



SPIEF'25

**ST. PETERSBURG
INTERNATIONAL
ECONOMIC
FORUM**



18 – 21 June 2025
St. Petersburg

MEDIAKIT

FORUMSPB.COM



TOPICS covered by the official magazine reflect the Forum's business agenda, and typically resonate strongly in both the media and among the public at large.

CONTRIBUTORS to the magazine include leading figures in politics and society, heads of major corporations, and renowned experts and opinion leaders.

THE PUBLICATION HAS A UNIQUE TARGET AUDIENCE consisting of people whose decisions will affect the political, economic, and cultural futures of Russia and the world. The effectiveness of communicating with these figures is attested by the numerous partners and advertisers at our forums, including Aeroflot, Otkritie Bank, Abrau-Durso, Kivach Clinic, and many more.

DISTRIBUTION

- At participant accreditation and information stands at the Forum venue
- On Aeroflot flights
- In comfort- and business-class Russian Railways and Sapsan carriages.
- In official Forum cars

TARGETED MAILOUTS

- Senior officials in the Russian Presidential Administration and Government
- Members of committees and commissions of the lower and upper chambers of the Russian Federal Assembly
- Officials from relevant ministries and government bodies
- Representatives of leading media outlets

FORMAT: A4; LENGTH: 160 PAGES; PRINT: FULL COLOUR; LANGUAGE: RUS/ENG.

NAME OF PUBLICATION	CIRCULATION
St. Petersburg International Economic Forum 2025	30, 000



ADVERTISING IN THE FORUM MAGAZINE

MAGAZINE ADVERTISING OPTIONS

- **MODULAR ADVERTISING** – placement of advertisements
- **NATIVE ADVERTISING** – advertorials (interview, history, case study, expert column, infographics, fact sheet).

ADVERT PLACEMENT	BASE PRICE PER PAGE IN RUSSIAN (RUB, including 20% VAT)
Double-page spread (except first two)	2 000 000
1st double-page spread	3 000 000
2nd double-page spread	2 800 000
4th cover	3 400 000
3rd cover	2 400 000
Single-page spread (first half of magazine)	1 200 000
Single-page spread (second half of magazine)	1 000 000
Half-page spread	650 000

ADDITIONAL OPTIONS

- Markup for publishing material in Russian and English – 30%
- Discounts for long-term contracts and placement in several publications by the Roscongress Foundation
- The option of distributing promotional materials as inserts
- Markup for appearing on a specific page or section – 10%
- Markup for including notice of material in contents section – 10%

The collage displays various content from the 'Forum' magazine, including:

- Radio Monte Carlo Regata**: An advertisement for a sailing regatta with a large sailboat image.
- POCATOM НЕВОЗМОЖНО ВОЗМОЖНО**: An advertisement for Rosatom featuring a man in a suit sitting in a chair.
- ADVERTISING IN MAGAZINE**: A central blue circle with white text.
- Articles and Photos**: Several smaller snippets of magazine pages with text and photos of individuals, such as 'Артем Грабченко, шеф-повар и ресторатор' and 'Арам Минасян, ресторатор'.
- Navigation and Index**: A table of contents or index on the right side of the collage.



WE LOOK FORWARD TO WORKING TOGETHER!

12, Krasnopresnenskaya Nab.,
Moscow, 123610, Russia
Tel.: +7 (495) 640 4440
roscongress.org

For enquiries regarding participation:
Tel.: +7 (812) 680 0000
info@forumspb.com
forumspb.com

**For enquiries regarding becoming a partner or exhibitor, and advertising
at the SPIEF venue:**

Andrey Reut
First Deputy CEO
partners@roscongress.org

Camilla Spence
Head of Partner and Exhibitor Relations
Tel.: +7 (921) 361 3547
camilla.spence@roscongress.org

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