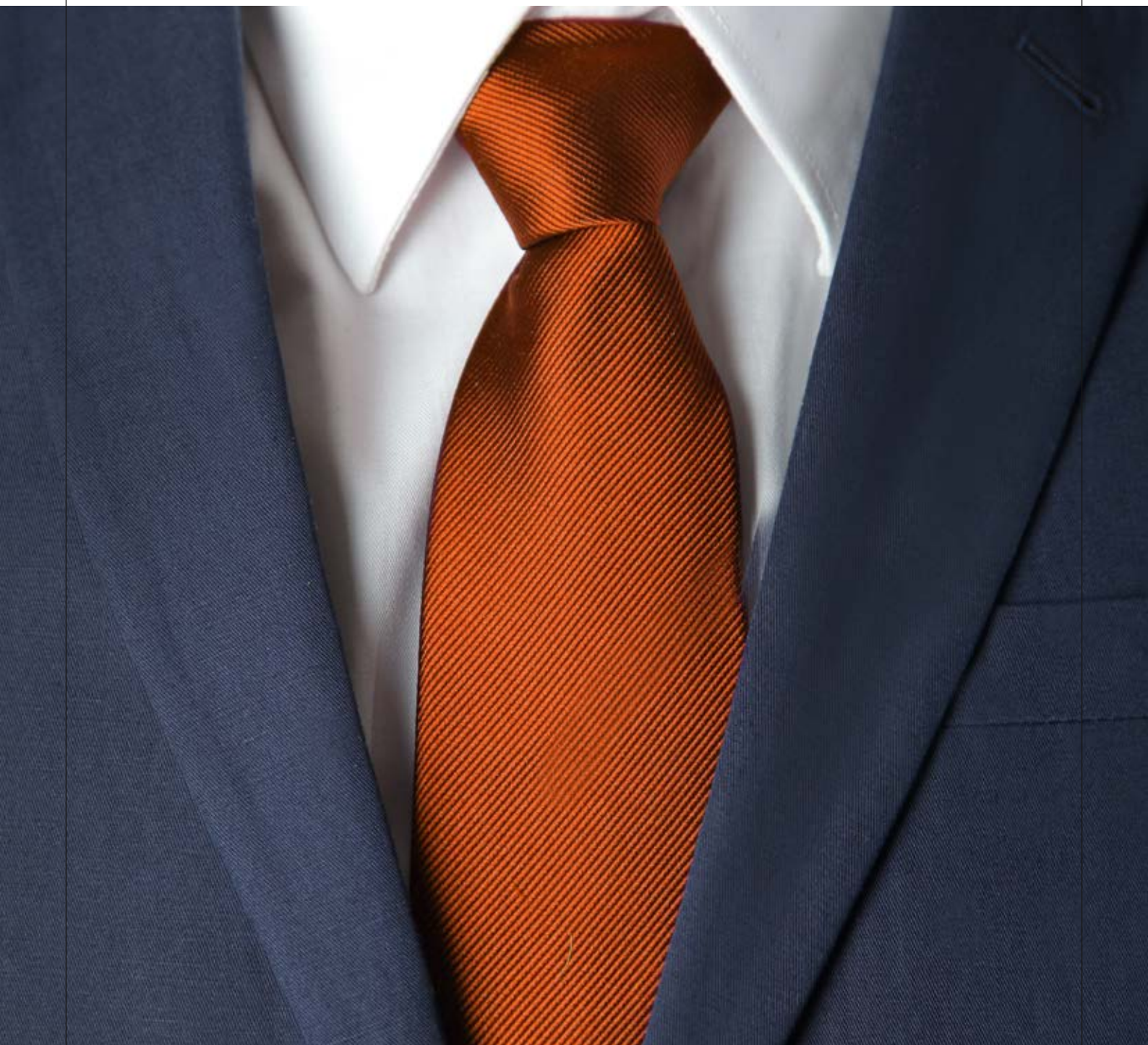
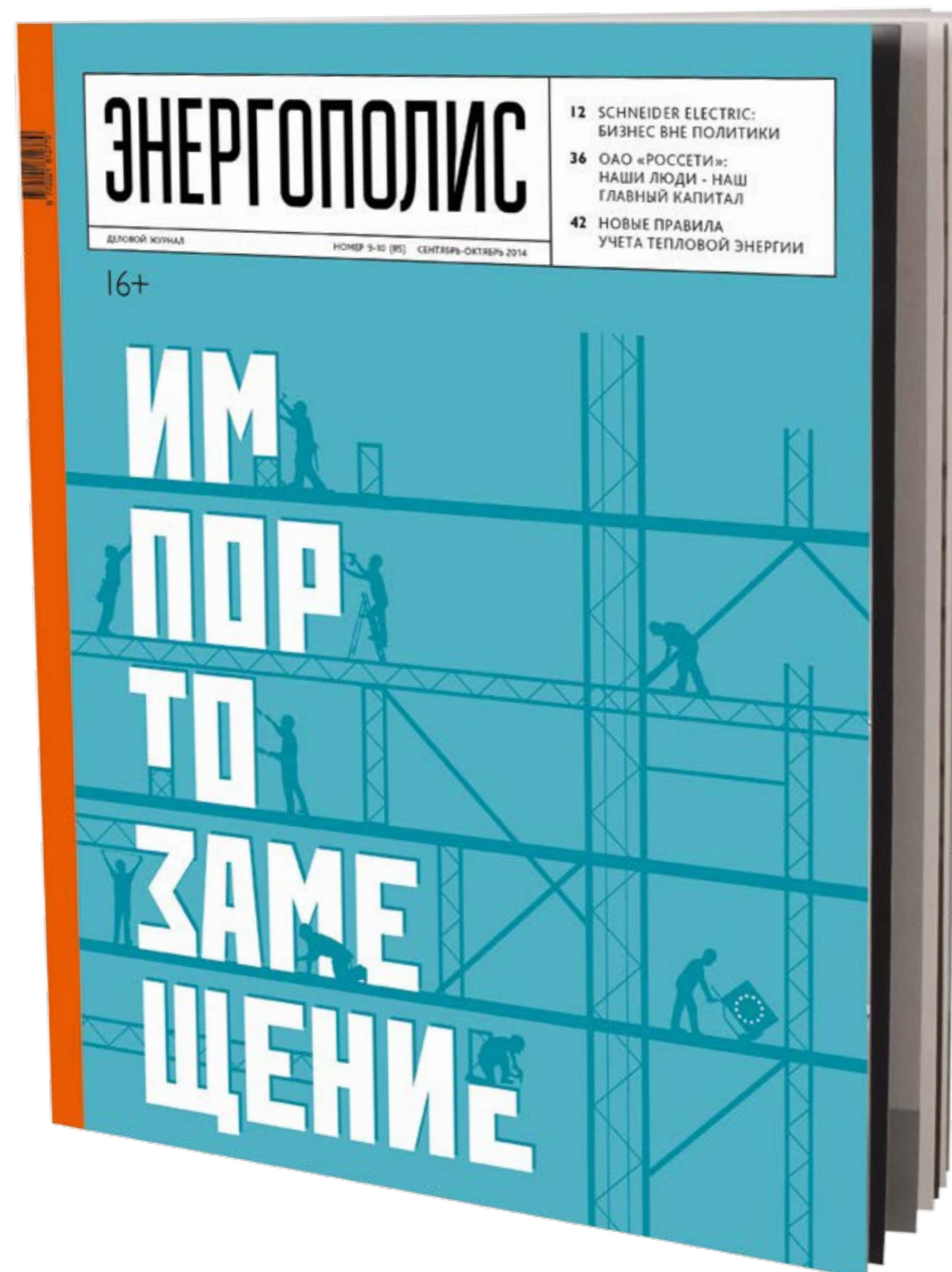


ENERGYPOLIS

BUSINESS MAGAZINE



MEDIA KIT 2015



THE MAGAZINE MISSION

Originally «Energopolis» magazine was created as a periodical for the energy industry executives. But recently popular monthly magazine expanded its audience significantly. Now his readers are not only top executives of energy industry, but the highly-paid professionals, professionals and experts in various fields of the economy. And they are the people who are used to

invest in their business and their family. At work and at home they try to surround themselves with shigh-quality, beautiful, stylish things. They enjoy what they are doing, and try to do everything with pleasure. The mission of the editorial staff of «Energopolis» magazine is the formation of a common information space, which covers many aspects of Russian and foreign economy.

Such an approach to the coverage of information makes the edition more interesting for a wide range of readers. Interviews with the country's leaders constantly published on pages of «Energopolis» magazine. Representatives of federal and regional authorities become the main speaker of edition in each issue.

CITY	Moscow, Russia
FREQUENCY	6 issues per year
FORMAT	210x280 mm
NUMBER OF PAGES	96-120 pages
CLASSIFICATION	all-russian business
SUBJECTS	monthly magazine
DISTRIBUTION	subscription, target distribution, image distribution
NUMBER OF COPIES	25 000
PUBLISHER	Publishing House “Mediacenter ART”

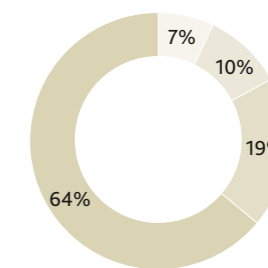




AUDIENCE

The main part of the target audience - heads of major industrial companies and successful entrepreneurs - business owners, as well as representatives of the political elite of the country. Constant readers of «Energopolis» magazine - a highly

educated people who have a solid experience. They are inclined to analyze, they are critical and picky and appreciate the high quality, lead a healthy lifestyle. Necessity to follow the fashion - a component of the success of their business.



SOCIAL STATUS
 7% Russia's political elite
 10% business owners
 19% the scientific elite and highly qualified specialists of engineering
 64% top managers of large companies

DISTRIBUTION

42% SUBSCRIPTION:

URAL PRESS – index 72352;

EDITORIAL SUBSCRIPTION.

The price of one issue of the magazine is 450 rubles. Subscription is completed from any issue and for any period.

21% MAGAZINE RACKS:

FGC UES; Russian Energy Agency; the Government of Moscow; the State Duma Committee on Energy; the Moscow Regional Duma Committee on Construction, Architecture, Housing and Utilities and Energy; Ministry of Energy of the Moscow Region; «Russian Grids»; «Inter RAO UES»; FEC of Moscow, «Market Council»; Electricity

Council of the CIS; universities; major energy companies in Moscow, St. Petersburg, Yekaterinburg, Kazan, Krasnoyarsk, Rostov-on-Don and other cities.

28% COURIER BLANKET MAILING:

top managers of Russian energy companies.

9% TARGET EVENTS, EXHIBITIONS, PRESENTATIONS:

more than 200 events per year.

Key events of the 2nd half of 2015:

- UpGrids-Electro, 20-23 October;
- ENES, 19-21 November;
- Electrical Networks of Russia, December 1-4;
- The International Energy Forum, December 16

SCHEDULE

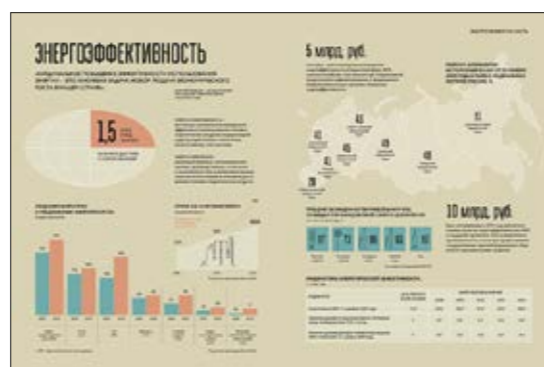
ISSUE	DEADLINE OF SUBMISSION OF MATERIALS	DELIVERY DATE TO THE PRINTING HOUSE	DELIVERY DATE OF CIRCULATION TO THE EDITOR'S
№1-2 (89-90)	February, 16	February, 20	February, 27
№3-4 (91-92)	April, 13	April, 20	April, 27
№5-6 (93-94)	May, 22	May, 29	June, 5
№7-8 (95-96)	August, 25	August, 31	September, 7
№9-10 (97-98)	October, 7	October, 12	October, 19
№11-12 (99-100)	November, 18	November, 23	November, 30

RUBRICATION

ENERGY POLICY



ENERGY SUBJECT



BIORESOURCE



POWER OF STYLE



TECHNICAL SPECIFICATIONS

ACCEPTED MEDIA:

Accepted file extensions*.tif, *.eps
 DVD-R, CD-R/RW
 FTP file transfer upload
 TIFF Hi-resolution.

RASTER LAYOUTS TIFF:

without LZW-compression, Path and Alpha Channel
 One images one layer. Color mode – CMYK
 Resolution – 300 dpi. Total Ink 300.
 Rich black plates 70.60.60.100 (CMYK)

VECTOR LAYOUTS EPS:

The types should be changed into curves
 All images must be embedded in layout.
 Color mode – CMYK.

LAYOUTS PDF:

Make sure all text is converted to curves.
 Color mode – CMYK.

ATTENTION:

- the layout passed to the print, must exactly match the bleed size;
- the field from the edge of the layout (trim size) - 10mm to significant objects (logo, text, etc.);
- no any objects placed out of bleed size.

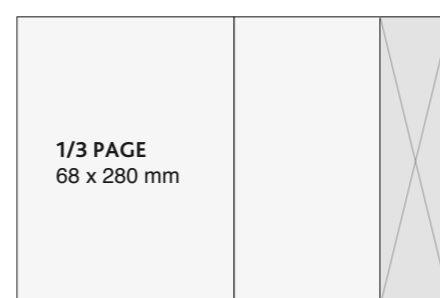
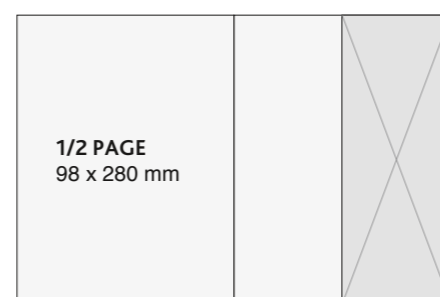
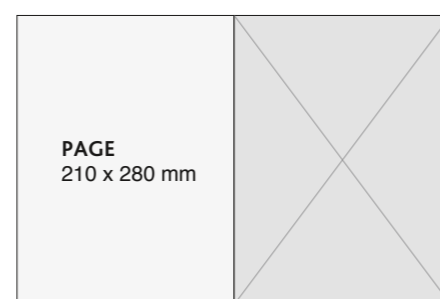
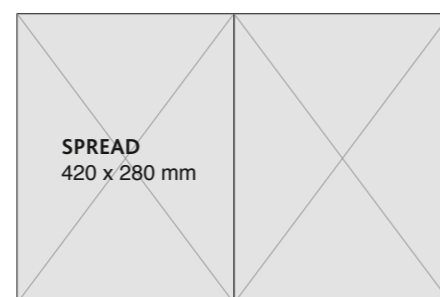
LAYOUTS SIZE:

SPREAD – 420 x 280 mm – actual size
 (430 x 290 mm - bleed size, including 5 mm bleed);

PAGE – 210 x 280 mm – actual size
 (220 x 290 mm - bleed size, including 5 mm bleed);

1/2 PAGE – 98 x 280 mm – actual size
 (108 x 290 mm - bleed size, including 5 mm bleed);

1/3 PAGE – 68 x 280 mm – actual size
 (78 x 290 mm - bleed size, including 5 mm bleed).



ADVERTISING RATES

All prices are in euro

HIGH-CLASS PLACEMENT (1-20 PAGES AND COVERS)

Special project «Your task - our solution»	9000
The main Person of the issue on front cover + interview	6400
Partner of magazine's issue with a choice of themes	4550
Gatefolder	6400
Frontcover gate-fold	3300
1-st spread	5500
Spread (from 3 to 20 pages)	5000
Class page	2550
2nd cover page	3100
3rd cover page	3000
4th cover page	5100

ORDINARY PLACEMENT (21-79 PAGES)

Photospread, text up to 2000 signs and photos with captions	2200
Page, an article (text up to 4500 signs)	2000
Page (210 x 280 mm)	2000
1/2 page (98 x 280 mm) horizontal	600
1/3 page (68 x 280 mm) horizontal	500

PREMIUM PLACEMENT

Blow-in, two-sided, paper 300 grams (210 x 280 mm)	3300
Attachment disc, leaflets, etc.	NEGOTIATED PRICE

Operates 20% extra from the price accommodation of advertising for the choice and coordination of placement within editorial content.

DISCOUNTS::

Complex – 10% (coincident publication in «Energopolis» magazine and «Energetica» newspaper).
 Exclusive – 20% (marked «Especially for the magazine «Energopolis»).

ENERGYPOLIS

BUSINESS MAGAZINE

CEO:

ELENA POBEZHIMOVA

LP@MEDIACENTERART.RU

Editor in Chief:

ANDREY AGAFONOV

AGAFONOV@MEDIACENTERART.RU

Art Director:

ROMAN NOVOSELOV

NOVOSELOV@MEDIACENTERART.RU

PR and Distribution:

SVETLANA BOZHKOVA

BOZHKOVA@MEDIACENTERART.RU

Advertisement:

TATIANA SMIRNOVA

PAVEL ALEKSEEV

NATALIA ANOKINA

13, bld. 37, 2nd
Zvenigorodskaya street
Moscow, Russia, 123022

Tel./fax: (499) 370-00-95
info@mediacenterart.ru
www.energy-polis.ru