



Association
of European
Businesses

AEB MEDIA KIT 2024

ADVERTISING OPPORTUNITIES IN INFORMATION PRODUCTS



CONTENTS



PRINTED PRODUCTS: PUBLICATIONS

Business Quarterly

AEB Flagship Publication

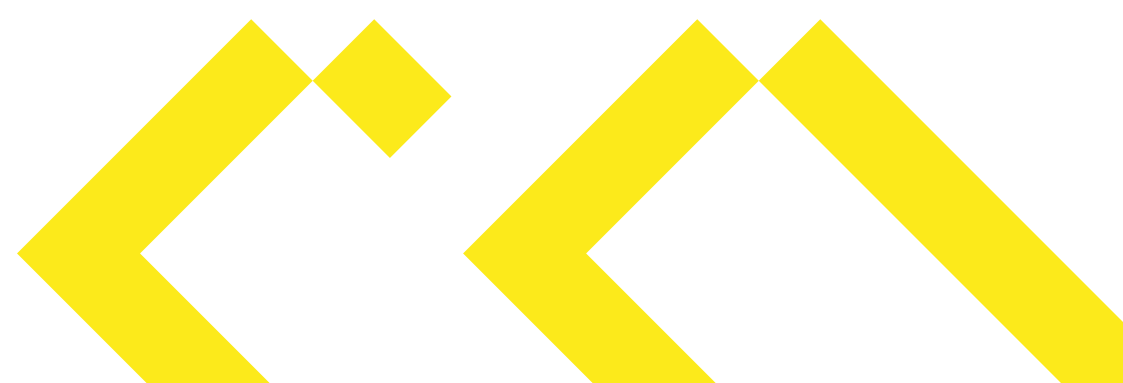
ONLINE PRODUCTS:

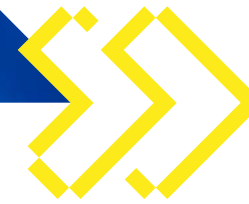
AEB Weekly

AEB Daily

AEB website

CONTACT INFORMATION





PUBLICATIONS



BUSINESS QUARTERLY

AEB FLAGSHIP PUBLICATION

* Article 13 of the Russian Labor Code
* In particular, in Labour Code 14 January 2002 No. 14-2002-245 and dated 25 April 2008 No. 17-3/00F-178

«Соблюдение требований охраны труда» (в русском) «на основе на английском. Работодатель и финансовая ответственность, и управление безопасностью и рисками в сфере соответствия требованиям, то есть через комплексные программы»

One of the most acute issues for trade is group labeling introduction, which allows to optimize the checkout of goods by

TO SELL A GOOD.

Carbon markets and energy transition instruments: what business can do with them



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	115 x 126	55 000	90 000
Full page	175 x 126	75 000	120 000
Two-page spread	210 x 297	110 000	180 000
Inside front cover	420 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

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

Association of European Businesses

AEBRUS.RU

MOVING TOWARDS SUSTAINABILITY

AEB's spotlight on the green agenda

From COP27 to COP28: major achievements in global climate policy

Carbon markets and energy transition instruments: what business can do with them

Current situation in the renewable energy market of the European Union

Green finance market in Russia: current status and perspectives

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MOVING TOWARDS SUSTAINABILITY

Click on the image to read

↑

GW

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120

100

80

60

40

20

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January April 2022 July October January April July 2023

— Fossil — Wind and Solar

AEB WEEKLY



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

Conversion – 40%

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 12000 contacts (current and former AEB members)

Conversion – 40%

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



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



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

[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 Chubasov spoke about this at the round table "Cryptocurrency and the future of digital finance."

[Read more](#)

After "Russian Headlines"

AEB WEBSITE



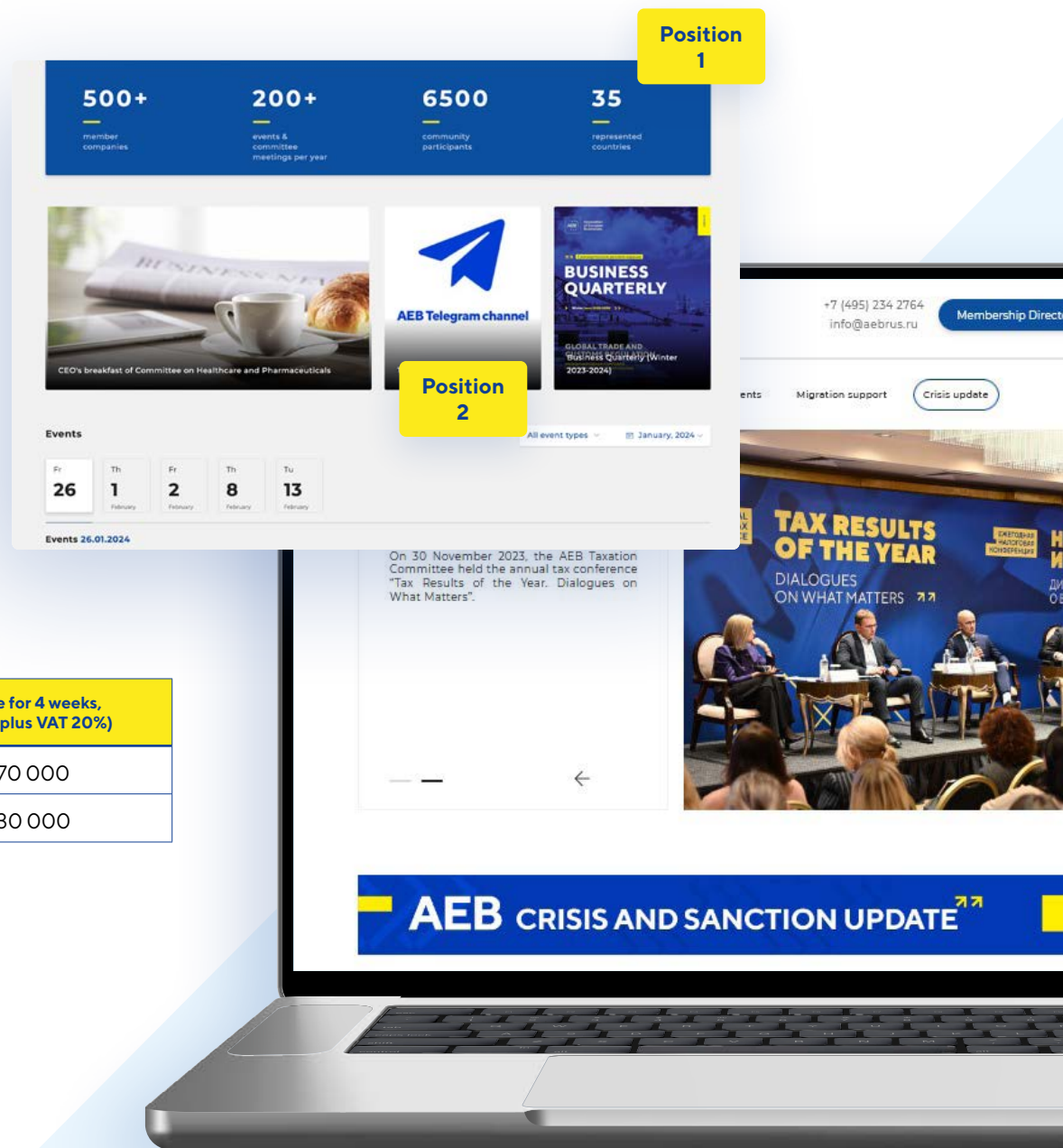
www.aebrus.ru →

> **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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