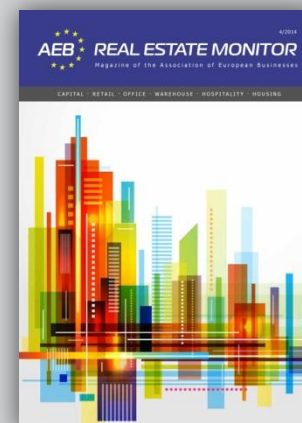
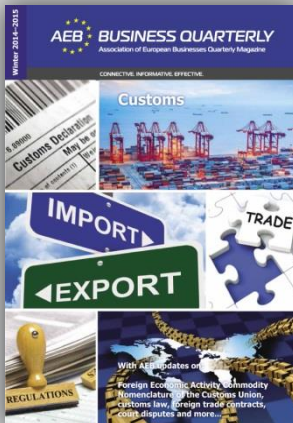


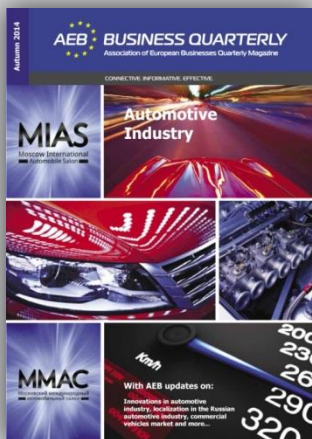
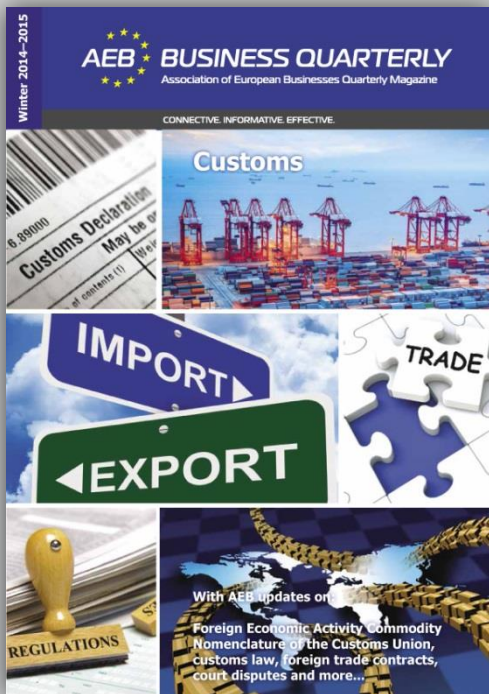


Association  
of European  
Businesses

# AEB PUBLICATIONS MEDIA KIT 2015



Valid from: 01 January 2015



[Click on the picture to view the publication](#)

# AEB Business Quarterly

The AEB Business Quarterly is the official magazine of AEB, quarterly publication providing up-to-the-minute information from leading business experts and media sources.

**2015 Editions:** 10 April: Migration  
29 June: Regional  
21 September: Health & Pharma  
21 December: Ecology & Waste Management

**Language:** English

**Format:** A4

**Circulation:** 16,000 copies

**Distribution:** Russia (through direct mailing party); AEB events; EU and EFTA embassies in Moscow; selected airports; hotels, restaurants, business centres in Moscow, St. Petersburg and Krasnodar

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
4 sections	115 mm x 126 mm	52,000 RUB
Half page (horizontal)	175 mm x 126 mm	65,500 RUB
Full page	210 mm x 297 mm + 5 mm	117,000 RUB
Two page spread	420 mm x 297 mm + 5 mm	207,000 RUB
Inside front cover	210 mm x 297 mm + 5 mm	155,000 RUB
Inside back cover	210 mm x 297 mm + 5 mm	155,000 RUB
Outside back cover	210 mm x 297 mm + 5 mm	207,000 RUB

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

## Membership Directory



2014



# Membership Directory 2015

The Membership Directory is a guide to AEB network, listing all current AEB members, EU and EFTA Embassies in Moscow and relevant EU Institutions in Brussels and Moscow.

**Language:** English

**Format:** A4

**Circulation:** 3,000 copies

**Distribution:** AEB offices in Moscow, St. Petersburg and Krasnodar, AEB events, Embassies of European countries in Moscow, EBRD office in Moscow, direct mailing

**Release date:** 29 May 2015

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
4 sections	115 mm x 126 mm	65,500 RUB
Half page (horizontal)	175 mm x 126 mm	82,500 RUB
Full page	210 mm x 297 mm + 5 mm	148,000 RUB
Two page spread	420 mm x 297 mm + 5 mm	262,000 RUB
Inside front cover	210 mm x 297 mm + 5 mm	196,000 RUB
Inside back cover	210 mm x 297 mm + 5 mm	196,000 RUB
Outside back cover	210 mm x 297 mm + 5 mm	262,000 RUB

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



[Click on the picture to view the publication](#)

# Russia's HR Sector: Surveys, Analyses, Facts

The AEB publication "Russia's HR Sector: Surveys, Analyses, Facts" is a new annual publication that provides readers with the AEB member companies' surveys, overviews and reports devoted to the HR-related topics on recruitment, labour law, compensation and benefits, relocation, assessment, training and development, medical insurance and any other HR-related services.

**Language:** English/Russian

**Format:** A4

**Circulation:** 1,500 copies

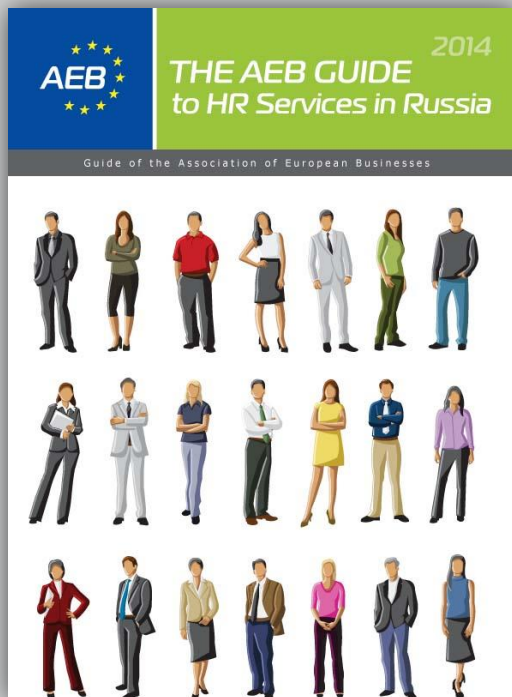
**Distribution:** AEB office and at all AEB major events, conferences and forums, among AEB members

**Release date:** 22 August 2015

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
Full page	210 mm x 297 mm + 5 mm	39,500 RUB
Inside front cover	210 mm x 297 mm + 5 mm	51,000 RUB
Inside back cover	210 mm x 297 mm + 5 mm	51,000 RUB
Outside back cover	210 mm x 297 mm + 5 mm	61,500 RUB

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



[Click on the picture to view the publication](#)

# Guide to HR Services in Russia

The AEB Guide to HR Services in Russia provides readers with the accurate and up-to-date information on HR providers in Russia. This guide includes information on companies that specialise in providing recruitment, legal, compensation and benefits, relocation, assessment, training and development, medical insurance and any other HR-related services.

**Language:** English

**Format:** A5

**Circulation:** 2,500 copies

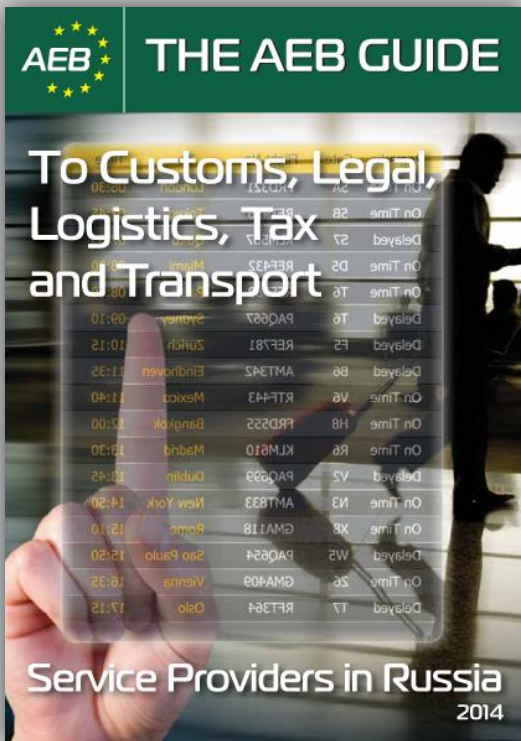
**Distribution:** AEB office and at all AEB major events, conferences and forums, among AEB members

**Release date:** 23 April 2015

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
Full page	148 mm x 210 mm + 5 mm	39,500 RUB
Inside front cover	148 mm x 210 mm + 5 mm	51,000 RUB
Inside back cover	148 mm x 210 mm + 5 mm	51,000 RUB
Outside back cover	148 mm x 210 mm + 5 mm	61,500 RUB

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



[Click on the picture to view the publication](#)

# The AEB Guide To Customs, Legal, Logistics, Tax and Transport

The AEB Customs Guide is an annual publication that provides readers with the accurate and-up-to date information on Customs, Legal, Logistics, Supply Chain solutions, Tax and Transport service providers in Russia, who are AEB members.

**Language:** English

**Format:** A5

**Circulation:** 2,500 copies

**Distribution:** AEB office and at all AEB major events, conferences and forums, among AEB members

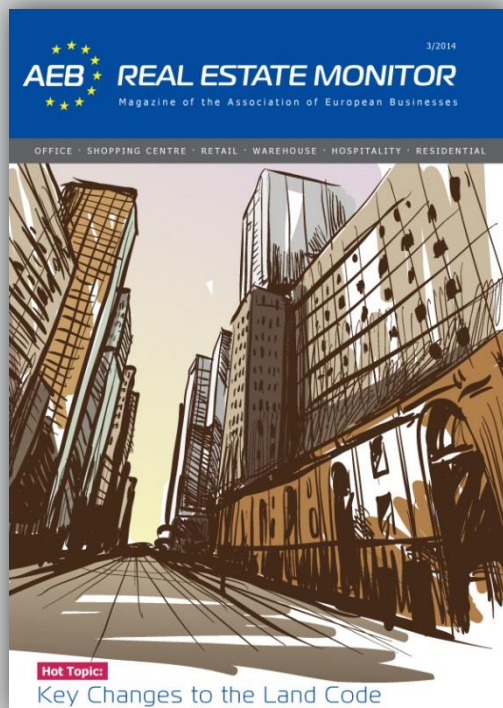
**Release date:** 15 June 2015

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
Full page	148 mm x 210 mm + 5 mm	39,500 RUB
Inside front cover	148 mm x 210 mm + 5 mm	51,000 RUB
Inside back cover	148 mm x 210 mm + 5 mm	51,000 RUB
Outside back cover	148 mm x 210 mm + 5 mm	61,500 RUB

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





[Click on the picture to view the publication](#)

# Real Estate Monitor

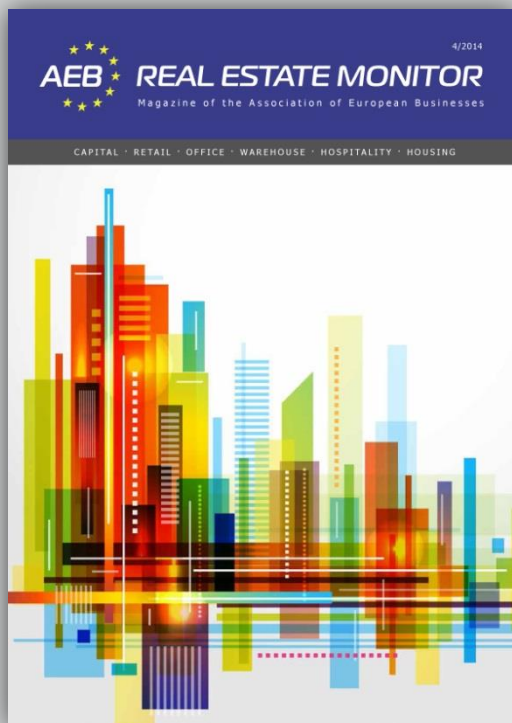
The Real Estate Monitor is a quarterly survey of Moscow and St. Petersburg's commercial and residential real estate market. It is an authoritative and impartial source of price evaluation, legislative and tax expertise.

**2015** 16 February  
**Editions:** 1 October  
**Language:** English  
**Format:** A4  
**Circulation:** 1,000 copies  
**Distribution:** AEB events, AEB offices in Moscow, St. Petersburg and Krasnodar

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
Half page (horizontal)	175 mm x 126 mm	30,500 RUB
Full page	210 mm x 297 mm + 5 mm	59,500 RUB
Inside front cover	210 mm x 297 mm + 5 mm	67,500 RUB
Inside back cover	210 mm x 297 mm + 5 mm	67,500 RUB
Outside back cover	210 mm x 297 mm + 5 mm	85,000 RUB

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



[Click on the picture to view the publication](#)

# Real Estate Monitor (ONLINE VERSION)

The Real Estate Monitor is a quarterly survey of Moscow and St. Petersburg's commercial and residential real estate market. It is an authoritative and impartial source of price evaluation, legislative and tax expertise.

**2015** 15 June  
**Editions:** 21 December  
**Language:** English  
**Format:** A4  
**Distribution:** AEB website, AEB Newsletter

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
Half page (horizontal)	175 mm x 126 mm	14,500 RUB
Full page	210 mm x 297 mm + 5 mm	28,500 RUB
Inside front cover	210 mm x 297 mm + 5 mm	33,500 RUB
Inside back cover	210 mm x 297 mm + 5 mm	33,500 RUB
Outside back cover	210 mm x 297 mm + 5 mm	43,500 RUB

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





[Click on the picture to view the publication](#)

# Step by Step: Navigating through the Russian Customs Sector

Step by Step: Navigating through the Russian Customs Sector is a guide to current customs, migration and tax issues on the Russian market. The publication addresses the challenges currently facing by foreign companies operating in Russia.

**Language:** English/Russian

**Format:** A5

**Circulation:** 2,500 copies

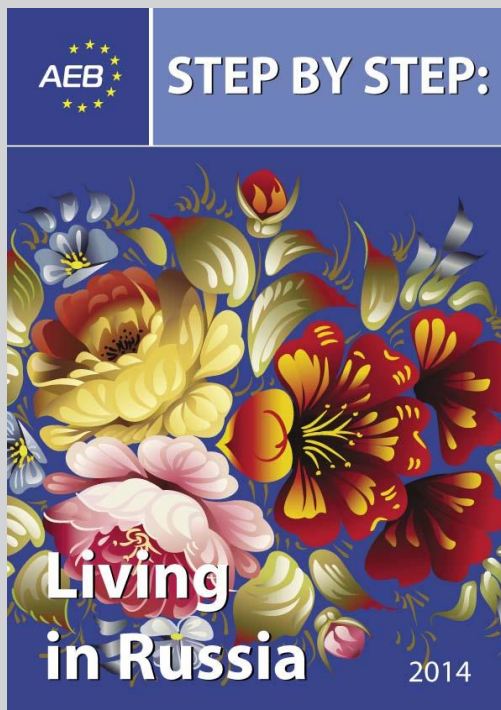
**Distribution:** AEB events, offices of AEB members, AEB offices in St. Petersburg and Krasnodar

**Release date:** 27 October 2015

## Advertising opportunities

Advertisement type	Size	Price (+18 % VAT)
Full page	148 mm x 210 mm + 5mm	39,500 RUB
Inside front cover	148 mm x 210 mm + 5mm	51,000 RUB
Inside back cover	148 mm x 210 mm + 5mm	51,000 RUB
Outside back cover	148 mm x 210 mm + 5mm	61,500 RUB

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



[Click on the picture to view the publication](#)

# Step by Step: Living in Russia

Step by Step: Living in Russia contains useful information about moving to Russia, doing business in Russia, arranging visas, taxation system in Russia, settling in Moscow, useful information on schools, language training, real estate, entertainments, etc. As always, the booklet will be prepared by representatives of AEB member companies. They will be sharing their expertise and knowledge of the Russian realities and discussing the opportunities available in Russia as of today.

**Language:** English

**Format:** A5

**Circulation:** 2,500 copies

**Distribution:** AEB events, offices of several AEB members, AEB offices in St. Petersburg and Krasnodar

**Release date:** 1 September 2015

## Advertising opportunities

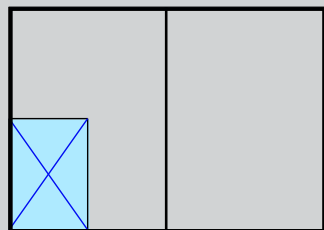
Advertisement type	Size	Price (+18 % VAT)
Full page	148 mm x 210 mm + 5mm	39,500 RUB
Inside front cover	148 mm x 210 mm + 5mm	51,000 RUB
Inside back cover	148 mm x 210 mm + 5mm	51,000 RUB
Outside back cover	148 mm x 210 mm + 5mm	61,500 RUB

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

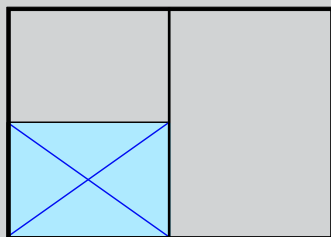
# Advertising Specifications

- We only accept EPS, PSD or TIFF (300 dpi) files
- 5 mm bleed is required
- All vector objects must be CMYK converted
- Fonts should be converted into paths

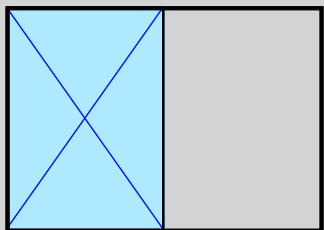
## Advertising Space



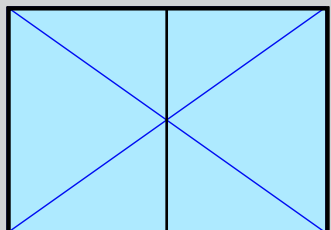
4 sections



½ page



Full page



Two page spread

## Important

Release dates and other information in this media kit are subject to change. Please consult us for up-to-date information.



Association  
of European  
Businesses

## Contacts:

**Mikhail Konishchev**, Publications Manager

**Email:** [mikhail.konishchev@aebrus.ru](mailto:mikhail.konishchev@aebrus.ru)

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

**Anastasia Kondratieva**, Marketing, PR & Communications Director

**Email:** [anastasia.kondratieva@aebrus.ru](mailto:anastasia.kondratieva@aebrus.ru)

**Tel.:** +7 (495) 234 27 64 ext. 126

**Natalia Trembovetskaya**, Head of Membership Development and Sales

**Email:** [natalia.trembovetskaya@aebrus.ru](mailto:natalia.trembovetskaya@aebrus.ru)

**Tel.:** +7 (495) 234 27 64 ext. 129