

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and architectural complexity. The sky is bright and slightly hazy.

 **elec.ru**

**major electrotechnical internet-portal**

## ELEC.RU PROJECT IS MULTIPURPOSE MEDIA WHICH:

# 01.

objectively reflects tendencies and state not only of power industry but also of adjacent spheres

# 02.

is an expert in the field of creating media and context advertisement, professional and highly-efficient marketing conceptions for representatives of electrotechnical field

# 03.

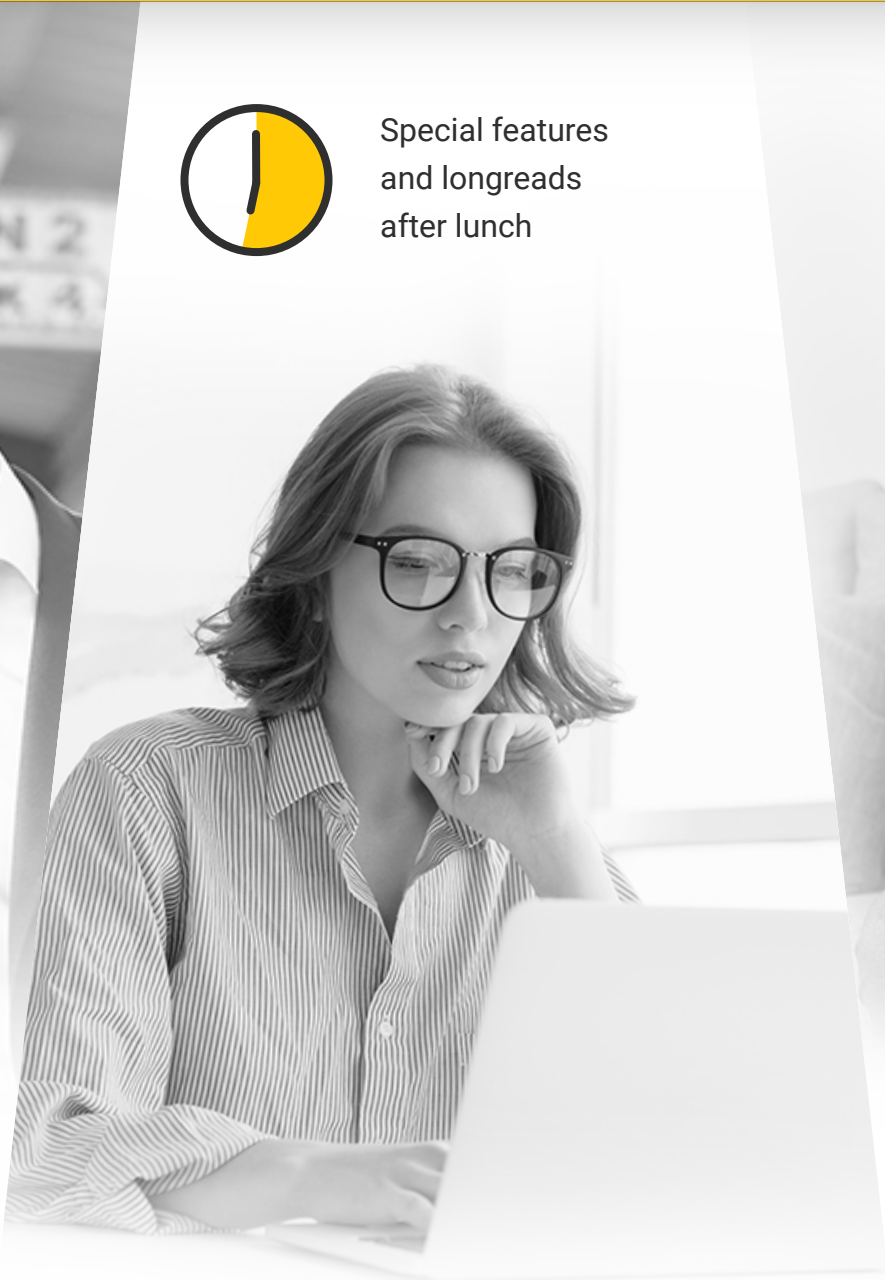
has systematic base of electric power market units, themed events, industry standards and useful regulatory information

# WE ARE WHERE YOU ARE

 elec.ru



Special features  
and longreads  
after lunch



Morning news  
on the way  
to work



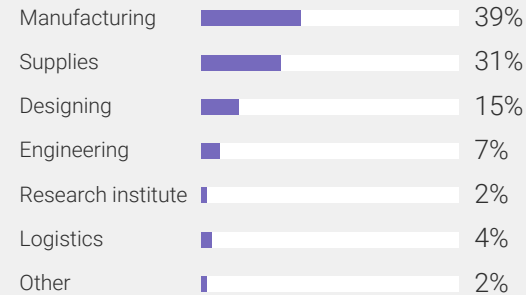
Overview videos  
on a tablet at home  
in the evening

# 100%

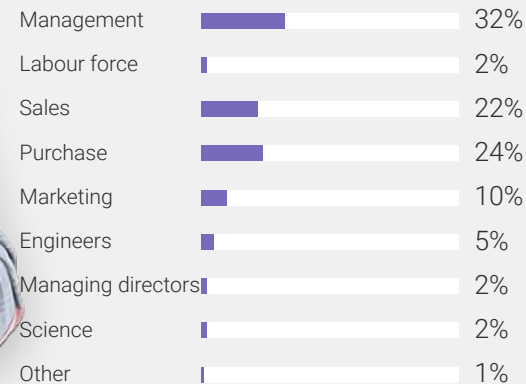
**ELEC.RU** readership is representatives of electrotechnical, electric power and electric installation and downstream industries.



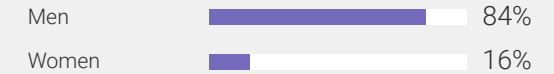
## TYPE OF ACTIVITY



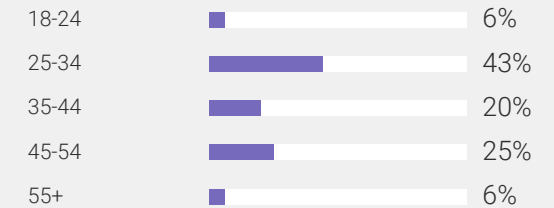
## OCCUPATION



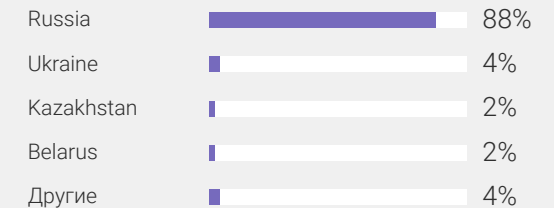
## GENDER



## AGE



## COUNTRY



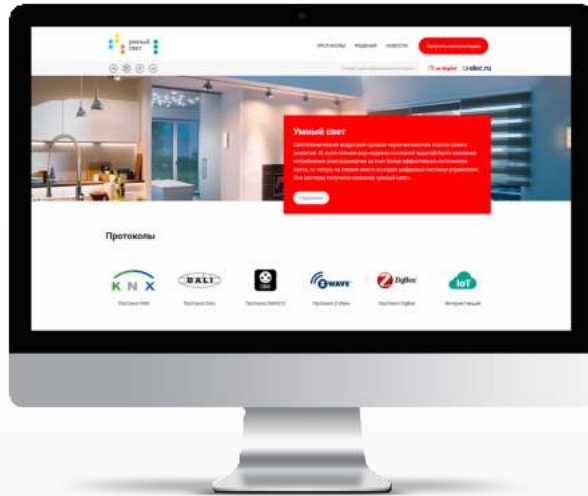


More than  
**12000**

TOTAL AMOUNT OF OUR SUBSCRIBERS  
IN SOCIAL NETWORKING SITES

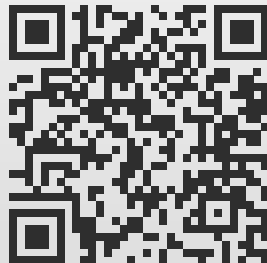
**ELEC.RU** is widely presented in social networking sites (VKontakte, Telegram, Instagram, Facebook, Twitter, Odnoklassniki), leads channels in YouTube video hosting service and is a partner of Yandex Services: Yandex.Zen and Yandex.News.





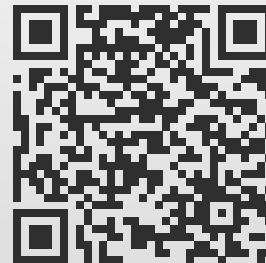
**Arlight**  
SMART LIGHT | 2020

<https://smartlight.elec.ru>



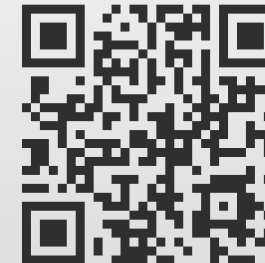
**Arlight**  
DALI TRAINING | 2019

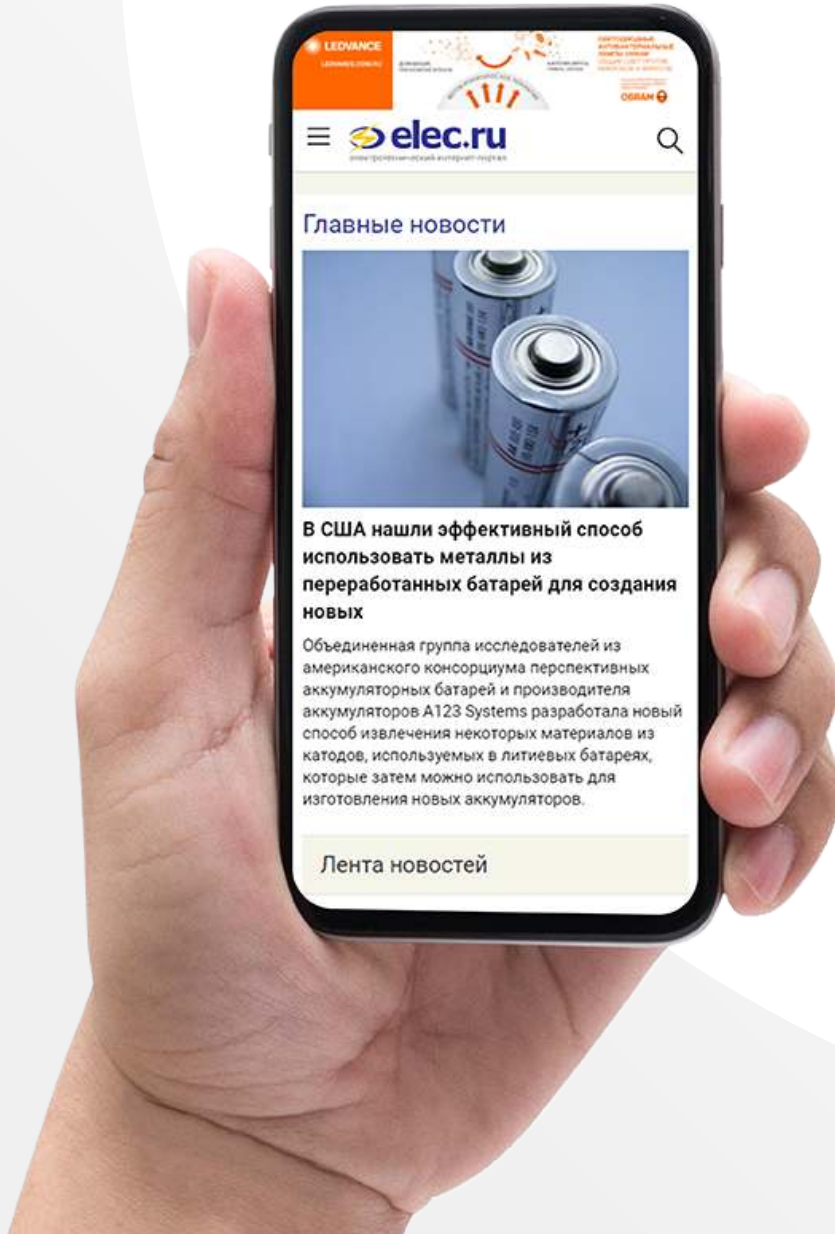
<https://dali-training.elec.ru>



**МЭТ3**  
POWER TRANSFORMERS | 2023

<https://metz.elec.ru>





# EVERY

# 3

visit of **ELEC.RU**  
is made from  
a mobile phone

**400 000**  
a month

page views

**202 000**  
a month

unique visitors



A mobile version is optimized  
to the maximum for high-speed  
loading even for EDGE-connections





**BLOCK 1-1**  
Over-the-street banner of 1200x200 px + 1200x90 px format over the website header (opening)

**77 600** rub./a month

**BLOCK 1-5.1**  
Banner of 234x180 px format on the right, the first row (homepage + all internal pages)

**90 700** rub./a month

**BLOCK 1-5.2**  
Banner of 234x270 px format on the right, the second row (homepage + all internal pages)

**98 500** rub./a month

**BLOCK 1-5.3**  
Banner of 234x180 px format on the right, the third row

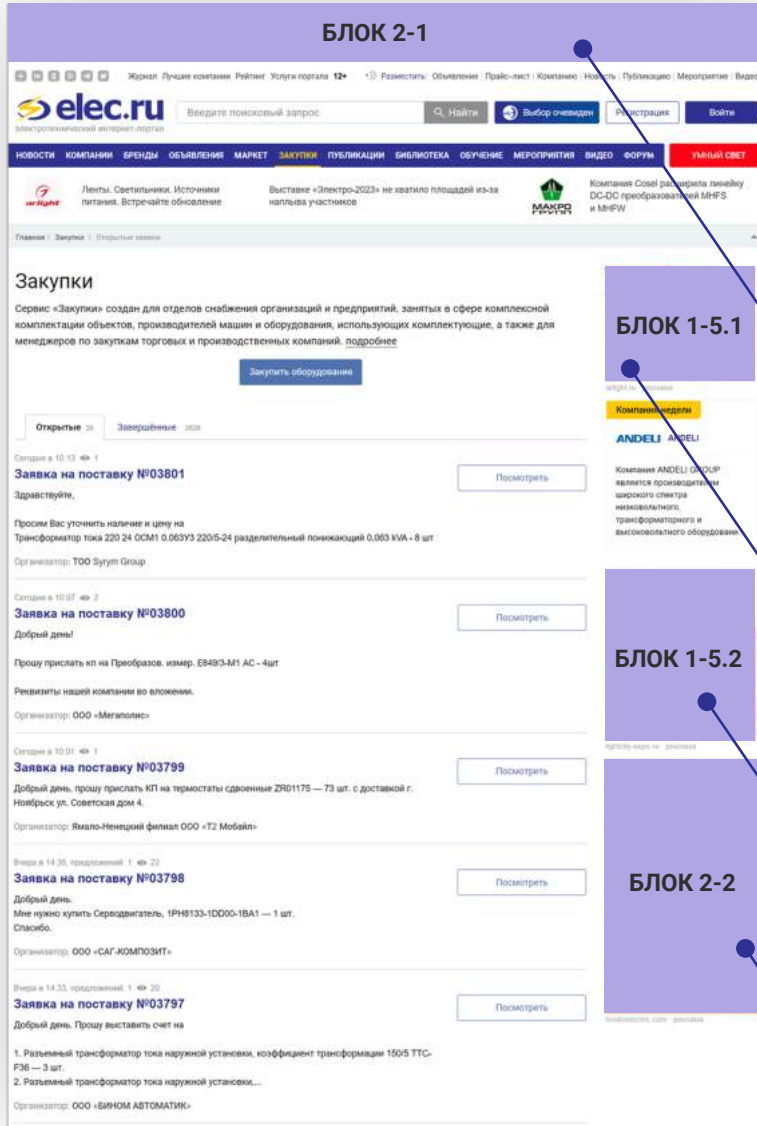
**75 300** rub./a month

**BLOCK 1-3**  
Banner of 650x90 px format – the middle

**45 000** rub./a month

**BLOCK 1-2**  
Banner of 234x90 px format – on the left

**45 000** rub./a month



Banners are displayed almost on all webpages.

## BLOCK 2-1

Over-the-street banner of 1200x90 px format (not opening).  
In real-time mode on all free internal pages,  
except for "Control panel" section  
**500 transitions**

**7 500** rub.

## BLOCK 1-5.1

Banner of 234x180 px format on the right, the first row  
**(homepage + all internal pages)**

**90 700** rub./a month

## BLOCK 1-5.2

Banner of 234x270 px format on the right, the second row  
**(homepage + all internal pages)**

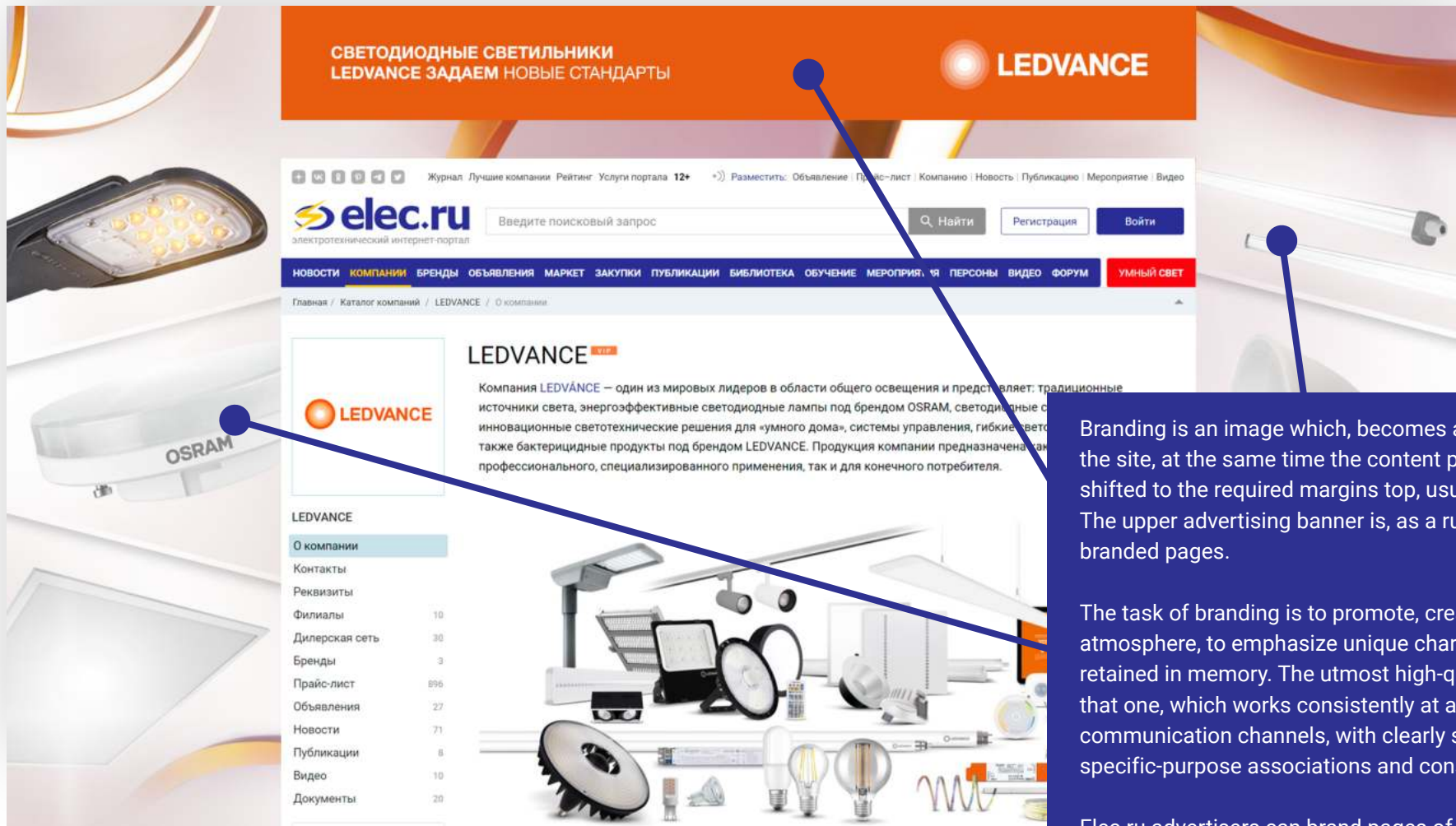
**98 500** rub./a month

## BLOCK 2-2

## BLOCK 2-2

Banner of 240x400 px format – in real-time mode,  
on all free internal pages on the right

**INCLUDED INTO  
«BUSINESS» PACKAGE**



Branding is an image which, becomes a backing liner of the site, at the same time the content part of the page is shifted to the required margins top, usually 200-300 px. The upper advertising banner is, as a rule, deactivates on branded pages.

The task of branding is to promote, creating special atmosphere, to emphasize unique character and be retained in memory. The utmost high-quality branding is that one, which works consistently at all perception and communication channels, with clearly stated united specific-purpose associations and consumer reactions.

Elec.ru advertisers can brand pages of «Market» and «Announcements» sections.

Variants of placement	«Free»	«Info»	«Promo»	«Business»
The priority of the demonstration of all published content a <b>ELEC.RU</b> (information about the company, goods, announcements, news, publications, video)	×	★	★★	★★★
Name of the company, logotype, address, telephone, fax, e-mail, employees' contacts	✓	✓	✓	✓
Link to website	×	✓	✓	✓
External links as per the text	×	×	10	15
Information about branches and representation offices	×	✓	✓	✓
Publication of detailed information about the company	×	✓	✓	✓
Photo sharing at the company page	×	3 photos	5 photos	7 photos
Placing in columns of a catalogue	15 columns	without limit	without limit	without limit
Key words for searching at <b>ELEC.RU</b>	×	✓	✓	✓
Placing the news of the company through a personal manager	×	✓	✓	✓
Placing the articles*, interviews**, video-materials of the company through a personal manager	×	×	✓	✓

Variants of placement	«Free»	«Info»	«Promo»	«Business»
Placement of announcements through control panel	up to 25 announcements	up to 100 announcements	up to 200 announcements	without limit
Prolongation of all placed announcements in one click	×	✓	✓	✓
Placing product offerings in «Market» section	up to 1000 goods	up to 5000 goods	up to 25000 goods	without limit
Frequency of checks for updates of XML price-list in «Market» section	once a week	once in three days	once a day	every 8 hours
Placing price-lists, catalogues, presentations on the page of the company (PDF, Exel, Word)	×	×	✓	✓
Placing a banner of 240x400 px format on all internal pages of <b>ELEC.RU</b> in real-time mode	×	×	×	not more than 10000 showings a month
Placing the information about the trading mark in «Brands» section	×	×	×	✓
Consulting online expert (a chat allowing communicating with visitors of your company page. It improves conversion increasing the sales without any additional investments)	×	✓	✓	✓
Connecting to «Market» section by API	×	×	×	✓
<b>Cost of placement for 12 months, rub.</b>	<b>FREE</b>	<b>15 000</b>	<b>30 000</b>	<b>60 000</b>

\* Articles are understood to be: a piece of work analytically considering a problem or a complex of problems for a topical subject-matter.

\*\* Materials prepared by the company are placed.

If for any reason you have no possibility to prepare information to be placed in “Companies” section, if you want the information (news, announcements, product offerings) about your company to be prepared professionally, then our service “Information support” will be useful for you!

Specialists of “Elec.ru” company will make a unique advertising text about the company optimized for search engines, will prepare key phrases for searching a company at ELEC.RU portal, will make an advertising packet and a package of product offerings, which will be published in corresponding sections.

**With this service you will be able to use to the maximum all opportunities of the placement chosen by you.**

Variants	«Info»	«Promotion»	«Business»
Writing, correcting and optimization of the text about the company (unique character, headings, key words, links as per the text)	✓	✓	✓
<ul style="list-style-type: none"> <li>short description of the company</li> </ul>	up to 500 characters	up to 700 characters	up to 1000 characters
<ul style="list-style-type: none"> <li>detailed description of the company</li> </ul>	up to 3000 characters	up to 5000 characters	up to 6000 characters
Preparation of key phrases for searching a company at <a href="#">ELEC.RU</a> portal	up to 50 phrases	up to 100 phrases	up to 200 phrases
Preparing the rubricator to place a company at <a href="#">ELEC.RU</a> portal	✓	✓	✓
Preparation and placing announcements of the company in «Announcements» section (only if all necessary materials are available)*	up to 50 announcements	up to 100 announcements	up to 200 announcements
Preparation and placing product offerings in «Market» section (only if all necessary materials are available)*	up to 100 positions	up to 200 positions	up to 500 positions
<b>Cost of service for 12 months, rub.</b>	<b>5 400</b>	<b>10 200</b>	<b>15 000</b>

\* A possibility to prepare and place announcements and product offerings is defined after an analysis of companies' materials by a technical specialist.



«Announcements» section is one of the most popular sections on the site. It is oriented for placing offers for sale and purchase of electrotechnical products, for services, vacant jobs in leading companies.

At the front page of the section

**4 000** rub./a month

In the column

**3 000** rub./a month

The screenshot shows the elec.ru website interface. At the top, there is a navigation bar with categories like 'НОВОСТИ', 'КОМПАНИИ', 'БРЕНДЫ', 'ОБЪЯВЛЕНИЯ', 'МАРКЕТ', 'ЗАКУПКИ', 'ПУБЛИКАЦИИ', 'БИБЛИОТЕКА', 'ОБУЧЕНИЕ', 'МЕРОПРИЯТИЯ', 'ВИДЕО', 'ФОРУМ', and 'УНИКАЛЬНЫЙ СВЕТ'. Below this is a search bar and a 'Войти' button. The main content area features a 'Доска объявлений' (Advertisement Board) with a table of categories and counts. A sidebar on the right contains several promotional banners, including one for 'SR-PRIME' and another for 'ANDELI'. At the bottom, there are more detailed advertisements for street lighting and LED panels.

News announcement in a banner headline of the portal (placed on all portal pages)

**1 500** rub./a day

News placement with newsletter to our subscribers from the database

**3 000** rub./a day

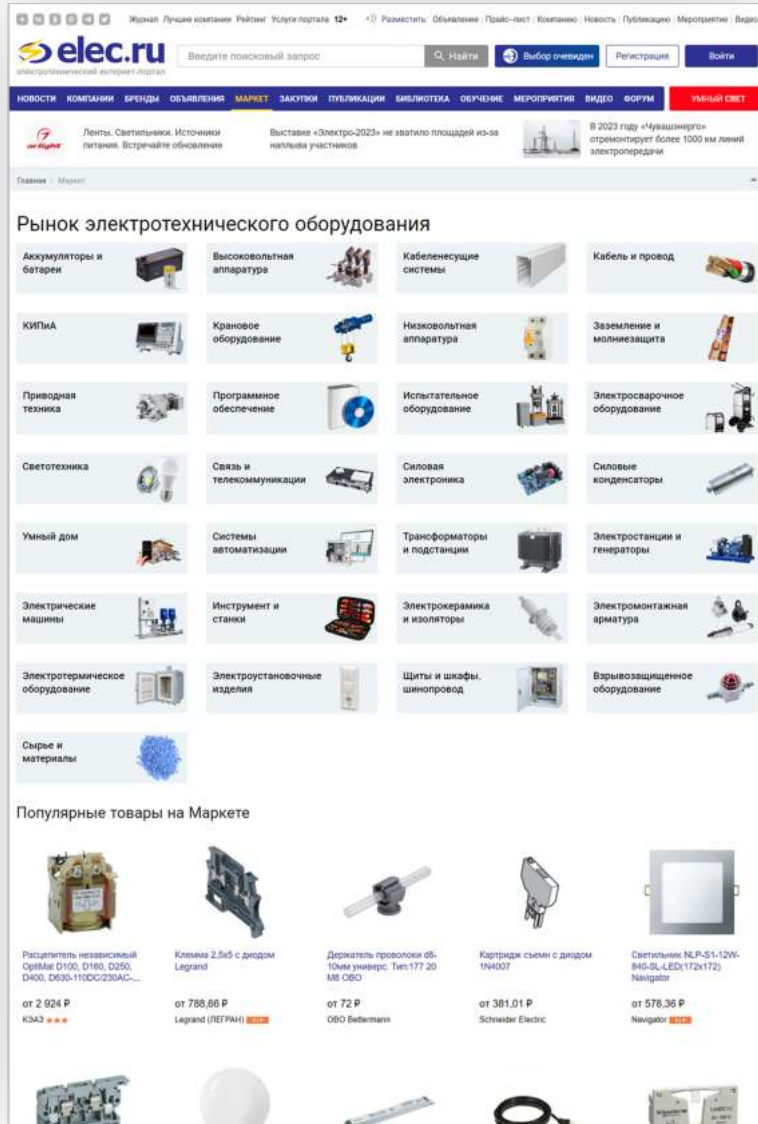
Content feed at the portal has high update dynamics attracting maximum attention of a visitor during a day. It allows speaking about the efficiency of placement in this section. Kindly note that the information has to relate to news.

**A certain part of news publications is transmitted in Yandex News service.**

Яндекс Новости



You can inform subscribers of ELEC.RU portal with the help of addressed mailing. Newsletter is performed provided that information content strictly conforms to our subscribers' interests, and thus it will be effective.



«Market» section is an effective service tool for salesmen allowing placing up-to-date product offerings both in manual format and using electronic formats of uploading price-lists such as xml and yml.

[LINK UP XML PRICE-LIST](#)

More than  
**60000000**  
 PRODUCT OFFERINGS



Having made use of ready-made solutions which have already proved their efficiency in action you will be able to achieve not only the maximum result from your advertisement but also substantial budget saving.

<p>media plan</p> <h2>BASIC</h2> <p>Saving for 12 months <b>78 300 rubles</b></p> <div style="background-color: #003366; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <span style="font-size: 10px; margin-right: 2px;">more than</span> <span style="font-size: 24px; font-weight: bold;">30%</span> </div>	<p>media plan</p> <h2>STANDARD</h2> <p>Saving for 12 months <b>231 200 rubles</b></p> <div style="background-color: #6666cc; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <span style="font-size: 24px; font-weight: bold;">40%</span> </div>	<p>media plan</p> <h2>PREMIUM</h2> <p>Saving for 12 months <b>464 600 rubles</b></p> <div style="background-color: #cc9900; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <span style="font-size: 10px; margin-right: 2px;">more than</span> <span style="font-size: 24px; font-weight: bold;">50%</span> </div>
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Service name	«Basic»	«Standard»	«Premium»
Placement in «Companies» section as per a variant:	<a href="#">«Promo»</a>	<a href="#">«Business»</a>	<a href="#">«Business + VIP»</a>
Preparing unique content and support in «Goods» sections (description of a company, announcements, «Market» section)	✓	✓	✓
Specific design and preparing advertising materials	✓	✓	✓
Branding a page of a company and materials	✗	✓	✓

Service name	«Basic»	«Standard»	«Premium»
VIP announcement at the front page in «Announcements» section	1 announcement	2 announcements	3 announcements
Banner advertising at <b>ELEC.RU</b> homepage	1 month	2 months	3 months
Branding a specific-purpose column in «Announcements» section	3 months	6 months	12 months
News announcement (press-release) in the banner headline of the portal	✓	✓	✓
Cooperative activity in events and exhibitions	✓	✓	✓
Direct e-mail to <b>ELEC.RU</b> subscribers from the database	3 newsletters	6 newsletters	12 newsletters
Publication of 1/1 advertising module in «Electrotechnical market» magazine ( <a href="#">editorial calendar</a> )	✓	✓	✓
Publications of articles and interviews in «Electrotechnical market» magazine	✗	2 pages	4 pages
Preparing materials for «Electrotechnical market» magazine	✗	✗	✓
<b>Service cost for 12 months, rub.</b>	<b>260 700</b>	<b>578 000</b>	<b>929 000</b>
<b>DISCOUNT, rub.</b>	<b>78 300</b>	<b>231 200</b>	<b>464 600</b>
<b>Service cost for 12 months considering discount, rub.</b>	<b>182 400</b> (15 200 / month)	<b>346 800</b> (28 900 / month)	<b>464 400</b> (38 700 / month)

We have carried out  
**MORE THAN**  
**10000**

ADVERTISING  
CAMPAIGNS



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