

# 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,
- 92% - Aged 30 years old and over,
- 59% - Higher institutions graduates,
- 58% - Top and mid-level managers, specialists,
- 82% - Medium and medium + income.

**8 223 911**  
views per month

**3 064 451**  
unique visitors per month

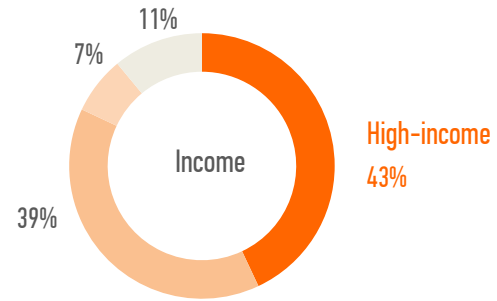
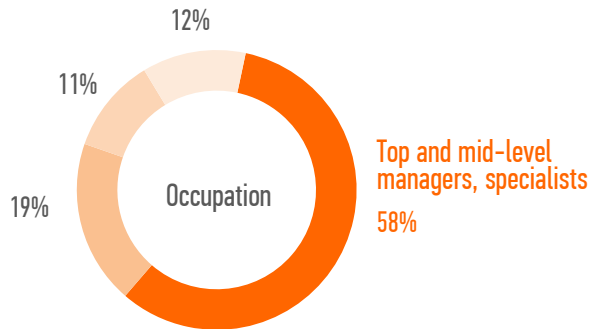
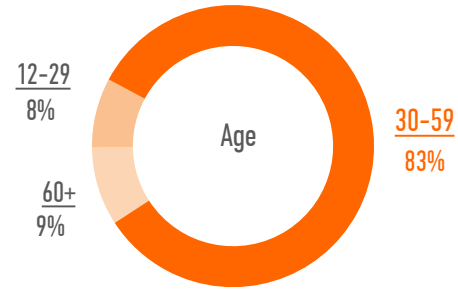
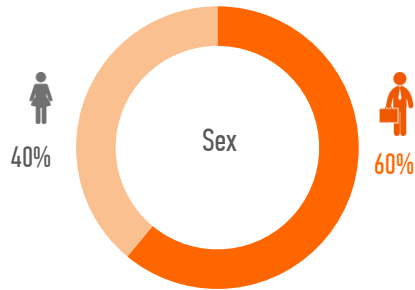
Desktop – 39%   Mobile – 55%   Tablet – 6%



TNS Web Index - Russia 100+ \_ October 2018  
Google Analytics \_ October 2018

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

Web Index. Desktop. Russia 100+ \_ October 2018



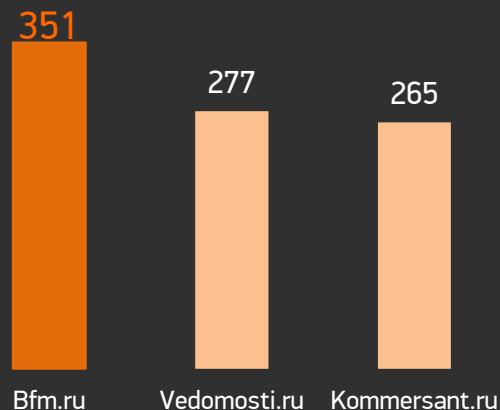
- employees/workers
- unemployed
- no answer

- 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

## Males aged 35+ years old, managers and specialists

Affinity Index



**BFM.ru has the highest Affinity index in target audience among its competitors in the segment "News media" – 351!**

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. Desktop. Russia 100+ \_ October 2018



# APPEAL FOR ADVERTISERS



Premium audience

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



Flexible terms of advertising placement

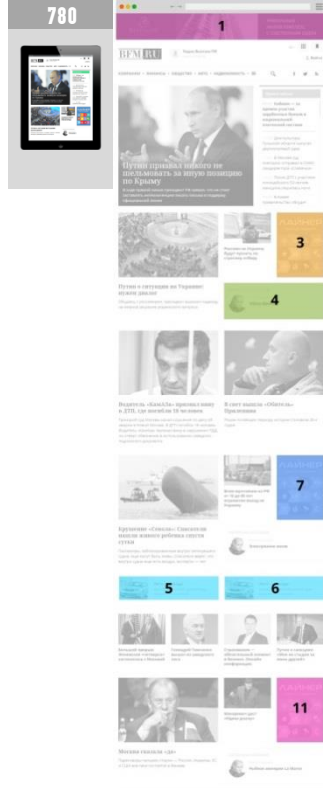
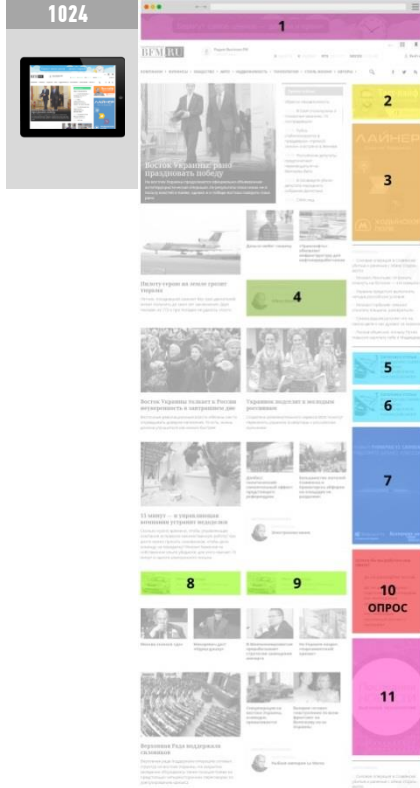
We design and combine various standard and non-standard methods to promote products, services and companies.



High efficiency of advertising spaces on portal pages

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)



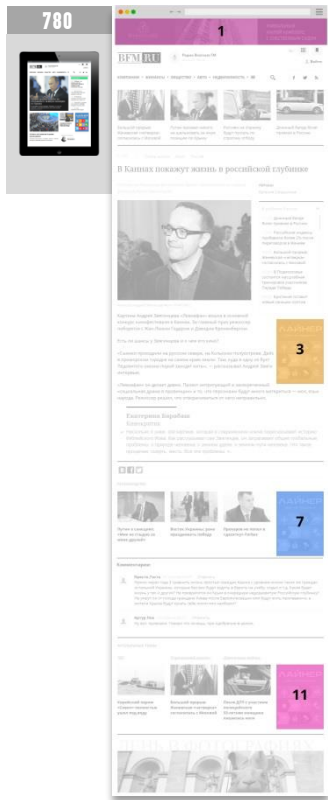
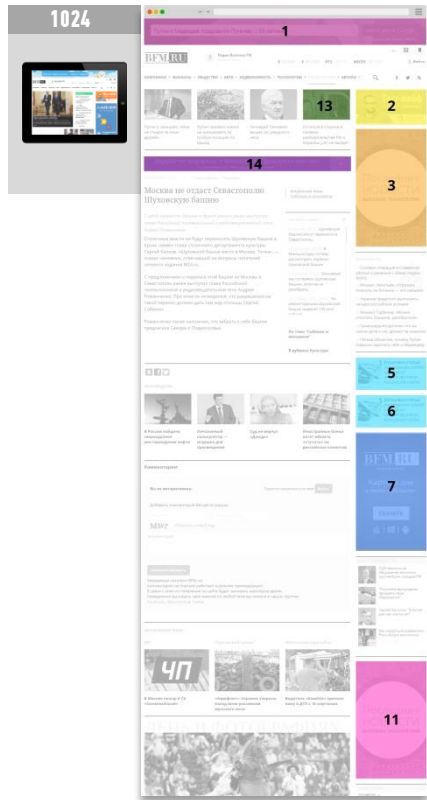
№	1024 px	780px	480	320
1	960x90 / 960x135	720x90	480x90	320x90
2	240x120	—	—	—
3	240x400	160x220	160x220	310x80
4	340x124	340x124	260x127	310x105
5	240x70	340x80	—	—
6	240x70	340x80	—	—
7	240x400	160x220	160x220	310x80
8	340x80	—	—	—
9	340x80	—	—	—
10	240x442	—	—	—
11	240x400	160x220	160x220	310x80
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:  
Aygyun Mikailova, Director of online advertising sales



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