



The CAPITAL^{of} the COUNTRY

FEDERAL ON-LINE MAGAZINE

kapital-rus.com

**About economy, investments, international cooperation: adequately,
accessibly, timely**



- ❑ Maximally full information about tendencies in the world of economic policy and business
- ❑ Recognized group of authors, among which there are leading native specialists in economics, politics and finance (PhDs)
- ❑ Data base of objects for investments and innovations
- ❑ Analytical and expert group conducting research projects
- ❑ High efficiency and interesting presentation of news information

Main about us



For active participation in coverage of problems of Russian economic development and for support of national entrepreneurship

Best federal Internet media
On-line magazine "The Capital of the Country"

Conception

We regard capital in all its aspects – human, financial, physical, natural, and also scientific and cultural

Editorial policy

- Our articles are truly original and represent interesting point of view
- Our authors are leading scientists in their spheres with sharp and objective approaches to what is going on in the world
- Along with the news information we present review and analytical articles, which undercover deep layers of current events
- More than once we've been recognized for high efficiency and interesting presentation of the information by press-centers of regional administrations, ministries, large foreign and Russian companies
- Editorial staff and authors represent an informational and analytical network, which reflects fresh and unique knowledge about the outside world

Advantages of working with US

- Efficient and qualitative work with information
- Interesting and deep presentation of information
- Independence of opinion
- Authors' credibility
- Socially active audience
- Nonstandard ways of coverage of current events
- Partnership approach** to cooperation

Group of authors



Balatsky Evgeny

Editor-in-chief,
PhD in economic sciences,
professor, member of the
Russian Academy of Natural
Sciences (RANS)

“The Capital of the Country” consists of the recognized group of authors, among which there are leading national specialists in economics, politics and finance



Polterovich Victor

Member of the Russian Academy of
Sciences (RAS)
President of New Economic Association,
Deputy director of Moscow School of
Economics at Moscow State University
(MSU) of M.V.Lomonosov



Delyagin Michail

PhD in economic sciences,
professor

Analytical experts group of “The Capital of the Country” conducted the number of research projects:

- analysis of evolution of small-to-medium businesses in Russia (client “Support of Russia”, December 2008)
- ratings of investment openness of the Russian regions (December 2008)
- research of consumer behavior during the crisis – new marketing decisions “Clinical marketing” (March 2009)
- ratings of economic regional sensitivity (2007-2009)
- research together with the Chamber of Commerce of the Russian Federation of investment activity of the regions (August-November 2009)

NEW rating of regional investment forums in the Russian economy (July-August 2011)

Projects of informational partnership



СОВЕТ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОГО СБОРА
РОССИЙСКОЙ ФЕДЕРАЦИИ



Министерство экономического развития
Российской Федерации
Минэкономразвития России



МИНИСТЕРСТВО
РЕГИОНАЛЬНОГО РАЗВИТИЯ
Российской Федерации

интерфакс
INTERFAX
РОССИЯ



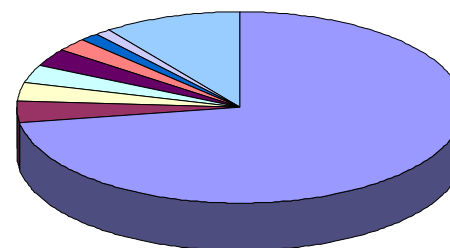
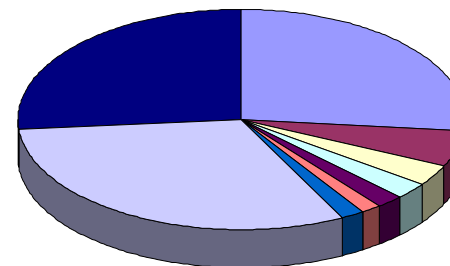
- ❑ In the beginning of 2011 on-line magazine “The Capital of the Country” got an official status of “Informational partner” of the Russian Chamber of Commerce and Industry, all this serves as testimony of the high level of informational support of business activities by our on-line magazine
- ❑ “The Capital of the Country” gives informational support to the Federation Council
- ❑ Our materials form part of the Interfax database, including informational database “SCAN” (www.scan-interfax.ru)
- ❑ “The Capital of the Country” is an informational partner of events organized by the Russian Chamber of Commerce, Ministry of Economic Development, Ministry of Regional Development
- ❑ “The Capital of the Country” is a permanent informational partner of “International Investment Forum in Sochi” in 2010-2011

Completed projects in 2011 г.

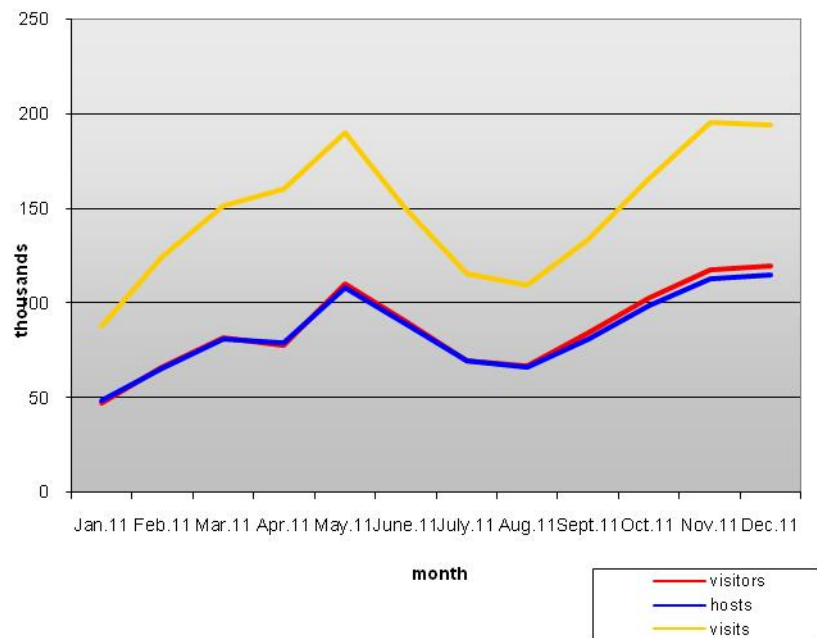
December 2011	Third international forum on intellectual property «Expopriority'2011»
December 2011	Forum «Sociobusiness-2011»
November 2011	Russian regional forum «Investments into modernization of the Russian economy»
November 2011	International Forum «RUSSIAN REGIONS. Investment attractiveness and development strategies»
October 2011	International presentation of multilingual social network GoDudu
October 2011	National congress «Modernization of the Russian economy: development priorities»
October 2011	III All-Russian Forum «Infrastructural projects of Russia: partnership of business and authorities»
September 2011	International investment forum Sochi 2011
June 2011	National award of the Russian Chamber of Commerce and Industry in entrepreneurship «Gold Mercury»
July 2011	Chamber of Commerce and Industry of Vologda
May 2011	II Obninsk innovation forum
April 2011	All-Russian journalism competition «Economic recovery of Russia»
January 2011 – present time	Official informational partner of the Chamber of Commerce and Industry of the Russian Federation

Our readers

- representatives of federal and regional authorities
- representatives of subject ministries and departments
- business-societies, including large Russian and international companies
- Russian and foreign investors
- analytics and experts in economics, science, culture, politics and other spheres
- representatives of political and social organizations
- socially active groups of population



Visitors and visits by month



Соотношение of the view of materials



Visits

- **10000** per day
- **6000** unique visitors per day
- **1000 000** unique visitors per month

Dynamics

For 2011 the number of visits doubled

Citing index

Citing index of Yandex

1100

Rating index

Rating index of Rambler100

57003,0

Demographic characteristics

Men 52,3%

Women 47,7%

<18
7,5%

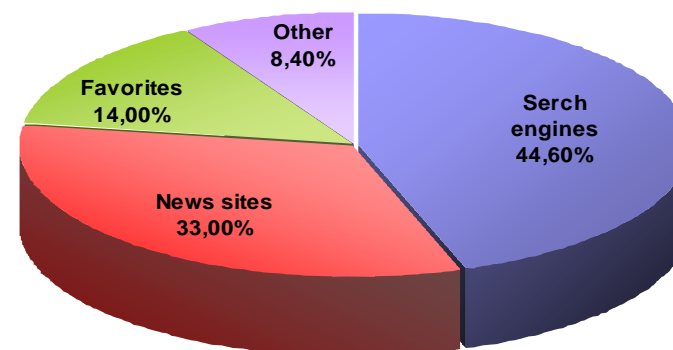
18-24
38,9%

25-34
20,5%

35-44
13,1%

> 45%
20%

Sources of visitors



- Audience consists of socially active people, who have interests in economics, investments and innovations
- The majority of visitors comes through search engines and news, which helps to expand the readers' audience

Formats of advertising banners and information blocks



We offer six types of advertising banners.



We offer the possibility to place information materials in the news feed and as a detailed material in thematic sections

Cost of placement of advertising banners

Banner	Format of placement	Price (rub.)	
		week	month
C1 Central top banner 468x60	Thorough placement through all pages	5 000	18 000
	Placement on the main page	3 000	10 000
C2 Central bottom banner 468x60	Thorough placement through all pages	3 500	12 000
	Placement on the main page	2 000	6 500
A1 Right top banner 240x180	Thorough placement through all pages	5 000	18 000
A2 Right second banner 240x180	Thorough placement through all pages	5 000	18 000
A3 Right third banner 240x90	Thorough placement through all pages	4 000	15 000
A4 Right fourth banner 240x90	Thorough placement through all pages	3 000	10 000

Price is indicated without VAT

Placement of all banner formats is dynamic. Rate for static placement is +50%

Placement of one-time information materials and events accompaniment

Title	Technical work requirements	Price (rub.)
News placement in the news block	News are submitted by Client. Client's website is hyperlinked.	1 500
News making by editorial staff	Volume – up to 1000 printed signs. Text is coordinated with Client during an hour	2 700
Preparedness of press releases	Background information is submitted by Client. Volume – up to 2000 printed signs	5 800
Placement of press release and announcement of the event	Description of the event with the indication of sponsor's logo and web link of the event. Text is coordinated with Client.	6 800
Article/interview/broadcast	Volume – up to 5000 with announcement on the main page	10 000
Production and placement of video report	Timing of the video up to 3 minutes	18 000
Production and placement of photo report	Placement of announcement on the main page. Volume – up to 15 photos+ comments up to 600 printed signs.	5 000
Publication of informational messages at the end of events	Materials are submitted by Client and are placed in accordance with thematic headings	5 200
Placement of events' banner	A1 Right top banner, thorough placement C1 Central top banner, thorough placement Banner is submitted by Client	See the price list

Price is indicated without VAT

We are ready for interesting and mutually beneficial cooperation!

Yours faithfully,

Executive Director

Fedkina Yulia

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