

# Электротехнический<sup>®</sup> 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.

**6**

**ISSUES PER YEAR**  
frequency

**100000**

**COPIES**  
circulation

**100+**

**EVENTS**  
in Russia

FOR THE PERIOD OF

**18** **YEARS**  
IN THE FIELD

**01.**

ABOUT THE MAGAZINE

**180+**

special projects

**2000+**

publications

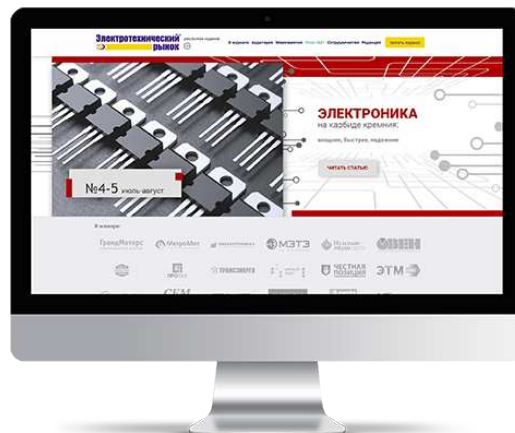
**1500+**

events



**HARD**  
copy

SUBSCRIBE



**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 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

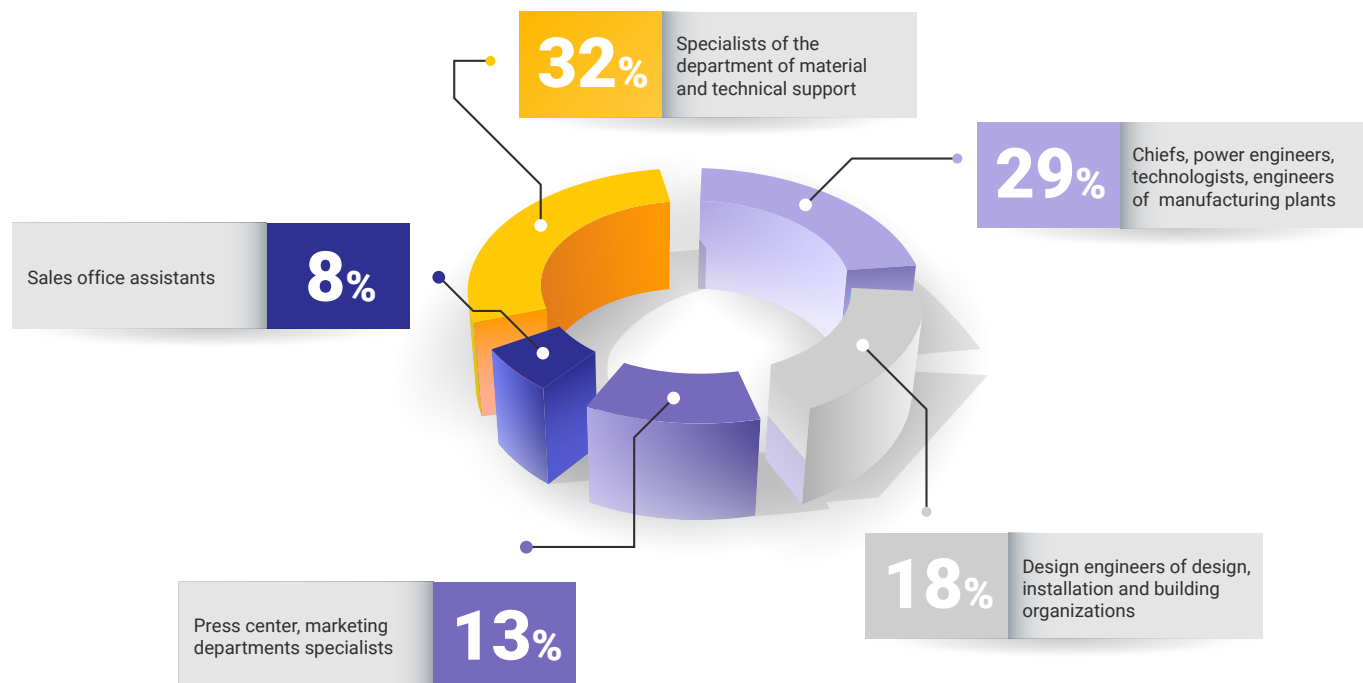
All details about the functioning of the companies

## OP-ED

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

## EDUCATION ENVIRONMENT

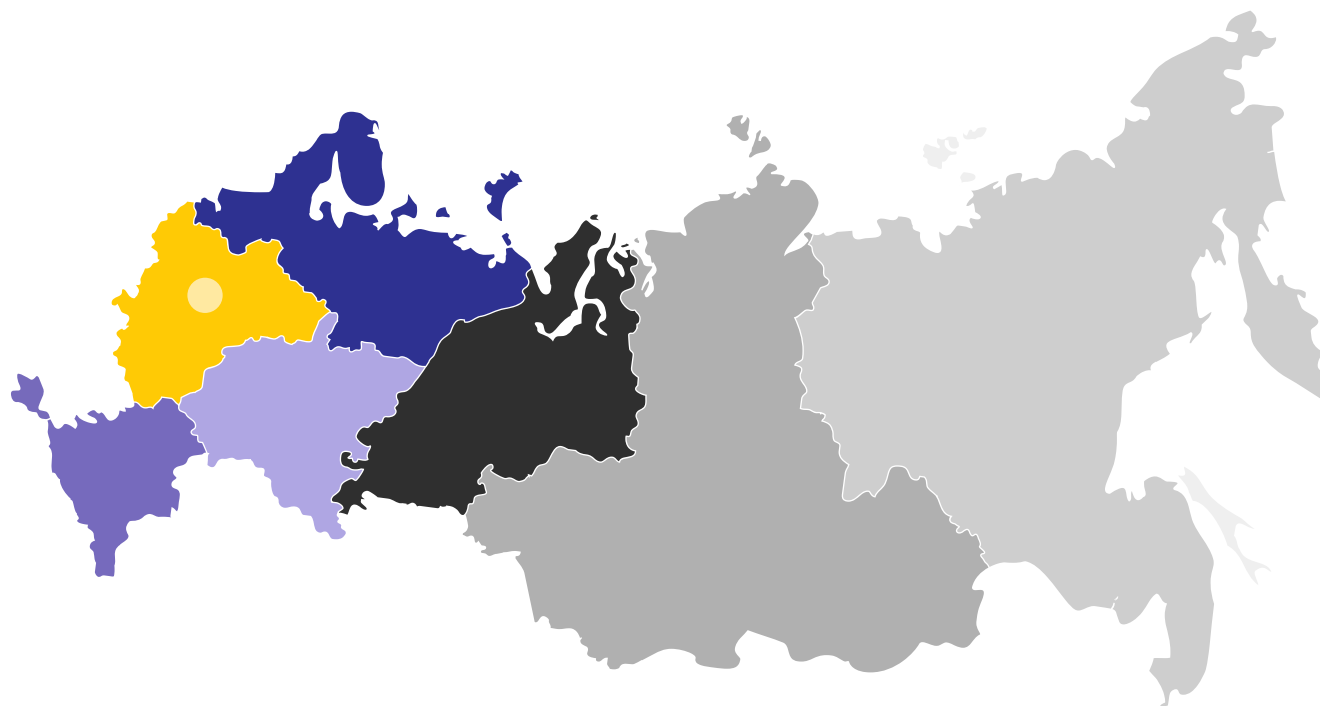
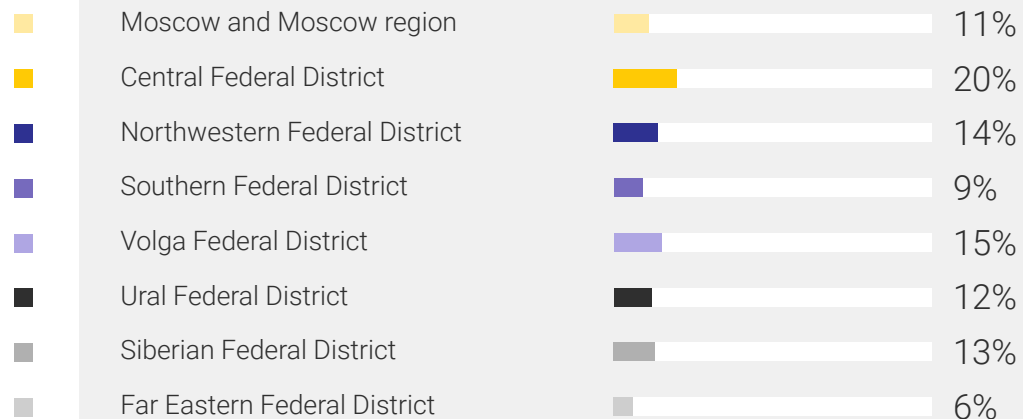
Educational projects, online training courses and centers for advanced training



04.

READERSHIP

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



05.

DISTRIBUTION



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



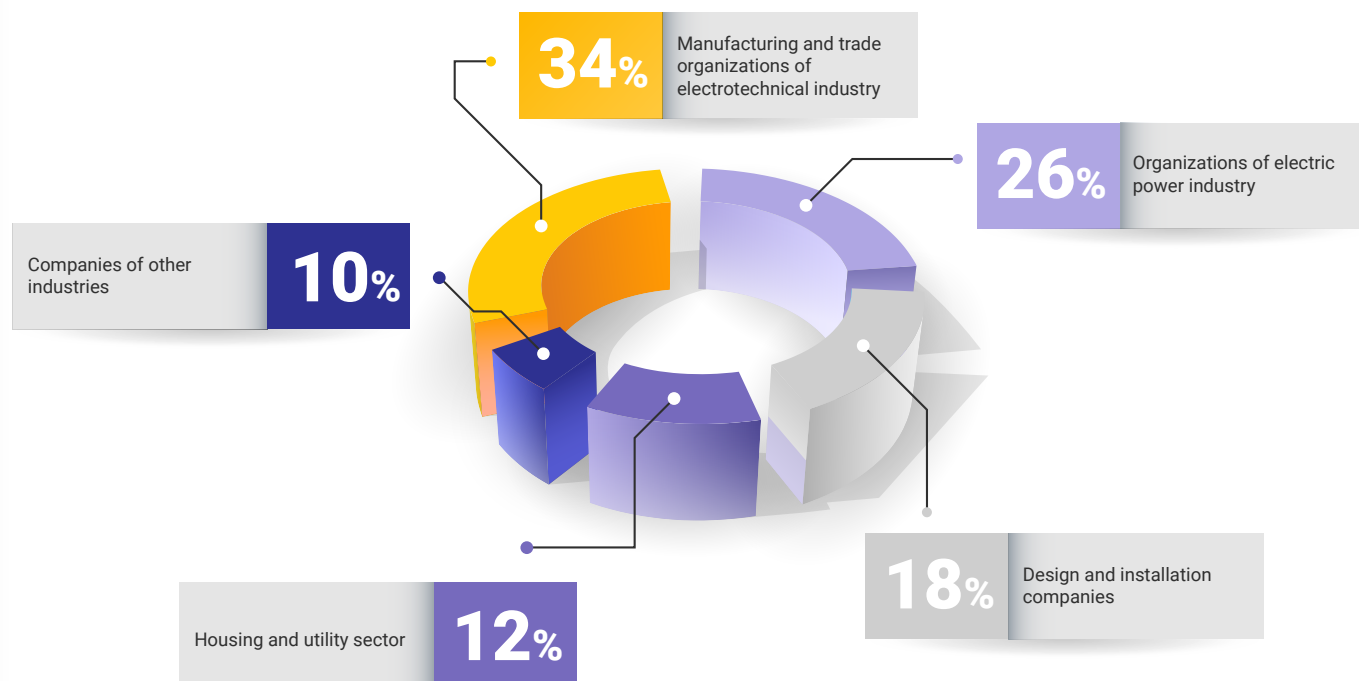
direct emails to subscribers



addressed mailing to organizations



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



06.

NEWSLETTER  
AND ITS STRUCTURE

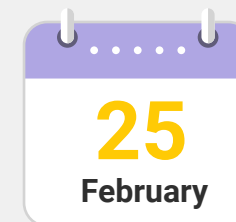
07.

ISSUE DATE AND  
DATE OF MATERIALS'  
RECEIPT

## №1 (JANUARY-FEBRUARY)

Receipt: up to 25 January

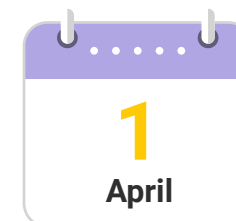
Issue: 25 February



## №2 (MARCH-APRIL)

Receipt: up to 1 March

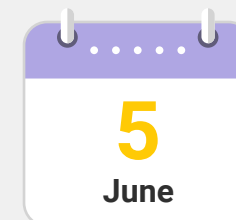
Issue: 1 April



## №3 (MAY-JUNE)

Receipt: up to 5 May

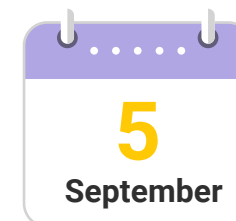
Issue: 5 June



## №4-5 (JULY-OCTOBER)

Receipt: up to 5 August

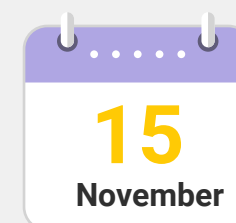
Issue: 5 September



## №6 (NOVEMBER-DECEMBER)

Receipt: up to 15 October

Issue: 15 November





## 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.**

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

## PARTICIPATION IN EXHIBITIONS

Issue: **1 April**

**\* 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.**

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

## PARTICIPATION IN EXHIBITIONS

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 - 26 June	«ENGINEERING ASSEMBLY OF RUSSIA» forum-exhibition	Saint Petersburg
25 - 27 June	«Russian Elevator Week»	Moscow
26 - 28 June	«North Caucasus Energy Forum»	Mineralnye Vody
1 - 3 July	« Development and reliability improvement of distribution network» conference	Moscow
7 - 10 July	«INNOPROM» exhibition	Yekaterinburg
11 - 14 August	«Army» forum	Kubinka
10 - 12 September	«RADEL» (radio electronic equipment) exhibition	Saint Petersburg
10 - 12 September	«Automation» exhibition	Saint Petersburg
15 - 18 September	RUSSIAN LABOUR SAFETY WEEK	Saint Petersburg
17 - 19 September	«Industrial Forum»	Izhevsk
22 - 27 September	«Microelectronics» forum	Sochi
24 September	«Automation Advanced Technologies-Chelyabinsk» conference	Chelyabinsk
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

## PARTICIPATION IN EXHIBITIONS

Issue: **5 September**

\* 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.**

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## PARTICIPATION IN EXHIBITIONS

## Nº6 (NOVEMBER-DECEMBER)

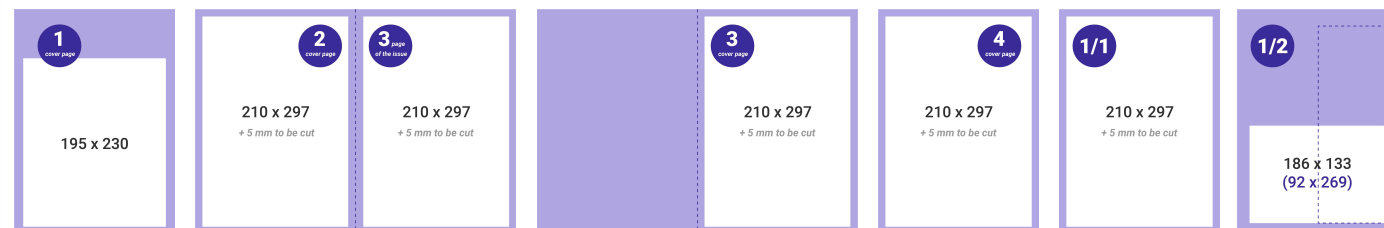
Issue: **15 November**

**\* Dates of industry events are subject to change.**

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

**\* 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.**

25 - 27 November	«ELECTRONICA RUSSIA» exhibition	Moscow
26 - 28 November	«PROM-ENERGO-VOLGA» forum	Volgograd
2 - 5 December	«ToolMash» exhibition	Moscow
2 - 4 December	«International Forum Electrical networks»	Moscow
11 - 14 February 2026	«Siberian Building Week» exhibition	Novosibirsk
27 February 2026	«Investment projects, modernization, procurement in the electric power industry» conference	Moscow
26 February - 1 March 2026	«YugBuild» exhibition	Krasnodar
11 - 14 March 2026	«RosBuild» exhibition	Moscow
18 - 20 March 2026	«Cabex» exhibition	Moscow
26 - 28 March 2026	«Independent Current Sources» exhibition	Moscow
27 March 2026	«Supply in the Oil and Gas Complex» conference	Moscow
25 - 27 March 2026	«Hi-Tech» exhibition	Saint Petersburg
25 - 27 March 2026	«Russian International Energy Forum»	Saint Petersburg
25 - 27 March 2026	«Power Industry and Electrical Engineering» exhibition	Saint Petersburg
25 - 27 March 2026	«Housing and Utility Sector of Russia» exhibition	Saint Petersburg
25 - 27 March 2026	«Welding» exhibition	Saint Petersburg
25 - 27 March 2026	«Saint Petersburg Technical Fair» exhibition	Saint Petersburg
25 - 27 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).

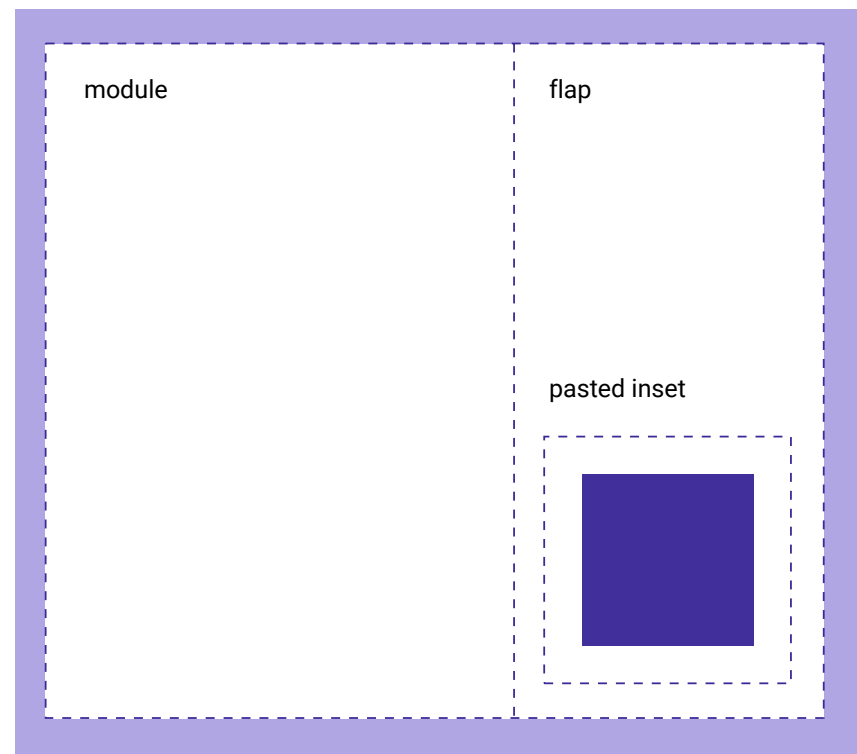
**In case you have any questions while making a layout contact the editorial staff:  
+7 (495) 587-40-90.**

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/m2, 4+4)	97 000
1 page with a flap (345x297 mm (205x297 + 140x297) + 5 mm to be cut, 170 g/m2, 4+4)	105 000
Subscription (6 issues, 1 year)	7 200

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PI №FS77-22376 dtd. 16 November 2005

**Amendments:**

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The Certificate was issued by the Federal  
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10.

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