

**15 YEARS**  
**Forbes**  
**MEDIAKIT 2019**

# Forbes

## 15 YEARS

FORBES RUSSIA

### FORBES RUSSIA CELEBRATES 15 YEARS IN 2019

Over the years, the country has changed. How – we will show with an example of our heroes and publications:

- what happened to the entrepreneurs of 2004,
- how the views of the billionaires from Forbes list have changed in 15 years,
- whether economists' predictions came true,
- who among the businessmen has changed the world around us.





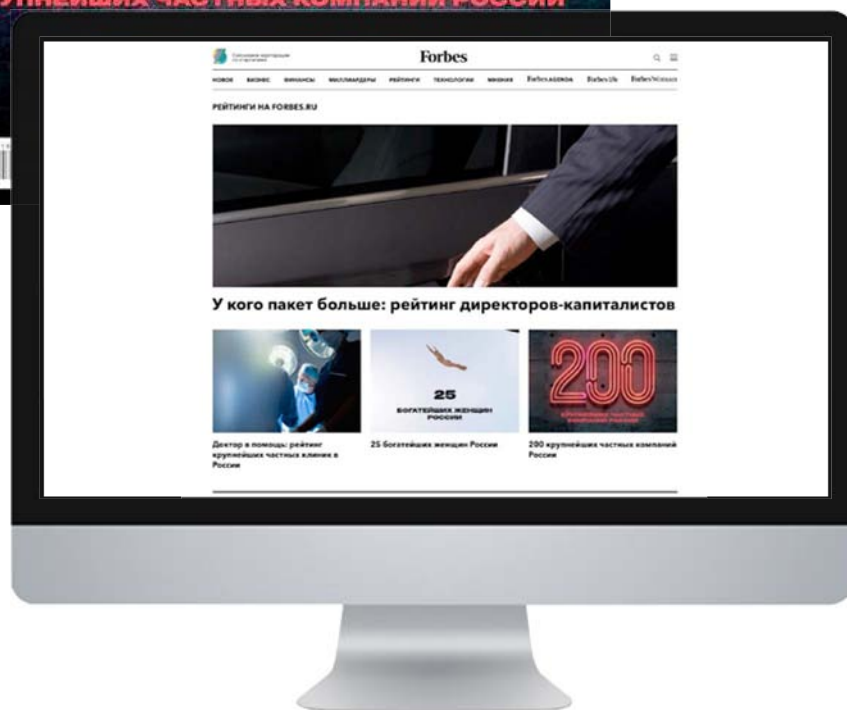
NIKOLAY MAZURIN  
FORBES RUSSIA EDITOR IN CHIEF

# Forbes

**FORBES — IS A SYMBOL OF SUCCESS. IN BUSINESS. IN CAREER. IN LIFE.**

«Forbes is, above all, stories about people, which tell us about business revealing the characters of its owners. Moreover, Forbes is about investigations, trends, lifestyle and, of course, ratings. For the past 15 years we've rated the richest Russian businessmen — 354 participants and we have counted almost 500 people in total. If you add their fortunes up you get an astronomical number of \$ 6.1 trillion»

**2019 FOR FORBES.RU IS A YEAR OF A DIGITAL TRANSFORMATION: NEW FORMATS AND MATERIALS, OPTIMIZED CHANNELS OF THE CONTENT DISTRIBUTION, BUSINESS COMMUNITIES AND MUCH MORE.**



# 2019 Forbes

## IN FIGURES



CIRCULATION

**90 000**  
COPIES

AVERAGE ISSUE READERSHIP

RUSSIA

**1 095 100**

MOSCOW

**357 600**

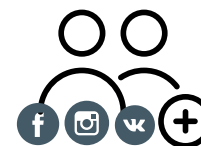
SAINT PETERSBURG

**143 900**



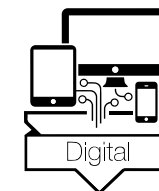
«GOLDEN HUNDRED»  
CIRCULATION

**130 000**  
COPIES



SOCIAL NETWORKS

**3M+**  
SUBSCRIBERS



TRAFFIC

**12M+**  
PAGES VIEWS



FORBES.RU

**4M+**  
UNIQUE USERS



FORBES.RU  
DESKTOP

**1,6M+**  
UNIQUE USERS



**00:02:30**

AVERAGE TIME  
OF VISITING



**4 PAGES**

VIEWS DEPTH



FORBES.RU  
MOBILE

**2,4M+**  
UNIQUE USERS



**00:01:15**

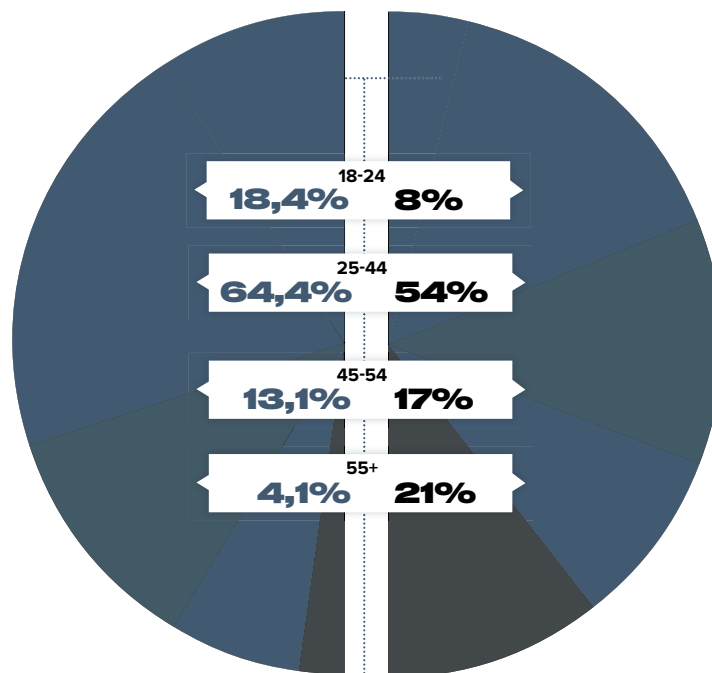
AVERAGE TIME  
OF VISITING



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VIEWS DEPTH

# Forbes & Forbes.ru



INTERSECTION OF AUDIENCES  
**12%**

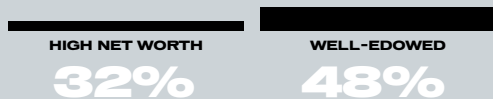
## № 1

FORBES RANKS #1 IN THE BUSINESS COMPETITIVE SET, REACHING THE MOST INFLUENTIAL AND ENGAGED AUDIENCE OF:

- MILLENNIALS
- C-SUITE & TOP MANAGEMENT
- BUSINESS OWNERS
- IT DECISION MAKERS
- BUSINESS DECISION MAKERS

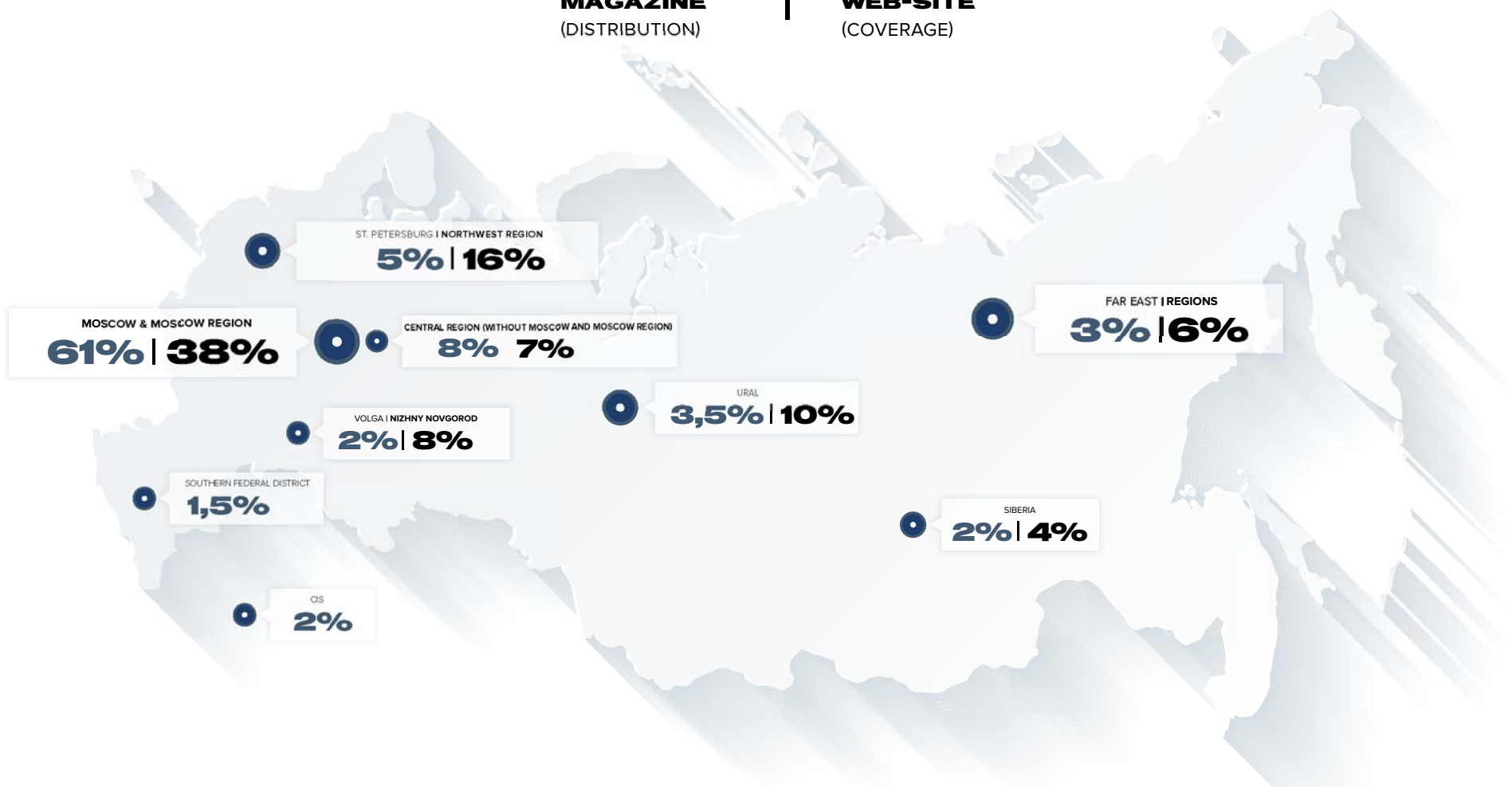
**80%**

FORBES READERS — POPULATION CATEGORY ABOVE AVERAGE INCOME



**Forbes**  
FORBES  
MAGAZINE  
(DISTRIBUTION)

**Forbes.ru**  
FORBES.RU  
WEB-SITE  
(COVERAGE)



## FORBES MAGAZINE POINTS OF DISTRIBUTION

Azbuka Vkusa, Alie Parusa, Auchan, Bahette, Globus Gourmet, Hyperglobus, GUM, Zelgros, Lenta, O'KEY, Perekrstok, SPAR retail, Metro, the bookstore «Moskva» on Tverskaya, Knizhniy on Arbat, TRASSA oil station, BILLA, airport stands, etc.

SUBSCRIPTION

**12%**

# Forbes



## Ratings

Russian national and international Forbes ratings



## Business

Private entrepreneurship, startups, business ideas, master classes



## Finance

Investment consulting, portraits of the best managers, financiers columns, stock analysis



## Billionaires

Materials about business and lifestyle of participants of the «200 richest Russian businessmen» ranking and «The richest people of the world» ranking



## Success stories

The ups and downs of the country's most prominent businessmen

# ForbesLife



## Education

Where future billionaires get their education



## Real estate and interiors

Current design projects



## Movement and speed

All of the most expensive and the best quality features among everything that flies, drives or floats on water



## Watches and jewelry

The mechanisms that could and should be bought. What your time and money is worth



## Wardrobe

The best fashion brands and recent collections



## Health and beauty

Reviews of new products. What you need to know and how to use



## House

Art and Collecting



## Gadgets

Latest technology innovations

# Forbes.ru



## Ratings

Russian and international Forbes ratings



## Billionaires

News, analytics, articles, special projects and other materials about business and social activity



## Business

Stories of businessmen and their companies



## Technology

The best technological developments for the business and consumer services



## Forbes Woman

About and for successful women



## Forbes Life

Materials about Forbes lifestyle. What the wealthiest people spend their money on



## Forbes Video

Original movies and programs, interviews with billionaires and heroes of the forums and international exhibitions



JANUARY



**BUSINESSMAN OF THE YEAR**

The main results of the year. The most successful businessmen, the biggest deals and the most significant image actions

**BRAND RATING**

The most successful new brands of consumer goods

FEBRUARY



**RENTIER RATING**

The main Russian commercial real estate owners

MARCH

**TOP 20 RUSSIAN INTERNET COMPANIES**

Forbes prepares a survey and expert evaluations of Russian Internet companies

**10 RUSSIAN IDEAS THAT HAVE CHANGED THE WORLD**

Scientists and entrepreneurs who invent new breakthrough technologies.

**NEW SILKWAY**

How the Chinese project will change the economies of the countries of Central Asia and Russia.

APRIL

**15TH ANNIVERSARY OF FORBES RUSSIA**

HOW THE COUNTRY, ECONOMY AND HEROES OF THE FORBES MAGAZINE HAVE CHANGED IN LAST 15 YEARS.

**100 LARGEST RUSSIAN BANKS**

The largest banks evaluated by reliability according to international ratings

200

MAY

**200 RICHEST BUSINESSMEN OF RUSSIA. «GOLDEN HUNDRED»**

THE MAIN RATING OF THE YEAR.

**OIL TRADER RATING**

The largest buyers of Russian oil

JUNE



**SUCCESSORS OF THE RUSSIAN BILLIONAIRES**

Children and grandchildren of billionaires who will inherit fortunes of their parents



**30 UNDER 30**

New rating. Who creates the future? The portrait of a new era: 30 successful people under 30 years old

JULY



**START YOUR BUSINESS / FRANCHISE RATING**

25 most profitable franchises in Russia



**UNIVERSITY RATING**

Evaluation of Russian universities, as well as their famous graduates

AUGUST



**SHOW BUSINESS AND SPORTS STARS RATING**

The richest and most famous Russian showbiz stars

SEPTEMBER

**THE MOST INFLUENTIAL PEOPLE OF THE YEAR**

**INVESTMENTS + PRIVATE BANKING**

Investment guide – how and where to invest. Private asset management

**RUSSIA'S RICHEST FAMILIES**

Family clan rating: family success stories

OCTOBER



**200 LARGEST RUSSIAN COMPANIES**

ALL RUSSIAN NON-STATE BUSINESS

200

NOVEMBER



**THE TOPIC OF THE ISSUE IS MEDICINE**

How the market of commercial medical services is organized. The economics of aging



**PRIVATE COLLECTIONS**

Art and antiques: trends, events, persons, the best collections



**RATINGS OF THE RICHEST RUSSIAN WOMEN**

DECEMBER

**THE 25 MOST EXPENSIVE COMPANY EXECUTIVES**

Rating of managers by their shares in the company

**RATING OF THE BEST RUSSIAN MANAGERS**

The highest paid industry in the country

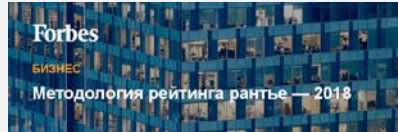
**RATING OF 50 FOREIGN COMPANIES**

Foreign companies operating in Russia



Forbes.ru

## JANUARY



### RENTIER RATING

The main Russian owners of commercial real estate

Forbes.ru

## FEBRUARY

**TOP 20 OF RUSSIAN RUNET**  
Russian Internet companies and their cost based on surveys and Forbes expert assessments

**10 RUSSIAN IDEAS THAT CHANGED THE WORLD**  
Scientists and entrepreneurs who invent new breakthrough technologies.

**NEW SILKWAY**  
How the Chinese project will change the economies of the countries of Central Asia and Russia

Forbes.ru

## MARCH

**15 YEARS OF FORBES RUSSIA**  
HOW THE COUNTRY, THE ECONOMY AND FORBES HEROES HAVE CHANGED OVER THE PAST 15 YEARS.

**TOP 100 HUGEST BANKS**  
The largest banks in terms of assets by reliability groups in accordance with ratings of international agencies

**CASH KINGS**  
Billionaires rating with the highest incomes.

**THE THE WORLD'S BILLIONAIRES**  
Global rating of billionaires

Forbes.ru

## APRIL

**200 RICHEST BUSINESSMEN OF RUSSIA. «GOLDEN HUNDRED»**  
THE MAIN RATING OF THE YEAR

**OIL TRADERS RATING**  
The largest buyers of Russian oil

Forbes.ru

## MAY



**SUCCESSORS OF THE RUSSIAN BILLIONAIRES**  
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**30 UNDER 30 PROJECT**  
New rating. Who creates the future, a portrait of a new era: 30 successful people under 30 years old

Forbes.ru

## JUNE



**START YOUR BUSINESS / FRANCHISE RATING**  
25 most profitable franchises in Russia



**UNIVERSITY RANKINGS.**  
Evaluation of Russian universities, as well as their famous / influential students



**ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019**

Forbes.ru

## JULY



**RATING OF RUSSIAN SPORTS AND SHOW BUSINESS STARS**

THE RICHEST AND FAMOUS RUSSIAN SHOWBIZ STARS

Forbes.ru

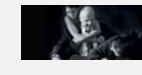
## AUGUST



**THE MOST INFLUENTIAL PEOPLE**  
100 people of the past year Power-list



**INVESTMENTS+ PRIVATE BANKING.**  
Investment guide: how and where to invest



**THE RICHEST FAMILIES IN RUSSIA.**  
Family Clan Rating: Family Success Stories

Forbes.ru

## SEPTEMBER



**200 LARGEST RUSSIAN COMPANIES**

ALL RUSSIAN NON-STATE BUSINESS

Forbes.ru

## OCTOBER



**PROJECT MEDICINE: THE ECONOMICS OF AGING**  
How the market of commercial medical services is organized.



**PRIVATE COLLECTIONS**  
.Art and antiques: trends, events, persons, the best collections



**RATINGS OF THE RICHEST RUSSIAN WOMEN**

Forbes.ru

## NOVEMBER



**25 THE MOST EXPENSIVE COMPANY EXECUTIVES**

Rating of the best Russian managers. Rating of managers by their shares in the company.

The most paid industry in the country.

Forbes.ru

## DECEMBER



**BUSINESSMAN OF THE YEAR / RESULTS OF THE YEAR**

The most successful businessmen, the biggest deals and the most noticeable image shares



**BRAND RATING**  
The most successful new brands of consumer goods



# ForbesLife



ANDREY ZOLOTOV  
FORBES LIFE EDITOR IN CHIEF

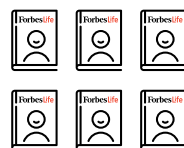
**FORBES IS ABOUT HOW THE BIG MONEY IS MADE, FORBES LIFE IS ABOUT HOW BIG MONEY IS SPENT. «DON'T SPEND LESS — EARN MORE» IS THE MOTTO OF THE MAGAZINE, ITS HEROES AND READERS**

Forbes Life is a magazine about various aspects of Forbes list members, life and young ambitious businessmen who live actively and have a wide range of interests. The way we present materials in Forbes Life is not just submitting information about market innovations in different areas like fashion, design, cars, yachts, real estate, interiors, watches, gadgets, or science. What's most important is the stories that related them all together — the stories of famous brands and people behind them that talk about how exactly the markets are arranged by means of interviews with the business owners, their unusual hobbies and traveling habits.



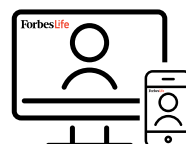
CIRCULATION

**90 000**  
COPIES



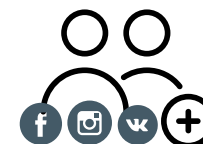
ISSUE

**6**  
TIMES PER YEAR



FORBES.RU/FORBESLIFE

**500K+**  
UNIQUE USERS



SOCIAL NETWORKS

**30K+**  
SUBSCRIBERS



TARGET AUDIENCE

**25-44**  
50% READERS

## MARCH



**THE MOST INFLUENTIAL SELF-MADE WOMEN OF RUSSIAN BUSINESS**  
FORBES LIFE SPECIAL RATING

### EDUCATION

how to raise a billionaire. Private vs state schools where to study

### FASHION

the new season trends of high jewelry

### WATCHES

siHH Geneva Watch salon Review

### MOVEMENT AND SPEED

cars test drive, technological innovations

### HEALTH

surrogacy. What do you need to know

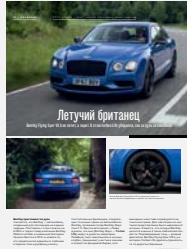
### BEAUTY

a review of new products

### SPACE

Maison&Objet Paris.

## APRIL



## 15 YEARS OF FORBES RUSSIA

### ANNIVERSARY OF FORBES IN RUSSIA

HOW LIFE OF THE RICHEST BUSINESSMAN OF THE COUNTRY HAS CHANGED IN THE PAST 15 YEARS

### ART BUSINESS

private collections of billionaires, blue chips auctions, art fairs, recommendations for collectors

### FASHION

an overview of the global fashion business and the main trends of fashion weeks, watch novelties

### MOVEMENT AND SPEED

test drives, technological innovations.

### BEAUTY

a review of new products

## ИЮНЬ



## ACTIVE LIFE

WHAT IS INTERESTED FOR THE FORBES LIST BUSINESSMAN:  
travel, review of sports recreation bases  
Yacht rating, business aviation

### STYLE

review of the watch salon in Basel

### FASHION

trends and novelties of the summer season

### MOVEMENT AND SPEED

test drives, technological innovations

### BEAUTY

a review of new products

### SPACE

iSaloni del Mobile Milano

## SEPTEMBER



## BILLIONAIRE MATRIMONY

CONTRACTS, LAWYERS, DIVORCES, WEDDING AGENCIES, TUTORS RATING

### STYLE

gifts, watches, jewelry

### MOVEMENT AND SPEED

test drives, technological innovations

### FASHION

everything for celebrations

### BEAUTY

a review of new products

### TRAVEL

Wedding Routes

### SPACE

houses of billionaires

## OCTOBER



## YOUNG AND EVIL

PRINCIPLES OF LIFE AND BUSINESS OF FORBES LIST MEMBERS «30 TO 30»:

Stories of the most promising young entrepreneurs and heroes of tomorrow

### FASHION

the wardrobe of a new generation entrepreneur

### STYLE

why young entrepreneurs will continue to wear watches? Why mechanics are still in demand. businessmen respond

### MOVEMENT AND SPEED

Test drives, technological innovations

### BEAUTY

a review of new products

## DECEMBER



## THE ART OF NEGOTIATION

HOW TO NEGOTIATE:  
stories of billionaires and experts. The rules of business etiquette. Recommendations for successful negotiations. Stories of the most extraordinary transactions.

### STYLE

special watch issue

### FASHION

How suits and accessories affect success in business

### MOVEMENT AND SPEED

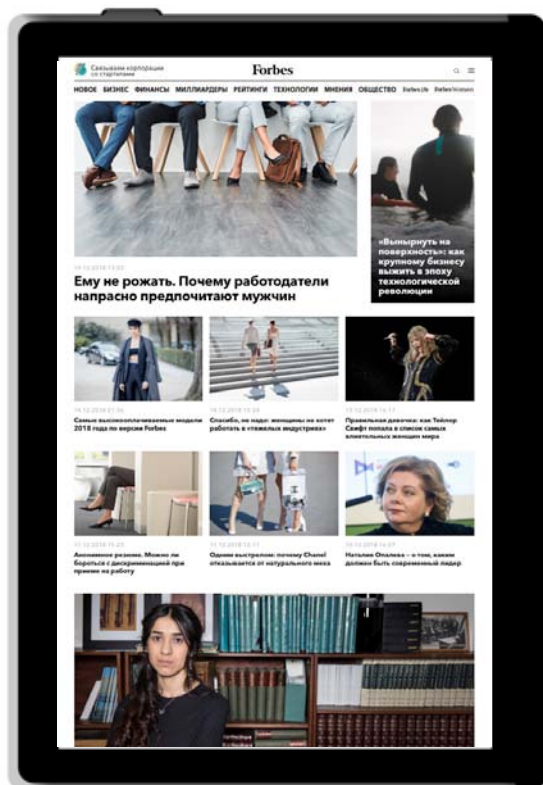
test drives, technological innovations

### BEAUTY

a review of new products

### SPACE

iSaloni del Mobile Moscow

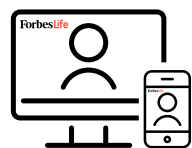


# ForbesWoman

**FORBES.RU/FORBES-WOMAN**

**FORBES WOMAN — A MULTI-PLATFORM CHANNEL AND PRIVATE CLUB EVENTS THAT ENHANCE FORBES’ MOST-READ SELF-MADE WOMEN ISSUE, MOST POWERFUL WOMEN LIST, WOMEN@FORBES NETWORK.**

Through the history of Russian and foreign companies, Forbes Woman’s top executives we show important aspects of life of business women: responsibility for career, gender equality, balance between family and work, personal development, parenting, fashion, hobbies and travels, as well as entrepreneurial spirit. Forbes Woman shows the best of life and work balance.



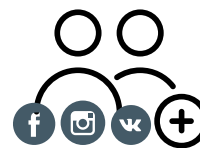
**FORBES.RU/  
FORBES-WOMAN**

**300K+**  
UNIQUE USERS



**EVENTS**

**4**  
TIMES A YEAR



**SOCIAL NETWORKS**

**15K+**  
SUBSCRIBERS



**TARGET AUDIENCE**

**25-44**  
50% READERS



# Forbes Video

[FORBES.RU/VIDEO](http://FORBES.RU/VIDEO)

**UNIQUE MARKETING PLATFORM THAT TELLS AUDIENCE ABOUT CLIENT AND HIS MISSION, VALUES AND PRODUCTS ON THE MEDIA CHANNEL**

[WATCH VIDEO](#)



**FORBES VIDEO**  
TOP COMMUNICATION TOOL FOR  
B2B AND B2C AUDIENCES



**100K+**  
VIEWS  
PER VIDEO



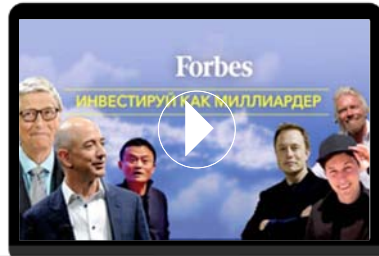
**MORE THAN  
100**  
EXCLUSIVE FORBES LIST  
HEROES



**500K+**  
AVERAGE REACH  
OF THE PROJECT



**3K+**  
SHARES IN SOCIAL NETWORKS  
OF THE PROJECT



## FORBES SERIES

Documentary programs about Forbes list heroes: business secrets, hobbies, leadership style.



## INTERVIEW WITH NIKOLAI USKOV

Author's project of Forbes Russia editorial director Nikolai Uskov. Within the program, the dialogue with the most influential people in business and government.



## CLIENT'S BRAND VIDEO

Specially designed video project for the customer to target the Forbes audience.



## VIDEO FROM CONFERENCES

Video and live webcast of Forbes business conferences.



## FORBES STUDIO

Forbes video studio at the leading forums: interviews with the main speakers.



# Forbes BrandVoice

[FORBES.RU/BRANDVOICE](https://forbes.ru/brandvoice)

**BRANDVOICE IS THE PREMIER, ALWAYS-ON BRAND CONTENT PUBLISHING PLATFORM.**

Through multi- platform integrations, high levels of discoverability, targeting, transparency and expert consultancy at every stage, we ensure your stories, insights and points of view consistently reach and resonate with the right audience. Forbes' publishing expertise and tools will make you a better content marketer.



**210K+**  
UNIQUE USERS PER PROJECT



**230K+**  
VIEWS PER MATERIAL



**UP 4 MIN**  
READING TIME  
OF ONE ARTICLE



**1K+**  
REPOSTS



**5K+**  
LIKES

\*Data depends on the duration of the project



### Голос компании Аэрофлот на Forbes.ru

BRANDVOICE | СЛЕДИТЬ ЗА НОВОСТЯМИ

05.03.2018  
**«Аэрофлот» получил пять звезд в рейтинге качества сервиса ассоциации APX**

Американская авиационная ассоциация APX опубликовала ежегодный рейтинг лучших авиационных фирм. «Аэрофлот» получил высшую оценку за качество сервиса, опередив в рейтинге все российские авиакомпании.

09.02.2018  
**Будущие асы: как выбирают пилотов**

Профессиональный конкурс Будущих пилотов «ЛУСАИ» в небе проводится компанией «Аэрофлот», Объединенной авиационной корпорацией (ОАК) и Операторным агентством воздушного транспорта (Росавиация), уже в который раз.

30.12.2017  
**Аэрофлот объявляет акцию в честь 95 летия компании**

17 марта 2018 года крупнейший авиационный фестиваль России отмечает свой юбилей – 95 лет с момента основания акционерного общества дочерней компании воздушного флота «Аэрофлот», от которого Аэрофлот и ведет свое рождение. В честь этого знаменательного события компания объявляет специальное предложение на авиабилеты, которое действует с 20 по 27 декабря 2017 года.

15.12.2017  
**Ремфорт год: Владимир Александров получил национальную премию «Лучший корпоративный юрист 2017 года»**

Объединение Корпоративных Юристов (СКОЮ) отметило активное участие Владимира Александрова как руководителя правового Бюро Аэрофлота в принятии важных законодательных инициатив, благоприятствующих предпринимательской деятельности. Торжественная 3-я церемония вручения награды состоялась 14 декабря с участием представителей юридического сообщества, партнеров юридических фирм и представителей государственной власти.

11.12.2017  
**Аэрофлот признан лидирующей авиакомпанией мира**

Авиакомпания получила международную премию World Travel Awards 2017 в престижной категории «Лидирующая авиационная фирма». Аэрофлот стал первым в мире по числу номинаций.

### Цифровая Трансформация Бизнеса

BRANDVOICE | СЛЕДИТЬ ЗА НОВОСТЯМИ

БИЗНЕС-МОДЕЛИ | ТЕХНОЛОГИИ | КЕЙСЫ

28.08.2018  
**Не только криптовалюты: блокчейн в различных отраслях экономики**

Технология блокчейн создает новую революцию во множестве сфер помимо финансовой. Ее осваивают представители самых разных отраслей: автомобильные и страховые компании, государственные организации, торговые сети и другие. Крупные игроки разных рынков объединяются в альянсы, чтобы создавать кросс-индустриальные платформы для более эффективного взаимодействия.

07.02.2018  
**Троянский сотрудник**

Карьера Бернхарда Мазерофа, истопла Уолл-стрит, «кошечкина страны ОЗ», завершилась 29 июня 2007 года. Тогда он был притворен к 150 годам тюрьмы за крупную и мировую историю финансовой мафии – мадфорд Madoff Investment Securities, оказавшаяся пирамидой.

02.02.2018  
**Предсказатель для бизнеса**

Выпустить товар – дело сложное, проверить его качество иногда оказывается даже сложнее. Чтобы поручиться получив заказ высокого качества и с ожидаемыми характеристиками, выпускнику продукции тщательно проверяют, иногда на это уходит больше времени и денег, чем на ее производство. В некоторых случаях и оборудование используется более сложное. Анализ больших данных ускоряет процесс, позволяет сократить время и издержки на этот этап на десятки процентов, а иногда в разы.

02.02.2018  
**Ваше слово, офицеры**

Глубокая трансформация бизнеса под воздействием цифровых технологий, через которую проходят многие современные компании, меняет не только структуру, но и ритм. Сейчас пять лет – пик аналитики и консультанты наперебой начали говорить, что цифровая трансформация далеко не то, во что мы привыкли думать. Это процесс, который будет длиться в следующие годы – «офицеры» новой эры приходят в бизнес.

### Европейский Медицинский Центр

BRANDVOICE | СЛЕДИТЬ ЗА НОВОСТЯМИ

28.12.2017  
**Андрей Яновский «Заниматься здоровьем – это инвестиции, а заниматься лечением – затраты»**

Генеральный директор Европейского медицинского центра (EMC) поделил итоги уходящего года. Также поделился планами об открытии центра реабилитации и организации психологической помощи москвичам по EMC.

27.12.2017  
**Евгений Аветисов: «Семейный врач решает до 90% проблем пациента»**

Врач общей практики, семейный врач, медицинский директор Европейского медицинского центра (EMC) рассказал о том, чем отличается семейный врач от терапевта, почему вылет в врачу общей практики экономит пациенту деньги, а узкоспециализированному врачу – время и почему семейному врачу не нужны деньги.

26.12.2017  
**Анвар Улдаев: «Ранняя диагностика спасает жизни»**

Коллорпроктолог, кандидат медицинских наук, хирург-онколог Европейского медицинского центра (EMC) рассказал об уникальных операциях и современных технологиях, которые позволяют проводить прорывные операции даже в самых сложных случаях, а также о том, с какого возраста нужно делать коллорпроктологию.

01.12.2017  
**Современные роды: Безопасность и комфорт**

Мы поговорили с акушерками гинекологии и неонатологами роддома Европейского медицинского центра (EMC) и узнали, что такое безопасные роды для мамы и малыша и как им должен быть современный родильный дом.

29.12.2017  
**Юлия Мандельблат: «Паллиативная терапия влияет на качество жизни»**

Руководитель Института онкологии Европейского медицинского центра (EMC), член Американского общества гематологов и американского общества онкологов, рассказала о том, как паллиативная терапия подолгает качество жизни и сохраняет ее качество.

### Связываем корпорации со стартапами

BRANDVOICE | СЛЕДИТЬ ЗА НОВОСТЯМИ

19.12.2018  
**«Выявлять на перспективность» как крупную бизнес-услугу за технологической революцией**

О цифровой трансформации корпораций, поисках на новую реальность, внедрении современных технологий в последние годы говорят все больше. Тем актуальнее становится, что даже самые инновационные машины сертифицированной машиностроительной промышленности, как НПО, отваливаются на них, вылетая в 2018 году в брызговик дилера.

**ALPORA ищет алмазы среди стартапов**

Открыта регистрация на участие в корпоративном акселераторе

17.12.2018  
**Цифровые алмазы: как ALPORA развивает инновации в эпоху конкуренции с синтетическими камнями**

Директор центра стратегических проектов и аналитики ALPORA Дмитрий Амелин рассказал, как одна из самых традиционных отраслей работает с инновациями, как найти облачные технологии и почему синтетические алмазы иногда не заменяет настоящие.

10.12.2018  
**ALPORA в поисках технологических революционеров**

ALPORA – одна из ведущих компаний венчурной индустрии. То, что сейчас происходит с этой компанией, показатель для всей отрасли. Стратегия поиска инноваций и работа компании с инновационными решениями (авиакавы) глава ALPORA в России.

03.12.2018  
**Расширяя угол обзора: как меняется инновационная политика в корпорациях**

Максим Антонов, директор по развитию инновационной инфраструктуры РБК – о том, как меняется подход к работе с инновациями в России, нужна ли институциональная инновационная и как корпорации привлекают венчурные инвестиции.

О КОМПАНИИ

Сгенерация – федеральная платформа развития инструментов корпоративной ассоциации. Прогнозируя РБК с 2013 года. На сегодняшний день инфраструктура акселератора включает более 15 000 стартапов из 30 стран, 400 корпоративных и академических партнеров. В 2018 году Сгенерация стал первым российским акселератором, принявшим участие в создании глобальной сети Global Accelerator Network (GAN), созданный Techstars.

**15 000+** СТАРТАПОВ В БАЗЕ

**60+** КОМПАНИЙ ПАРТНЕРОВ

**250+** ПАРТНЕРСКАЯ СЕТЬ ВЗРОСЛЫХ И РЕГИОНАЛЬНЫХ ТЕХНОЛОГИКОВ

**100+** СЕТЕЛКОВ И ИНТЕРСАКТИВНЫХ СТАРТАПОВ С КОТОРЫМИ





# ForbesEvents

[FORBES.RU/FORBESCLUB](https://forbes.ru/forbesclub)

**A SERIES OF EVENTS DESIGNED FOR THE BUSINESS OWNERS, TOP MANAGERS, HEADS OF DEPARTMENT AND ANALYSTS, IN ORDER TO DISCUSS MAIN BUSINESS ISSUES.**



**30+**  
EVENTS PER YEAR



**300+**  
GUEST SPEAKERS  
PER YEAR



**120+**  
GUESTS WITHIN  
ONE CLUB



**350+**  
PARTICIPANTS WITHIN  
ONE CONFERENCE

## Forbes Club



Forbes

CLUB

### FORBES CLUB

A series of closed events with Russian businessmen and top managers, scientists, economists, writers, politicians and other opinion leaders.

< 120–200 PEOPLE

ForbesWoman

CLUB

### FORBES WOMAN CLUB

Private meetings with self-made women communities where the most important topics are discussed: family, business, health and beauty, art, etc..

< 50–70 PEOPLE

ForbesLife

CLUB

### FORBES LIFE CLUB

Private meetings with business audiences and invited speakers dedicated to these aspects of lifestyle: sports, art and culture, recreation, health, fashion, etc.

< 50–90 PEOPLE

## Forbes Conference



Forbes | КОНФЕРЕНЦИИ

### FORBES CONFERENCE

The conference program is based on real case studies of Russian and foreign companies from various business areas. Forbes speakers perform how to develop a quality business, increase its capitalization and profitability, as well as about the tools and strategies.

< 200–300 PEOPLE

## Forbes CinemaClub



Forbes  
КИНОКЛУБ

### FORBES CINEMA CLUB

A series of private events where fiction films and documentaries will be presented by famous filmmakers, film critics, actors, screen writers, film directors. Exclusivity of the club is that participants will be able to informally discuss all up-to-date topics related to cinematography industry.

< 50-100 PEOPLE



# Forbes **AGENDA**

[FORBES.RU/FORBES-AGENDA](http://FORBES.RU/FORBES-AGENDA)

## SPECIAL SECTION ON THE MAIN PAGE OF THE FORBES.RU

With AI technology and initiatives emerging and evolving in myriad directions, it can be difficult for even savvy business leaders to keep up. Integration into the leading events of the country will help to dive into the world of high-profile thematic events with the participation of politicians, public figures, businessmen, economists, scientists and other opinion leaders.



**66000+**  
EXPERTS, BUSINESS  
AND GOVERNMENT LEADERS



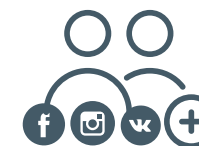
**59**  
VIDEO-INTERVIEWS



**2**  
BUSINESS-BREAKFAST  
(LIVE BROADCAST ON  
RUSSIA 1 TV CHANNEL  
AND SOCIAL NETWORKS)



**2**  
МОДЕРАЦИИ  
СЕССИЙ



**63**  
MATERIALS AVAILABLE  
ON FORBES **AGENDA**

## FORBES IS A GENERAL INFORMATION PARTNER IN RUSSIA'S LEADING BUSINESS EVENTS IN 2019.

### FEBRUARY

**FEBRUARY, 14-15**

RUSSIAN INVESTMENT FORUM SOCHI

### APRIL

**APRIL, 9-10**

INTERNATIONAL ARCTIC FORUM ST. PETERSBURG

### MAY

**MAY, 14-18**

ST. PETERSBURG INTERNATIONAL LEGAL FORUM ST. PETERSBURG

### JUNE

**JUNE, 6-8**

ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM ST. PETERSBURG

### JULY

**JULY, 3-5**

INTERNATIONAL FINANCIAL CONGRESS ST. PETERSBURG

**JULY, 8-11**

INNOPROM EKATERINBURG

### AUGUST

**AUGUST, 5-6**

MOSCOW URBAN FORUM MOSCOW

### SEPTEMBER

**SEPTEMBER, 4-6**

EASTERN ECONOMIC FORUM VLADIVOSTOK

### OCTOBER

**OCTOBER, 1-5**

RUSSIAN ENERGY WEEK ST. PETERSBURG

**OCTOBER, 15-17**

OPEN INNOVATIONS FORUM MOSCOW

### NOVEMBER

**NOVEMBER, 15-17**

ST. PETERSBURG INTERNATIONAL CULTURAL FORUM ST. PETERSBURG

### DECEMBER

**DECEMBER, 7**

RUSSIAN CIVIL FORUM MOSCOW



#### GAIDAR FORUM 2019 IN FIGURES

**11 INTERVIEWS**  
**1 BUSINESS BREAKFAST**  
**15 MATERIALS**  
**ON FORBES AGENDA**  
**OVER 13,000 VISITORS**

#### FORBES EVENT ATTENDANCE FORMAT

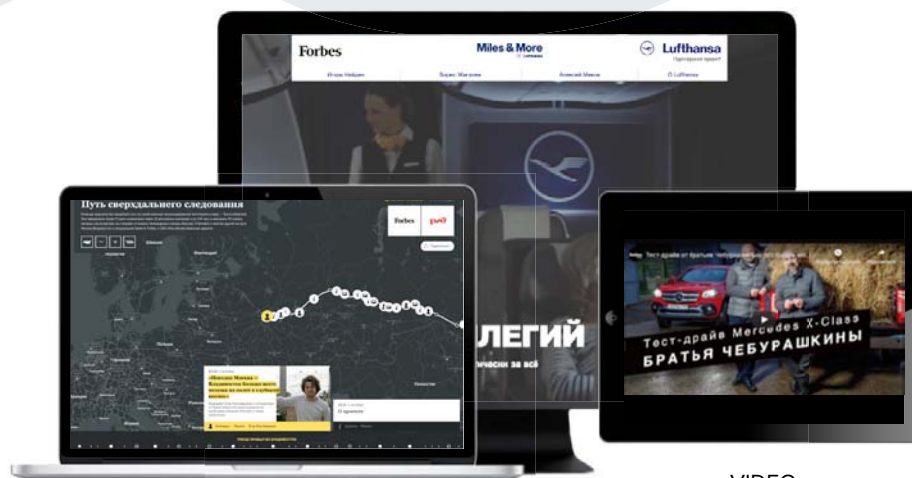
**FORBES STUDIO | FORBES LOUNGE | FORBES BREAKFAST | FORBES DINNER**  
**| PANEL DISCUSSION WITH NIKOLAI USKOV**

# CREATIVE STUDIO LAB

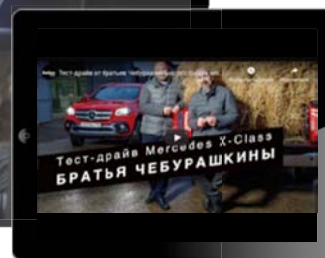
**CREATION AND IMPLEMENTATION OF PARTNERSHIP PROJECTS:  
IDEA DEVELOPMENT, CREATIVE, NATIVE BRAND INTEGRATION  
FOR PUBLISHING ON FORBES MULTIMEDIA PLATFORMS**



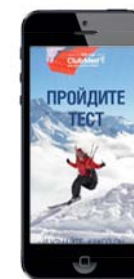
PRINT  
PRODUCTION



DEVELOPMENT OF IDEAS AND  
CONCEPTS



VIDEO  
PRODUCTION



MEDIA PLANNING



EVENT  
MANAGEMENT



## PRINT-SPECIAL PROJECT

- An exclusive booklet designed specifically for Forbes:
- An interview with the editorial director of Forbes, Nikolai Uskov + photo session
- product photo session
- a series of materials about of the brand product

[WATCH](#)



## DIGITAL SPECIAL PROJECT FOR THE DOMINICAN REPUBLIC

- development of the creative concept of the project
- programming of project on a turn-key basis

[WATCH](#)



## INTERACTIVE TRANSIB SPECIAL PROJECT

- development of the creative concept of the project
- a week of production on the route of the train Moscow - Vladivostok
- a series of materials and interviews
- video, interactive infographics and update online content

[WATCH](#)



## VIDEO-SPECIAL PROJECT WITH FEDOR BONDARCHUK

- development of a creative project concept
- video interview
- interview in text format

[WATCH](#)



## КРОКУС СИТИ МОЛЛ

## PRODUCT PLACEMENT VIDEO-SPECIAL PROJECT FORBES FOR CROCUS CITY MALL

[WATCH](#)



## CROSS-SPECIAL PROJECT MERCEDES X CLASS CHEBURASHKIN BROTHERS

- development of a creative project concept
- outdoor video and photography production of cars and heroes of the project
- car test drive
- business interview with project heroes

[WATCH](#)



# Forbes

# ForbesLife

	OUTPUT DATE	BOOKING BEFORE	PROVIDING ADVERTISING MATERIALS		OUTPUT DATE	BOOKING BEFORE	PROVIDING ADVERTISING MATERIALS
<b>N°2 FEBRUARY</b>	24.01.2019	21.12.2018	<b>10.01.2019</b>				
<b>N°3 MARCH + Forbes Life</b>	21.02.2019	25.01.2019	<b>04.02.2019</b>	<b>MARCH Forbes Life</b>	21.02.2019	25.01.2019	<b>04.02.2019</b>
<b>N°4 APRIL / FORBES RUSSIA 15 YEARS ANNIVERSARY + Forbes Life</b>	21.03.2019	22.02.2019	<b>04.03.2019</b>	<b>APRIL / Forbes Life</b>	21.03.2019	22.02.2019	<b>04.03.2019</b>
<b>N°5 MAY / GOLDEN HUNDRED</b>	18.04.2019	22.03.2019	<b>01.04.2019</b>				
<b>N°6 JUNE + Forbes Life</b>	23.05.2019	25.04.2019	<b>06.05.2019</b>	<b>JUNE / Forbes Life</b>	23.05.2019	25.04.2019	<b>06.05.2019</b>
<b>N°7 JULY</b>	27.06.2019	24.05.2019	<b>10.06.2019</b>				
<b>N°8 AUGUST</b>	25.07.2019	26.06.2019	<b>09.07.2019</b>				
<b>N°9 SEPTEMBER + Forbes Life</b>	29.08.2019	31.07.2019	<b>13.08.2019</b>	<b>SEPTEMBER / Forbes Life</b>	29.08.2019	31.07.2019	<b>13.08.2019</b>
<b>N°10 OCTOBER + Forbes Life</b>	26.09.2019	27.08.2019	<b>10.09.2019</b>	<b>OCTOBER / Forbes Life</b>	26.09.2019	27.08.2019	<b>10.09.2019</b>
<b>N°11 NOVEMBER</b>	24.10.2019	25.09.2019	<b>08.10.2019</b>				
<b>N°12 DECEMBER + Forbes Life</b>	21.11.2019	24.10.2019	<b>05.11.2019</b>	<b>DECEMBER / Forbes Life</b>	21.11.2019	24.10.2019	<b>05.11.2019</b>
<b>N°1 JANUARY 2020</b>	19.12.2019	22.11.2019	<b>03.12.2019</b>				

# Forbes

1 inner page	655 000
Cover gate folder (2 ad pages)	2 500 000
1st double page spread	2 010 000
4th cover	1 570 000
2nd double page spread	1 690 000
3rd or 4th double page spread	1 560 000
Double page spread before the Table of Contents	1 560 000
Double page spread between the pages of the Table of Contents	1 540 000
Double page spread after the Table of Contents	1 540 000
Double page spread before/after the Editor's Letter	1 540 000
Inner double page spread	1 280 000
Double page spread in the first third	1 485 000
3rd cover	890 000
1 page next to the Table of Contents	950 000
1 page next to the Editor's Letter	950 000
1 page next to the Index	940 000
1 page next to Masthead	940 000
1 page next to Context	940 000
1 page in Opinions section	900 000
1 page in the first third	800 000
1 page in the Rating	800 000
1 page in the first half	760 000
2/3 of a page	470 000
1/2 of a page	410 000
1/3 of a page	310 000

# ForbesLife

1 inner page	440 000
1st double page spread	930 000
2nd double page spread	860 000
Inner double page spread	840 000
4th cover	810 000
3rd cover	450 000
1 page next to the Table of Contents	500 000
1 page next to the Editor's Letter	500 000
1 page next to Masthead	480 000
1 page next to the Social event list	475 000
1 page in the first third	460 000
1/2 of a page	240 000
1/3 of a page	200 000

## ADDITIONAL CONDITIONS

**NUMBER OF COPIES: 90000 COPIES.**

**PAYMENT CONDITIONS: 100% PREPAYMENT.**

The maximum discount for a year contract for covers and the first double page spread is 25%, including the agent's fee.

PRICES ARE INDICATED IN RUSSIAN RUBLES, NOT INCLUDING VAT (20%).

Reservation of special projects (insertions, special formats etc.)

is to be made at least 2 weeks before the official date of the standard advertising placement. For precise dates please contact the advertising service of the magazine.

The publisher reserves the right to choose either the inner (or the outer) at on the first cover before a double page spread.



# Forbes

1 inner page	785 000
1st double page spread	2 450 000
4th cover	2 000 000
2nd double page spread	2 050 000
3rd or 4th double page spread	1 780 000
Double page spread before the Table of Contents	1 760 000
Double page spread between the pages of the Table of Contents	1 720 000
Double page spread after the Table of Contents	1 720 000
Double page spread before/after the Editor's Letter	1 720 000
Inner double page spread	1 555 000
Double page spread in the first third	1 690 000
3rd cover	1 090 000
3rd cover	1 090 000
1 page next to the Table of Contents	1 090 000
1 page next to the Editor's Letter	1 080 000
1 page next to the Index	1 080 000
1 page next to Masthead	1 080 000
1 page next to Context	1 080 000
1 page in Opinions section	1 000 000
1 page in the first third	965 000
1 page in the Rating	965 000
1 page in the first half	890 000
2/3 of a page	545 000
1/2 of a page	465 000
1/3 of a page	360 000

ADVERTISING IN FORBES  
«GOLDEN HUNDRED» MAY 2019



**ADDITIONAL CONDITIONS**

**NUMBER OF COPIES: 130 000 COPIES.**

**PAYMENT CONDITIONS: 100% PREPAYMENT.**

The maximum discount for a year contract for covers and the first double page spread is 25%, including the agency commission.

PRICES ARE INDICATED IN RUSSIAN RUBLES, NOT INCLUDING VAT (20%).

Reservation of special projects (insertions, special formats etc.) is to be made at least 2 weeks before the official date of the standard advertising placement. For precise dates please contact the advertising service of the magazine.

The publisher reserves the right to choose either the inner (or the outer) flap on the first cover before a double page spread.

## MAIN PAGES

AD FORMAT	POSITION	UNIT	COST/RUR
1160x250	Home page + Main Pages of sections, under the site logo	week	500 000
300x600 / 240x400	Home page + Main Pages of sections, right side 1st screen	week	500 000
Synchronous 1160x250 + 300x600	Home page + Main Pages of sections, under the site logo+ right side 1st screen, synchronus placement	week	900 000
Branding Main pages: Homepage + Main pages of sections	1160x250 ( under the site logo) + 300x600 (right side) + background	week	1 000 000

## ADVERTORIAL

\* The price doesn't include production cost, which starts from 30 000 roubles (without VAT and Taxes)

AD FORMAT	ANNOUNCEMENT ON THE SITE	unit	COST/RUR
Basic	Teaser (Desktop, all inner pages, on the right) + 300x250 (mobile)	1-2 weeks	250,000
Standart	Informer, all inner pages (desktop + mobile)	1-2 weeks	350,000
Premium	Informer 300x200 (desktop + mobile) + different banners (desktop + mobile)	1-2 weeks	Upon Request

## INNER PAGES, DINAMIC

AD FORMAT	POSITION	UNIT	COST/RUR
Quote of the day	Fullscreen, F=1	1 000 impressions	4,000
Floor Ad	Bottom line banner, all pages	1000	1,500
1160x250	All inner pages, under the site logo	1000	1,200
300x600	All inner pages, right side 1st screen	1000	1,000
300x600	All inner pages, right side 2nd screen	1000	750
300x600	Main page, Right, 3 screen	1000	500
300x250	All inner pages, on the right side	1000	750
Branding inner pages	all inner pages, 1160x250 (under the site logo) + 300x600 (right side) + background	1000	3,000
Synchronous 1160x250 + 300x600	All inner pages, under the site logo+ right side 1st screen, synchronus placement	1000	2,500
690X240	All inner pages, in the article	1000	900
Informer 300x200	All pages of the articles, right side	1000	300
	All pages of the articles, right side	package	500,000
	All pages of the articles, right side	1000	200
Teaser 64x64	All pages of the articles, right side	package	350,000

## INREAD VIDEO

AD FORMAT	POSITION	UNIT	COST*/RUR
Inread Video	All editorial pages, in the middle of articles	1000 impressions	1,500

\* Price without technologies cost wich is 40 RUR (without VAT) for 1 000 impressions

## OTHER AD FORMATS

AD FORMAT	POSITION	UNIT	COST*/RUR
Post in Social Accounts FORBES / FORBESLife*	Post inside FB & VK accounts	Post	200,000
Integration inside e-mailing	Banner275x350 inside e-mail	e-mail	100,000
Integration inside e-mailing	Banner275x350 inside e-mail	4 e-mails	300,000

\* This option is available for the annual contract partners or for a special project

## TARGETING AND FEE

TARGET	MARKUP*
Expandable 1160x250 / 300x600 / 240x400	50%
Geo-targeting (Moscow and Saint-Petersburg)	30%
Geo-targeting (Regions, except Moscow and Saint-Petersburg)	20%
Geo-targeting (CIS-former Soviet republics)	20%
Context targeting	20%
Placement of 2 or more advertisers in one ad material (per one in addition)	50%
Frequency targeting per week / per ad campaign	upon request

\* If there are multiple targeting, all markups are charged sequentially

## SEASONAL FACTOR

MONTH	COEFFICIENT
JANUARY	1
FEBRUARY	1
MARCH	1,25
APRIL	1,25
MAY	1
JUNE	1
JULY	1
AUGUST	1
SEPTEMBER	1,25
OCTOBER	1,25
NOVEMBER	1,25
DECEMBER	1,25

## MOBILE FORMATS

AD FORMAT	POSITION	UNIT	COST/RUR
Quote of the day	Fullscreen, F=1	1000 impressions	3,500
FullScreen	Fullscreen, F=1	1000 impressions	2,000
Interscroller	All Pages	1000 impressions	1,000
Floor ad	Bottom line banner 320x50/100, all pages	1000 impressions	800
300x250	All pages	1000 impressions	750

## TARGETING AND FEE

TARGET	MARKUP*
Mobile operator	20%
OS	20%
Device type	20%
Geo-targeting (Moscow and Saint-Petersburg)	30%
Geo-targeting (Regions, except Moscow and Saint-Petersburg)	20%
Geo-targeting (CIS-former Soviet republics)	20%
Placement of 2 or more advertisers in one ad material (per one in addition)	50%

\* If there are multiple targeting, all markups are charged sequentially

## SEASONAL FACTOR

MONTH	COEFFICIENT
JANUARY	1
FEBRUARY	1
MARCH	1,25
APRIL	1,25
MAY	1
JUNE	1
JULY	1
AUGUST	1
SEPTEMBER	1,25
OCTOBER	1,25
NOVEMBER	1,25
DECEMBER	1,25

All costs are in roubles without VAT (20%)

\* IF THERE ARE MULTIPLE TARGETING, ALL MARKUPS ARE CHARGED SEQUENTIALLY

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