

# Электротехнический рынок®



Рекламно-информационное издание

# РЫНОК

«ELECTROTECHNICAL MARKET»

Promotional edition

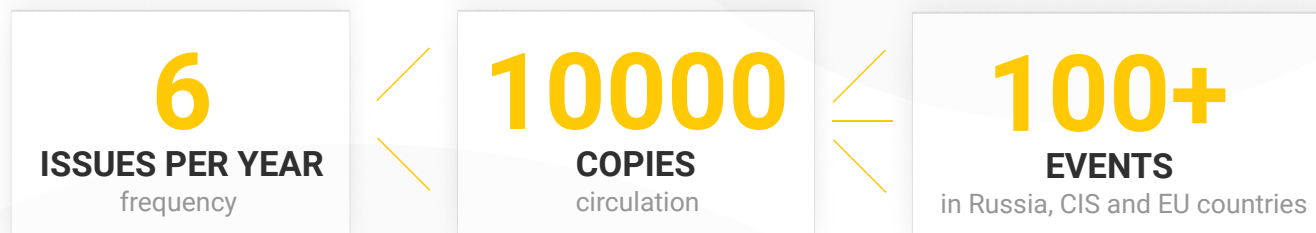


# MEDIA-KIT 2023

## «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.



FOR THE PERIOD OF

**15** YEARS  
IN THE FIELD

**01.**

ABOUT THE MAGAZINE

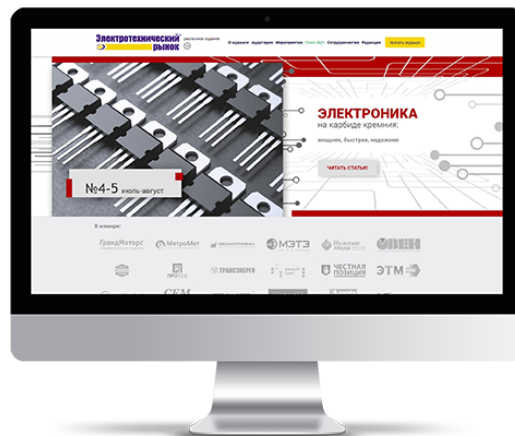
**180+**  
special projects

**2000+**  
publications

**1500+**  
events



**HARD**  
copy



**SOFT**  
copy

 <https://market.elec.ru/>



**02.**

FORMAT

**22000** READERSHIP

- NEWS IN ELECTRIC ENGINEERING**  
Selection of the recent news in the electrotechnical and lighting technology fields

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- INTERVIEWS**  
Interviews with prominent representatives of the filed

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- PROJECTS**  
Projects, inventions and innovations

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- EQUIPMENT TESTING**  
Real-life tests of different equipment for the conformance to specifications stated

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- FEATURE TOPIC**  
Relevant feature topic

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- ANALYTICS**  
Analytical industry research

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- ARTICLES AND EQUIPMENT REVIEWS**  
Entries, product range review and companies' presentations

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- EVENTS**  
Coverage of crucial events in the field

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- EXHIBITION CALENDAR**  
Dates of all events in Russia and CIS

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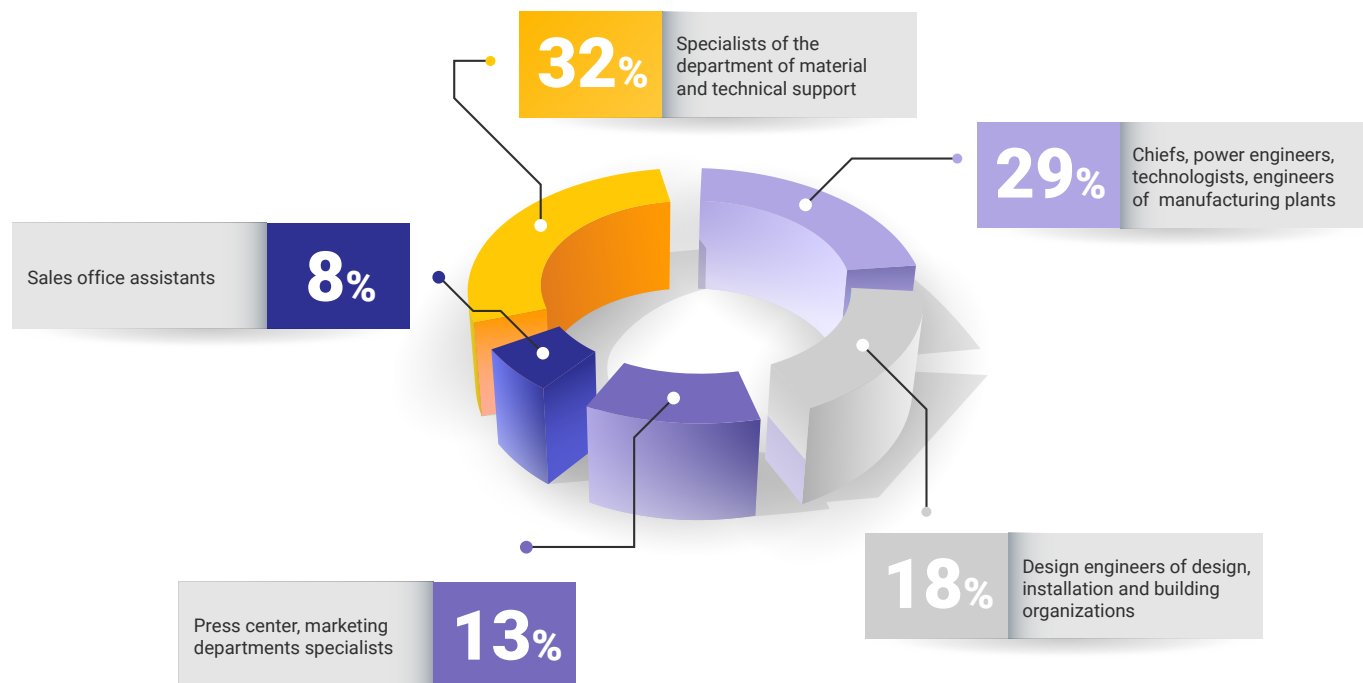
- COMPANY OF THE ISSUE**  
All details about the functioning of the companies

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

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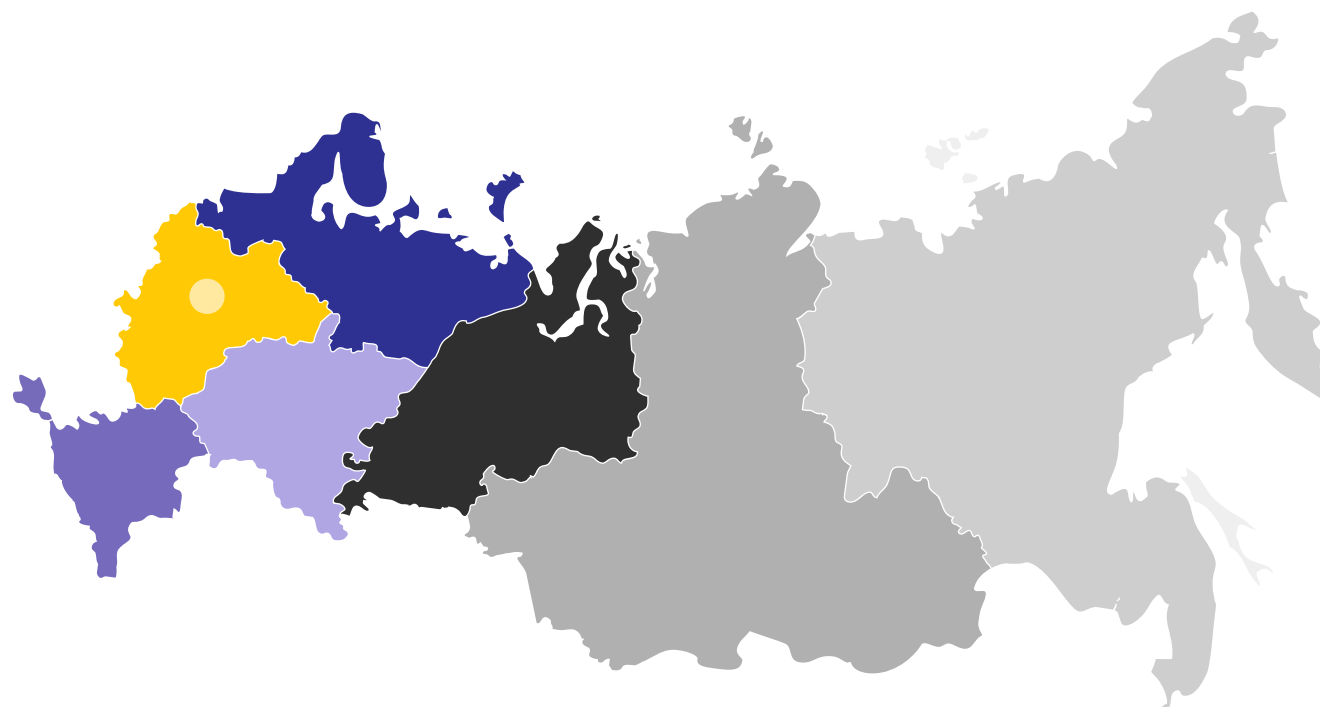
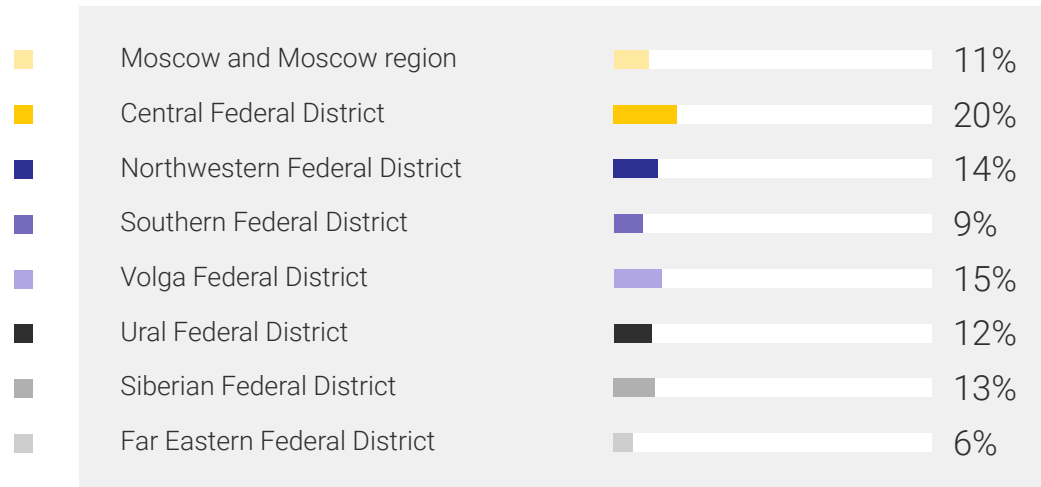
- EDUCATION ENVIRONMENT**  
Educational projects, online training courses and centers for advanced training



# 04.

## READERSHIP

Every year we participate in 100+ events in B2B (business to business) format. They are held both in Russia and abroad. More than 100 world countries present the display.



05.

DISTRIBUTION



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



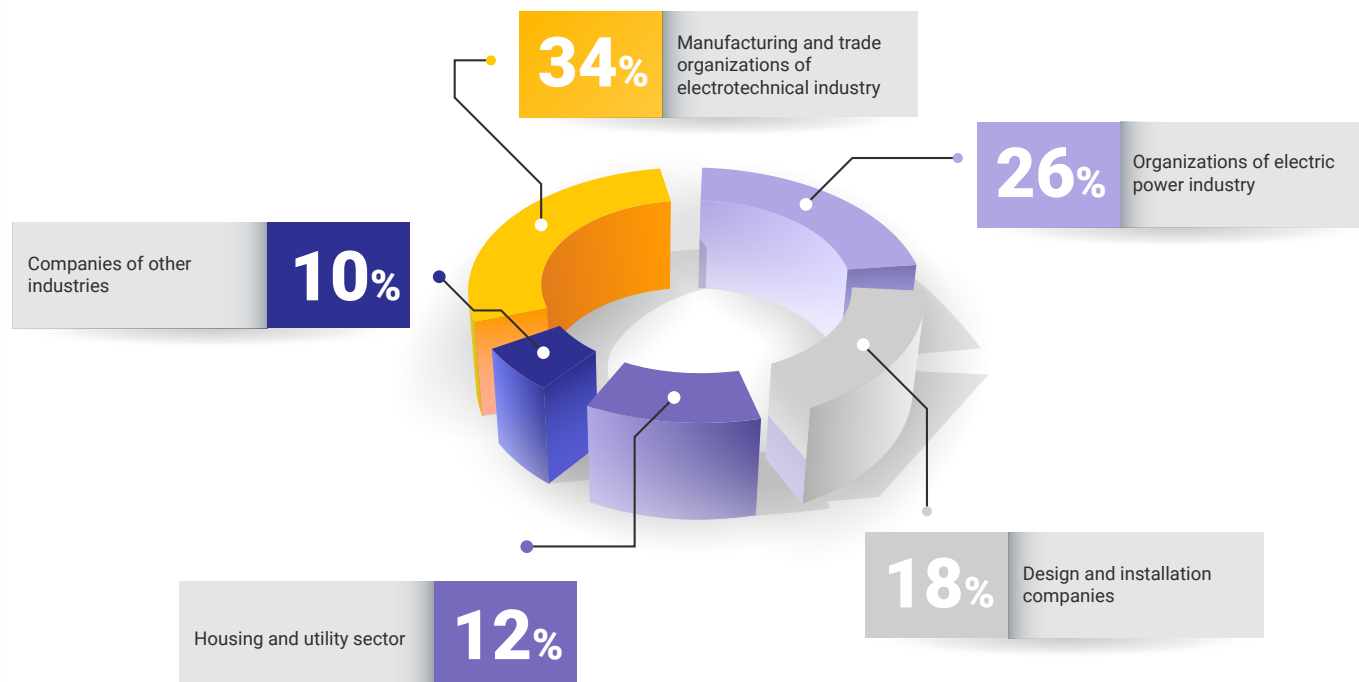
direct emails to subscribers



addressed mailing to organizations



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



# 06.

## NEWSLETTER AND ITS STRUCTURE

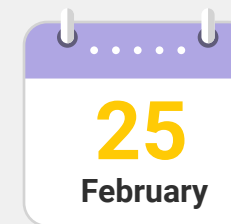
07.

ISSUE DATE AND  
DATE OF MATERIALS'  
RECEIPT

## №1 (JANUARY-FEBRUARY)

Receipt: up to 25 January

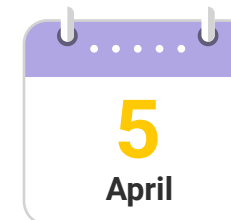
Issue: 25 February



## №2 (MARCH-APRIL)

Receipt: up to 5 March

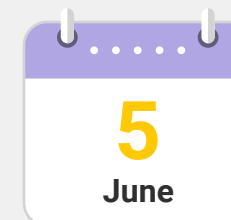
Issue: 5 April



## №3 (MAY-JUNE)

Receipt: up to 5 May

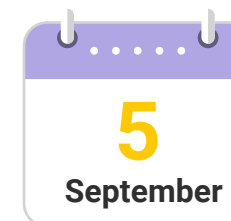
Issue: 5 June



## №4-5 (JULY-OCTOBER)

Receipt: up to 5 August

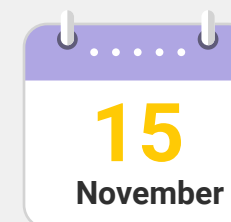
Issue: 5 September



## №6 (NOVEMBER-DECEMBER)

Receipt: up to 15 October

Issue: 15 November





# 08.

## PARTICIPATION IN EXHIBITIONS

### №1 (JANUARY-FEBRUARY)

Issue: **25 February**

\* 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.

14 - 16 March	«Cabex» exhibition	Moscow
14 - 17 March	«Metal working. Welding – Ural» exhibition	Yekaterinburg
15 - 16 March	«Gas. Oil. Technologies – for Extreme North» exhibition	Novy Urengoy
15 - 17 March	«Energy saving and electrical engineering. Housing and utility sector» exhibition	Belgorod
16 - 17 March	«Staff. Management. Safety» exhibition	Saint Petersburg
21 - 22 March	«Promtechexpo» exhibition	Omsk
28 - 30 March	«MashExpo Siberia» exhibition	Novosibirsk
28 -31 March	«MosBuild» exhibition	Moscow
29 March	«Automation advanced technologies-Kazan» conference	Kazan
29 March	«Day of an erector and a power engineer» conference	Krasnoyarsk
4 - 7 April	«Automation. Electronics» exhibition	Minsk
4 - 7 April	«Electrotech. Light» exhibition	Minsk
5 - 7 April	«Atyrau oil and gas» exhibition	Atyrau
5 - 7 April	«TatEnergyExpo» exhibition	Kazan
5 - 7 April	«TEF» forum	Kazan
10 - 12 April	«Independent current sources» exhibition	Moscow
11 - 13 April	«VacuumTechExpo» exhibition	Moscow
11 - 13 April	«ExpoElectronica» exhibition	Moscow
11 - 14 April	«Securika Moscow» exhibition	Moscow
12 April	«Power supply and energy efficiency» summit	Moscow
12 - 13 April	«Biomass: fuel and energy» congress	Moscow
12 - 14 April	«Spring forum - housing and utility sector»	Ufa
12 - 14 April	«Ural building industry» forum	Ufa
12 - 14 April	«The City of XXI century» forum	Izhevsk
13 April	«All-Russian light engineering conference»	

# 08.

## PARTICIPATION IN EXHIBITIONS

### №2 (MARCH-APRIL)

Issue: 5 April

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18 - 20 April	«Build Ural» exhibition	Yekaterinburg
18 - 20 April	«Saint Petersburg technical fair» exhibition	Saint Petersburg
18 - 20 April	«Hi-Tech» exhibition	Saint Petersburg
18 - 20 April	«Russian International Energy Forum»	Saint Petersburg
18 - 20 April	«Housing and utility sector of Russia» exhibition	Saint Petersburg
18 - 20 April	«Welding» exhibition	Saint Petersburg
18 - 20 April	«Corrosion prevention» exhibition-congress	Saint Petersburg
18 - 20 April	«Power industry and electrical engineering» exhibition	Saint Petersburg
18 - 21 April	«Relay protection and automation EXPO» exhibition	Cheboksary
19 - 20 April	«Hi-Tech Building» exhibition	Moscow
20 - 22 April	«Baikal construction week» forum	Irkutsk
20 - 22 April	«Energy efficiency. Housing and utility sector. Urban environment» exhibition	Irkutsk
24 - 27 April	«Oil and gas» exhibition	Moscow
18 - 21 May	«Power engineering of Far East region. Housing and utility sector» exhibition	Khabarovsk
23 - 26 May	«Gas. Oil. Technologies» exhibition	Ufa
23 - 27 May	«Metal working» exhibition	Moscow
24 - 26 May	«KazInterPower» exhibition	Pavlodar
24 - 26 May	«Power Astana» exhibition	Nur-Sultan
25 - 26 May	«Electric transport of the Russian South» exhibition	Sochi
26 - 27 May	«SmartKurort» conference	Sochi
31 May	«Automation advanced technologies-Saint Petersburg» conference	Saint Petersburg

6 - 9 June	«Electro» exhibition	Moscow
7 - 9 June	Russian Elevator Week» exhibition	Moscow
20 - 22 June	«RENWEX» exhibition	Moscow
21 - 22 June	«Hydropower, the Caspian and Central Asia» congress and exhibition	Dushanbe
29 - 30 June	«North Caucasus energy forum»	Mineralnye Vody
5 - 6 July	«Development and reliability growth of power distribution networks» conference	Moscow
5 - 6 July	«Eastern oil and gas forum»	Vladivostok
9 - 10 August	«Construction» exhibition	Chelyabinsk
12 - 15 September	«RAO/CIS OFFSHORE» exhibition and conference	Saint Petersburg
18 - 21 September	«Interlight Russia   Intelligent building Russia» exhibition	Moscow

# 08.

## PARTICIPATION IN EXHIBITIONS

### №3 (MAY-JUNE)

Issue: 5 June

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# 08.

## PARTICIPATION IN EXHIBITIONS

### №4-5 (JULY-OCTOBER)

Issue: **5 September**

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18 - 21 September	«Interlight Russia   Intelligent building Russia» exhibition	Moscow
18 - 22 September	«Russian week of robotic automation» forum	Saint Petersburg
19 - 21 September	«Industry forum»	Izhevsk
19 - 21 September	«Industrial showroom. Metal working» exhibition-forum	Samara
26 - 29 September	«Russian week of labour protection» exhibition	Saint Petersburg
26 - 28 September	«Professional welding» exhibition	Minsk
26 - 28 September	«Techinnoprom» exhibition	Minsk
27 September	«Advanced automation technologies» conference	Chelyabinsk
27 - 29 September	«ElectroTrans» exhibition	Moscow
27 - 29 September	«Comfortable urban environment» exhibition	Samara
27 - 29 September	«Transport light engineering» exhibition	Moscow
27 - 29 September	«Electronics – Transport» exhibition	Moscow
27 - 29 September	«Surgut. Oil and gas» exhibition	Surgut
27 - 29 September	«Russian energy forum»	Ufa
28 September	«Production modernization for oil and gas refinery» conference	Moscow
3 - 6 October	«St. Petersburg International gas forum»	Saint Petersburg
3 - 6 October	«ROS-GAS-EXPO» exhibition	Saint Petersburg
3 - 6 October	«Energy saving and energy efficiency» exhibition	Saint Petersburg
10 - 12 October	«Russian oil and gas technical congress»	Moscow
10 - 13 October	«Weldex» exhibition	Moscow
10 - 13 October	«Russian power engineering week» forum	Moscow
17 - 19 October	«Powerexpo Almaty» exhibition	Almaty
17 - 20 October	«EnergyExpo» exhibition	Minsk
18 - 20 October	«Automation» exhibition	Saint Petersburg
18 - 20 October	«RADEL» (radio electronic equipment) exhibition	Saint Petersburg
23 - 26 October	«Technical forum»	Moscow
24 - 26 October	«PCV» exhibition	Moscow
24 - 26 October	«HEAT&POWER» exhibition	Moscow
25 - 26 October	«CITY BUILD RUSSIA» exhibition	Saint Petersburg
26 October	«Oil-and-gas service in Russia» conference	Moscow
1 November	«Novosibirsk» conference	Novosibirsk
7 - 10 November	«MITEX» exhibition	Moscow
9 - 10 November	«CityLight» exhibition	Sochi
15 November	«Power industry. Energy efficiency. Industry. Import phase-out» forum	Chelyabinsk
15 - 17 November	«Oil production. Oil refining. Chemistry» exhibition	Samara
15 - 17 November	«Metalworking. Innovation potential of Ufa» exhibition	Ufa

21 - 24 November	«International forum «Electrical networks»	Moscow
22 - 23 November	«Chelyabinsk industrial forum»	Chelyabinsk
22 - 24 November	«Prom-Energo-Volga» exhibition	Volgograd
22 - 24 November	«Siberian Energy forum»	Krasnoyarsk
22 - 24 November	«Electrical engineering. Power engineering. Automation. Light engineering» exhibition	Krasnoyarsk
28 - 30 November	«Russian manufacturer» forum	Saint Petersburg
28 - 30 November	«Power electronics» exhibition	Moscow
5 - 8 December	«Safety and labour protection» exhibition	Moscow

# 08.

## PARTICIPATION IN EXHIBITIONS

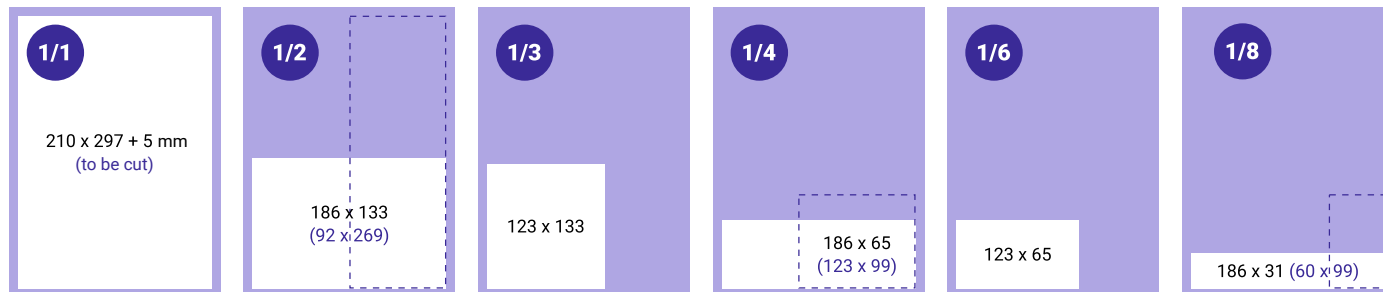
### №6 (NOVEMBER- DECEMBER)

Issue: 15 November

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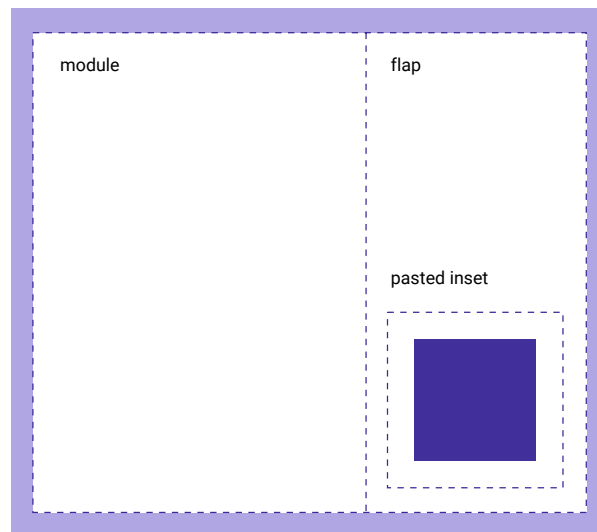


Advertising space	Price, rub.
1 cover page (195x230 mm)	165 000
2 cover page (297x210 mm + 5 mm to be cut)	94 800
3 cover page (297x210 mm + 5 mm to be cut)	94 800
4 cover page (297x210 mm + 5 mm to be cut)	126 000
The third page of the issue (297x210 mm + 5 mm to be cut)	67 200
1/1 module (297x210 mm + 5 mm to be cut)	63 000
1/2 module (186x133 mm   92x269 mm)	34 400
1/3 module (123x133 mm)	22 800
1/4 module (186x65 mm   23x99 mm)	16 800
1/6 module (123x65 mm)	11 400
1/8 module (186x31 mm   60x99 mm)	8 400
Interview – 1 page (186x269 mm)	36 000
Interview – 2 pages (186x269 mm)	68 400
Interview – 3 pages (186x269 mm)	94 800
Advertising article (186x269 mm)	36 000
Writing a technical advertising article	on the individual basis
Making a module	5 400

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)	87 000
1 page with a flap (345x297 mm (205x297 + 140x297) + 5 mm to be cut, 170 g/m2, 4+4)	94 800
Distribution of a leaflet with a magazine	
500 leaflets	18 000
1000 leaflets	33 600
2000 leaflets	60 000
Subscription (6 issues, 1 year)	6 480



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

Magazine founder is "Elec.ru" Ltd.

The mass media certificate of registration  
PI №FS77-22376 dtd. 16 November 2005

**Amendments:**

The mass media certificate of registration  
PI №FS77-46333 dtd. 26 August 2011

The Certificate was issued by the Federal  
Service for Supervision of Communications,  
Information Technology and Mass Media

10.

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