



EASTERN  
ECONOMIC  
FORUM

VLADIVOSTOK  
3-6 SEPTEMBER  
2024

# MEDIAKIT





EASTERN  
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FORUM

 ROSCONGRESS  
Time to Act

# OFFICIAL FORUM MAGAZINE

**CONTRIBUTORS** to the magazine include leading figures in politics and society, heads of major corporations, and renowned experts and opinion leaders.

**TOPICS** covered by the official magazine reflect the Forum's business agenda, and typically resonate strongly in both the media, and among the public at large.

**THE PUBLICATION HAS A UNIQUE TARGET AUDIENCE**, consisting of people whose decisions will affect the political, economic, and cultural futures of Russia and the world. The effectiveness of communicating with these figures is attested by the numerous partners and advertisers at our forums.

## TARGETED MAILOUTS

- Senior officials in the Russian Presidential Administration and Government
- Members of committees and commissions of the lower and upper chambers of the Russian Federal Assembly
- Officials from relevant ministries and government bodies
- Representatives of leading media outlets

## DISTRIBUTION

- On board Aeroflot flights and chartered business flights for participants
- At information stands at the Forum venue
- In official Forum cars



FORMAT: A4, LENGTH: 160 PAGES  
PRINT: FULL COLOUR  
CIRCULATION rus./eng.: 21,000





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# ADVERTISING IN THE FORUM MAGAZINE

## MAGAZINE ADVERTISING OPTIONS

- **MODULAR ADVERTISING** – placement of advertisements
- **NATIVE ADVERTISING** – advertorials (interview, history, case study, expert column, infographics, fact sheet)



ADVERT PLACEMENT	BASE PRICE PER PAGE IN RUSSIAN (RUB, including 20% VAT)
Double-page spread (except first two)	1,300,000
1st double-page spread	2,320,000
2nd double-page spread	2,100,000
4th cover	2,850,000
3rd cover	2,050,000
Single-page spread (first half of magazine)	750,000
Single-page spread (second half of magazine)	670,000
Half-page spread	490,000

## ADDITIONAL OPTIONS

- Discounts for long-term contracts and placement in several publications
- Discount available for placement in special section
- The option of distributing promotional materials as inserts
- Markup for appearing on a specific page – 10%
- Markup for including notice of material in contents section – 10%



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## **WE LOOK FORWARD TO WORKING TOGETHER!**

### **CONTACT INFORMATION:**

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