

MEDIA KIT

NEW

EXPERT

***OBJECTIVITY
AND PROFESSIONALISM***

Founded in 1995



WHO ARE WE?

We became a media with a keen interest in the problems of national and international economy, following the changes and transformations in politics. Our readers analyze the ongoing processes, pay attention to expert opinion and are always open to new information. And most importantly, we find together positive rationality in all the events that take place.

Expert is an objective evaluation and professional view of current events in the modern world from economy to technology in simple words. It is necessary to keep eyes on the ball—the realities of the modern world are dynamic and subject to constant updates and changes.



29 years old
we are creating our magazine



17.5 thousand
issues of the magazine



>1 million
publications on the web





Updated Expert Advisor in a convenient format:

- printed;
- desktop—at home and at work;
- online—on the road and on vacation.



WE ARE NOT ALONE

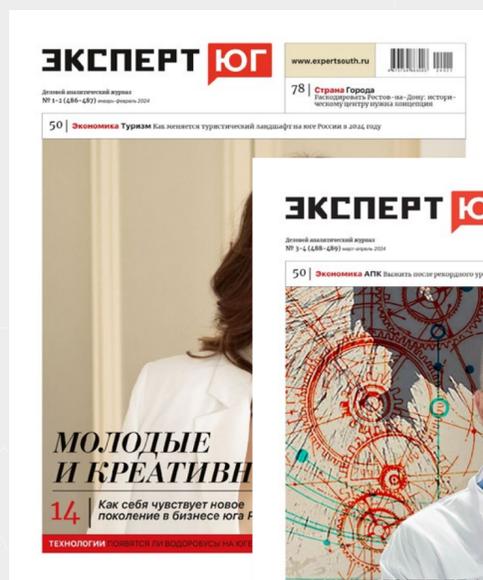
THE FEDERAL ISSUE IS PACKAGED WITH REGIONAL ISSUES.

Regional editions have their own editorial offices. Keeping the main sections of the federal issue, local editors create original materials that are relevant in their regions.

ЭКСПЕРТ
СЕВЕРО-ЗАПАД

ЭКСПЕРТ ЮГ

ЭКСПЕРТ
УРАЛ



WHAT'S THE MAGAZINE ABOUT?



Russia on the world stage

Global changes

Monetary policy

Industrial cities

Intangible consumption

Development strategy

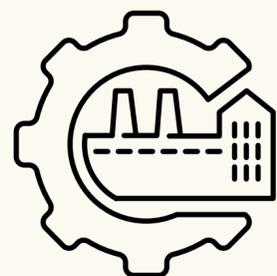
Promotion of social initiatives

Household economics

Promotion of development institutions

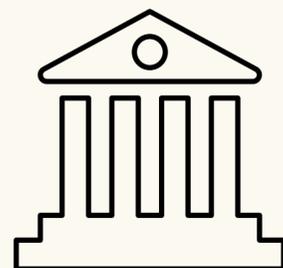
The BRICS Economy

RATINGS 2024



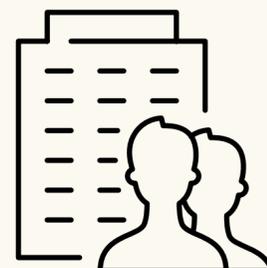
Investment attractiveness of industrial parks and special economic zones

MAY



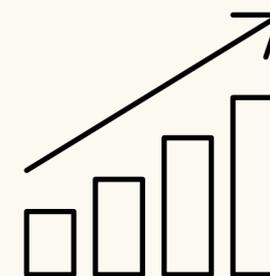
Rating of entrepreneurial universities

OCTOBER



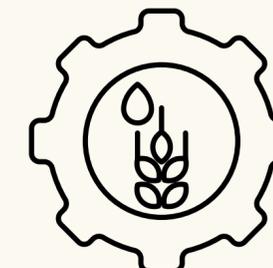
Expert-400—rating of Russia's largest companies

NOVEMBER



Rating of sustainable development of Russian companies

DECEMBER



Rating of the largest agricultural companies

DECEMBER

OUR READER

АФФИНТИ ИНДЕКС

Gender: Men **158%**

Employment: Working **125%**

Education: Higher **175%**

Occupation: Managers **212%**

Occupation: Specialists **151%**

Income level: Enough for expensive things,
but not for everything they want **138%**

Food costs: Less than a quarter **162%**

Gender/Age: Men 35-44 **191%**

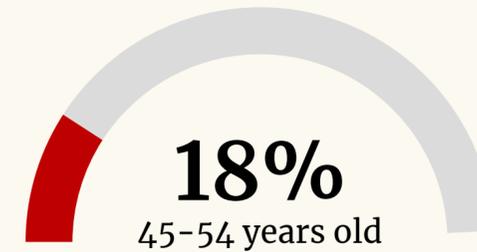
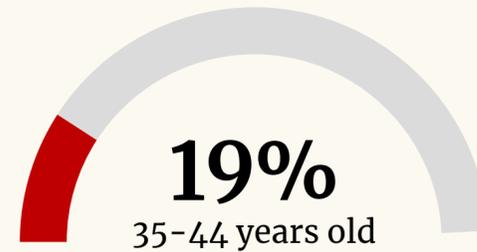
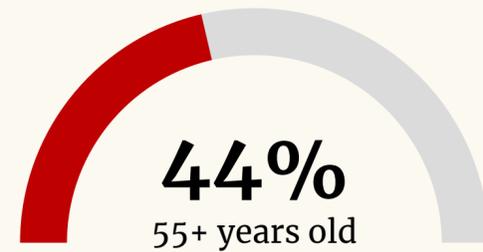
Gender/Age: Men 45-54 **167%**

Gender/Age: Men 55-64 **158%**

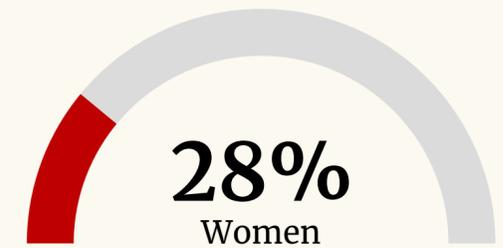
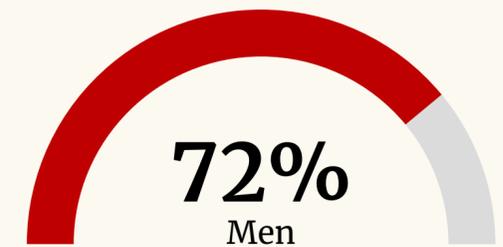
Core audience—men with higher education, holding a responsible position (manager, specialist), with high and above average incomeю.

AUDIENCE EXPERT.RU

AGE



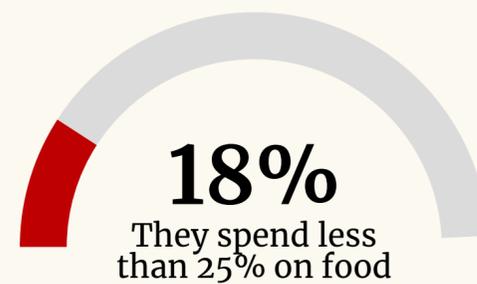
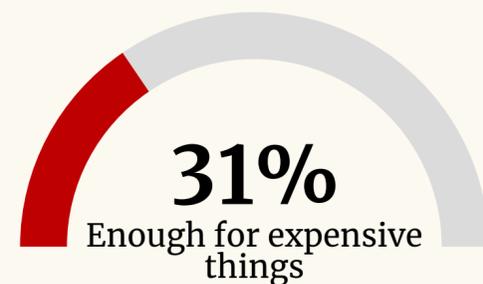
GENDER STRUCTURE



OCCUPATION



FINANCIAL STATUS



BUSYNESS



AUDIENCE INDICATORS



Rank	MANAGERS	Affinity
1	ЭКСПЕРТ	213
6	 Коммерсантъ	158
14	 ВЕДОМОСТИ <small>ежедневная деловая газета</small>	149
19	Forbes	145
19	 —бизнес— Газета	145
21	 РБК	144

Rank	EDUCATION	Affinity
2	ЭКСПЕРТ	176
6	 Коммерсантъ	155
18	 ВЕДОМОСТИ <small>ежедневная деловая газета</small>	144
19	Forbes	143
20	 —бизнес— Газета	142
21	 РБК	141

Rank	INCOME LEVEL	Affinity
3	ЭКСПЕРТ	139
5	Forbes	133
9	 Коммерсантъ	131
14	 —бизнес— Газета	127
19	 РБК	125
20	 ВЕДОМОСТИ <small>ежедневная деловая газета</small>	124

SOCIAL NETWORK



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— **CONTENT SOLUTIONS:**

Products based on the Expert platform;
Content for client platforms

— **ACTIVITIES:**

Events and conferences

— **SPECIAL PROJECTS:**

Ratings and analytical materials

ADVERTISING ON THE SITE

EXPERT.RU



SYNCHRONOUS BANNERS

Site top banner 100% x 250
Banner 300 x 600 px

BRANDING

Site top banner 100% x 250
Banner 300 x 600 px



Over 600,000 banner impressions per month

ADVERTISING IN THE MAGAZINE



DOUBLE-PAGE SPREAD



SINGLE PAGE HALF PAGE

EXPERT

ARTICLES/INTERVIEWS



The material is created on a topic relevant to the advertiser together with the editorial staff.

The material is published with the mark «advertisement».

DISTRIBUTION



- The Government of the Russian Federation
- The Federation Council
- The State Duma of the Federal Assembly of the Russian Federation
- Administration of the President of the Russian Federation
- Legislative and executive authorities of the Russian Federation



- The main libraries of the Russian Federation
- Moscow State University Bookstore
- Russian Universities



Restaurants in Moscow



Airport business lounges.
Airlines: Aeroflot, NordStar, Yamal



Car dealerships



Subscription



Regional distribution



Marketplace

OZON

RETURN OF THE PRINT RUN: 0 copies

CONTACTS

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