



SPIEF'24

**ST. PETERSBURG
INTERNATIONAL
ECONOMIC
FORUM**

 **ROSCONGRESS**
Building Trust

5 – 8 June 2024
St. Petersburg

MEDIAKIT

FORUMSPB.COM



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 participant accreditation and information stands at the Forum venue
- On Aeroflot flights
- In comfort- and business-class Russian Railways and Sapsan carriages.
- 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 2024	30,000

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)	1 750 000
1st double-page spread	2 720 000
2nd double-page spread	2 500 000
4th cover	3 000 000
3rd cover	2 100 000
Single-page spread (first half of magazine)	1 030 000
Single-page spread (second half of magazine)	870 000
Half-page spread	570 000

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%

ADDITIONAL AR OPPORTUNITIES

- Bring your advert in the Forum's official magazine "to life" with AR. How it works: A reader of the magazine points their smartphone camera at a static image in the magazine and is then shown a clip about the company or 3D content.

Option	BASE PRICE, (RUB, including 20% VAT)
AR + your video (1 min.)	100,000
AR + video production (1 min.)	200,000
AR + 3D- content production (1 min.)	from 300,000 (depending on the complexity of rendering the 3D model)



WE LOOK FORWARD TO WORKING TOGETHER!

12, Krasnopresnenskaya Nab.,
Moscow, 123610, Russia
Tel.: +7 (495) 640 4440
roscongress.org

For enquiries regarding participation:
Tel.: +7 (812) 680 0000
info@forumspb.com
forumspb.com

**For enquiries regarding becoming a partner or exhibitor, and advertising
at the SPIEF venue:**

Andrey Reut
First Deputy CEO
partners@roscongress.org

Camilla Spence
Head of Partner and Exhibitor Relations
Tel.: +7 (921) 361 3547
camilla.spence@roscongress.org