

BFM.RU

BUSINESS PORTAL



BFM.RU



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BFM.RU is a page
for the business audience
to start their day with

This is a business portal, which
looks at the world through the eyes
of business and tells about
all important world events

A B O U T T H E P O R T A L



BFM.ru is a tool to quench the thirst of business people for information, which is why the content of the portal goes way beyond purely business topics. Information that BFM.ru offers is as diverse as the interests of its target audience.



The exclusivity of information is largely achieved through the synergy with Business FM Radio. The content is generated by the editorial boards of the radio station and the portal.

The competitive edge of BFM.ru is that you can always read what you didn't have time to listen to.

P E R S P E C T I V E B Y B F M . R U



Launch date – November 2008

Veracity

The portal releases only verified information.

Promptness

Information about what is going on today or what could happen in the days ahead.

Quality

The portal offers a venue for leading financial analysts, market experts and players, famous political pundits, public officials to comment on developments.

Objectivity

Any topics varying from corporate to household matters are presented from different, often opposing, perspectives.

B F M . R U A U D I E N C E

63% - males

82% - aged 35 and older

57% - executives and specialists

36% - with high income

9 227 820

page views per month

4 900 280

unique visitors per month

Desktop —
17%

Mobile —
80%

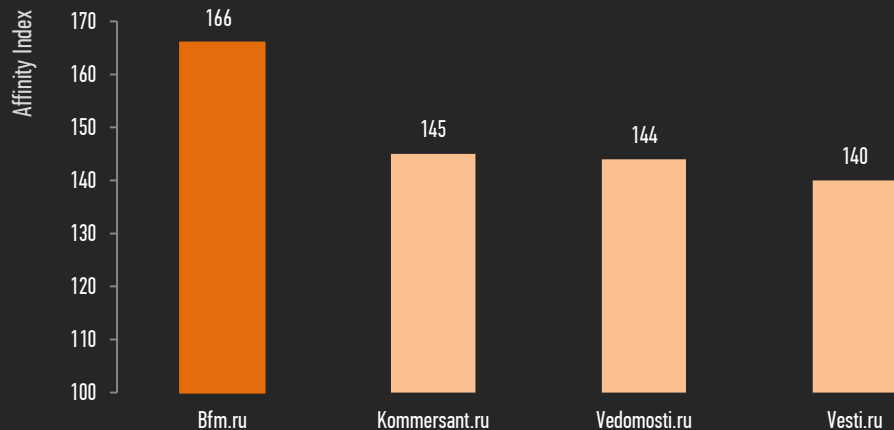
Tablet —
3%

Mediascope Cross Web, Russia 100K+, January – March 2024
Yandex Metrika, January – March 2024



A U D I E N C E U N I Q U E N E S S

The highest Affinity Index in the target audience
among information websites – 166!



Males, aged 35 and older, with high and average income

The Affinity Index shows how much more or less the socio-demographic group is represented in the audience than in the overall population.



UNITED MEDIA ADVERTISING AGENCY



Should you have any cooperation-related questions, please feel free to contact:



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