



Association
of European
Businesses

AEBRUS.RU

AEB MEDIA KIT 2024

ADVERTISING OPPORTUNITIES IN INFORMATION PRODUCTS





CONTENTS



PRINTED PRODUCTS: PUBLICATIONS

Business Quarterly

AEB Flagship Publication

ONLINE PRODUCTS:

AEB Weekly

AEB Daily

AEB website

CONTACT INFORMATION

PUBLICATIONS



BUSINESS QUARTERLY



BUSINESS QUARTERLY



Click on the
image to read



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

5 mm bleed is required

All vector objects must be CMYK
converted

Fonts should be converted into paths

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



AEB FLAGSHIP PUBLICATION

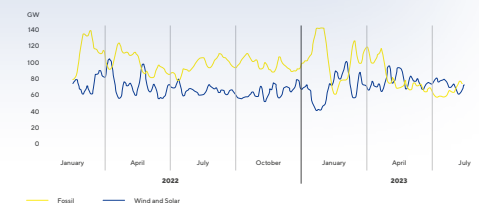
CONTENTS:	articles on the most relevant for AEB topics
RELEASE DATES:	November 2024
LANGUAGES:	English
CIRCULATION:	300 copies
DISTRIBUTION:	AEB events and offices in Moscow, St. Petersburg, Krasnodar
ONLINE DISTRIBUTION:	AEB website

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

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Click on the
image to read



AEB WEEKLY



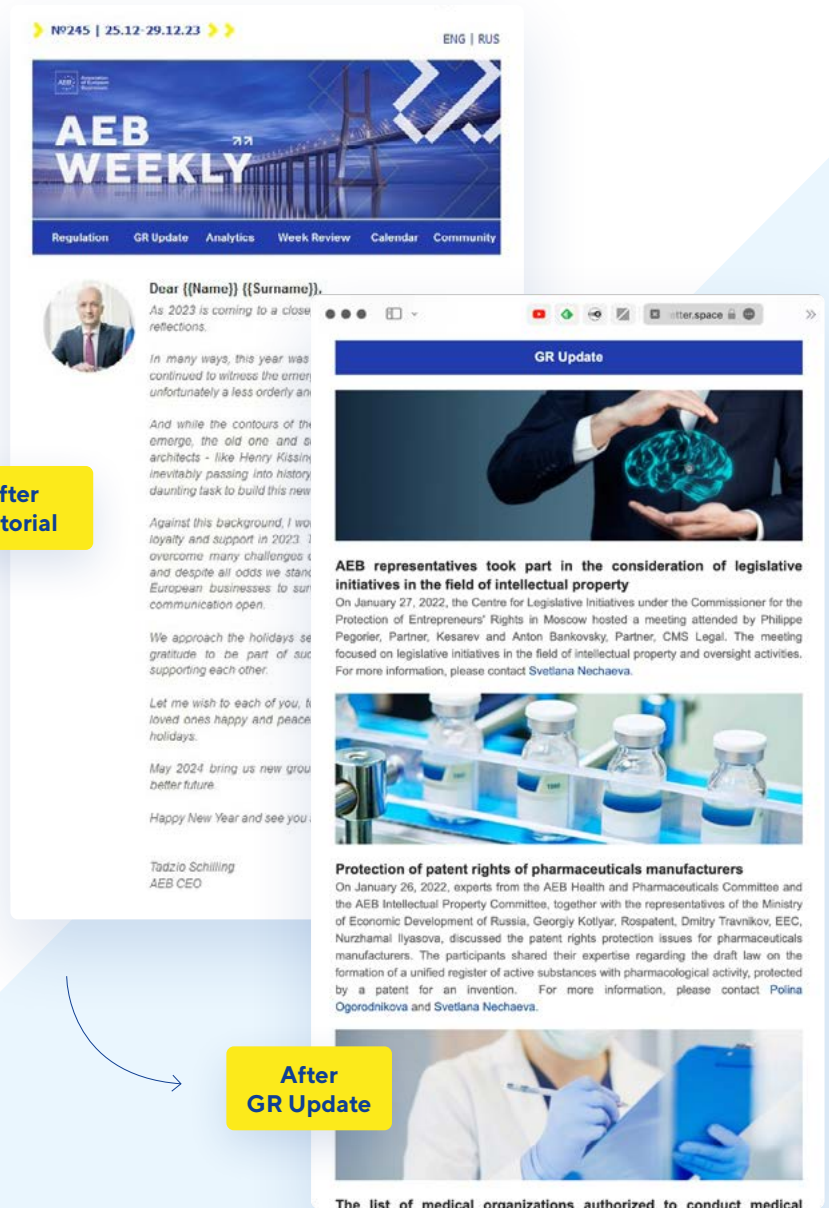
Online digest sent out every Friday to over 12 000 contacts (current and former AEB members)

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 x ≤ 300 pixels

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

After
Editorial



After
GR Update

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 x ≤ 300 pixels

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



KEY FIGURES

Exchange rate	Oil & Gas prices	Key rates
\$: 90,22 RUB	Brent price: \$ 72,89	CBR: 15%
€: 97,40 RUB	Urals price: \$ 55,11	ECB: 4,5% (fixed rate)
¥: 12,56 CNY	Natural Gas: \$ 2,25	PRF: 5,25-5,5% (moving)



RUSSIAN HEADLINES

Politics

Putin: 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 (CC) helps with the protection of rights, Russian President Vladimir 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 Federation will increase to 65% by the end of the year

(The share of national currencies in Russia's foreign trade by the end of the year will be almost 25% and amount to 65%. "By 2030, the share of national currencies in payments 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 | Waiting time for imported auto parts under sanctions has increased significantly in Russia - it began to reach one and a half years. Such cases were noted by the largest insurers.

[Read more](#)

The Ministry of Finance proposed to export mined cryptocurrency like gas

12.12.2023 | Russian miners may receive the right to sell cryptocurrency as an export product. Deputy Minister of Finance Ivan Chibrikov spoke about this at the round table "Cryptocurrency and the future of digital finance."

[Read more](#)

After
"Russian Headlines"



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AEB WEBSITE

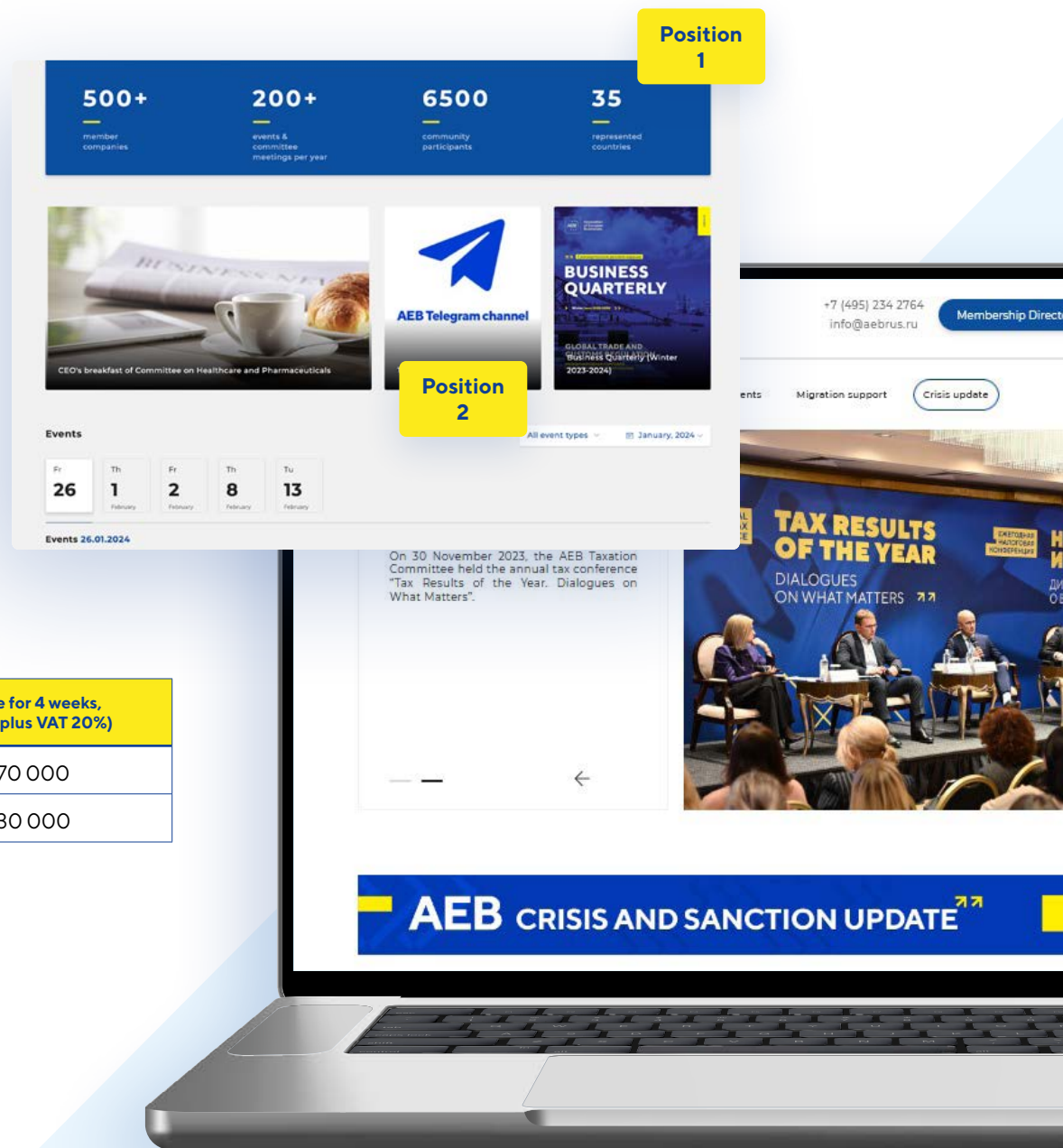


www.aebrus.ru →

> **700** DAILY VISITS
(ON AVERAGE)

ADVERTISING ON AEB WEBSITE MAIN PAGE:

Position	Price for 2 weeks, RUB (plus VAT 20%)	Price for 4 weeks, RUB (plus VAT 20%)
POSITION 1 (1236 x 220 pixels)	40 000	70 000
POSITION 2 (302 x 340 pixels)	20 000	30 000



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	140 000
AEB DAILY 5 placements	
AEB WEEKLY 1 placement	

OPTIMUM

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

Information product	Total price, RUB (plus VAT 20%)
BUSINESS QUARTERLY 2 placements of the Full Page	300 000
AEB DAILY 10 placements	
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	400 000
FLAGSHIP PUBLICATION 1 placement of the Full Page	
AEB DAILY 15 placements	
AEB WEEKLY 6 placements	
BANNER ON THE AEB WEBSITE 3 weeks	



CONTACT INFORMATION



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