

## ADVERTISING OPPORTUNITIES IN INFORMATION PRODUCTS







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BUSINESS QUARTERLY HOW TO INVEST IN RUSSIA Technical specifications

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AEB Weekly AEB website AEB Telegram Channel

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# PUBLICATIONS

**N** N

### **BUSINESS QUARTERLY**

### **HOW TO INVEST IN RUSSIA**









# BUSINESS QUARTERLY

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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













145 (2021) 140 (2019) 117 (2020)

Negative

# HOW TO INVEST IN RUSSIA

CONTENTS:articles on business, financial, legal, tax, corporate and other aspects of invest-<br/>ments; insight into investments by regions and by industries; localization issuesRELEASE DATES:November 2022LANGUAGES:EnglishCIRCULATION:900 copiesDISTRIBUTION:AEB events; Russian authorities, EU and EAEU representatives; AEB offices<br/>in Moscow, St. Petersburg and Krasnodar

#### ONLINE DISTRIBUTION: 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



#### Adjusting to new realities, unfolding new opportunities

Transfer pricing Foreign investment in strategic branches of the and customs requirements Russian economy for importers Impact of the waste Investment protection management industry and promotion agreements: on climate change in Russia outcomes and prospects that the 9% used anti-crisis measures of state ヘ eady a priority for 59% of companies ind are among the top 3 key areas of ictivity. The pandemic has contributed The AFB-GfK Composite Index i ently standing at 145 points out of a

**Click on the** 

image to read

and are simonig the top 3 key areas of activity. The pandemic has contributed to a growing interest in the subject of possible 200. The growth of the index sublambibilty. As a exattl, over a quarter was largely due to the assessment of of companies (20%) have introduced or sublambibilty statemics have gram. Overall, 64% of companies have information of the future sublability statemics. The sublambibility provide the sublambibility process of developing a stategy and 5% possible respective.

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







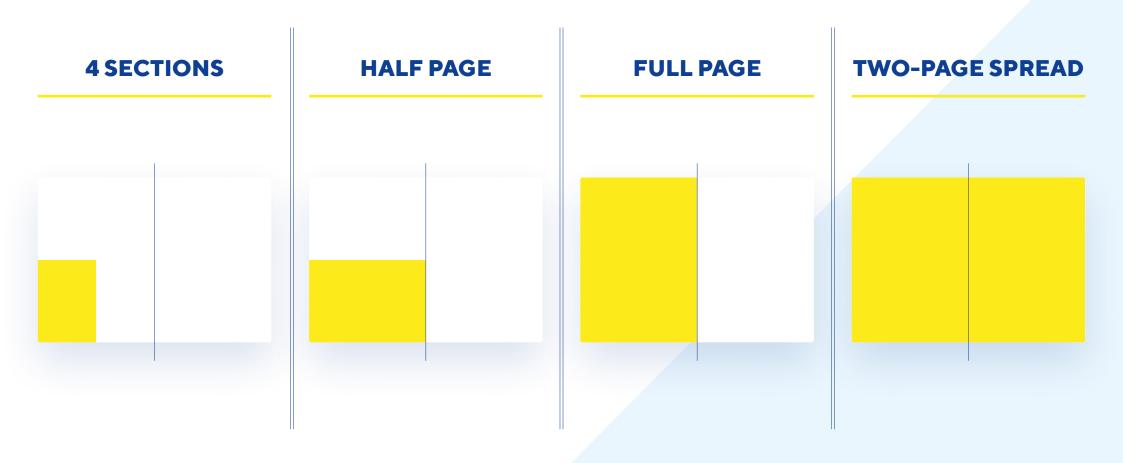
# TECHNICAL SPECIFICATIONS

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





## 77 **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	<b>20,000 RUB</b> (+VAT 20%)	<b>60,000 RUB</b> (+VAT 20%)
After GR Update	<b>15,000 RUB</b> (+VAT 20%)	<b>40,000 RUB</b> (+VAT 20%)
After Analytics	<b>10,000 RUB</b> (+VAT 20%)	<b>30,000 RUB</b> (+VAT 20%)

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

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





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

As for many foreigners the 30 dt .... the issue re: medical checks rema Moscow Government has expand many of them do not yet have perform these checks. Also, it is st N 1079-r and other normative act are in daily contacts and will ke development.

On the other hand, despite inter the geopolitical situation remains v this week we participated BusinessEurope's Russia Netwo scenarios regarding the stand-off crucial importance, as potential i the side of the EU and the US, as countersanctions, may strongly h Russia

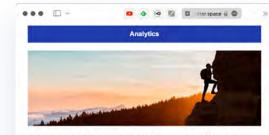
After a relative calm over the p becoming increasingly nervous and and the Ruble strongly reacted I tensions. "Now investors' views ar factors and in fact completely ign for the ruble. Nevertheless, in our not assume the imposition of tour the ruble a chance to strengthen level in the coming months," comn Director, Macroeconomic Analytics

Against this background, we will i to further discuss potential ge developments on February 4, 202; our calendar for exact details or co

After

**Editorial** 

Tadzio Schilling AEB CEO



IMF worsened its forecast for global GDP growth in 2022 to 4.4%

The International Monetary Fund (IMF) worsened its forecast for global GDP growth in the >>> rcentage points compared to its October estimates. This follows t on the prospects for the global economy distributed on Tuesday. elieve the global GDP growth rate will be 4.4% this year, while in e figure was 4.9%. In 2023, the IMF expects the growth of 3.8%. calculations of analysts of the Fund, the global economy grew up n the euro area in 2021 reached 5.2%. The forecast for Euro-zone 22 was revised downward from 4.3% to 3.9%. Experts believe in uropean countries will only increase by 2.5%. Russian economy 21. In 2022 and 2023, the growth rate is expected to be 2.8% and

BACK

Week Review



Open meeting of Tadzio Schilling, AEB CEO, with the **AEB** member companies

On January 21, 2022, Tadzio Schilling with the support of the PR & Communications Committee held its annual meeting with . The meeting was the AEP mina Shavshina, become After **VEB** Customs & his visi and lun Kondo **Analytics** 

Protection of patent rights of pharmaceuticals manufacturers







💶 🚯 🐵 🔟 🖬 🖬 🖬 🕲 **GR Update** 

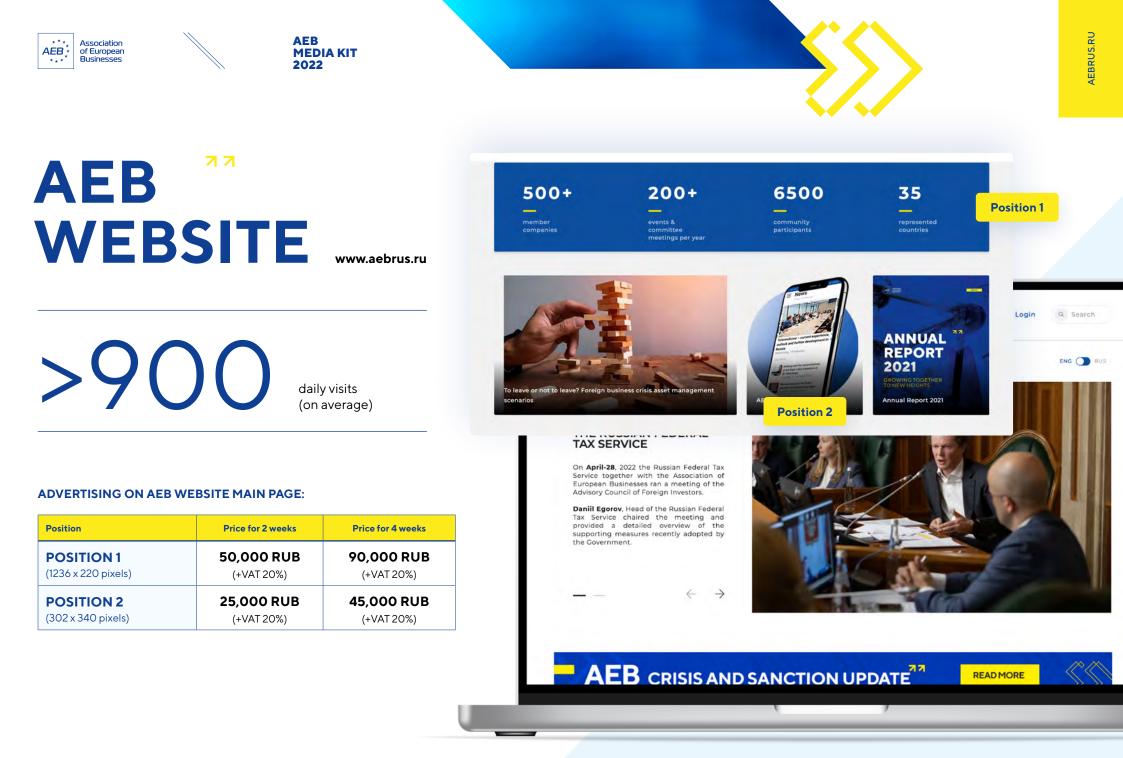


#### AEB representatives took part in the consideration of legislative initiatives in the field of intellectual property

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



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, Georgiy 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 Ogorodnikova and Svetlana Nechaeva.







over 500 subscribers

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

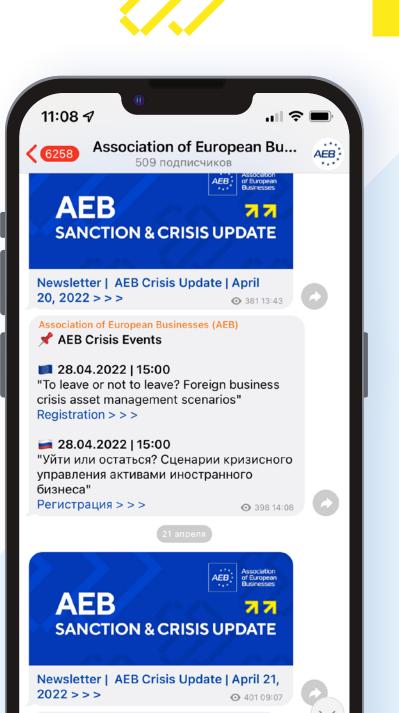
short notices of upcoming activities

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	<b>15,000 RUB</b> (+VAT 20%)	<b>50,000 RUB</b> (+VAT 20%)









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