

Format: A3 | Circulation: 26,000 | Pages: 50+ | Colour pages | Frequency: Twice per month

About the newspaper:

Our newspaper is not only the information source of what happens in the energy sector and its related industries but also a place for an exchange of opinions for all persons concerned.

We cover the following news in the power branch: legislative regulation; engineering and construction of power projects; news of the companies which produce power equipment and electrical goods, fuel companies' news.

The news are accompanied by the analysis of tendencies of power development and other industries which are of interest for our readers, reviews of technological novelties and scientific research.

We write on relevant topics of energy saving, power-audit, equipment diagnostics, IT and automated facilities. We publish interviews with public officials, leading top managers, qualified scientists and experts.

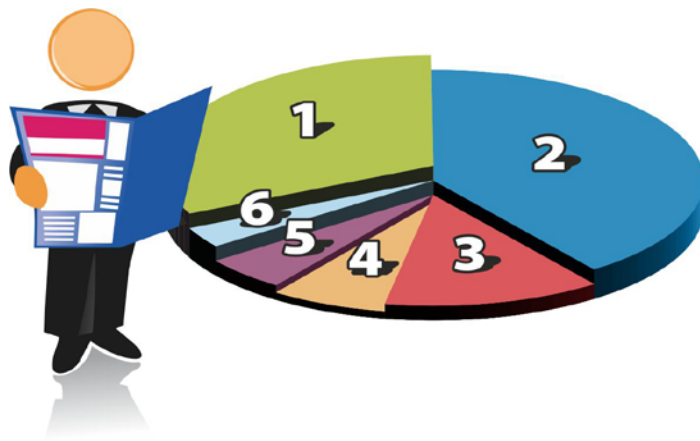
Expert Council

Expert council of the newspaper brings together directors and specialists of companies, representatives of public state authorities and top managers of large companies. In each issue of the newspaper our experts comment main topics of the issue, respond to actual questions, give their forecasts for the near future and long-term perspective. The materials in the newspaper help of our readers get the whole picture of the state of business in the industry, as well as plan their business and familiarize in constantly changing picture of the day.

Sections:

ENERGY: trends and prospects • generation • networks and sales • investment • personality • laws • Social Partnership
Expert council • administrative authority • News Highlights • Smart Energy • Topic of the issue • Professional education
• Production and Energy • Gas. Oil. Coal • Science • New technologies • World Energy • World Exhibitions and conferences • Special View • Autonomous Generation • Lighting • Nuclear energy • Electronics

Readership:



- 1** Generating, network, sales and service companies of the energy sector – 32%
- 2** Industrial plants – 40%
- 3** State and local government structures, governing Energy sector – 13%
- 4** Research and science institutes, engineering companies, universities – 7%
- 5** Insurance, consulting and financial services companies – 5%
- 6** Professional organizations, associations and non-profit partnerships – 3%

Distribution:

- Subscription
- Targeted distribution to address base of energy companies, industry and utilities
- At the related exhibitions and conferences (more than 100 in a year)
- At news-desks in government and power companies: Ministry of Energy, Ministry of Industry and Trade of Russia, in all branches of MRSK Holding (power grids distribution)
- Largest production companies, etc.
- Via App Store and Google Play - applications for mobile users

Geographical distribution:

North-West Federal District of Russia — 17%
 Central Region of Russia — 26%
 Volga Federal District of Russia — 15%
 Siberian Federal District of Russia — 12%
 Urals Federal District of Russia — 10%
 Southern District of Russia — 11%
 The Far Eastern Federal District of Russia — 6%
 The countries of former USSR and abroad — 3%

Web-portal of the newspaper www.eprussia.ru

It is one of the largest information and news portals of the energy sector of Russia and CIS.

Attendance of the portal www.eprussia.ru is more than 5,000 visitors per day; on an average, each of them opens 9 - 11 pages.

By its citation index the portal www.eprussia.ru occupies 2nd place (1st place has the web site of OAO "Gazprom").

All articles published in the newspapers are duplicated for free on the website www.eprussia.ru.

PRICE-LIST OF ADVERTISING SPACE 2016

Cover pages

Position	A3 page format	Area (in cm ²)	Sizes (mm) width-height	Price for advertising package (EUR)
1 st cover page		340	262 x 130	2.980
2 nd cover page	1/1 A3 page	933	262 x 356	3.300
	1/2 page	464	262 x 177	2.200
3 rd cover page	1/1 A3 page	933	262 x 356	2.280
	1/2 page	464	262 x 177	1.550
4 th cover page	1/1 A3 page	694	209 x 332	2.600
	1/2 page	370	209 x 177	1.630
Representation headlines 3 rd , 4 th colour pages at the beginning of the newspaper	1/1 полосы	933	262 x 356	3.180
	1/2 полосы	464	262 x 177	1.950

Advertising space inside the newspaper

A3 page format	Area (in cm ²)	Sizes (mm) width-height	Price for advertising package (EUR)
1/1 A3 page	933	262 x 356	2.120
3/5 page	555 (vert.)	156 x 356	1.600
1/2 page	464 (hor.)	262 x 177	1.410
2/5 page	367 (vert.)	103 x 356	1.160
1/3 page	276	156 x 177	1.060
1/4 page	228	262 x 87	950
1/5 page	182	103 x 177	800
1/7 page	135	156 x 87	630

Special offers (additional discount is not provided!)

Type of advert	A3 page format	Price (EUR)
Company profile - image article	1/1 A3 page	1.700
	2/1 A3 page	2.850
Interviews with top company officials	1/1 A3 page	1.600
	2/1 A3 page	2.700
Branding article on the anniversary date the company	1/1 A3 page	1.500
	2/1 A3 page	2.600

Discounts (offered with one-time payment):

2-3 issues – 5%;
4-7 issues – 10%;
8-12 issues – 15%;
more than 12 issues – 20%;

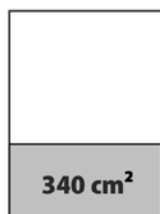
Extra charges:

ad in fixed location – 10%;

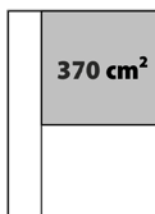
for advertising agencies – from 15%

Duplicates of all articles can be found on www.eprussia.ru

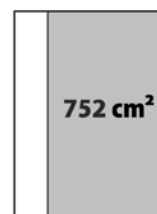
ADVERTISING SPACE



1st cover page
340 cm² – 262 mm x 130 mm



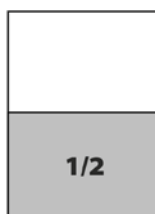
4th cover page
370 cm² – 209 mm x 177 mm



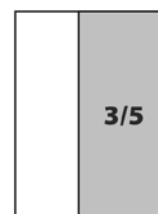
4th cover page
752 cm² – 209 mm x 360 mm



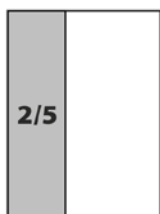
933 cm² – 262 mm x 356 mm
9000 characters with spaces
+2 photos



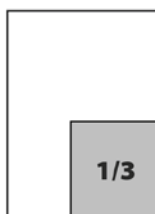
464 cm² – 262 mm x 177 mm
5000 characters with spaces



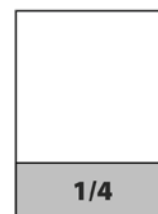
555 cm² – 156 mm x 356 mm
6000 characters with spaces



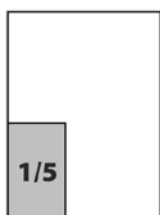
367 cm² – 103 mm x 356 mm
4000 characters with spaces



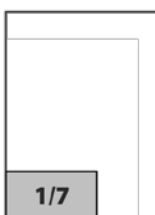
276 cm² – 156 mm x 177 mm
3000 characters with spaces



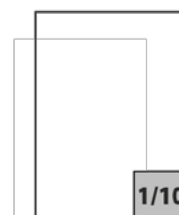
228 cm² – 262 mm x 87 mm
2500 characters with spaces



182 cm² – 103 mm x 177 mm



135 cm² – 156 mm x 87 mm



90 cm² – 103 mm x 87 mm

SCHEDULE OF THE EXIT OF THE NEWSPAPER

# issue	Month of issue	Deadline for providing the materials	Editorial calendar 2016
1-2 (285-286)	January	15 January	26 January
3-4 (287-288)	February	5 February	16 February
5 (289)	March-1	22 February	4 March
6 (290)	March-2	11 March	22 March
7 (291)	April-1	1 April	11 April
8 (292)	April-2	15 April	26 April
9 (293)	May-1	4 May	16 May
10 (294)	May-2	19 May	30 May
11-12 (295-296)	June	3 June	14 June
13-14 (297-298)	July	24 June	4 July
15-16 (299-300)	August	12 August	23 August
17 (301)	September	2 September	13 September
18 (302)	September	16 September	27 September
19 (303)	October	30 September	11 October
20 (304)	October	14 October	25 October
21 (305)	November-1	27 October	8 November
22 (306)	November-2	11 November	22 November
23-24 (307-308)	December	2 December	13 December

TECHNICAL REQUIREMENTS

Vector graphics:

We accept original CorelDRAW (up to version x6), Adobe Illustrator files (up to version xcs5). Submit module with text converted to outlines, with the font name indicated.



Bitmap graphics:

.tiff or .jpg formats preferred. For colour — 300 dpi resolution with the corresponding linear dimensions and CMYK colour scale (colours can display incorrectly with the RGB spectrum).



Please note: modules should be submitted in accordance with the sizes indicated in the price-list reference grid.