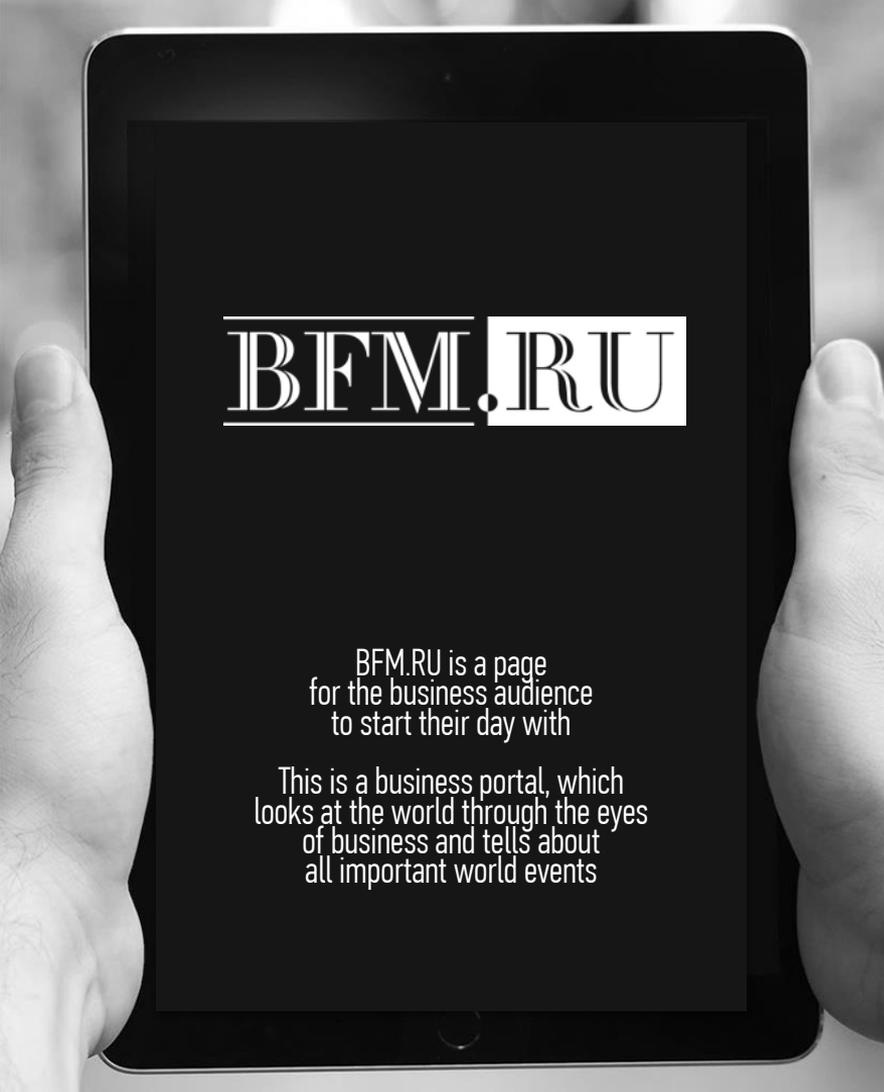


**BFM.RU**

**BUSINESS PORTAL**

**BFM.RU**





**BFM.RU**

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

**BFM.RU**



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

63% - executives and specialists

39% - with high income

12 770 000

page views per month

6 220 000

unique visitors per month

Desktop —  
17%

Mobile —  
81%

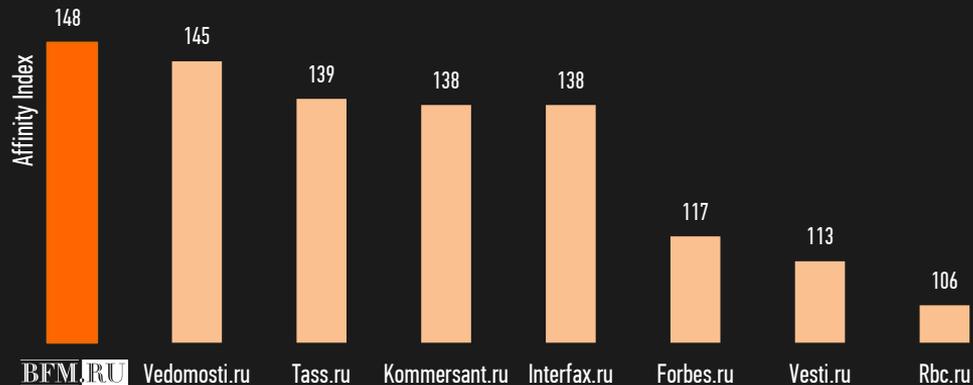
Tablet —  
2%

Mediascope Cross Web, Russia 100K+, Jan-Dec 2025  
www.liveinternet.ru/stat/bfm.ru, Jan-Dec 2025  
Yandex Metrika, Jan-Dec 2025



# 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 – 148!



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



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