

Электротехнический[®] рынок



Рекламно-информационное издание

2021

MEDIA KIT

About the magazine

15 years
in the sector

180+
special projects

2000+
publications

1500+
events

6 issues
a year

10000
circulation of each issue
of the magazine

22000
readers of the electronic
version of the magazine

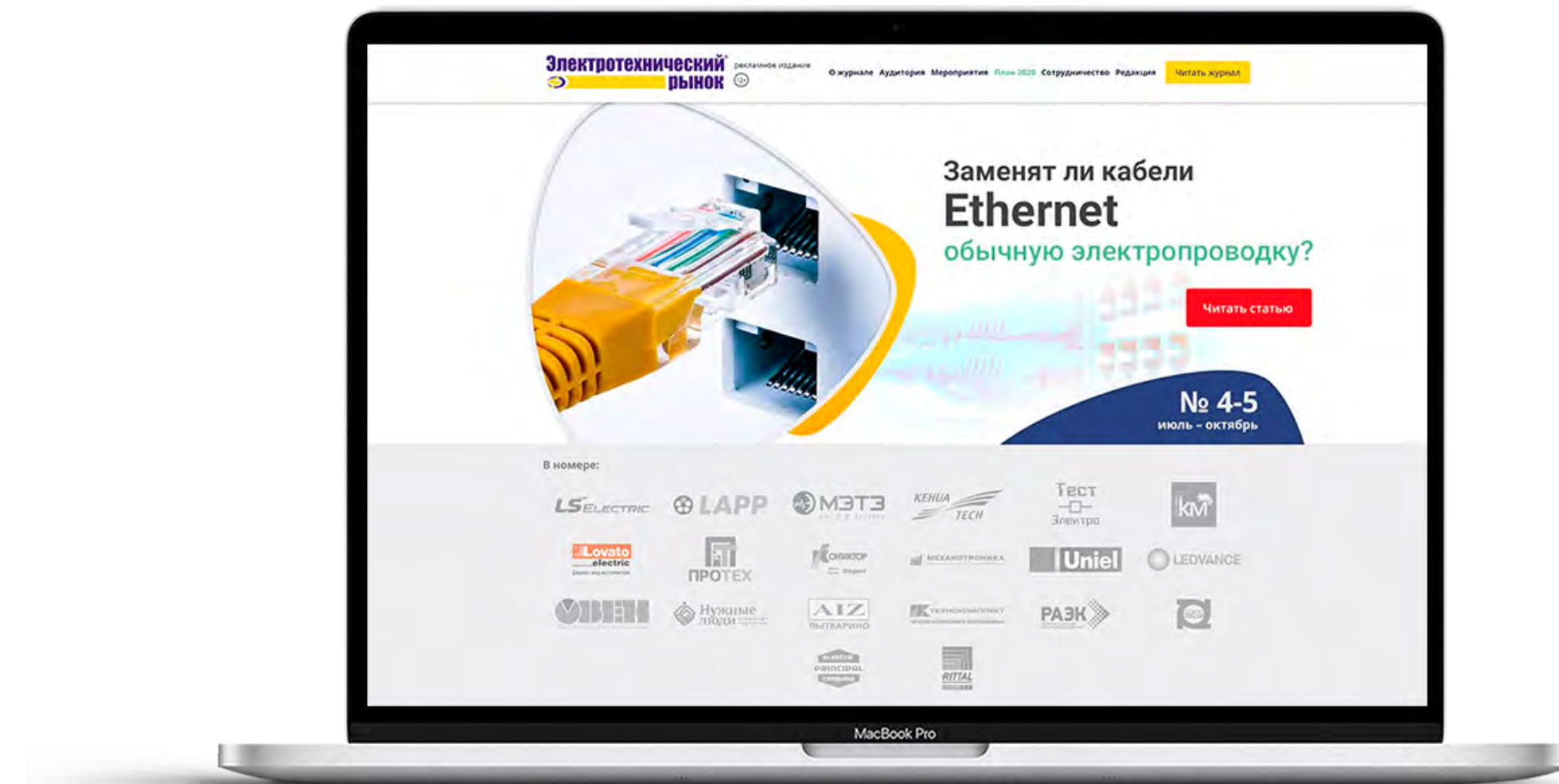
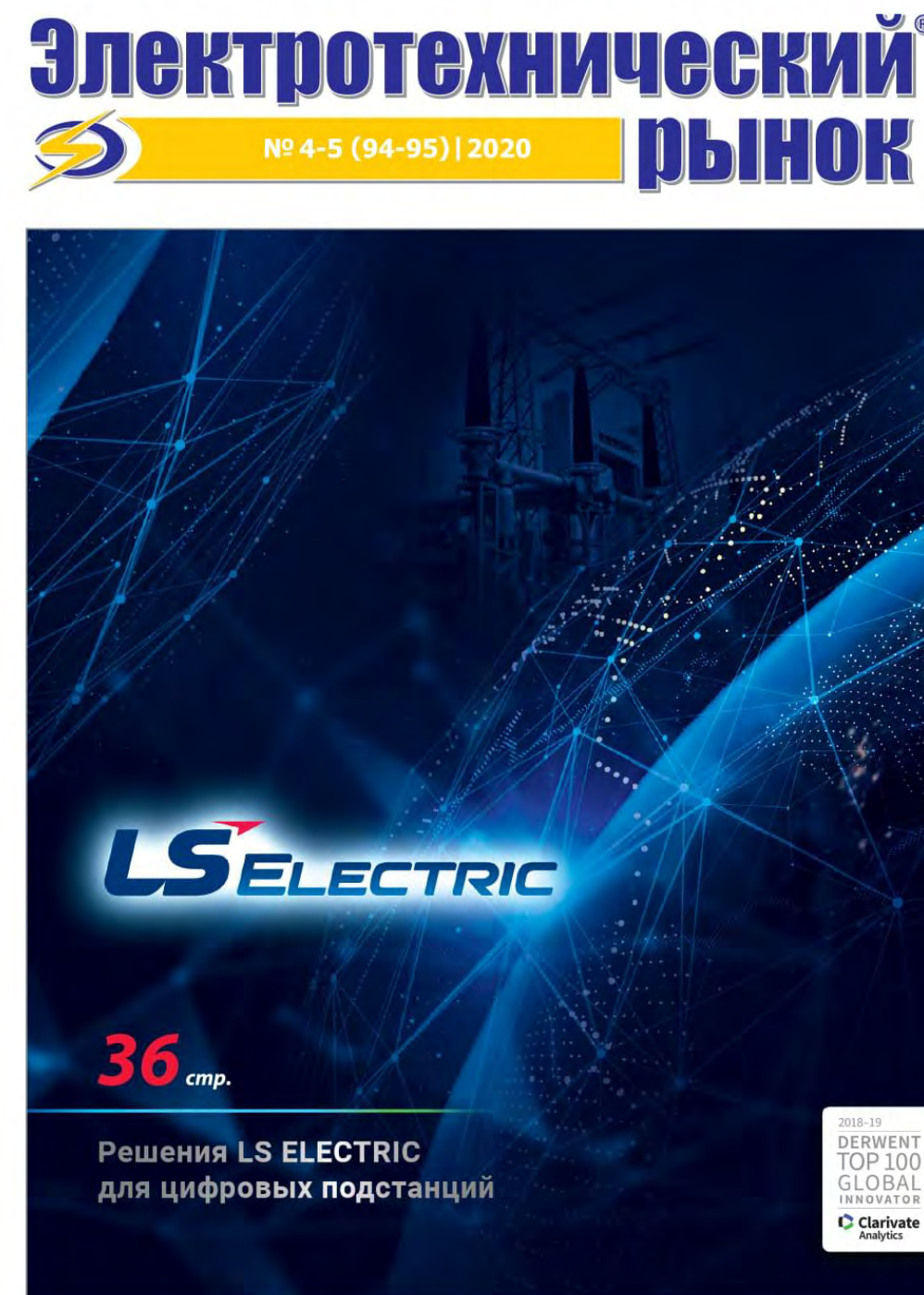
100+
events in Russia, CIS
and countries of EC

«**Electrotechnical market**» is a project focused on giving informational and expert support of equipment and services' manufacturers and suppliers.

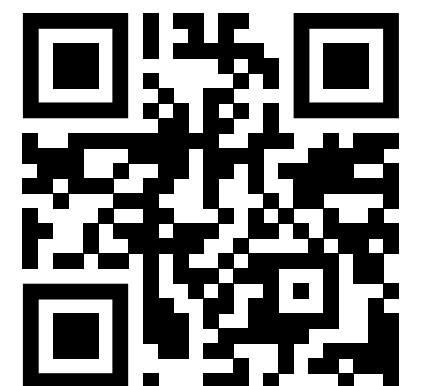
MEDIA KIT

Format

Print magazine and electronic version of the magazine



360° electrical engineering
at any angle



MEDIA KIT

Columns

news of electrical engineering

Selection of the latest news from electrotechnical and lighting engineering sectors

interview / projects

Interview with prominent representatives of the sector
/ Projects, inventions and innovations

testing of the equipment

Practical tests of different equipment for
correspondence to the stated specifications

topic of the issue / analytics

Hot topic of the issue and analytical
industry research

articles and equipment overviews

Novelties at the market, overviews of product range
and companies' presentations

events / exhibition calendar

Coverage of high-profile events in the sector
/ dates of all events in russia and cis

company of the issue

All details about the life and operations
of the industry players

op- eds

Light power is a regular column about lighting engineering
An electrician himself is a blog of a practicing electrician

learning environment

Education projects, online training courses and centers
on professional development

MEDIA KIT

Readership

32%

Specialists of materials departments

29%

Directors, power engineering specialists, production engineers, industrial engineers

18%

Designers of design, installation and construction organizations

13%

Press services, specialists of marketing departments

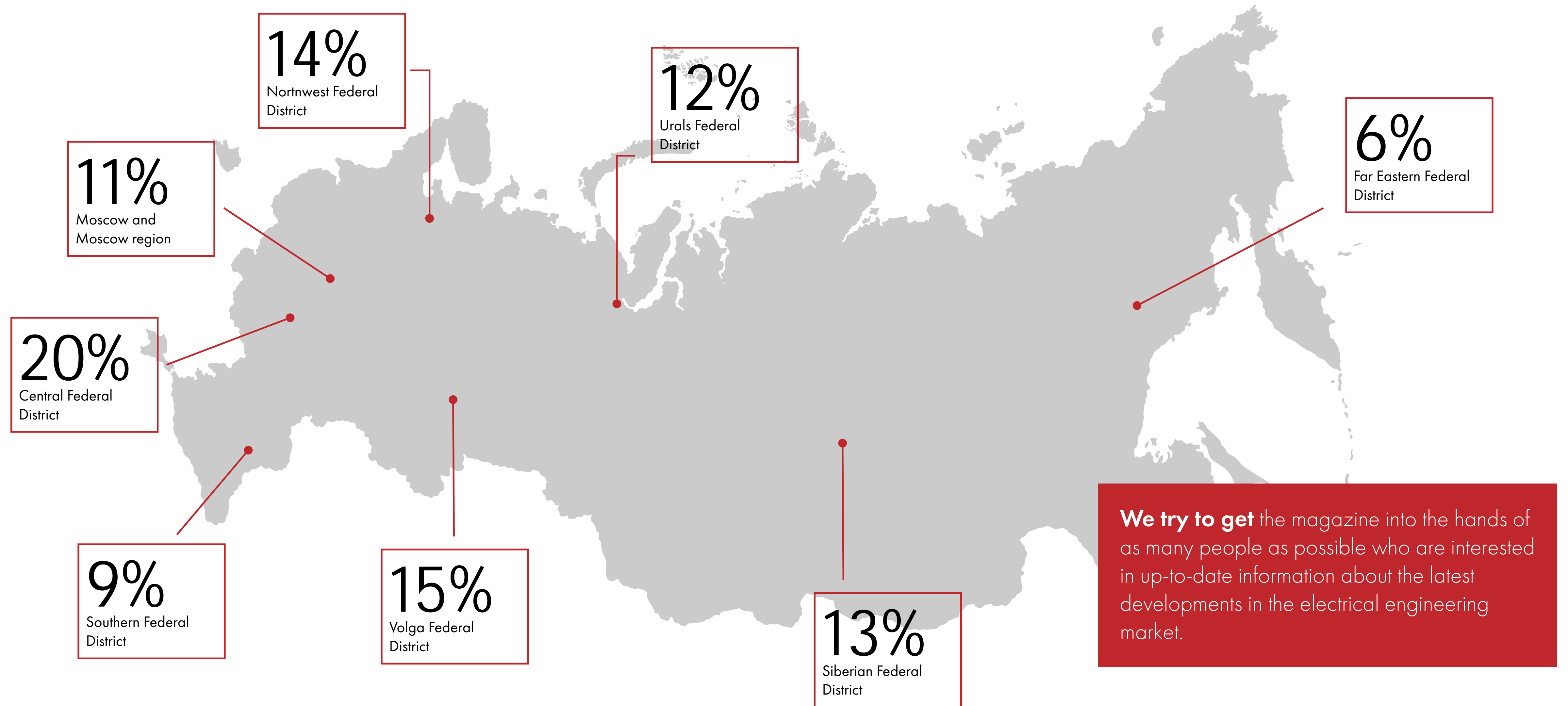
8%

Specialists of sales departments

Every year we participate in 100+ events in the business to business (B2B) format. They are held both in Russia and abroad. More than 100 thousand exhibitors from 120 countries of the world participate in such events.

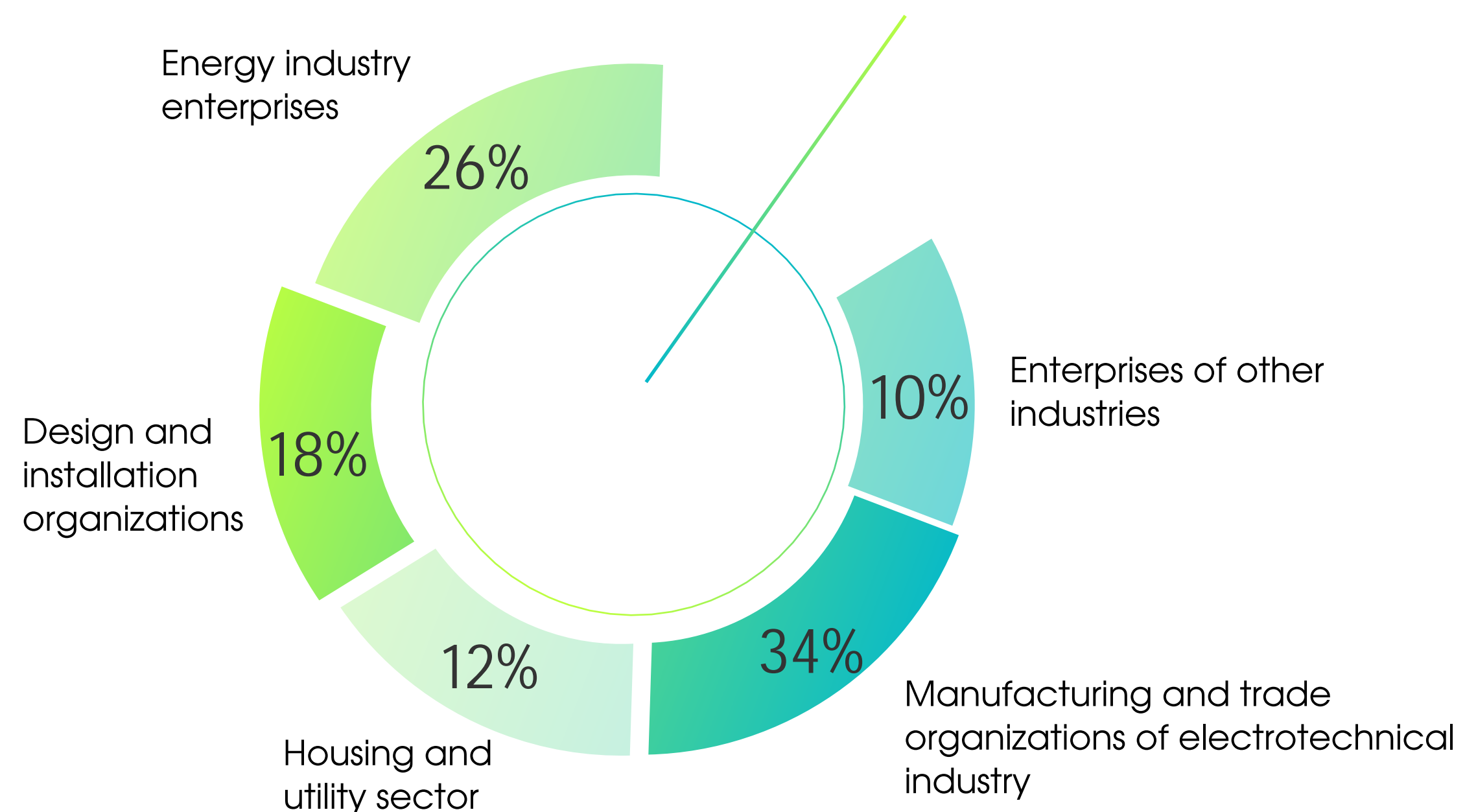
MEDIA KIT

Magazine circulation



Distribution of the magazine

Distribution structure



magazine circulation at all important industry exhibitions, seminars, forums and conferences



address dispatch to organizations and direct mail to addressees



direct e-mail among subscribers



publication of articles at Elec.ru portal and in social networking sites

Editorial plan for 2021

№1 (January-February)

Subject of the issue: Energy control in the “smart house”

Deadline for materials: **up to January 25**

Publication date: **February 25**

№3 (May-June)

Subject of the issue: Power supply in a country house

Deadline for materials: **up to May 5**

Publication date: **June 5**

№6 (November-December)

Subject of the issue: Truth and myths about SF₆

Deadline for materials: **up to November 1**

Publication date: **December 1**

№2 (March-April)

Subject of the issue: Public transport with storage batteries

Deadline for materials: **up to March 5**

Publication date: **April 5**

№4-5 (July-October)

Subject of the issue: Power electronics on silicone carbide

Deadline for materials: **up to August 5**

Publication date: **September 5**

At present the magazine

is glossy and full-colour in A4 format. The size of the issue is 88–150 pages, periodicity of publications — 6 issues a year, circulation — 10 000 copies.

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Participations in exhibitions

№1 (January-February)

Subject of the issue: Energy control in the “smart house”

Publication date: February 25

- March 3-4, «PROMTECHEXPO» forum, Omsk
 - «Mechanical Engineering» exhibition
 - «Metalworking» exhibition
 - «Automation» exhibition
 - «Welding» exhibition
 - «OmskGazNefteKhim» exhibition
 - «Energosib. SibMashTEK» exhibition
 - «InEkSPO. Metrology» exhibition
- March 16-18, «Cabex» exhibition, Moscow
- March 18-20, «Saint Petersburg technical fair», Saint Petersburg
- March 23-25, «Housing services and utilities of Russia» exhibition, Saint Petersburg
- March 24-26, «Spring construction forum», Ufa
- March, «StroyEXPO» exhibition, Volgograd
- March, «Electro. Energy saving» forum, Volgograd
- March, «PTA (advanced automation technologies) - Nizhniy Novgorod», Nizhniy Novgorod
- March, «Testing systems – testing and diagnostics facilities» exhibition, Chelyabinsk
- March, «City of light» exhibition, Moscow
- March 30-April 2, «MosBuild» exhibition, Moscow
- April, «Vacancy fair at Moscow Power Engineering Institute», Moscow
- April, «ENERGO-VOLGA» forum, Volgograd
 - «Electrical engineering. Lighting engineering. Cable» exhibition
 - «StroyVOLGA» exhibition
 - «Energy saving and energy efficiency» forum and exhibition
 - «Automation. Devices. Electronics» exhibition
- April, «SAPE – integrated workplace safety» exhibition, Sochi
- April 26-29, «NEFTEGAS» exhibition, Moscow

Participations in exhibitions

№2 (March-April)

Subject of the issue: Public transport with storage batteries

Publication date: April 5

- April 13-15, «ExpoElectronics» exhibition, Moscow
- April 13-15, «ElectronTechExpo» exhibition, Moscow
- April, «Building forum», Voronezh
- April, «Industrial forum», Voronezh
- April, «Fuel and Energy Complex of Russia in XXI century» forum, Moscow
- April 21-23, «Power engineering. Resource saving» exhibition, Kazan
- April 21-23, «Energy resource effective technologies» forum, Kazan
- April 21-23, «Energy saving. Housing services and utilities» exhibition, Irkutsk
- April 21-23, «Power engineering and electrical engineering» exhibition, Saint Petersburg
- April 21-23, «Hi-Tech» exhibition, Moscow
- April 24-26, «Spring construction forum», Ufa
- April, «Electrotechnical forum at ETM company», Yekaterinburg
- April 26-29, «NEFTEGAS» exhibition, Moscow
- April 26-27, «AtomExpo» exhibition, Sochi
- April 28-30, «VolgoStroyExpo» exhibition, Kazan
- May 12-14, «Transport lighting engineering» exhibition, Moscow
- May 12-14, «ElectroTrans» exhibition, Moscow
- May 12-14, «Electronics-Transport» exhibition, Moscow
- May, «Power engineering. Electrical engineering. Energy saving and resource saving» exhibition, Nizhniy Novgorod
- May 19-21, «Power Astana» exhibition, Nur-Sultan
- May 19-21, «MachExpo Kazakhstan» exhibition, Nur-Sultan
- May 25-27, «KazInterPower» exhibition, Pavlodar
- May 26, «PTA (advanced automation technologies) - Ufa» conference, Ufa
- May 27, «Construction in Oil and Gas Industry» conference, Moscow
- May 27-29, «Power engineering of Far East region. Housing services and utilities» exhibition, Khabarovsk
- May 27-29, «Automation. Safety. Communication» exhibition, Khabarovsk
- May 25-28, «Gas. Oil. Technologies» exhibition, Ufa
- June, «Precise measurement – basics of quality and safety» forum and exhibition, Moscow
- June, «Energy supply and energy efficiency» summit, Moscow
- June 9-11, «Power engineering. Energy efficiency» exhibition, Saratov
- June 9-11, «TechnoExpo» exhibition, Saratov
- June 9-11, «Oil. Gas. Chem» exhibition, Saratov
- June, «Electrotechnical forum at ETM company», Ufa

Participations in exhibitions

№3 (May-June)

Subject of the issue: Power supply in a country house

Publication date: June 5

- June 7-10, «Electro» exhibition, Moscow
- June 15-17, «ROSMOLD» exhibition, Moscow
- June 22-24, «RENWEX» exhibition, Moscow
- June, «PTA (advanced automation technologies) – Saint Petersburg» forum, Saint Petersburg
- July 6-9, «INNOPROM» exhibition, Yekaterinburg
- August, «Building» exhibition, Chelyabinsk
- August, «Modern City: Energy. Resource saving. Environment» exhibition, Belgorod
- August 22-28, «Industrial lighting engineering – Army» exhibition, Kubinka
- September, «Oil, Gas. Petroleum chemistry» exhibition, Kazan
- September, «Production modernization for oil and gas refinery» conference, Moscow
- September, «Voronezh industrial forum», Voronezh
- September, «ARWE» exhibition, Ulyanovsk
- September, «KazInterPower» exhibition, Pavlodar
- September 13-16, Interlight Russia | Intelligent building Russia exhibition, Moscow
- September 15-17, «Industrial forum», Izhevsk

Participations in exhibitions

№4-5 (July-October)

Subject of the issue: Power electronics on silicone carbide

Publication date: September 5

- September 13-16, Interlight Russia | Intelligent building Russia exhibition, Moscow
- September 14-16, «ChipEXPO» exhibition, Moscow
- September, «Region-Electro. Energy saving and energy-efficient technologies» exhibition, Volgograd
- September, «Eastern economy forum», Vladivostok
- September 21-24, «RADEL» exhibition, Saint Petersburg
- September 21-24, «Automation» exhibition, Saint Petersburg
- September, «Russian power summit», Moscow
- September, «Yalta power conference», Yalta
- September 22-24, «Industrial salon» exhibition, Samara
- September 28-30, «Ural building sector» forum, Ufa
- September 29-October 1, «NDT Kazakhstan» exhibition, Almaty
- September 29, «PTA (advanced automation technologies) – Nizhniy Novgorod», Nizhniy Novgorod
- September 30, «Oil and gas processing» conference, Moscow
- September, «Surgut. Oil and gas» exhibition, Surgut
- October 5-8, «Saint Petersburg International gas forum», Saint Petersburg
- October 5-8, «Energy saving and energy efficiency» exhibition, Saint Petersburg
- October 5-8, «ROS-GAS-EXPO» exhibition, Saint Petersburg
- October, «PromEXPO» exhibition, Volgograd
- October, «Russian international power forum», Saint Petersburg
- October, «Industrial lighting engineering» exhibition, Saint Petersburg
- October, «RAO/CIS Offshore», Saint Petersburg
- October, «Smart Energy Summit», Kazan
- October, «EnergyExpo» exhibition, Minsk
- October 12-15, «Weldex» exhibition, Moscow
- October 21, «Oil and gas service in Russia» conference, Moscow
- October, «Russian power week» forum, Moscow
- October 26-28, «Power electronics» exhibition, Moscow
- October 26-28, «VacuumTechExpo» exhibition, Moscow
- October 26-28, «Heat&Power» exhibition, Moscow
- October 27, «PTA (advanced automation technologies) – Novosibirsk» conference, Novosibirsk
- October 27-29, «Power Almaty» exhibition, Almaty
- October 27-29, «Russian power forum», Ufa
- October, «Hi-Tech Building» exhibition, Moscow
- October, «Building» exhibition, Voronezh
- October, «City Build Russia» exhibition, Saint Petersburg
- November, «Development prospects for electric power engineering and high-voltage equipment» conference, Moscow
- November 9-12, «MITEX» exhibition, Moscow
- November 10-12, «Russian manufacturer» forum, Saint Petersburg
- November 18-21, «Technoforum» exhibition, Volgograd
- November, «Energy efficiency. XXI century. Engineering methods for homes energy reduction» congress, Saint Petersburg
- November, «Vacancy fair at Moscow Power Engineering Institute», Moscow
- November, «Electronics-Ural» exhibition, Yekaterinburg
- November, «PTA (advanced automation technologies) - Ural» conference, Yekaterinburg
- November, «Siberian power forum», Krasnoyarsk
- November, «Oil. Gas. Chemistry» exhibition, Krasnoyarsk

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Participations in exhibitions

№6 (November-December)

Subject of the issue: Truth and myths about SF6

Publication date: December 1

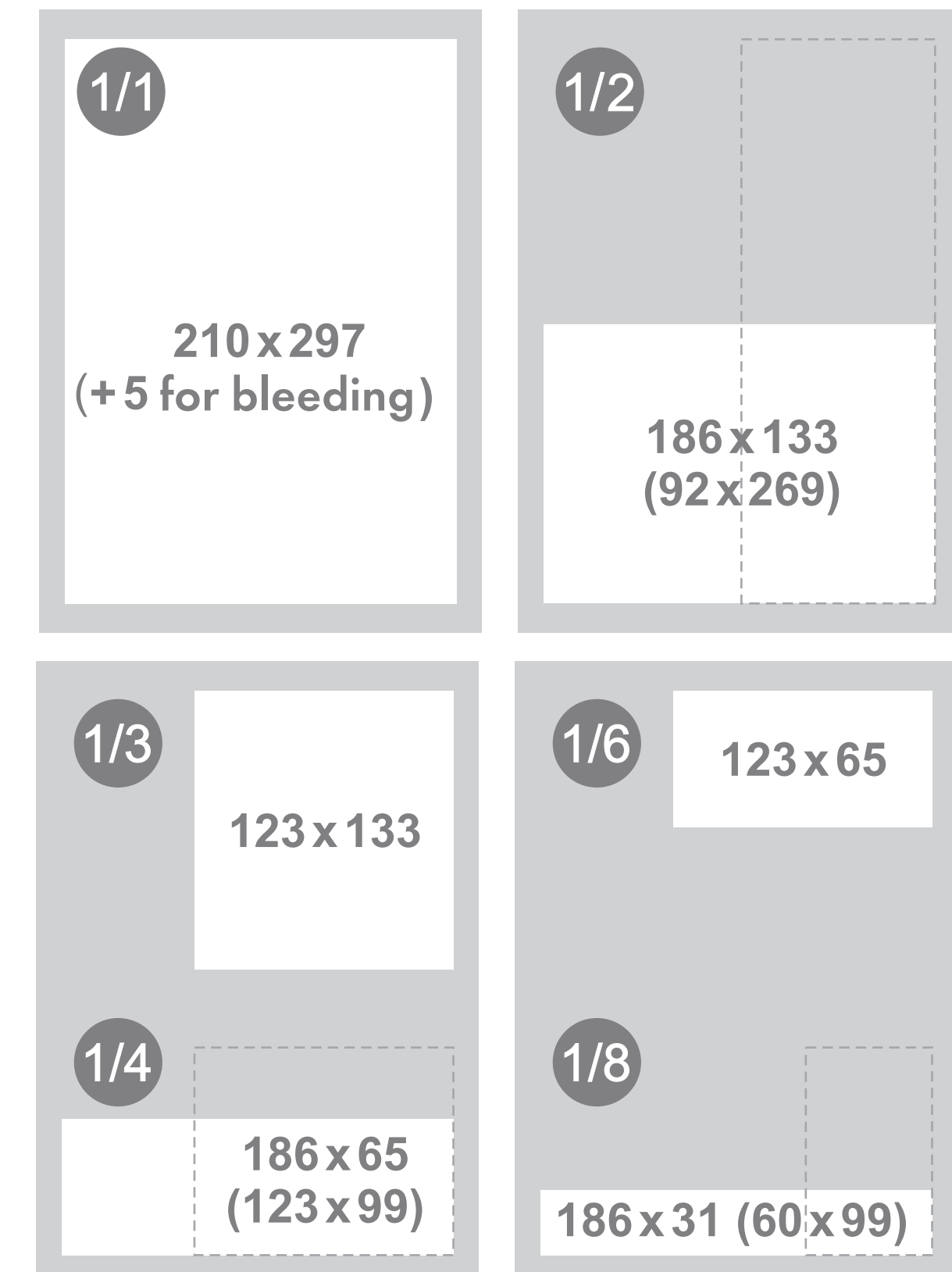
- December, «Electric power networks of Russia» exhibition, Moscow
- December, «Offshore Oil and Gas Shelves Contracts» conference, Moscow
- February 2022, «Siberian construction week» exhibition, Novosibirsk
- February 2022, «Power engineering» exhibition, Samara
- February 2022, «Arctic» conference, Moscow
- February 2022, «YugBuild» exhibition, Krasnodar
- February 2022, «Power engineering of Zakamye» exhibition, Naberezhnye Chelny
- February 2022, «PTA (advanced automation technologies) – Chelyabinsk» conference, Chelyabinsk
- February 2022, «Russian industrial forum» exhibition, Ufa
- February 2022, «Investment projects, modernization, purchasing in power industry» conference, Moscow
- March 2022, «RosBuild» exhibition, Moscow
- March 2022, «Saint Petersburg technology fair», Saint Petersburg
- March 2022, «Automation. Electronics» exhibition, Minsk
- March 2022, «Electrotech. Light» exhibition, Minsk
- March 2022, «Power engineering. Energy efficiency» exhibition, Chelyabinsk
- March 2022, «Gas. Oil. New technologies – for Extreme North» exhibition, Novy Urengoy
- March 2022, «Supply in oil and gas industry» conference, Moscow
- March 2022, «Power resources. Industrial equipment», Kaliningrad
- March 2022, «Crimea. Building sector. Energy saving. Spring» exhibition, Simferopol

Advertising policy

Advertising Space

Price

1st cover (195x230 mm)	137 500 RUB
2nd cover (210x297 + 5 mm for bleeding)	79 000 RUB
3rd cover (210x297 + 5 mm for bleeding)	79 000 RUB
4th cover (210x297 + 5 mm for bleeding)	105 000 RUB
1st page of ad block (210x297 + 5 mm for bleeding)	56 000 RUB
Block 1/1 (210x297 + 5 mm)	52 500 RUB
Block 1/2 (186x133 / 92x269 mm)	28 700 RUB
Block 1/3 (123x133 mm)	19 000 RUB
Block 1/4 (186x65 / 123x99 mm)	14 000 RUB
Block 1/6 (123x65 mm)	9 500 RUB
Block 1/8 (186x31 / 60x99 mm)	7 000 RUB
Interview, 1 page (186x269 mm)	30 000 RUB
Interview, 2 pages (186x269 mm)	57 000 RUB
Interview, 3 pages (186x269 mm)	79 000 RUB
Advertising article (186x269 mm)	30 000 RUB
Writing of technical, advertising article	individually
Ad block design	4 500 RUB.



Advertising policy

Extra Options

Price

Thick paper inside the magazine:

1 page without a flap
(210x297 + 5 mm for bleeding, 200 g per square meter, full colour) 72 500 RUB

1 page with a flap
(345x297 (205x297 + 140x297) + 5 mm for bleeding, 170 g, full colour) 79 000 RUB

1 page with a flap and perforation
(305x297 (205x297 + 100x297) + 5 mm for bleeding, 170 g, full colour) 77 500 RUB

Insertion of one CD, business card, etc.
(the insertion is made on the 2nd or 3rd cover page into the customer's ad block as well as on a special page with a 140-mm flap in the inside block) 20 RUB

Distribution of leaflets with the magazine:

500 leaflets – 15 000 RUB

1000 leaflets – 28 000 RUB

2000 leaflets – 50 000 RUB

Discounts for multiple publications of ad block:

2 publications – 5%

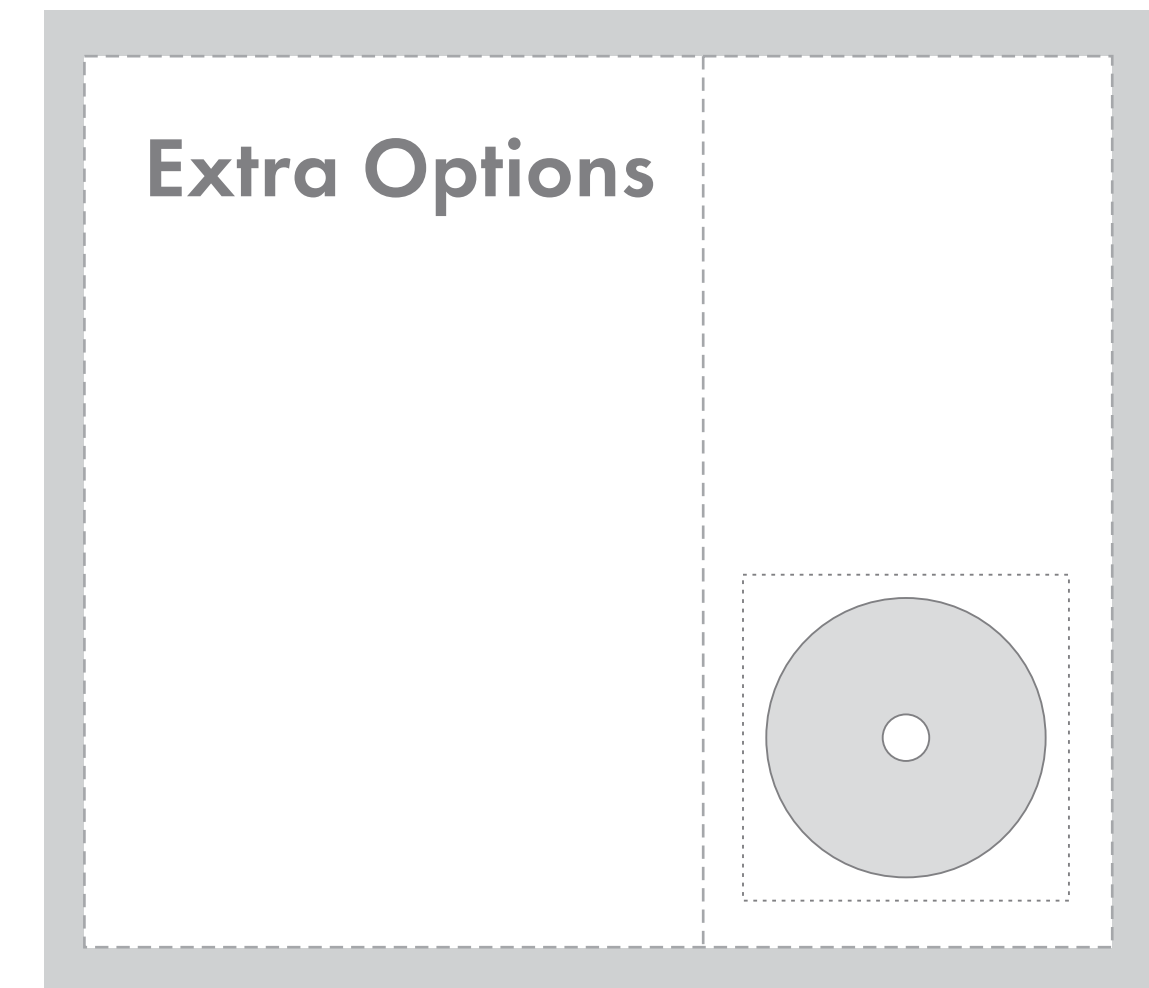
3 publications – 10%

4 publications – 15%

5 and more publications – 20%

Subscription to the journal:

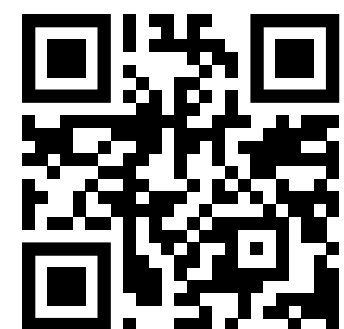
6 issues (1 year) – 6 480 RUB



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