

FIRST BUSINESS RADIO

Media Kit 2021

87,5 BUSINESS FM
первое деловое радио

B U S I N E S S F M



Business FM presents a unique broadcasting concept that enables a businessman to get the maximum of information on the entire range of economic life in Russia and in the world at any convenient time.



At present Business FM radio station is not just a leader. It is the only radio station that can be called 'business' for a good reason. Over 80 percent of its air time is devoted to business information.



Business news every 15 minutes. We give our consumer a full informational picture of the life related to his business and interests.

” We make money more understandable and accessible

Business FM radio station
went on the air in March 2007.
And today it covers 10 cities of Russia.



5 918 300

Reach for Russia (12+), people

- 📍 Moscow
- 📍 Saint Petersburg
- 📍 Kaliningrad
- 📍 Yekaterinburg
- 📍 Chelyabinsk
- 📍 Nizhny Novgorod
- 📍 Ufa
- 📍 Kazan
- 📍 Krasnoyarsk
- 📍 Novosibirsk

*Radio Index-Russia. April - September 2021. Reach (month).

B U S I N E S S F M P E R S O N A L I T I E S



ILYA KOPELEVICH

Chief Editor
Business FM



GRIGORY BEGLARYAN

Popular stock exchange
analyst



VALERIYA MOZGANOVA

Chief Editor
Digest of Russian and Foreign
Real Estate magazine



ALEKSEY ZAVIYALOV

Popular stock exchange
analyst



DENIS SAMSONOV

Publisher of Stuff and
What Hi-Fi magazines



KIRA ALTMAN

Popular journalist, recognized
expert in fashion and de luxe style



ELENA LIISOVSKAYA

Journalist, auto expert,
blogger of popular
automobile YouTube
channel



Igor Sulkis

Investment consultant,
practicing investor

B U S I N E S S F M



Your tasks

+



Audience
Business FM

=



Effective
advertising
campaign

A U D I E N C E

1 930 000
people per month

1 488 000
people per week

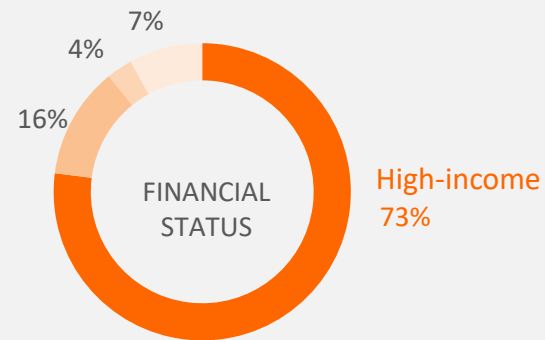
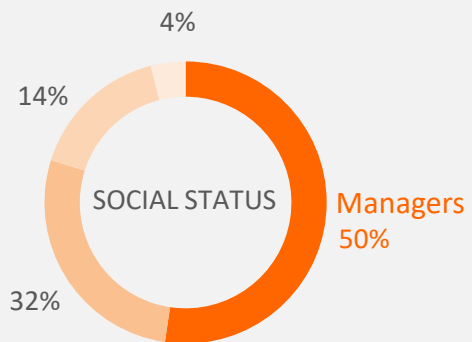
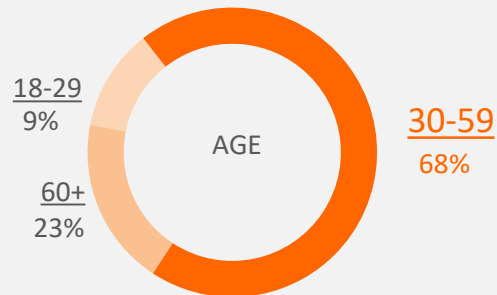
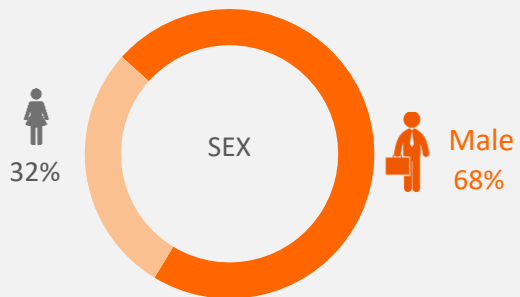
665 000
people per day



168 min. spent listening to the radio station per week
54 min. spent listening to the radio station per day



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



- specialists
- white-collar\blue-collar workers
- no answer

- middle-income
- low-income
- no answer

📍 Region: Moscow

👤 18+, working

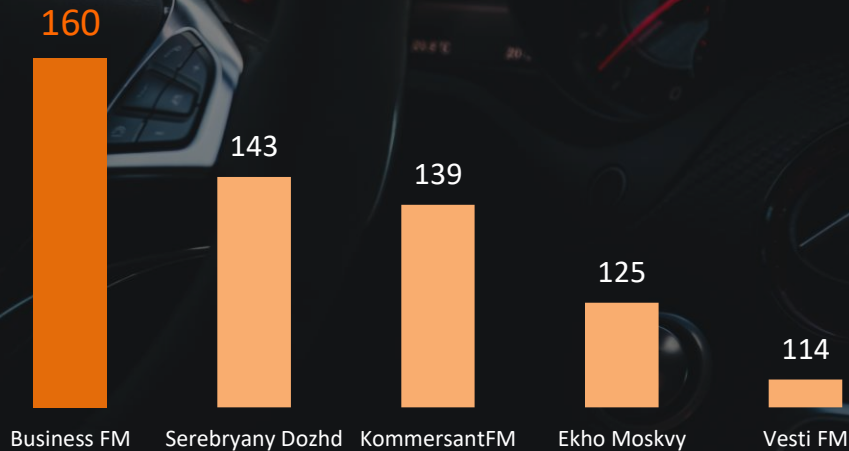
UNIQUE AUDIENCE RADIO BUSINESS FM

477

thousands of people

Average weekly audience business managers or (co-)owners.

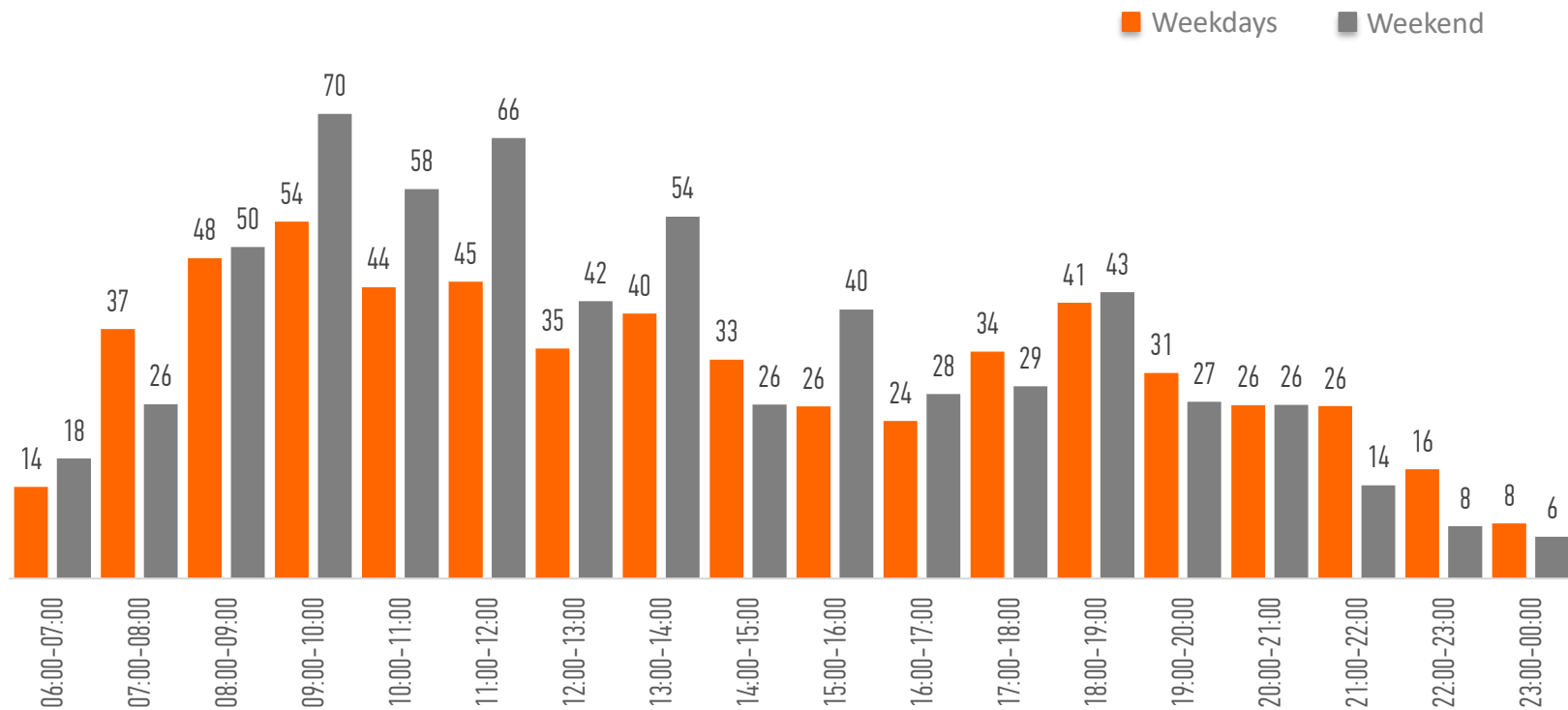
Radio Business FM has the highest Affinity index in target audience among its competitors in the segment "News media" –160!



Stats: Affinity Index

📍 Region: Moscow

AUDIENCE SIZE DYNAMICS THROUGHOUT THE DAY



📍 Region: Moscow

👤 12+

B U S I N E S S F M T H E M E C O V E R A G E



General news
and business news



Useful information in the
sphere of personal consumption



Expert analysis of the most
important events in the
country and in the world

” *Inviting the most important personalities of politics
and business, the people who have achieved
impressive results in their career*



General news
and business news



Expert analysis of the most
important events in the country
and in the world

Capital

Time: weekdays: 08:46; 09:46; 10:46; 11:46; 12:46; 17:46; 19:46; 20:46; 21:46

It is a program telling about the capital global movements in the world and about the consequences of these movements, about the ideas and people who move the capital and explaining that everything in the world depends on the capital movement. Capital gives answers to questions about what for and why the capital is moving – from reasons to consequences felt by everyone. Hosts: Grigory Beglaryan, Aleksey Zaviyalov. Timing: 6-7 minutes.

Companies and corporations

Time: weekdays: from 00.00 to 24.00, twice per hour.

News and events related to the leading Russian and foreign companies and corporations.
Timing: 1,5-2 minutes.

Market figures

Time: weekdays: from 07:00 to 22:00.

Price quotations for securities, exchange rates, prices for raw materials are given in real time.
Timing: 1 minute.



Useful information in the
sphere of personal
consumption

Weather forecast

Part time news block. 3 times per hour, every hour.

Weather forecast for the nearest future for the main business centers of the world (Moscow, Tokyo, New York, London), some offshore territories and for the cities covered by Business FM.

Timing: up to 1 minute.

Traffic jam VIP

Time: weekdays: from 07:00 to 22:00 , weekends: 9:00 to 20:30.

A report on the traffic situation in Moscow. A special attention will be devoted to the situation within the Garden Ring and also within the 'expensive' routes: Kutuzovsky Avenue, Leninsky Avenue, Leningradsky Avenue, Vernadskogo Avenue. Timing: 1-1,5 minutes.

Afisha (poster advertisement)

Friday and Saturday: 03:25; 07:25; 11:25; 15:25; 19:25; 23:25.

First runs of world-known movies, iconic theatrical productions, sensational exhibitions and famous auctions. All major events in the Afisha program.

Timing: 2 minutes.



KIRA ALTMAN

Popular journalist,
recognized expert in fashion
and de luxe style

Mezhdu delom (between this and then)

Weekdays and weekends: 01:55, 05:55, 09:55, 13:55, 17:55, 21:55.

We often hear their names in news issues. They are the locomotives of the Russian business. People whose time is extremely expensive. But sometimes they also drop everything to do... what? They are not willing to tell anyone how they spend their leisure time. Kira Altman will manage to get any – even the most reserved – businessman talking and then will tell everything to the audience. Business while having a rest – that is the topic of this series of interview programs aired on the first business radio station. Timing: 2 minutes.

Pokupki (purchases)

Special project. Weekdays and weekends: 02:25; 06:25; 10:25; 14:25; 18:25; 22:25.

It is an overview of the most fashionable, high-quality and stylish purchases and also of popular and fashionable tourist destinations. Kira Altman is a well-known journalist experienced in working at the leading Russian mass media who writes articles on fashion and traveling topics. The program also comprises such unusual projects as Ecology, Spa Treatment and others.

Timing: 2 minutes.



VALERIYA MOZGANOVA

Head of "REAL ESTATE" radio
Business FM

Nedvizhimost (real estate)

Weekdays and weekends: 00:25, 04:55, 08:25; 12:55, 16:25, 20:55.

Is there any use in buying real estate today? What markets provide better options for investment? It presents actual offers by real estate agents, developers and the analysis of the situation in the market of residential and commercial real estate. The author – Chief Editor at the Digest of Russian and Foreign Real Estate magazine Valeriya Mozganova – does not limit herself to the examination of Moscow market only. The Nedvizhimost program covers the entire Russia and foreign countries as well. Timing: 2 minutes.

Nedvizhimost. Segmenty i perspektivy (real estate. segments and prospects)

Special project.

It is a weekly program about the trends in the real estate market. Where shall we live tomorrow, what will Russian cities look like? Infrastructure, ecology, safety, architecture – all these are the main topics of the Nedvizhimost: Segmenty I Perspektivy program. The program consists of two parts: the first one is analytical and comprises experts' opinions, the second one presents an interview. Timing: 7 minutes.



DENIS SAMSONOV

Publisher of Stuff and What Hi-Fi magazines.
Author and presenter of the program "sum of technologies" at Business FM



ELENA LISOVSKAYA

Journalist, auto expert, blogger of popular automobile YouTube channel and observer Business FM.

SUMMA TEKHOLOGIY (sum of technologies)

The program comes a week after a week on odd weeks.

Weekdays and weekends: 00:55; 04:25, 08:55; 12:25; 16:55; 20:25.

Gadgets are the newest products in the world of technology. There are mobile electronics, home cinema systems, HI-FI, photographic equipment, computers, software for end users. All that you need to know to keep up with the technological progress. The program host is Denis Samsonov, publisher of Stuff and What Hi-Fi magazines. Timing: 2 minutes.

TEST DRIVE

Weekdays and weekends: 03:55; 07:55; 11:55; 15:55; 19:55; 23:55.

The first absolutely independent and real testing of cars on the radio. Elena Lisovskaya – a well-known automobile journalist – examines every car personally and evaluates it by a great number of criteria: what it can do, how it looks, whether it is easy to drive, how comfortable it is and, finally, who its buyers are. Timing: 2 minutes.



And other
author's programs.

Prodolzhitelnost Zhizni (life expectancy)

The program goes on week after week even weeks.

Weekdays and weekends: 00:55, 04:25, 08:55, 12:25, 16:55, 20:25

State of healthcare industry as a business. How it affects the end-user of medical services. New legislation and draft laws in this sphere, their influence on the life quality of middle class and business people. Pharmaceutical market realities. Relevant topics: both seasonal and special ones.

Timing: 2 minutes.

E N T E R T A I N I N G M I C R O - S E C T I O N S



City knows!

Program about areas broadcasting - 11 Millionaire Cities (exactly 10 + Kaliningrad).
About all interesting, related to these cities. Timing: up to 1 minute.



Business – Week

All that makes the current week remarkable and outstanding in the history of business. What milestone events took place these days in the world of business. Timing: up to 1 minute.



Adresa (addresses)

Entrepreneurial legends in stone: streets that outstanding industrialists walked along; buildings that famous enterprises were located at; houses that hosted the conclusion of epoch-making deals. The doors that open to the history of business. Timing: up to 1 minute.



Money

Amusing facts about the world money, different currencies, famous coins and various types of money in different societies and tribes. Timing: up to 1 minute.

Advertising questions, please contact our exclusive seller of advertising time

OBYEDINENNYE MEDIA

Advertising Agency



On advertising placement, please contact:
Director of Sales Department of the radio-advertising



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www.bfm.ru

**THANK YOU FOR YOUR ATTENTION
AND STAY THE COURSE!**

87.5 BUSINESS FM
первое деловое радио