



SPIEF'23
ST. PETERSBURG
INTERNATIONAL
ECONOMIC
FORUM

 **ROSCONGRESS**
Building Trust

14-17 JUNE 2023

MEDIA KIT



SPIEF'23

ST. PETERSBURG
INTERNATIONAL
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FORUM

OFFICIAL FORUM MAGAZINE



TOPICS covered by the official magazine reflect the Forum's business agenda, and typically resonate strongly in both the media, and among the public at large.

CONTRIBUTORS to the magazine include leading figures in politics and society, heads of major corporations, and renowned experts and opinion leaders.

THE PUBLICATION HAS A UNIQUE TARGET AUDIENCE, consisting of people whose decisions will affect the political, economic, and cultural futures of Russia and the world. The effectiveness of communicating with these figures is attested by the numerous partners and advertisers at our forums, including Aeroflot, Otkritie Bank, Abrau-Durso, Kivach Clinic, and many more.

DISTRIBUTION

- At premium participant accreditation stands
- In the plenary session hall
- On Aeroflot flights
- In comfort- and business-class Russian Railways and Sapsan carriages.
- At information stands at the Forum venue
- In official Forum cars

TARGETED MAILOUTS

- Senior officials in the Russian Presidential Administration and Government
- Members of committees and commissions of the lower and upper chambers of the Russian Federal Assembly
- Officials from relevant ministries and government bodies
- Representatives of leading media outlets

FORMAT: A4; LENGTH: 160 PAGES; PRINT: FULL COLOUR; LANGUAGE: RUS/ENG.

NAME OF PUBLICATION	CIRCULATION
St. Petersburg International Economic Forum 2023	30,000



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ADVERTISING IN THE FORUM MAGAZINE

MAGAZINE ADVERTISING OPTIONS

- **MODULAR ADVERTISING** – placement of advertisements
- **NATIVE ADVERTISING** – advertorials (interview, history, case study, expert column, infographics, fact sheet).

ADVERT PLACEMENT	BASE PRICE PER PAGE IN RUSSIAN (RUB, including 20% VAT)
Double-page spread (except first two)	1,600,000
1st double-page spread	2 520 000
2nd double-page spread	2 310 000
4th cover	2 800 000
3rd cover	1 950 000
Single-page spread (first half of magazine)	950 000
Single-page spread (second half of magazine)	800 000
Half-page spread	530 000

ADDITIONAL OPTIONS

- Markup for publishing material in Russian and English – 30%
- Discounts for long-term contracts and placement in several publications by the Roscongress Foundation
- The option of distributing promotional materials as inserts
- Markup for appearing on a specific page or section – 10%
- Markup for including notice of material in contents section – 10%





WE LOOK FORWARD TO WORKING TOGETHER!

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**For enquiries regarding becoming a partner or exhibitor,
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