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**COLOURFUL MAGAZINE
«THE NEWS
OF ELECTRICAL ENGINEERING»**

- **Branch, Information and reference issue.**
- **The priority is the development of electrical engineering: dynamic, achievements and problems.**

Features

- News of the electrical industry
- Topical problems of the branch
- Technology, projects, researches
- Suppliers and producers
- Equipment and fittings
- Certificates and license
- Business management: marketing, logistics, management
- Seminars, exhibitions, conferences
- Education
- Technical and business literature
- Norms, standards, regulations

The readers are

The manufacturers, executives, top-managers and experts who really want to use modern technologies, new projects and quality products.

Delivery

10,000 copies of magazine are carried out by direct mail within target audience in Russia, CIS and Baltic countries and are distributed at the specialized exhibitions, seminars and conferences.

Distribution area

- The enterprises of oil and gas industries and metallurgy, energy supplying, timber processing, electrical engineering industries;
- The telecommunication companies;
- Railway, river and sea ports, airports;
- Design companies;
- Authorities.

Regularity **6 issues per year**
Circulation **10 000**
Size **A4**

Position	Area, sq. cm	Size W x H, mm	EUR
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Ad rates for covers

2nd cover	624	210 x 297	1920
3rd cover	624	210 x 297	1670
4th cover	624	210 x 297	2020

Ad rates for premium positions

Page near the 2nd cover

1 page	624	210 x 297	1760
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Spread before table of contents	1248	420 x 297	3350
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Page near table of contents

1 page	624	210 x 297	1680
1/2 page	270	190 x 141	885

Pages near News column

1 page	624	210 x 297	1655
1/2 page	270	190 x 141	850

Advertising rates

1 page			
<i>article under the running title</i>	470	180 x 261	1610
<i>modul on the whole page</i>	624	210 x 297	1630
3/4 page	378	189 x 200	1190
1/2 page <i>horizontal</i>	261	189 x 138	825
<i>vertical</i>	285	96 x 297	
1/3 page	175	189 x 92	570
1/4 page	132	189 x 70	460

Discounts

depend on size and number of publications.

Advertising on a site of a magazine www.news.elteh.ru

Trade mark of firm with the link to your site	130
Banner with the link to your site or more detailed information on our site	190

Schedule of issue in 2020

1(121) – March	3(123) – June	5(125) – October
2(122) – April	4(124) – September	6(126) – December

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Requirements

- **For advertising materials.** The text files should be made in format of MS Word (Windows). The graphic files must be given separately from text files.
- **For finished make-up pages.** Preferable formats are EPS, TIFF (300 dpi). The make up pages should be designed in: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, CorelDraw.
- You can send the make-up page via e-mail, via FTP or any cloud services.