

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and architectural complexity. The buildings are rendered in grayscale, with the sky visible at the top center.

 **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.

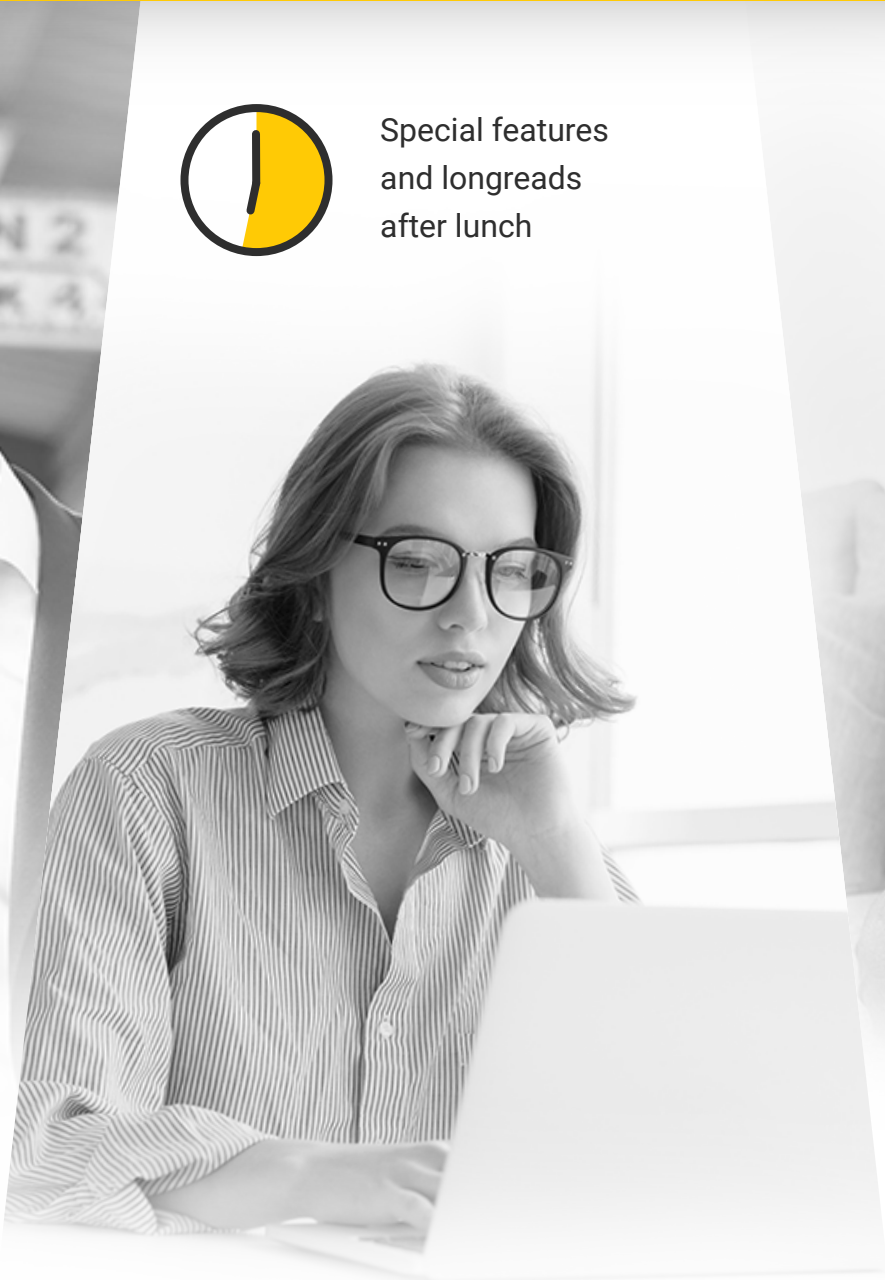
has systematic base of electric power market units, themed events, industry standards and useful regulatory information

WE ARE WHERE YOU ARE

 elec.ru



Special features
and longreads
after lunch



Morning news
on the way
to work



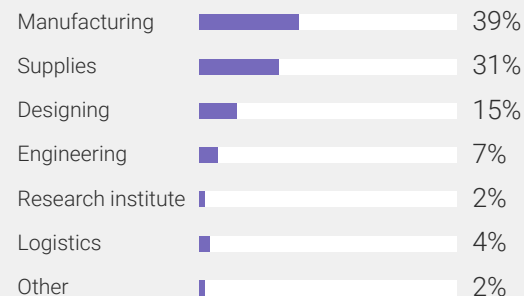
Overview videos
on a tablet at home
in the evening

100%

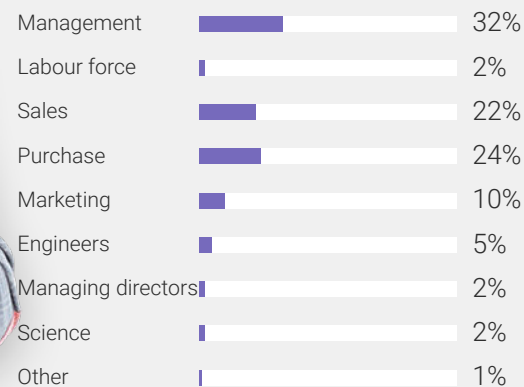
ELEC.RU readership is representatives of electrotechnical, electric power and electric installation and downstream industries.



TYPE OF ACTIVITY



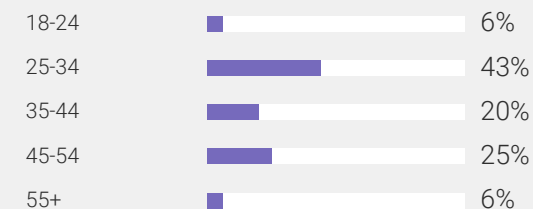
OCCUPATION



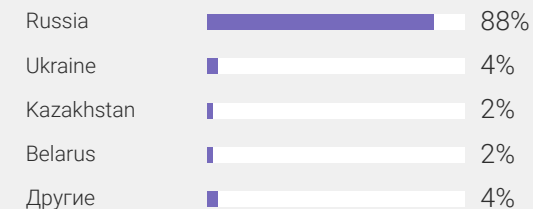
GENDER



AGE



COUNTRY



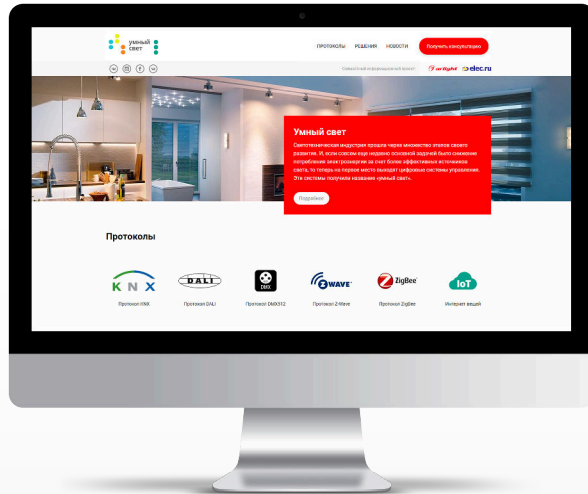


More than
12000

TOTAL AMOUNT OF OUR SUBSCRIBERS
IN SOCIAL NETWORKING SITES

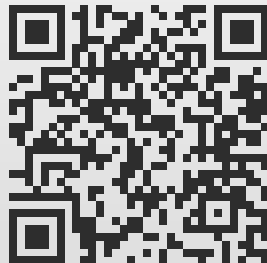
ELEC.RU is widely presented in social networking sites (VKontakte, Telegram, Instagram, Facebook, Twitter, Odnoklassniki), leads channels in YouTube video hosting service and is a partner of Yandex Services: Yandex.Zen and Yandex.News.





Arlight
SMART LIGHT | 2020

<https://smartlight.elec.ru>



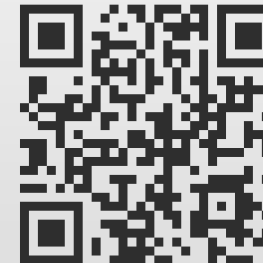
Arlight
DALI TRAINING | 2019

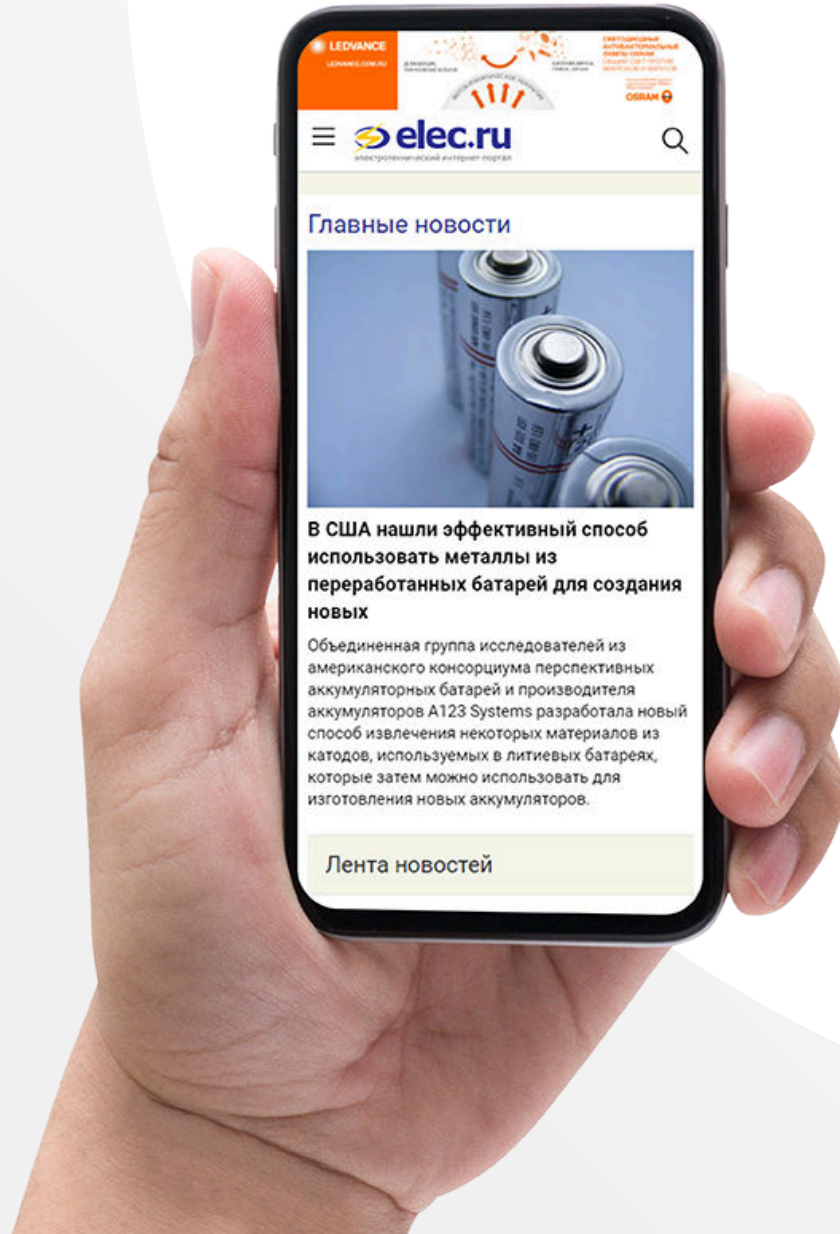
<https://dali-training.elec.ru>



MЭT3
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 + internal pages) *

90 700 rub./a month

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

98 500 rub./a month

BLOCK 1-5.3
Banner of 234x270 px format on the right, the third row (homepage + internal pages) *

75 300 rub./a month

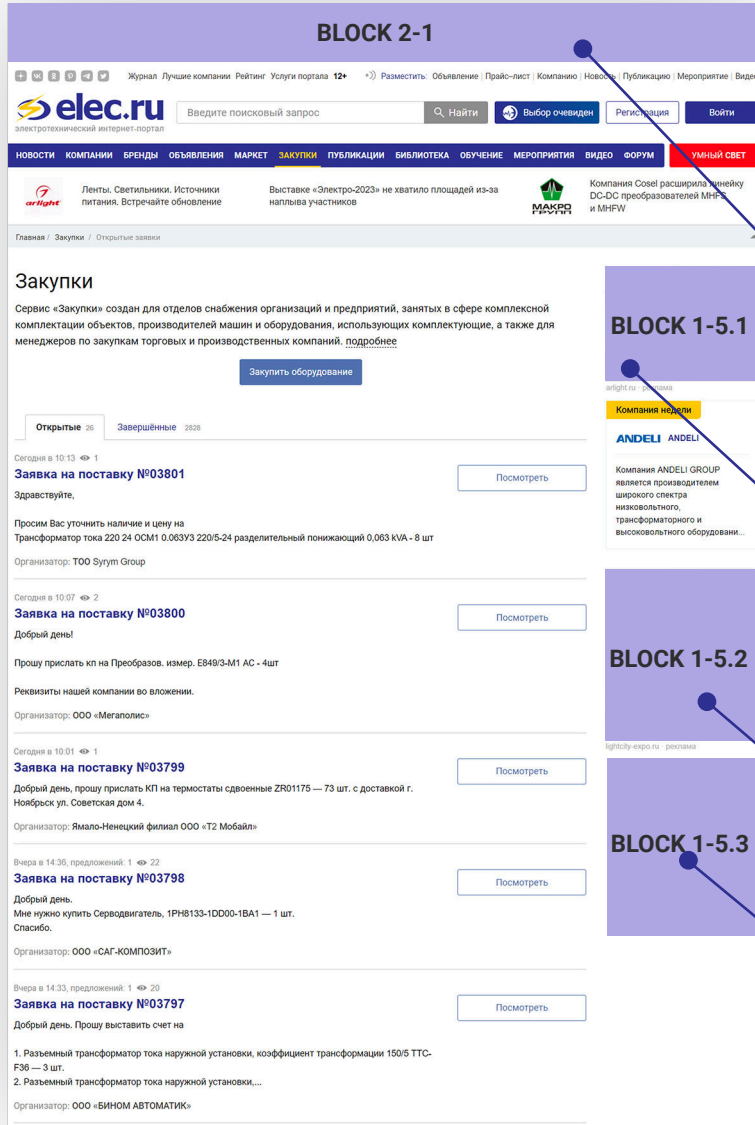
* All internal pages, except the «Brands» section, the «Forum» section, the main page of the «Market» section.

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 + internal pages) *

90 700 rub./a month

BLOCK 1-5.2

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

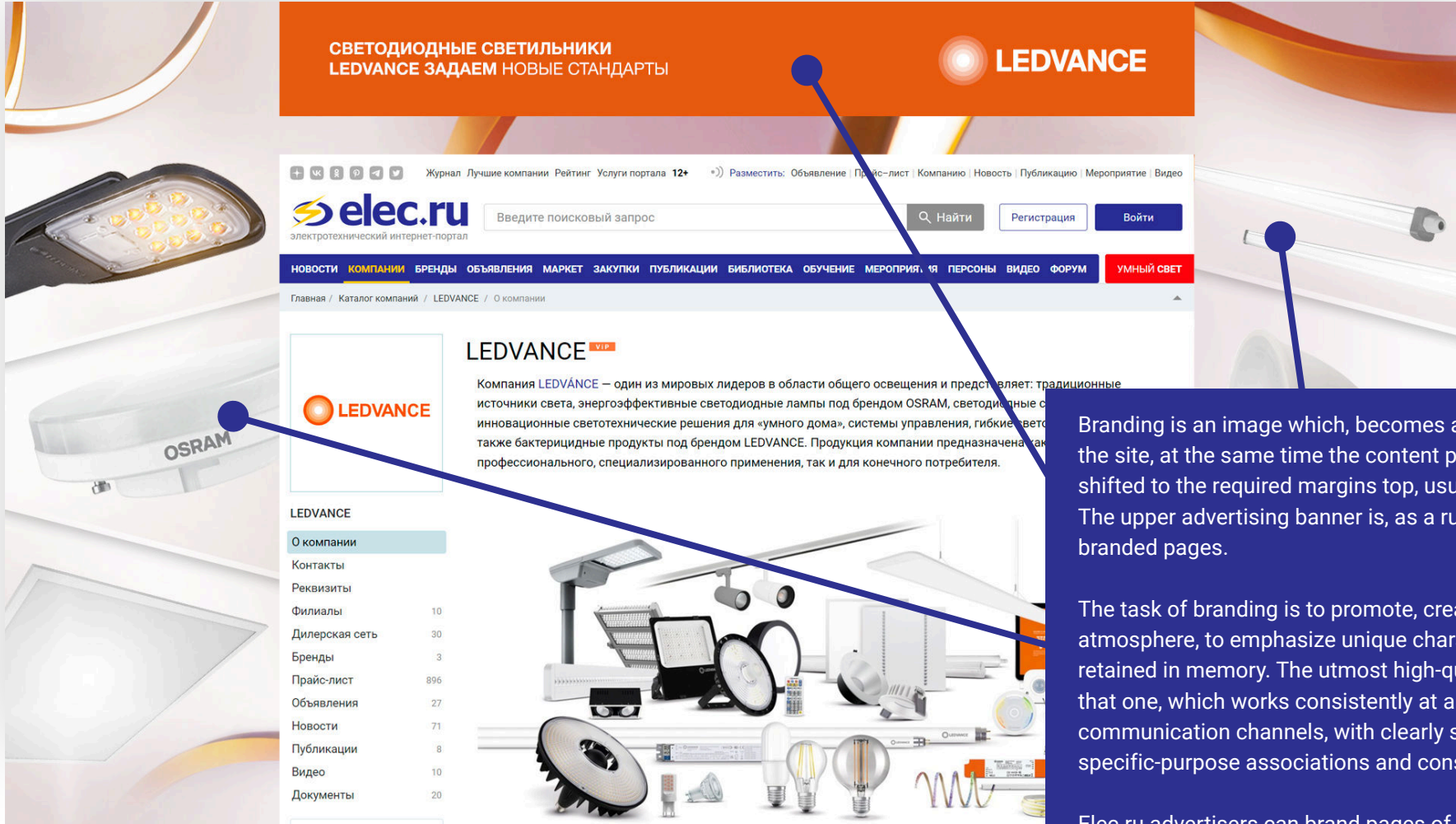
98 500 rub./a month

BLOCK 1-5.3

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

75 300 rub./a month

* All internal pages, except the «Brands» section, the «Forum» section, the main page of the «Market» section.



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 ELEC.RU (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 ELEC.RU	×	✓	✓	✓
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 ELEC.RU 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	×	×	×	✓
Cost of placement for 12 months, rub.	FREE	15 000	30 000	60 000

* 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"> short description of the company 	up to 500 characters	up to 700 characters	up to 1000 characters
<ul style="list-style-type: none"> detailed description of the company 	up to 3000 characters	up to 5000 characters	up to 6000 characters
Preparation of key phrases for searching a company at ELEC.RU portal	up to 50 phrases	up to 100 phrases	up to 200 phrases
Preparing the rubricator to place a company at ELEC.RU 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
Cost of service for 12 months, rub.	5 400	10 200	15 000

* 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.

Доска объявлений
25139 объявлений о покупке, продаже или обмене промышленного электротехнического оборудования.

Аккумуляторы, химические источники тока	108	Станки и промышленные роботы	1124
Вакансии, предложения и спрос работы	36	Системы электропитания, стабилизаторы, инверторы	329
Взрывозащитная электротехника	311	Сырье и материалы для производства	879
Высоковольтная аппаратура	1182	Трансформаторы и трансформаторные подстанции	1449
Изоляторы и опоры ЛЭП	285	Ультразвуковое оборудование	9
Кабельно-проводниковая продукция	990	Электродвигатели, генераторы, вентиляторы, насосы	2470
Контрольно-измерительные приборы и автоматика	2097	Электромонтажная и кабельная арматура	1021
Крановое электрооборудование	509	Электроизоляционные материалы	272
Низковольтная аппаратура (НВА)	4209	Электронинструмент и оборудование	303
Приводная техника и преобразователи частоты	587	Электропульты, штатеры, тележки	64
Программное обеспечение	29	Электростанции, дизель-генераторы, ИБП	483
Проектирование, монтаж и пуско-наладочные работы	102	Электроустановочные изделия	181
Ремонтное и испытательное электрооборудование	196	Электротермическое оборудование	247
Сварочное и паяльное оборудование	212	Электрощитовое оборудование	766
Силовая электроника и компоненты	691	Лом и отходы электротехнического оборудования	54
Светотехническая продукция	2024	Специализированные транспортно-логистические услуги	40
Силовые конденсаторы и конденсаторные установки	168	Прочее промышленное оборудование	850
Связь и телекоммуникация	53		

Категория: Все Продам 22367 Куплю 2192 Услуги 531 Обмен 7 Вакансии 33 Прочее 9

Страна: Все Россия 24214 Беларусь 299 Украина 164 Китай 69 Казахстан 59 Армения 18 Германия 17 Литва 12 Чехия 9 Эстония 4 Азербайджан 2 Болгария 2 Швейцария 1

Состояние: Все Новое 7035 С хранения 2715 Б/У 648

УВЕЛИЧИТЬ ПРОДАЖИ
УЗНАТЬ КАК

Показывать **Кратко** Подробно Группировать по пользователю Да Нет

ПРОДАМ: Светильники уличные. VG STREET LIGHT. NW. 95 W.
новые уличные светодиодные светильники. 4 шт. по 10000 руб.
Иванов Александр или иванов - Сегодня - Россия - г Москва

ПРОДАМ: Нмш2-40-1.6/16
продаю. новый. с хранения. 35000 руб.
Иванов Александр или иванов - Сегодня - Россия - г Москва

ПРОДАМ: Агрегат электронасосный Б2ВП-14.лс
новые. 2 шт. по 30000 руб. за шт.
Иванов Александр или иванов - Сегодня - Россия - г Москва

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's a navigation bar with categories like 'новости', 'компании', 'бренды', 'объявления', 'маркет', 'закупки', 'публикации', 'библиотека', 'обучение', 'мероприятия', 'видео', 'форум', and 'умный свет'. Below this is a search bar and a 'Новости' section with a banner for 'Ленты, Светильники, Источники питания'. The main content area features a 'Доска объявлений' (Advertisement Board) with a table of categories and counts, and a list of specific ads. On the right side, there are several vertical advertisement banners, including one for 'SR-PRIME' and another for 'ANDELI GROUP'. At the bottom, there are more ads, including one for 'Светодиодные панели и даунлайты ЕТР' with a phone number '+375 17 238-38-00'.

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

3 000 rub./a day

News placement with newsletter to our subscribers from the database

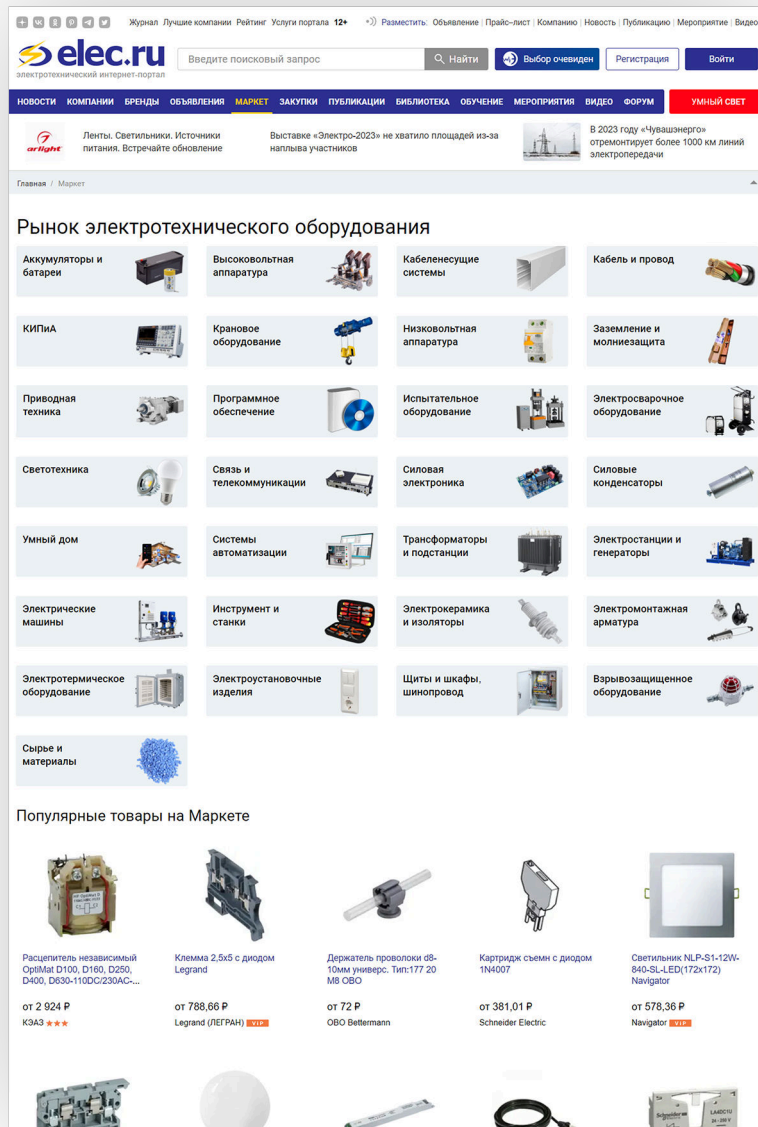
3 000 rub./a day

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.



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 78 300 rubles</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;"> more than 30% </div>	<p>media plan</p> <h2>STANDARD</h2> <p>Saving for 12 months 231 200 rubles</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;"> 40% </div>	<p>media plan</p> <h2>PREMIUM</h2> <p>Saving for 12 months 464 600 rubles</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;"> more than 50% </div>
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Service name	«Basic»	«Standard»	«Premium»
Placement in «Companies» section as per a variant:	«Promo»	«Business»	«Business + VIP»
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 ELEC.RU 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 ELEC.RU subscribers from the database	3 newsletters	6 newsletters	12 newsletters
Publication of 1/1 advertising module in «Electrotechnical market» magazine (editorial calendar)	✓	✓	✓
Publications of articles and interviews in «Electrotechnical market» magazine	✗	2 pages	4 pages
Preparing materials for «Electrotechnical market» magazine	✗	✗	✓
Service cost for 12 months, rub.	268 200	593 000	959 000
DISCOUNT, rub.	80 460	237 200	479 600
Service cost for 12 months considering discount, rub.	187 740 <small>(15 645 / month)</small>	355 800 <small>(29 650 / month)</small>	479 400 <small>(39 950 / month)</small>

We have carried out
MORE THAN
10000

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CAMPAIGNS



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