

1995

30  
years

2025



Association  
of European  
Businesses

# AEB MEDIA KIT 2025

ADVERTISING  
OPPORTUNITIES  
IN INFORMATION  
PRODUCTS



# CONTENTS



## PRINTED PRODUCTS: PUBLICATIONS

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Business Quarterly

AEB Flagship Publication

## ONLINE PRODUCTS:

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AEB Weekly

AEB Daily

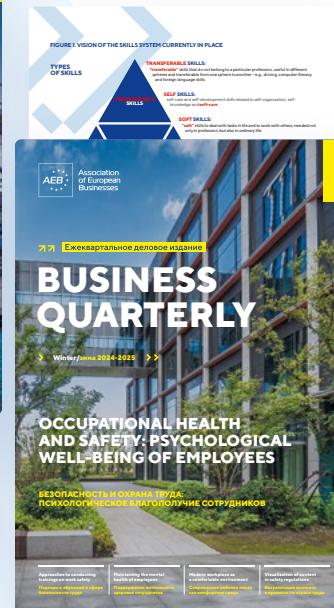
## CONTACT INFORMATION

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# PUBLICATIONS



## BUSINESS QUARTERLY



## AEB FLAGSHIP PUBLICATION





# BUSINESS QUARTERLY



Click on the  
image to read



<b>CONTENTS:</b>	articles on a selected topic, AEB highlights, analytics, lobbying, new members
<b>RELEASE DATES:</b>	March 2025, June 2025, September 2025, December 2025
<b>LANGUAGES:</b>	English and Russian
<b>CIRCULATION:</b>	500 copies
<b>DISTRIBUTION:</b>	AEB events and offices in Moscow, St. Petersburg, Krasnodar; Moscow hotels and business centers
<b>ONLINE DISTRIBUTION:</b>	AEB website, "AEB Weekly"

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

## 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



March  
2024



June  
2024



September  
2024



December  
2024

# AEB FLAGSHIP PUBLICATION

<b>CONTENTS:</b>	articles on the most relevant for AEB topics
<b>RELEASE DATE:</b>	November 2025
<b>LANGUAGE:</b>	English
<b>CIRCULATION:</b>	300 copies
<b>DISTRIBUTION:</b>	AEB events and offices in Moscow, St. Petersburg, Krasnodar
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Half page	175 x 126	70 000
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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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**AEB** Association of European Businesses

**AEBRUS.RU**

## SUSTAINABILITY: AREA OF COMMON ENDEAVOR

**AEB's spotlight on environmental, social and governance affairs**

**Partnership in sustainability: what it means businesswise**

**Ensuring long-term prosperity of companies: sustainable efforts**

**ESG in Russia: more than just a foreign or fashionable trend**

**How ESG programs impact staff well-being and attract top talent**

**company's local activities**

Based on the Strategic Sustainability Plan and the development of Shared Value & Sustainability (a special department responsible for sustainability in the company), an updated classification of the area of operations was defined. Some examples of local initiatives are shown in Figure 2.

ensuring that Chiesi is a positive and healthy workplace based on work-life harmony, where all employees feel comfortable expressing themselves, their talents and giving their best.

**Diversity & inclusion:** creating an inclusive culture where everyone feels comfortable and can express themselves and their talents.

Purchase of green certificates to reduce carbon footprint.

**Value chain**

Localization of a sustainability questionnaire for key suppliers in the due diligence process.

**Figure 2. Chiesi's examples of local initiatives**

- Governance & Ethics
- People
- Community
- Environment
- Value chain
- Patients

**Click on the image to read**

# AEB WEEKLY



Online digest sent out every Friday to 6500+ contacts (current 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

**Banner size:** 600 x ≤ 300 pixels

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

After  
Editorial



Dear ,

*I hope you enjoyed some peaceful and happy New Year holidays with your family and friends and are starting the year with new forces and fresh thoughts.*

*May I take this opportunity to congratulate you on the past Orthodox Christmas. May the magic of Christmas fill your business with success and your personal life with happiness. One of pleasures of the Christmas season is the opportunity to extend cordial greetings to those whose friendship we value so highly.*

*Meanwhile, we are entering a jubilee year - the 30th anniversary of the AEB. We are preparing an extensive program of business and networking events for AEB members. Besides the anniversary program GR Academy events will be held throughout the year.*

*Next week the AEB traditionally will give start to the new year with its Automobile Manufacturers Committee press conference summing up the results of 2024 and giving prognoses for automotive market developments in 2025. Next week as well, on January 14, we invite you to join an open meeting with **Georgy Bovt** - a well-known Russian historian, journalist and political scientist. And on January 22, the AEB North-Western Regional Committee is pleased to invite you to the conference "Staff shortages, and the impact of human resources potential as a driver of economic growth in the region", where we will consider the topic of human resources from different angles, including its impact on the economic growth of both the region and the country.*

*We wish you a smooth but confident start to the year. Let us make this year successful together!*

Tadzio Schilling  
AEB CEO

GR Update



ss Week 2025

ssian Business Week 2025 held by the Russian Union an international forum was held on the theme: "2025 - a guests of the forum were Anton Aikharov, Minister of Federation, Maxim Reshetnikov, Minister of Economic ition, Andrey Stepanov, Member of the Board (Minister) ic: Commission, Tadzio Schilling, AEB CEO, also took discussion focused on the prospects for strengthening ie supply chains, the need for measures aimed at n, removing overly strict restrictions on investment, as or shortages, and improving the effectiveness of banisms. For more information, please contact Olga



um "National Project "Environmental

al Forum "National Project "Environmental Wellbeing" the Russian Business Week 2025. The main speakers puty Minister of Natural Resources and Environment of Burmatov, First Deputy Chairman of the State Duma Resources and Environmental Protection, as well as urts discussed the implementation of the pollutant he improvement of the mechanism for obtaining mits, and the application of the extended producer ts and packaging. Pavel Rudyakov, Chairman of the p and WG Coordinator Nefiset Pshikanokova, took part EB. For more information, please contact Nefiset





# AEB DAILY



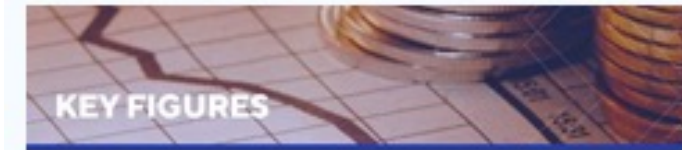
Online digest sent out every weekday to 6500+ contacts (current AEB members)

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

After  
"Russian Headlines"



## KEY FIGURES

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% (fixed rate)
¥: 12,56 CNY	Natural Gas: \$ 2,25	PRF 5,25-5,5% (primary)



## 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**

12.12.2023 | 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 foreign 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 Chibrikov spoke about this at the round table "Cryptocurrency and the future of digital finance."

[Read more](#)

# 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%)
<b>BUSINESS QUARTERLY</b> 1 placement of the Full Page	140 000
<b>AEB DAILY</b> 5 placements	
<b>AEB WEEKLY</b> 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%)
<b>BUSINESS QUARTERLY</b> 2 placements of the Full Page	300 000
<b>AEB DAILY</b> 10 placements	
<b>AEB WEEKLY</b> 3 placements	
<b>BANNER ON THE AEB WEBSITE</b> 1 week	

## MAXIMUM

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

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



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