

Russian nationwide
online business media outlet
about modern economy



NEWS

Russia considers raising taxes for workers who have left the country

MAY 6, 2023, 13:22

Russians get more demanding about bread quality

MAY 4, 2023, 15:55

Russians open fewer long term deposit accounts

APRIL 27, 2023, 14:22

Russia took second place in mining

APRIL 19, 2023, 14:29

Regions of Russia will be equipped with drones

APRIL 13, 2023, 14:28

Departure of Western grain traders will benefit Russia – analyst

APRIL 10, 2023, 14:12

India replaces European market for Russia

APRIL 5, 2023, 18:02

Investor assessed the likelihood of global crisis

MARCH 30, 2023, 15:01

INVESTMENT CLIMATE



How IT solutions affect the ESG agenda

Traditionally, the topic of sustainable development is actively commented by representatives of corporations, but ESG principles are also implemented in ...

MAY 7, 2023, 15:07



Hospitality can't be rushed

Russia is experiencing an obvious shortage of mid-range hotels, which makes most travelers choose between Soviet-style economy class rooms and ...

APRIL 25, 2023, 16:20

TECHNOLOGY



Scientists call for pausing AI experiments

Admitting lost control over AI: is confrontation inevitable? Tesla and SpaceX CEO Elon Musk, Apple co-founder Steve Wozniak and 1,500 other major IT ...

MAY 5, 2023, 14:50



AI recommends investing in gold over Bitcoin

ChatGPT recommends investors to invest in gold, reliable stocks and bonds rather than in cryptocurrency. Moreover, the artificial intelligence suggests ...

MAY 3, 2023, 15:28

Sections

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Integrated marketing communications, native advertising

Service	Format	Specifics	Publication period	Terms	Cost in RUB (exempt from VAT)
Publication and promotion of PR and marketing content on the website	Press release, news item	News section, main newswire	indefinite	copy length: up to 2,000 characters, 1 active link, promo on the home page	20,000
	Article/interview	Themed section + home page		copy length: up to 6,000 characters, 2 active links, up to 2 images	35,000
	Article/interview	Themed section + home page		copy length: up to 10,000 characters, 2 active links, up to 3 images	55,000
	Column	Expert Opinion, corporate column	indefinite	copy length: up to 10,000 characters, 2 active links, up to 3 images	130,000
	<i>Publications are open for indexing by search engines</i>				
Editorial work in Russian and English	Writing a news item	up to 2,000 characters without spaces		Editing: up to 3 iterations	10,000
	Writing an article/news item/interview	up to 10,000 characters without spaces		Editing: up to 3 iterations	20,000
	Writing an article/news item/interview	up to 15,000 characters without spaces		Editing: up to 3 iterations	30,000

Special projects

Format	Specifics	Publication period	Terms	Cost, RUB
Editorial	Creating a website section, writing and editing copy, integrating copy into the website body	indefinite	KPIs: up to 6 items, at least 10,000 views. Inclusion of the content into the information monitoring system Sitewide editorial promotion Promotion across media outlets, social media posting until the KPIs are achieved	from 250,000
News	Publishing news items and press releases on the website	indefinite	Up to 20 news items/press releases per month Copy length: up to 2,000 characters + image(s) + links and posting on the main newswire on the home page	180,000/month
Startup	An article with a full description of the startup, the team, the business model and the strategy	indefinite	2 articles of up to 6,000 characters + 2 images + 2 active links	150,000
	Publication of news items/press releases		5 news items or press releases	
	Interview with the founder		1 interview of up to 10,000 characters + 2 images + 1 active link	

Media advertising

Platform	Position	Format	Type of placement	Minimum package	Cost, RUB (exempt from VAT)
investforesight.com					
All pages, desktop	Page top banner 1200x180	Text/image	Static/dynamic	1 month	75,000
All pages, desktop	Page top banner 1200x90	Text/image	Static/dynamic	1 month	60,000
All pages, desktop	Sitewide banner, right side	240x207	Dynamic	300,000 impressions	200 per 1,000 impressions 60,000 per minimum package
All pages, desktop	Sitewide banner, right side	240x400	Dynamic	150,000 impressions	200 per 1,000 impressions 30,000 per minimum package
Email newsletter	Middle section	Text/image, mandatory publication on the website newswire	Static	1 newsletter	20,000 per newsletter

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