

ADVERTISING OPPORTUNITIES IN INFORMATION PRODUCTS







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PUBLICATIONS

BUSINESS QUARTERLY

AEB FLAGSHIP PUBLICATION







04

77 **BUSINESS** QUARTERLY

Click on the image to read

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CONTENTS:	articles on a selected topic, AEB highlights, analytics, lobbying, new members
RELEASE DATES:	March 2024, June 2024, September 2024, December 2024
LANGUAGES:	English and Russian
CIRCULATION:	500 copies
DISTRIBUTION:	AEB events and offices in Moscow, St. Petersburg, Krasnodar; Moscow hotels and business centers

ONLINE DISTRIBUTION:

AEB website, "AEB Weekly"

Advertisement type	Size (mm)	Price for 1 placement, RUB(plus VAT 20%)	Price for 2 placements, RUB(plus VAT 20%)
Half page	175 x 126	55 000	90 000
Full page	210 x 297	75 000	120 000
Two-page spread	420 x 297	110 000	180 000
Inside front cover	210 x 297	100 000	170 000
Inside back cover	210 x 297	90 000	150 000
Outside back cover	210 x 297	130 000	210 000
Outside back cover + Full Page	210 x 297	150 000	250 000

TECHNICAL SPECIFICATIONS EPS, PSD or TIF (300 dpi) files

All vector objects must be CMYK converted

5 mm bleed is required

Fonts should be converted into paths





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AEB FLAGSHIP ** PUBLICATION

CONTENTS:	articles on the most relevant for AEB topics	
RELEASE DATES:	November 2024	
LANGUAGES:	English	
CIRCULATION:	300 copies	
DISTRIBUTION:	AEB events and offices in Moscow, St. Petersburg, Krasnodar	
ONLINE DISTRIBUTION:	AEB website	

Advertisement type	Size (mm)	Price, RUB (plus VAT 20%)
Half page	175 x 126	70 000
Full page	210 x 297	95 000
Two-page spread	420 x 297	130 000
Inside front cover	210 x 297	120 000
Inside back cover	210 x 297	100 000
Outside back cover	210 x 297	150 000

A 20% premium will be applied to these prices for non-members



05







Online digest sent out every Friday to over 12 000 contacts (current and former AEB members)

Position	Price for 1 placement, RUB (plus VAT 20%)	Price for 4 placements , RUB (plus VAT 20%)	Price for 12 placements (throughout a year) , RUB (plus VAT 20%)
After Editorial	30 000	90 000	200 000
After GR Update	20 000	60 000	140 000

Banner size: $600 \times \le 300$ pixels

A 20% premium will be applied to these prices for non-members



ENG | RUS

> Nº245 | 25.12-29.12.23 > >



Dear {{Name}} {{Surname}},

As 2023 is coming to a close

In many ways, this year was continued to witness the emer unfortunately a less orderly an

And while the contours of the emerge, the old one and s architects - like Henry Kissing inevitably passing into history daunting task to build this new

Against this background, I wo loyalty and support in 2023 1 overcome many challenges of and despite all odds we stand European businesses to sur communication open.

We approach the holidays se gratitude to be part of suc supporting each other.

Let me wish to each of you, t loved ones happy and peace holidays.

May 2024 bring us new grou better future. Happy New Year and see you

Tadzio Schilling AEB CEO

GR Update

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06

AEB representatives took part in the consideration of legislative initiatives in the field of intellectual property

On January 27, 2022, the Centre for Legislative Initiatives under the Commissioner for the Protection of Entrepreneurs' Rights in Moscow hosted a meeting attended by Philippe Pegorier, Partner, Kesarev and Anton Bankovsky, Partner, CMS Legal. The meeting focused on legislative initiatives in the field of intellectual property and oversight activities. For more information, please contact Svetlana Nechaeva



Protection of patent rights of pharmaceuticals manufacturers

On January 26, 2022, experts from the AEB Health and Pharmaceuticals Committee and the AEB Intellectual Property Committee, together with the representatives of the Ministry of Economic Development of Russia, Georgly Kotlyar, Rospatent, Dmitry Travnikov, EEC, Nurzhamal Ilyasova, discussed the patent rights protection issues for pharmaceuticals manufacturers. The participants shared their expertise regarding the draft law on the formation of a unified register of active substances with pharmacological activity, protected by a patent for an invention. For more information, please contact Polina Opprodnikova and Svetlana Nechaeva.

After **GR Update**



The list of medical organizations authorized to conduct medical









AEB DAILY

Online digest sent out every weekday to over 8000 contacts (current and former AEB members)

Position	Price for 1 placement, RUB (plus VAT 20%)	Price for 5 placements, RUB (plus VAT 20%)	Price for 15 placements (throughout a year), RUB (plus VAT 20%)
After "Russian Headlines"	15 000	65 000	150 000

Banner size: $600 \times \le 300$ pixels

A 20% premium will be applied to these prices for non-members





Politics

Putir: The Russian Constitution stabilizes the state and helps people

12.12.2023 [The Russian Constitution stabilizes the state, helps it and its citizens, and the Constitutional Court (OC) helps with the protection of rights, Russian President Viadimir Putin said at a meeting with the judges of the Constitutional Court.

Read more

Economy

Mishustin: the share of national currencies in the foreign trade of the Russian Referation will increase to 65% by the end of the year

After "Russian Headlines"

The share of national currencies in Russia's foreign trade by the end of the year a by almost 25% and amount to 65%. "By 2030, the share of national currencies in tements with foreign countries should be 80% or more," said Prime Minister Mikhail

Read more

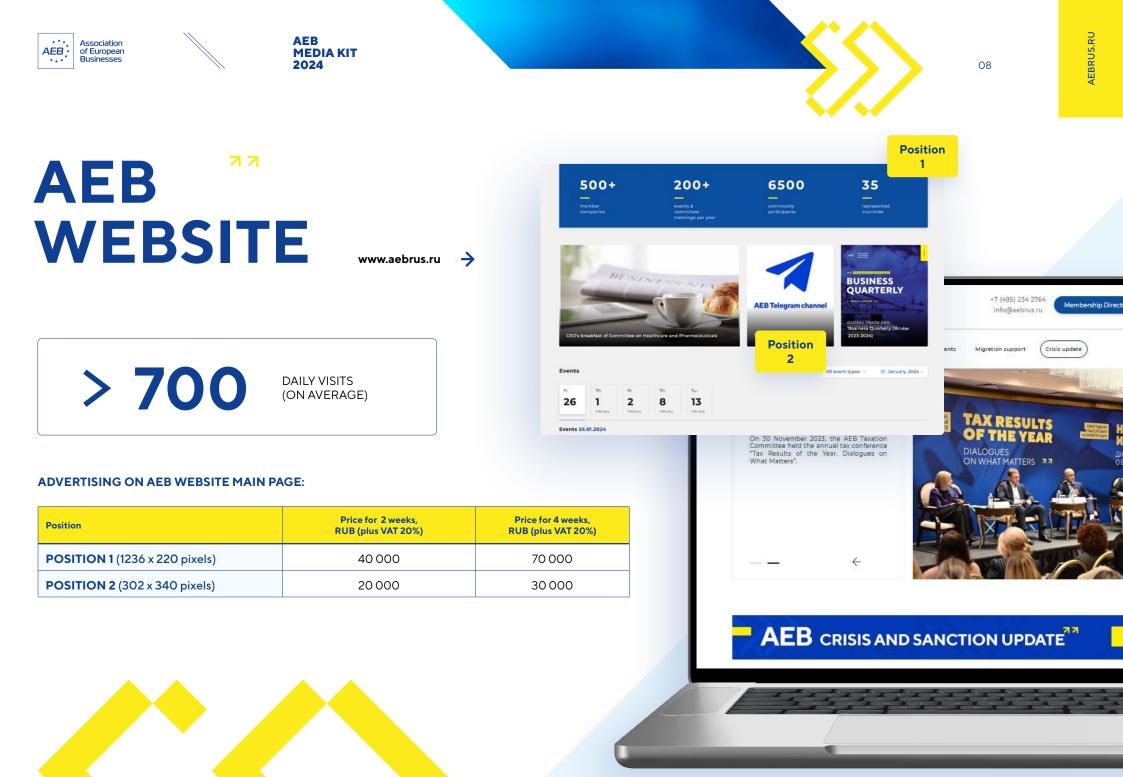
Waiting time for auto parts began to reach one and a half years

12.12.2023 | Walting time for imported auto parts under sarctions has increased significantly in Russia - it began to reach one and a half years. Such cases were noted by the largest insurers.

Beed more

The Ministry of Finance proposed to export mined cryptocurrency like gas

12.12.2023 (Busilan miners may receive the right to sell cryptocurrency as an export product. Deputy Minister of Finance Isam Chabasikov spoke about this at the round table "Cryptocurrency and the future of digital finance." Bead more







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PACKAGE OFFERS

SMART

For those who are looking for a comfortable way to declare their company among AEB members.

Information product	Total price, RUB (plus VAT 20%)	
BUSINESS QUARTERLY 1 placement of the Full Page		
AEB DAILY 5 placements	140 000	
AEB WEEKLY 1 placement	-	

OPTIMUM

A universal package of services for those who want to get the best solution for promotion.

77

Information product	Total price, RUB (plus VAT 20%)	
BUSINESS QUARTERLY 2 placements of the Full Page		
AEB DAILY 10 placements	300 000	
AEB WEEKLY 3 placements		
BANNER ON THE AEB WEBSITE 1 week	-	

MAXIMUM

The entire range of AEB advertising capabilities for maximum visibility and coverage.

Information product	Total price, RUB (plus VAT 20%)	
BUSINESS QUARTERLY 2 placements of the Full Page		
FLAGSHIP PUBLICATION 1 placement of the Full Page		
AEB DAILY 15 placements	400 000	
AEB WEEKLY 6 placements	_	
BANNER ON THE AEB WEBSITE 3 weeks		





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