



- Experience of the leading companies
- Professional solutions
- Latest information about production and services in industry

ТЕХСОВЕТ®

Специалисты для специалистов премиум



Intersectoral industrial journal

Way of the distribution: directly mailing to the own base of clients and subscribers, industrial exhibitions.

Geography of the mailing: Ural, Siberia, HMAO, JNAO, Salehard, Sakhalin, Kavkaz, southern and central regions of the Russia, Kazakhstan.

One journal per month, A4 format, full color, glane, 60-100 pages.
circulation 12000 copies

Web-site: www.tehsovet.ru

Columns:

- **Панорама** (Panorama) - companies news, new facilities, new equipment
- **Люди дела** (man of action) – Interview with owners and CEOs of the leading companies about plans and way of success.
- **НГК** (Oil and gas complex) - equipment, materials, technologies, service, vehicles for oil industry.
- **Энергетика** (Power industry) - technologies and equipment for power industry, energy-, heat-, and resource savings.
- **Промзона** (Industry zone) – information for commissioning, functioning and modernization of the facilities; choosing of the technologies, special machinery and materials; service for industry.
- **Спецтехника** (Special machinery) – logistics and cargo companies; equipment for cargo companies; renovation of the transport infrastructure.

Target audience:

Owners, CEOs and technical specialists from power industry, oil-gas complex; construction, chemical, metallurgical and chemical industry; housing and utilities.

The objectives of disseminating information in the journal:

- Increasing the brand recognition of the trade mark.
- Prevention and suppression of the distribution of counterfeit products under your trade mark.
- Increasing the credence of the trade mark.
- Rising of the sales geography.
- Informing target audience about new technologies and equipment
- Finding a new clients.

Advertising materials placing variants:

Advertising module

Draws attention to your company. Stresses all benefits of your proposals. Enhances credence of your the trade mark from potential customers.

To make a layout - photo, text (advertise), address block, logo.



Article/ article+advertising module

Allows to your company give the full information about products and services in different ways, like show your products in the illustrated article; present the key data in tables, drawings, schemes; etc.

1 column - up to 5 000 characters, up to 3 numbered and signed photos, address block, logo.



A4 column module



Half column module



1/3 column module



1/6 column module



Advertising materials placing variants:

Double page A4 x 2

○ Sponsorship of the rubric

The sponsor of the rubric gets the opportunity to post an article and/or module of his company on the first spread in the rubric of plus 2 extra vertical advertising modules on the next two pages with the same heading.

Double page (A4 x 2) - article / advertising module

Second page - advertising module on 1/3 of column

3rd page - an advertising module on 1/3 of a column



Advertising module in right side of page, 1/3 of column



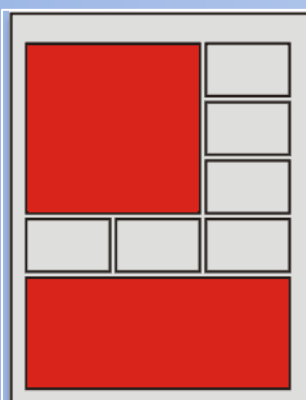
Advertising module in right side of page, 1/3 of column



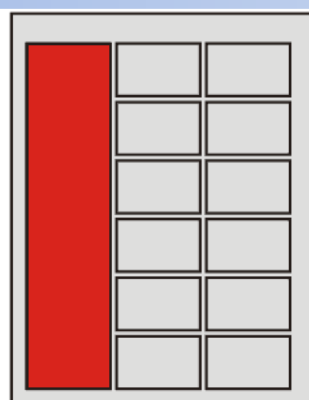
Columns: Panorama, Oil and gas complex, **Power industry**, Special machinery,

Price

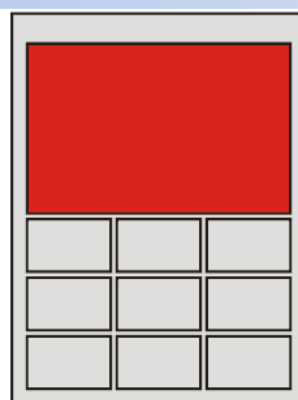
1 column A4 (advertising module, article)	540 €
Double page (2 A4 columns)	920 €
1/2 column	350 €
1/3 column	275 €
1/6 column	140 €
I Cover	1100 €
First double page in journal	1050 €
Last double page in journal	1000 €
IV Cover	970 €
Люди дела (man of action)	950 €
Sponsorship of the rubric	650 €



1/3 (125x122,5)
(190x80)



1/3 (60x250)



1/2 (190x122,5)

We have a discounts
for the big volume or for
regular customers
**(please consult with the
manager)**

Extra abilities

- Mailing of your magazine with advertising by our clients base (up to 100 addresses).
 - Design and production of effective advertising makets Development and production of effective advertising mock-ups, taking into account the purpose of your advertising (free of charge).
 - Placement of non-classified articles with your contact information: website, company logo (free of charge).
 - Printing and distribution of advertising leaflets, booklets, catalogs.
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