



Association  
of European  
Businesses

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# AEB MEDIA KIT 2022

ADVERTISING OPPORTUNITIES IN INFORMATION PRODUCTS





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**AEB  
MEDIA KIT  
2022**

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AEB Weekly

AEB website

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# PUBLICATIONS



## BUSINESS QUARTERLY



## HOW TO INVEST IN RUSSIA







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# BUSINESS QUARTERLY



Click on the  
image to read



**CONTENTS:** articles on a selected topic, AEB highlights, analytics, lobbying, new members

**RELEASE DATES:** March 2022, June 2022, September 2022, December 2022

**LANGUAGES:** English and Russian

**CIRCULATION:** 900 copies

**DISTRIBUTION:** AEB events in Moscow, St. Petersburg and Krasnodar; major international conferences and forums; business missions across EU, EAEU and Russia

**ONLINE DISTRIBUTION:** AEB website, AEB Weekly

Advertisement type	Size	Price, RUB (plus VAT 20%)
4 sections	115 mm x 126 mm	45,000
Half page	175 mm x 126 mm	60,000
Full page	210 mm x 297 mm	85,000
Two-page spread	420 mm x 297 mm	140,000
Inside front cover	210 mm x 297 mm	120,000
Inside back cover	210 mm x 297 mm	100,000
Outside back cover	210 mm x 297 mm	160,000
Advertorial (article on a paid basis)	No more than 1500 words	200,000

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



March  
2021



June  
2021



September  
2021



December  
2021

# HOW TO INVEST IN RUSSIA



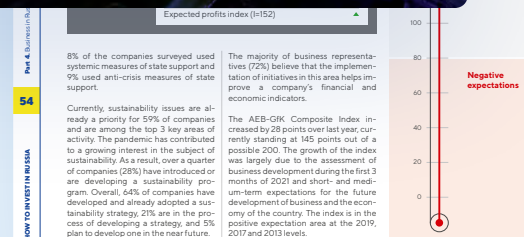
<b>CONTENTS:</b>	articles on business, financial, legal, tax, corporate and other aspects of investments; insight into investments by regions and by industries; localization issues
<b>RELEASE DATES:</b>	November 2022
<b>LANGUAGES:</b>	English
<b>CIRCULATION:</b>	900 copies
<b>DISTRIBUTION:</b>	AEB events; Russian authorities, EU and EAEU representatives; AEB offices in Moscow, St. Petersburg and Krasnodar
<b>ONLINE DISTRIBUTION:</b>	AEB website, AEB Weekly

Advertisement type	Size	Price, RUB (plus VAT 20%)
4 sections	115 mm x 126 mm	70,000
Half page	175 mm x 126 mm	88,000
Full page	210 mm x 297 mm	130,000
Two-page spread	420 mm x 297 mm	175,000
Inside front cover	210 mm x 297 mm	160,000
Inside back cover	210 mm x 297 mm	150,000
Outside back cover	210 mm x 297 mm	185,000

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



Click on the  
image to read



# TECHNICAL SPECIFICATIONS



EPS, PSD or TIF (300 dpi) files

5 mm bleed is required

All vector objects must be CMYK converted

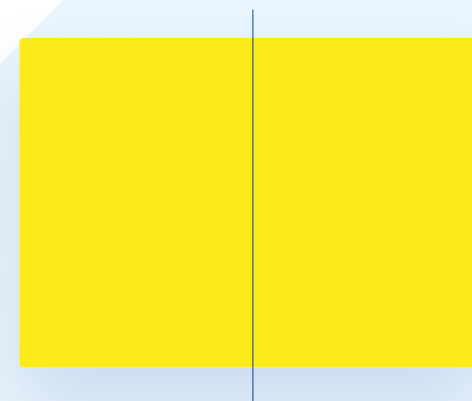
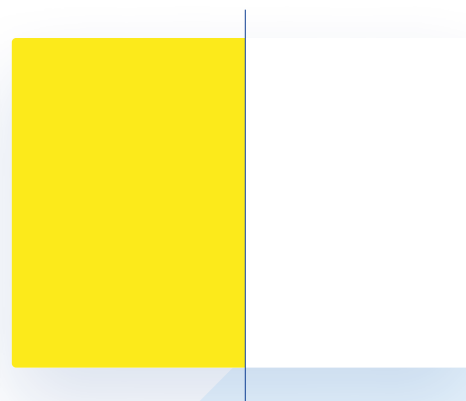
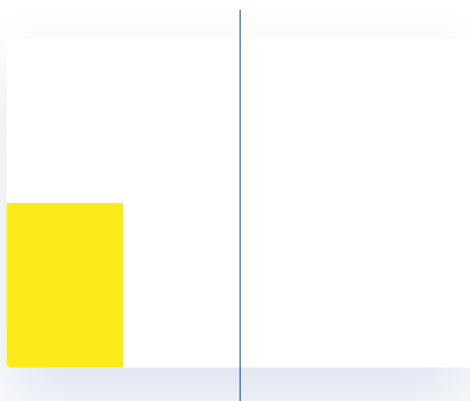
Fonts should be converted into paths

## 4 SECTIONS

## HALF PAGE

## FULL PAGE

## TWO-PAGE SPREAD







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# AEB WEEKLY



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

**Conversion – 40%**

Position	Price for one placement	Price for 4 placements
After Editorial	20,000 RUB (+VAT 20%)	60,000 RUB (+VAT 20%)
After GR Update	15,000 RUB (+VAT 20%)	40,000 RUB (+VAT 20%)
After Analytics	10,000 RUB (+VAT 20%)	30,000 RUB (+VAT 20%)

**Banner size:** 600 x ≤ 300 pixels

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





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# AEB WEBSITE

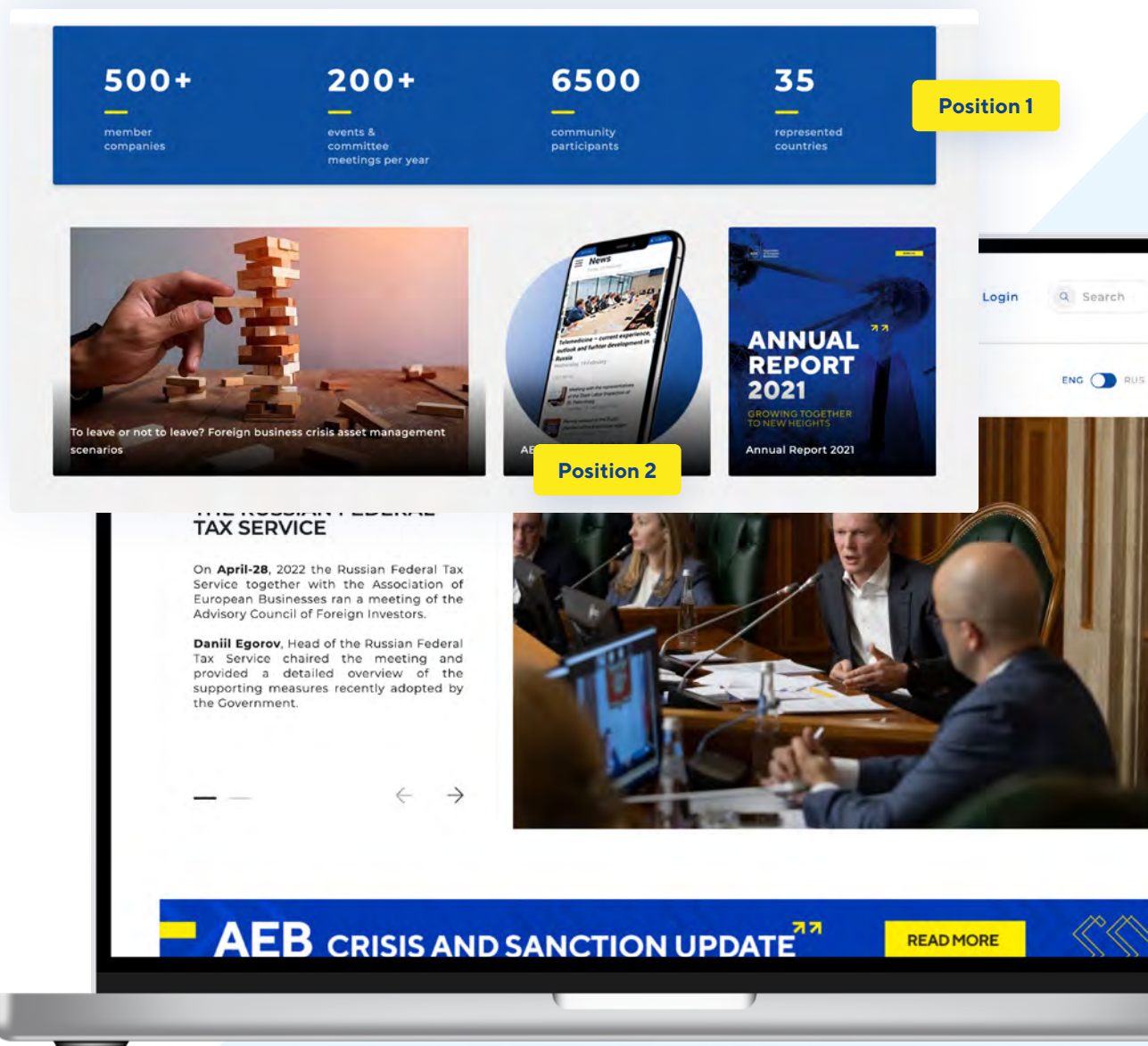
www.aebras.ru

# >900

daily visits  
(on average)

## ADVERTISING ON AEB WEBSITE MAIN PAGE:

Position	Price for 2 weeks	Price for 4 weeks
<b>POSITION 1</b> (1236 x 220 pixels)	<b>50,000 RUB</b> (+VAT 20%)	<b>90,000 RUB</b> (+VAT 20%)
<b>POSITION 2</b> (302 x 340 pixels)	<b>25,000 RUB</b> (+VAT 20%)	<b>45,000 RUB</b> (+VAT 20%)







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# AEB TELEGRAM CHANNEL



over 500 subscribers

daily posts (news, analytics, sanctions & crisis update, etc.)

short notices of upcoming activities

links to videos with webinars

## ADVERTISING IN AEB TELEGRAM CHANNEL:

Product	Price for 1 placement during 1 week	Price for 4 placements during 4 weeks
POST	15,000 RUB (+VAT 20%)	50,000 RUB (+VAT 20%)





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# CONTACT INFORMATION



## OLGA SILNITSKAYA

Marketing, PR and Analytics Director,  
Association of European Businesses

**EMAIL:** [olga.silnitskaya@aebrus.ru](mailto:olga.silnitskaya@aebrus.ru)

**TEL.:** +7 (495) 234 27 64 ext. 119

## YULIYA MELNIKOVA

Publications Manager

**EMAIL:** [yuliya.melnikova@aebrus.ru](mailto:yuliya.melnikova@aebrus.ru)

**TEL.:** +7 (495) 234 27 64 ext. 133

