

BUSINESS PORTAL

BFM.RU



BFM.RU

BFM.ru is the page
that the business audience
begin their day with.

BFM.ru is a business portal
that looks upon the world through
the eyes of the business and tells
about everything that has an impact
on business and on the
decision-making process.

C O N T E N T

BFM.ru provides an opportunity to keep abreast of all business events and news. Its pages comprise news, analytical materials, experts' opinions, comments, interviews and blogs.

Launch date: November 2008
Updated 7/24



Society



Real estate



IT



Auto



Finances



Blogs



Companies



Lifestyle

A U D I E N C E

60% - Mainly males,

87% - Aged 30 years old and over,

56% - Higher institutions graduates,

56% - Top and mid-level managers, specialists,

75% - Medium and medium + income.

17 210 677

views per month

7 702 499

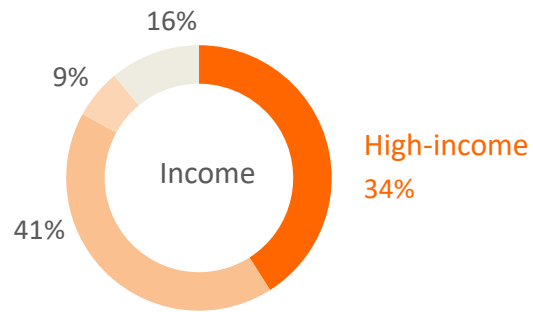
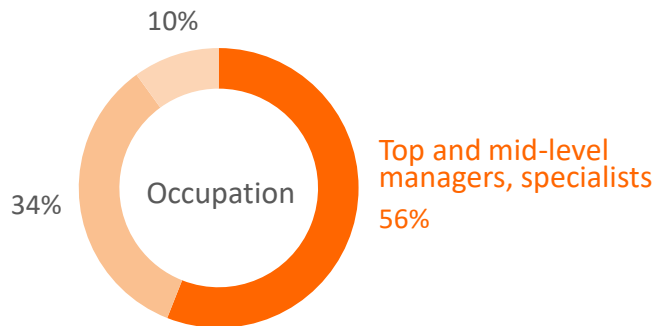
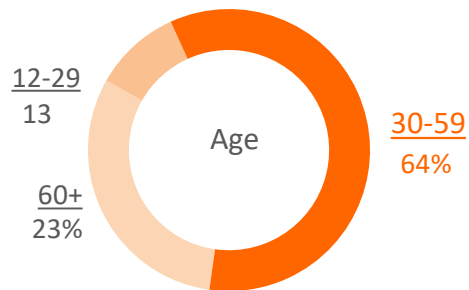
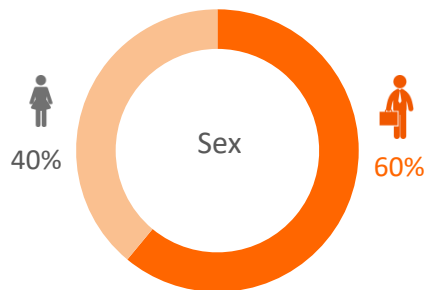
unique visitors per month

Desktop – 21% Mobile – 75% Tablet – 4%



A U D I E N C E S T R U C T U R E

Web Index. Russia 100+ _February 2022



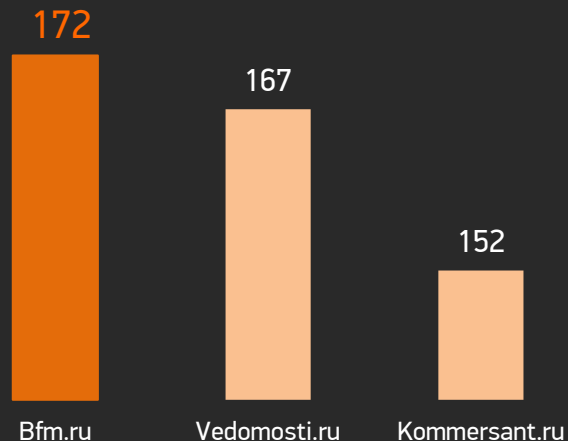
employees/workers
student

middle-income
low-income
no answer

H I G H E F F I C I E N C Y A D V E R T I S I N G C A M P A I G N

Male 35+ years old with high and medium income

Affinity Index



BFM.ru has the highest Affinity index in target audience among its competitors in the segment "News media" – 172!

Affinity Index shows the extent to which the share of a social and demographic group in the audience of this Internet project is higher/ lower than it is in the total population of Russia.

Web Index. Russia 100+ _February 2022



APPEAL FOR ADVERTISERS



Premium audience



Flexible terms of advertising placement



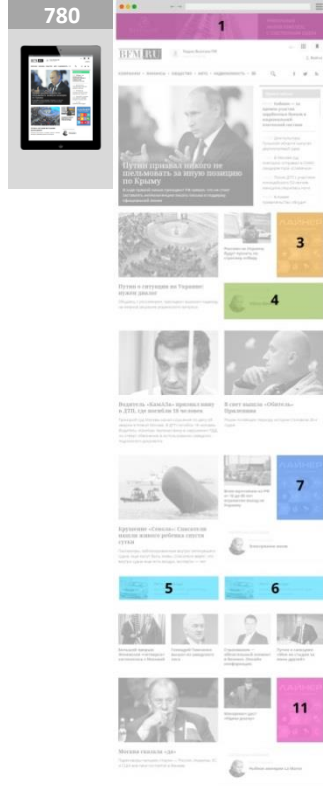
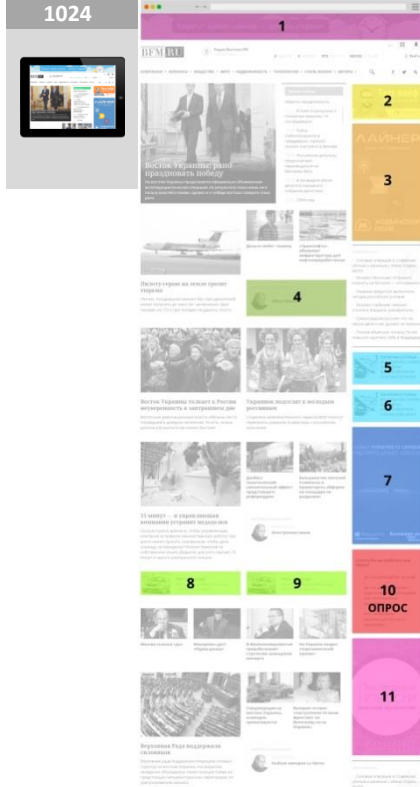
High efficiency of advertising spaces on portal pages

The portal is of interest to the business audience: company owners, mid-level and top managers.

We design and combine various standard and non-standard methods to promote products, services and companies.

We deliberately avoid creating a great number of advertising spaces on the portal pages. Their high efficiency and customer loyalty are of greater importance to us.

MEDIA FORMATS (home page)



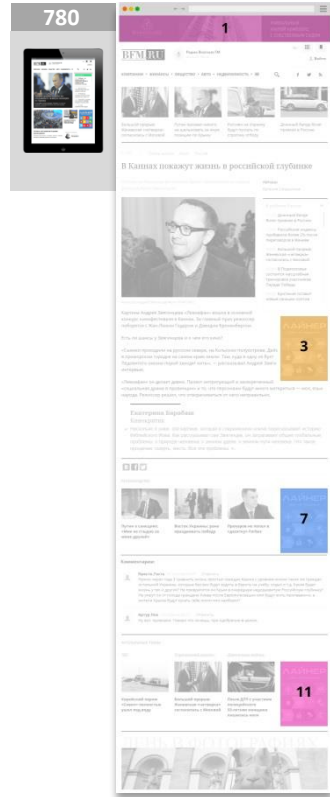
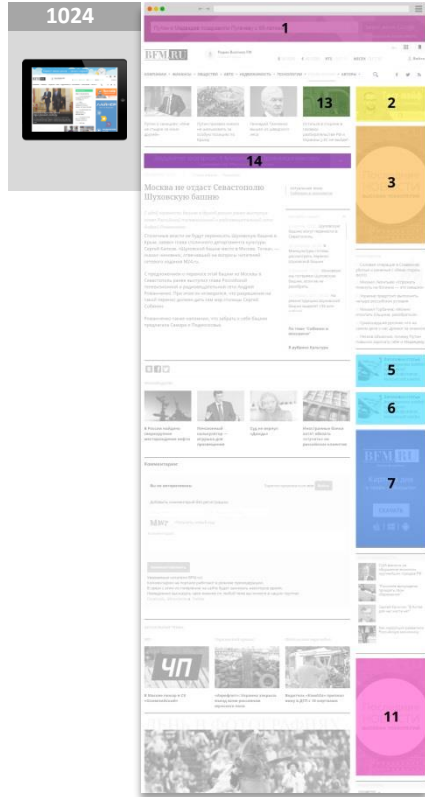
№	1024 px	780px	480	320
1	960x90 / 960x135	720x90	480x90	320x90
2	240x120	—	—	—
3	240x400	160x220	160x220	310x80
4	340x124	340x124	260x127	310x105
5	240x70	340x80	—	—
6	240x70	340x80	—	—
7	240x400	160x220	160x220	310x80
8	340x80	—	—	—
9	340x80	—	—	—
10	240x442	—	—	—
11	240x400	160x220	160x220	310x80
12	960x90 + поля / 960x135 + поля	—	—	—



1024 и более



MEDIA FORMATS (internal page)



№	1024 px	780px	480	320
1	960x90 / 960x135	720x90	480x90	320x90
2	240x120	—	—	—
3	240x400	160x220	160x220	310x80
5	240x70	340x80	—	—
6	240x70	340x80	—	—
7	240x400	160x220	160x220	310x80
11	240x400	160x220	160x220	310x80
13	160x100	—	—	—
14	704x50	—	—	—

Advertising questions, please contact our exclusive seller

OBYEDINENNYE MEDIA

Advertising Agency



On advertising placement, please contact:
Agyun Mikailova, Director of online advertising sales



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