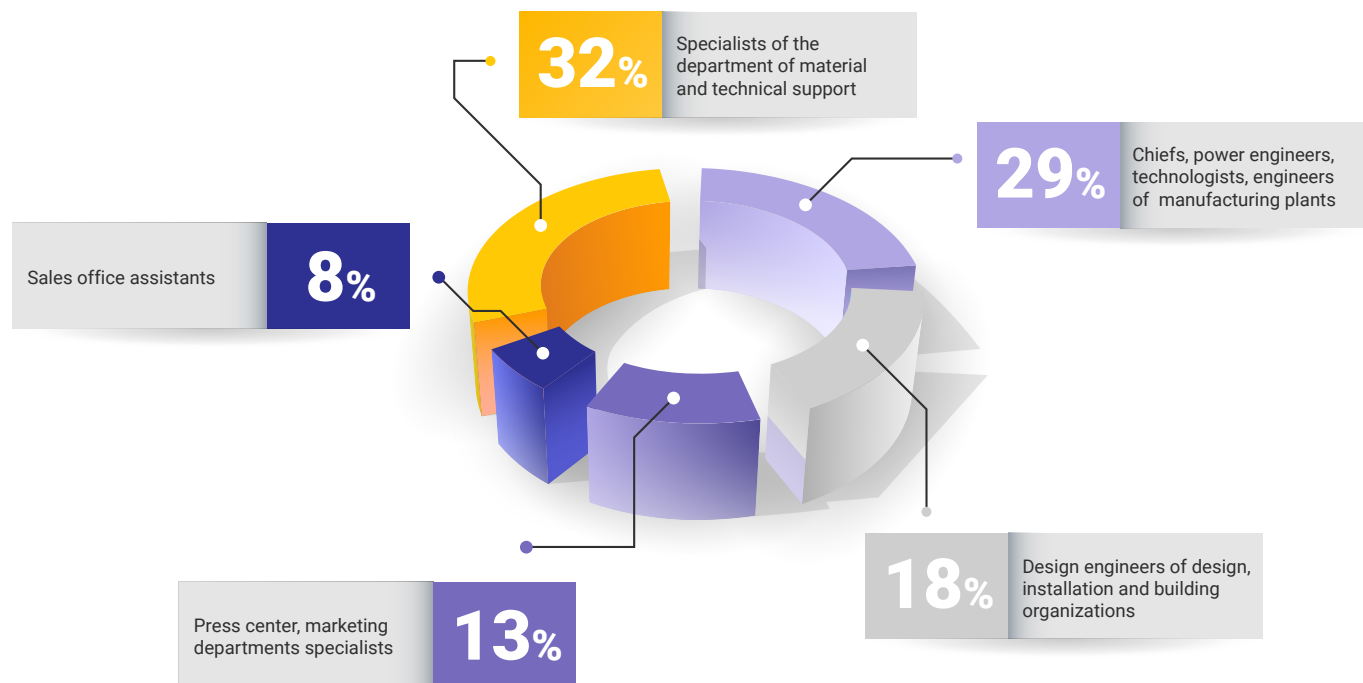
- EVENTS**
Coverage of crucial events in the field

- 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

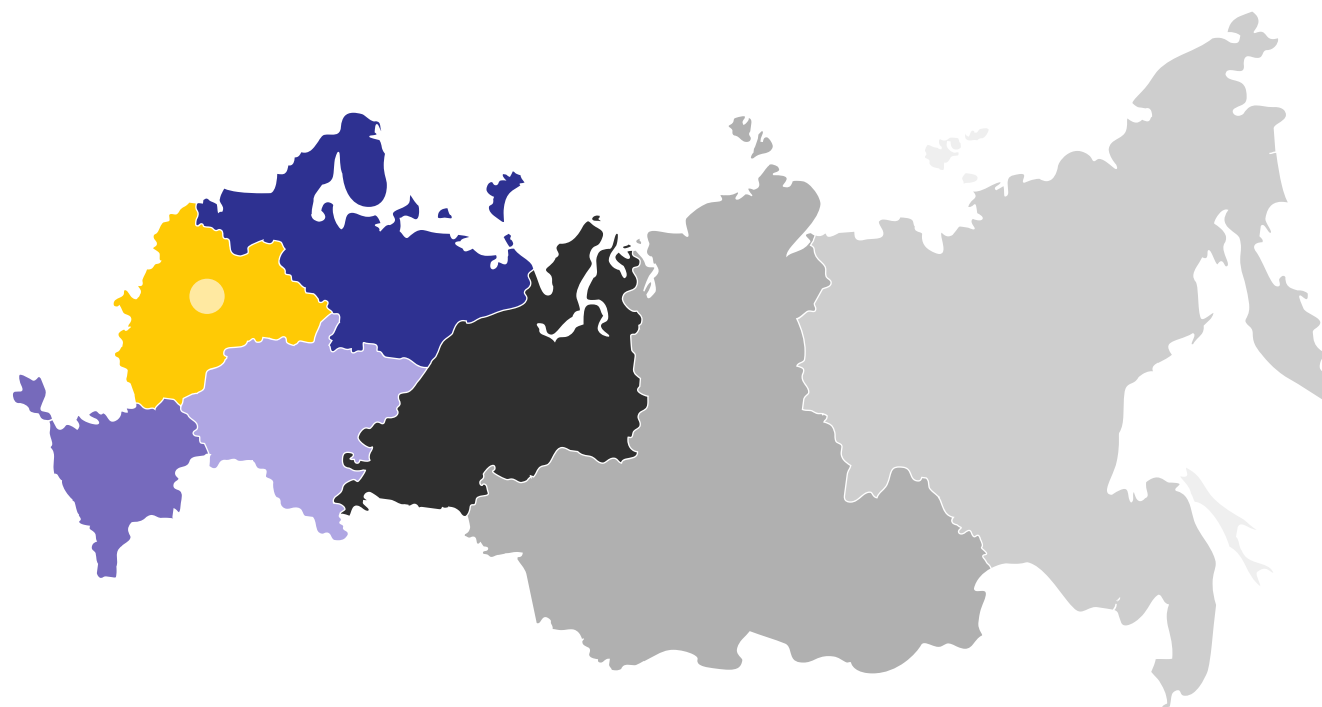
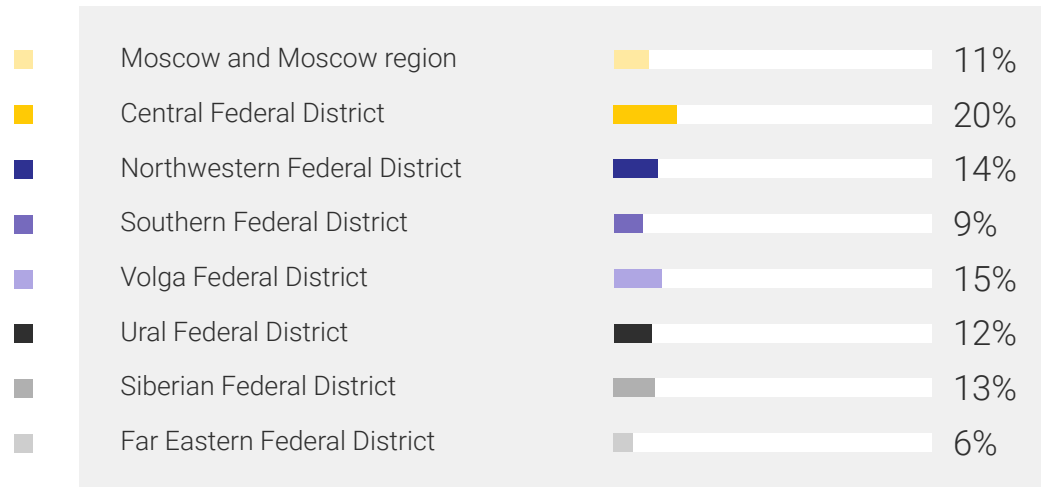
- EDUCATION ENVIRONMENT**
Educational projects, online training courses and centers for advanced training



04.

READERSHIP

Every year we participate in 100+ events in B2B (business to business) format. We notice all significant and important industry events – exhibitions, forums, conferences!



05.

DISTRIBUTION



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



direct emails to subscribers



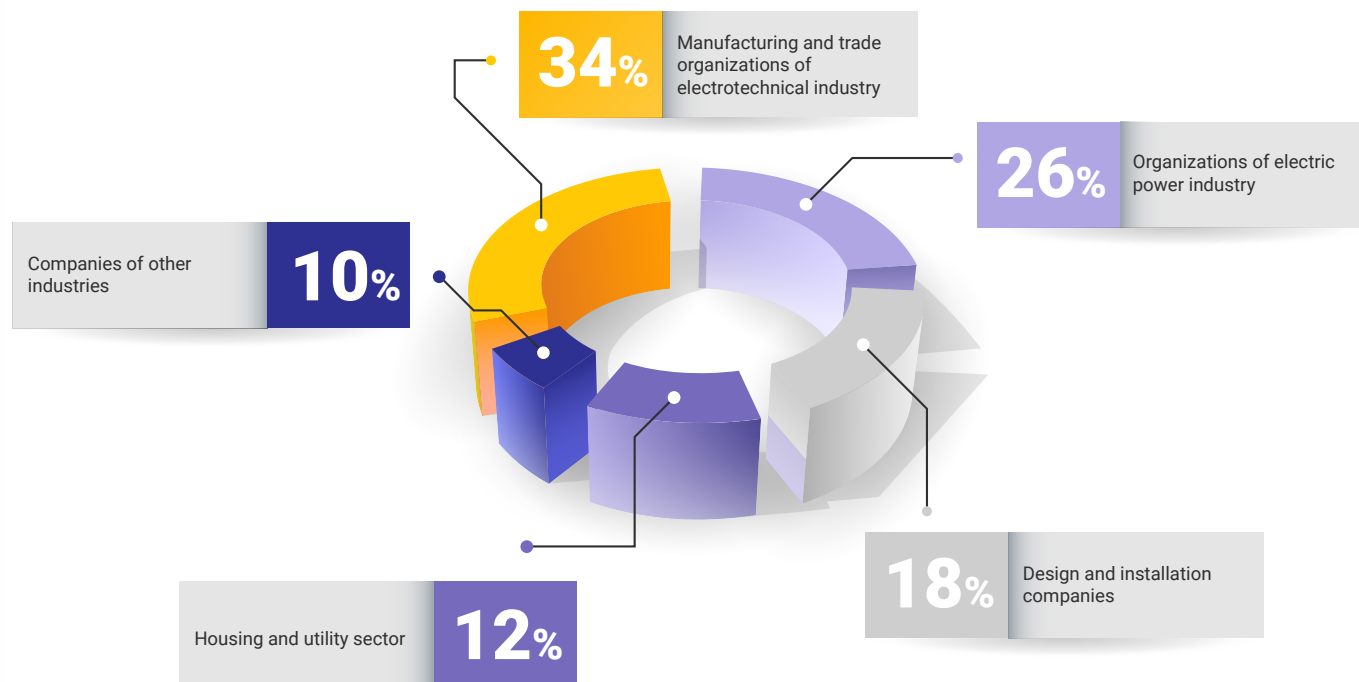
addressed mailing to organizations



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

06.

NEWSLETTER AND ITS STRUCTURE



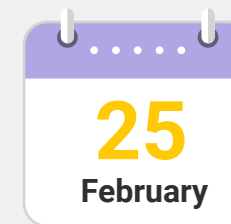
07.

ISSUE DATE AND
DATE OF MATERIALS'
RECEIPT

№1 (JANUARY-FEBRUARY)

Receipt: up to 25 January

Issue: 25 February



№2 (MARCH-APRIL)

Receipt: up to 1 March

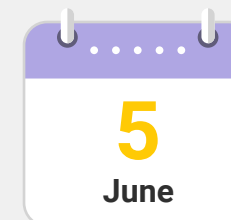
Issue: 1 April



№3 (MAY-JUNE)

Receipt: up to 5 May

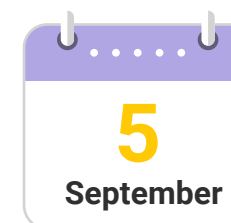
Issue: 5 June



№4-5 (JULY-OCTOBER)

Receipt: up to 5 August

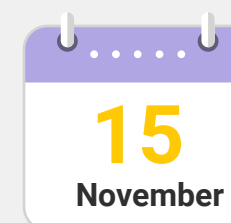
Issue: 5 September



№6 (NOVEMBER-DECEMBER)

Receipt: up to 15 October

Issue: 15 November



08.

PARTICIPATION IN EXHIBITIONS

№1 (JANUARY-FEBRUARY)

Issue: 25 February

* Dates of industry events are subject to change.

* 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.

11 - 14 March	«RosBuild» exhibition	Moscow
18 - 20 March	«Cabex» exhibition	Moscow
25 - 27 March	«Hi-Tech» exhibition	Saint Petersburg
26 - 28 March	«Independent Current Sources» exhibition	Moscow
26 - 28 March	«Russian International Energy Forum»	Saint Petersburg
26 - 28 March	«Power Industry and Electrical Engineering» exhibition	Saint Petersburg
26 - 28 March	«Housing and Utility Sector of Russia» exhibition	Saint Petersburg
26 - 28 March	«Welding» exhibition	Saint Petersburg
26 - 28 March	«Saint Petersburg Technical Fair» exhibition	Saint Petersburg
26 - 28 March	«Corrosion Prevention» exhibition-congress	Saint Petersburg
27 March	«Automation Advanced Technologies-Kazan» conference	Kazan
28 March	«Supply in the Oil and Gas Complex» conference	Moscow
1 - 4 April	«Electro» exhibition	Moscow
1 - 4 April	«MosBuild» exhibition	Moscow
2 - 4 April	«TatEnergyExpo» exhibition	Kazan
9 - 11 April	«VacuumTechExpo» exhibition	Moscow
14 - 17 April	«Oil and Gas» exhibition	Moscow

08.

PARTICIPATION IN EXHIBITIONS

№2 (MARCH-APRIL)

Issue: 1 April

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1 - 4 April	«Electro» exhibition	Moscow
1 - 4 April	«MosBuild» exhibition	Moscow
2 - 4 April	«TatEnergyExpo» exhibition	Kazan
9 - 11 April	«VacuumTechExpo» exhibition	Moscow
14 - 17 April	«Oil and Gas» exhibition	Moscow
15 - 16 April	«Hi-Tech Building» exhibition	Moscow
15 - 17 April	«ExpoElectronica» exhibition	Moscow
15 - 17 April	«Securika» exhibition	Moscow
22 - 24 April	«RENWEX» exhibition	Moscow
22 - 25 April	All-Russian Scientific and Technical Conference on Relay Protection and Automation of Power Systems	Cheboksary
28 - 30 April	«ElectroTrans» exhibition	Moscow
28 - 30 April	«Transport Lighting Technology» exhibition	Moscow
14 May	«International Energy Summit»	Saint Petersburg
15 - 17 May	«Power Engineering of Far East Region. Housing and Utility Sector» exhibition	Khabarovsk
22 - 23 May	«Oil & Gas Field Facilities» conference	Saint Petersburg
26 - 29 May	«Metal Working» exhibition	Moscow
27 May	«Automation Advanced Technologies-Saint Petersburg» conference	Saint Petersburg
27 - 29 May	«HEAT & ELECTRO» exhibition	Moscow
29 May	«Production Modernization for Oil and Gas Refinery» conference	Moscow
May	«Integrated Safety & Security» exhibition	Moscow
3 - 5 June	«Wire Russia» exhibition	Moscow
10 - 11 June	«Equipment and Outfit» exhibition	Moscow

08.

PARTICIPATION IN EXHIBITIONS

№3 (MAY-JUNE)

Issue: 5 June

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10 - 11 June	«Equipment and Outfit» exhibition	Moscow
17 - 19 June	«Rosmould & 3D-TECH Rosplast» exhibition	Moscow
25 - 27 June	«Russian Elevator Week»	Moscow
26 - 28 June	«North Caucasus Energy Forum»	Mineralnye Vody
7 - 10 July	«INNOPROM» exhibition	Yekaterinburg
August	«Army» forum	Kubinka
September	RUSSIAN LABOUR SAFETY WEEK	Saint Petersburg
September	«Industrial Forum»	Izhevsk
10 - 12 September	«RADEL» (radio electronic equipment) exhibition	Saint Petersburg
10 - 12 September	«Automation» exhibition	Saint Petersburg
22 - 27 September	«Microelectronics» forum	Sochi
24 September	«Automation Advanced Technologies-Ufa» conference	Ufa
7 - 10 October	«St. Petersburg International Gas Forum»	Saint Petersburg
7 - 10 October	«ROS-GAS-EXPO» exhibition	Saint Petersburg
7 - 10 October	«Energy Saving and Energy Efficiency» exhibition	Saint Petersburg
7 - 10 October	«Weldex» exhibition	Moscow
15 - 17 October	«Russian Power Engineering Week» forum	Moscow
21 - 24 October	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.

* 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.

September	«Industrial Forum»	Izhevsk
10 - 12 September	«RADEL» (radio electronic equipment) exhibition	Saint Petersburg
10 - 12 September	«Automation» exhibition	Saint Petersburg
22 - 27 September	«Microelectronics» forum	Sochi
24 September	«Automation Advanced Technologies-Ufa» conference	Ufa
1 - 3 October	«Russian Energy Forum»	Ufa
7 - 10 October	«St. Petersburg International Gas Forum»	Saint Petersburg
7 - 10 October	«ROS-GAS-EXPO» exhibition	Saint Petersburg
7 - 10 October	«Energy Saving and Energy Efficiency» exhibition	Saint Petersburg
7 - 10 October	«Weldex» exhibition	Moscow
15 - 17 October	«Russian Power Engineering Week» forum	Moscow
21 - 24 October	Interlight Russia Intelligent building Russia exhibition	Moscow
21 - 23 October	«HEAT & POWER» exhibition	Moscow
21 - 23 October	«PCV» exhibition	Moscow
28 - 30 October	«Russian Oil and Gas Technical Congress»	Saint Petersburg
October	«CityLight» conference	Nizhny Novgorod
29 October	«Automation Advanced Technologies-Novosibirsk» conference	Novosibirsk
30 - 31 October	«SmartKurort» conference	Pyatigorsk
October	«Oil-and-gas Service in Russia» conference	Moscow
5 - 6 November	«CITY BUILD RUSSIA» exhibition	Saint Petersburg
11 - 14 November	«MITEX» exhibition	Moscow
17 - 21 November	«RUSSIAN ROBOTICS WEEK» exhibition	Saint Petersburg
November	«INTERPOLITEX» exhibition	Moscow
November	«Energy Efficiency. XXI Century» congress	Saint Petersburg

08.

PARTICIPATION IN EXHIBITIONS

№6 (NOVEMBER- DECEMBER)

Issue: 15 November

* Dates of industry events are subject to change.

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

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25 - 27 November	«ELECTRONICA RUSSIA» exhibition	Moscow
26 - 28 November	«PROM-ENERGO-VOLGA» forum	Volgograd
November	«Russian Manufacturer» forum	Saint Petersburg
2 - 5 December	«ToolMash» exhibition	Moscow
December	«International Forum «Electrical networks»	Moscow
February 2026	«Siberian Building Week» exhibition	Novosibirsk
February 2026	«Investment projects, modernization, procurement in the electric power industry» conference	Moscow
February 2026	«YugBuild» exhibition	Krasnodar
March 2026	«RosBuild» exhibition	Moscow
March 2026	«Cabex» exhibition	Moscow
March 2026	«Independent Current Sources» exhibition	Moscow
March 2026	«Supply in the Oil and Gas Complex» conference	Moscow
March 2026	«Hi-Tech» exhibition	Saint Petersburg
March 2026	«Russian International Energy Forum»	Saint Petersburg
March 2026	«Power Industry and Electrical Engineering» exhibition	Saint Petersburg
March 2026	«Housing and Utility Sector of Russia» exhibition	Saint Petersburg
March 2026	«Welding» exhibition	Saint Petersburg
March 2026	«Saint Petersburg Technical Fair» exhibition	Saint Petersburg
March 2026	«Corrosion Prevention» exhibition-congress	Saint Petersburg



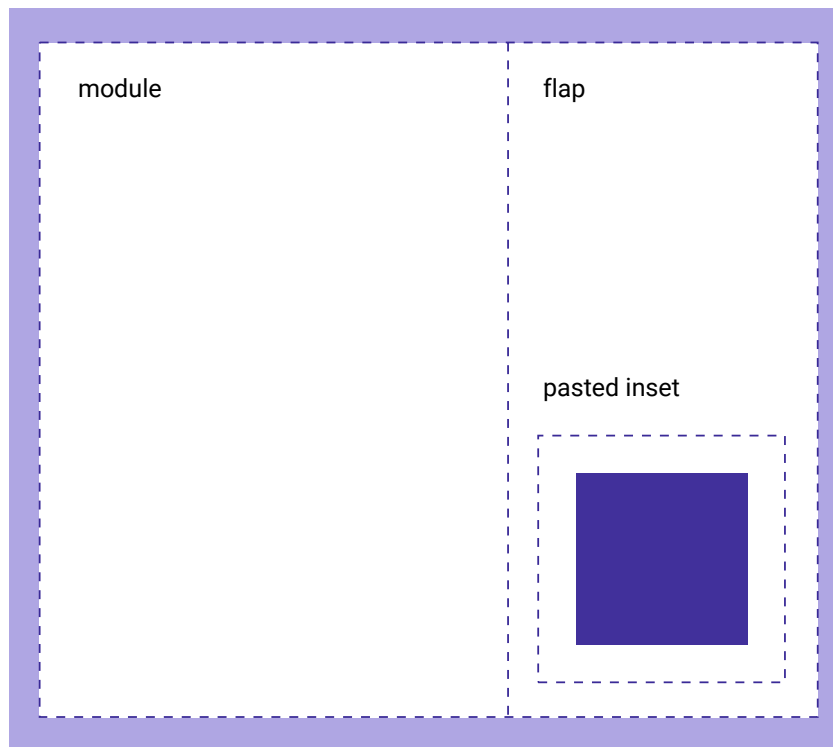
Advertising space	Price, rub.
1 cover page (195x230 mm)	182 000
2 cover page (297x210 mm + 5 mm to be cut)	105 000
3 cover page (297x210 mm + 5 mm to be cut)	105 000
4 cover page (297x210 mm + 5 mm to be cut)	140 000
The third page of the issue (297x210 mm + 5 mm to be cut)	75 000
1/1 module (297x210 mm + 5 mm to be cut)	70 000
1/2 module (186x133 mm 92x269 mm)	50 000
Advertising article (1 page)	40 000
Interview (1 page)	40 000
Making a module	7 000

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.**

09.

ADVERTISING POLICY



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/m ² , 4+4)	97 000
1 page with a flap (345x297 mm (205x297 + 140x297) + 5 mm to be cut, 170 g/m ² , 4+4)	105 000
Subscription (6 issues, 1 year)	7 200

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Amendments:

The mass media certificate of registration
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The Certificate was issued by the Federal
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Information Technology and Mass Media

10.

CONTACTS

Advertising department

Denis DZHULAY

Customer service manager

+7 (495) 587-40-90 ext. 202

d.dzhulay@elec-co.ru

Anastasia PINDIKOVA

Customer service manager

+7 (495) 587-40-90 ext. 204

a.pindikova@elec-co.ru

Yulia TKACHEVA

Customer service manager

+7 (495) 587-40-90 ext. 205

y.tkacheva@elec-co.ru



+7 (495) 587-40-90



info@elec.ru



<https://er.elec.ru>

Mikhail MITROFANOV

General manager

m.mitrofanov@elec-co.ru

Anastasia MITROFANOVA

Sales manager

a.mitrofanova@elec-co.ru

Elena MOZHAROVA

Chief accountant

e.mozharova@elec-co.ru

Sergey POLOSKOV

Editor-in-chief

s.poloskov@elec-co.ru

Tatyana KOBLOVA

Layout designer

t.koblova@elec-co.ru

Vera MATVEEVA

PR specialist

v.matveeva@elec-co.ru

