

MEDIA KIT

(Journal)

About the publication

Neftynik.RU – Russian Oil and Gas Journal
publication for successful!

Neftynik.ru is a media Internet project focused on specialists working in the fuel and energy sector.

The main goal of the portal is coverage of events, news, publications about innovative developments and developments in the fuel and energy sector.

The main headings of the magazine: news in the oil and gas sector, analytics, shelf, mining, petrochemicals, equipment, events, geology (geological exploration), geopolitics in the fuel and energy complex, economy, education, career.

Since 2013, the official representative in Russia of the China International Exhibition of Petroleum and Petrochemical Equipment CIPPE

Published from

2013

year

PERIODICITY

10 times a year (pdf)

SCOPE

230 ~ 260 pages

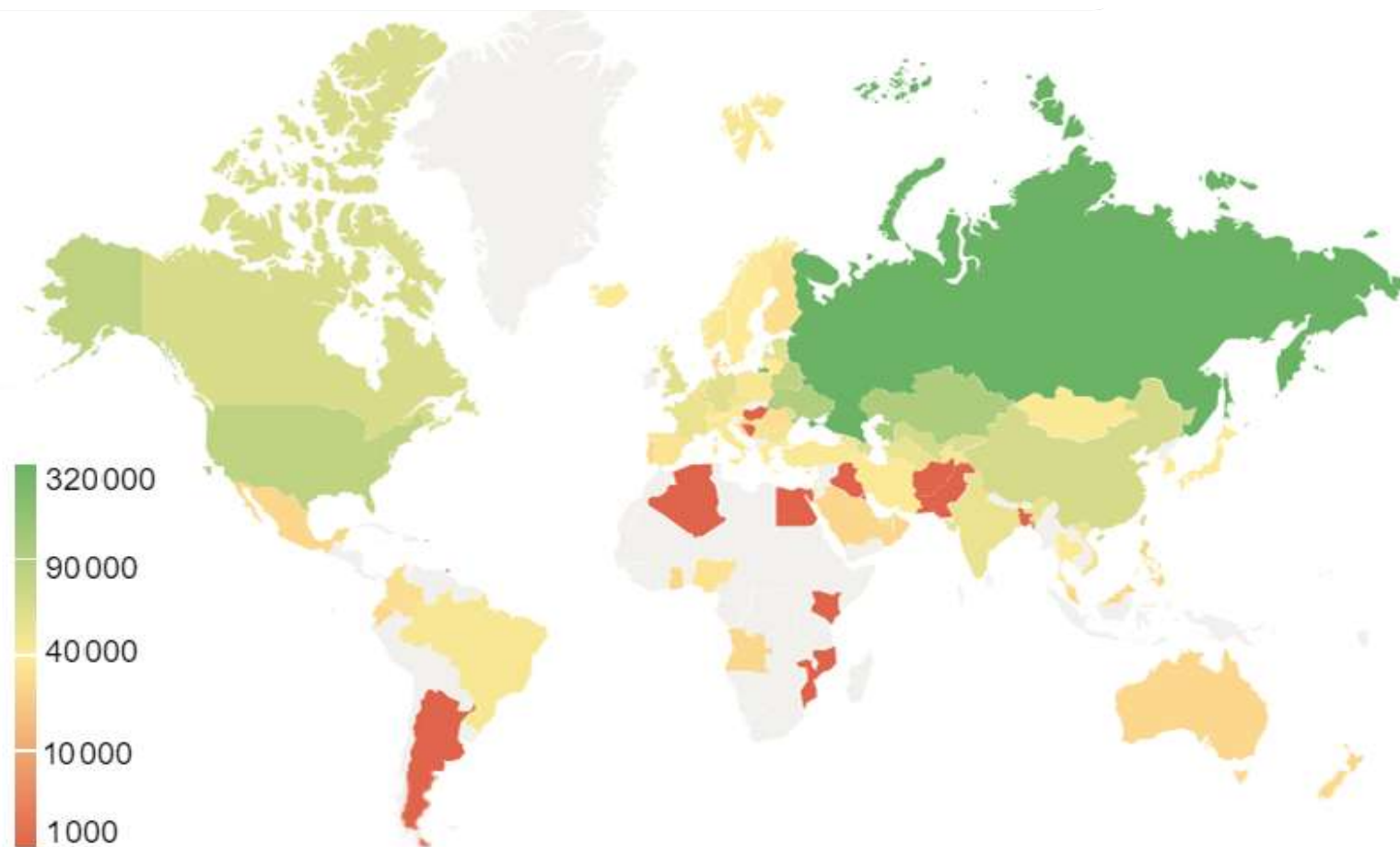
FORMAT

297 x 210 mm



Geography

We unite among themselves more than 2 500 000 readers from different regions of the world. The core of the target audience of the magazine is the personnel of small and medium-sized enterprises of the fuel and energy complex, which are engaged in both oil and gas production, and servicing - oil and gas service companies.



Readers



Neftynik.RU – Russian Oil and Gas Journal

*ORIENTED ON AUDIENCE VHNWI (VERY HIGH-NET-WORTH INDIVIDUALS) -
SUCCESSFUL PEOPLE WITH CLEAN ACTIVES FROM \$ 0.5 MILLION*

70%

Men



70%

At the age of 35-50 years



45%

Business Owners



35%

Top Managers



20%

Civil servants



The dispatch is carried out among Russian and foreign companies, sectoral ministries and departments, as well as large consumer companies in partnership with which you are most interested, the State Duma of Russia, the Federation Council and the government of the Russian Federation, large regions of the Russian oil and gas complex (Khanty-Mansi Autonomous District - KhMAO, Yamalo-Nenets Autonomous Okrug - YaNAO, etc.), the CIS countries, Canada, the USA and Europe.

Cooperation in the world:

United Arab Emirates, Middle East, Norway, Africa, Argentina, Venezuela, Iran, Iraq, USA, CIS countries.



Advertisers

*CONSUMER INTERESTS AND FINANCIAL PRIORITIES OF READERS Neftynik.RU
FORMAT THE LOGICAL STRUCTURE OF ADVERTISING THEMES*

o In the Russian Federation, there are about 22 570 million people whose state, excluding personal property, exceeds the named amount - \$ 0.5 million.

o Most readers choose Neftynik.RU - Russian Oil and Gas Journal associate their business and lifestyle with those topics that are revealed on the pages of the publication.





Advertising

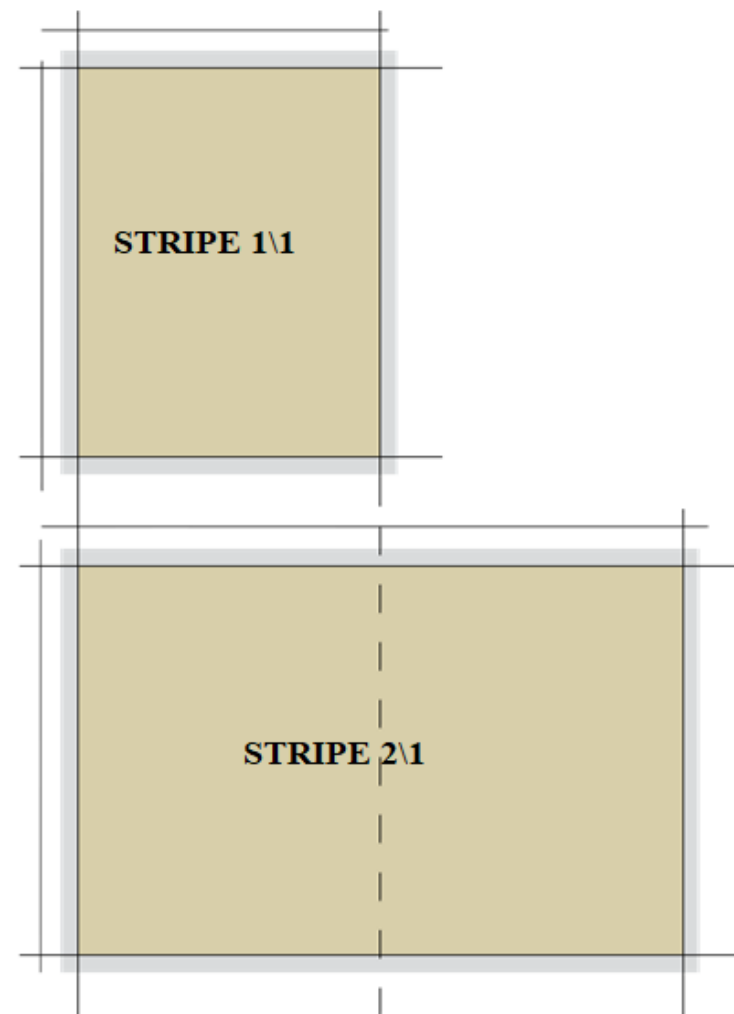
WIDE POSITIONING POSSIBILITIES:

FROM ADVERTISING MODULES IN THE JOURNAL OF DAILY E-MAIL BROADCASTS.

FORMAT	PRICE (RUB)	(\$ USA)
COVER (first)	30 000	600
COVER (last)	25 000	500
THE 1ST ROTATION (2/1)	25 000	500
2rd ROTATION (2/1)	25 000	500
3rd ROTATION (2/1)	20 000	500
BAND IN CONTENT, LETTER OF EDITOR, "HERO (PERSON) OF THE NUMBER" (2/1)	15 000	300

STRIPS (1/1) - ROTATION (2/1))

Category 1	15 000 – 20 000	300 – 500
Category 2	15 000 – 20 000	300 – 500
Category 3	10 000 – 15 000	200 – 300
Category 4	8 500 – 10 000	170 – 200
Category 5	7 000 – 10 000	140 – 200
Category 6	6 250 – 10 000	125 – 200
Category 7	5 000 – 10 000	100 – 200



РУБРИКИ

NEWS

Important events in the fuel and energy sector - transactions, the merger of takeovers, exhibitions, etc.

TECHNOLOGIES

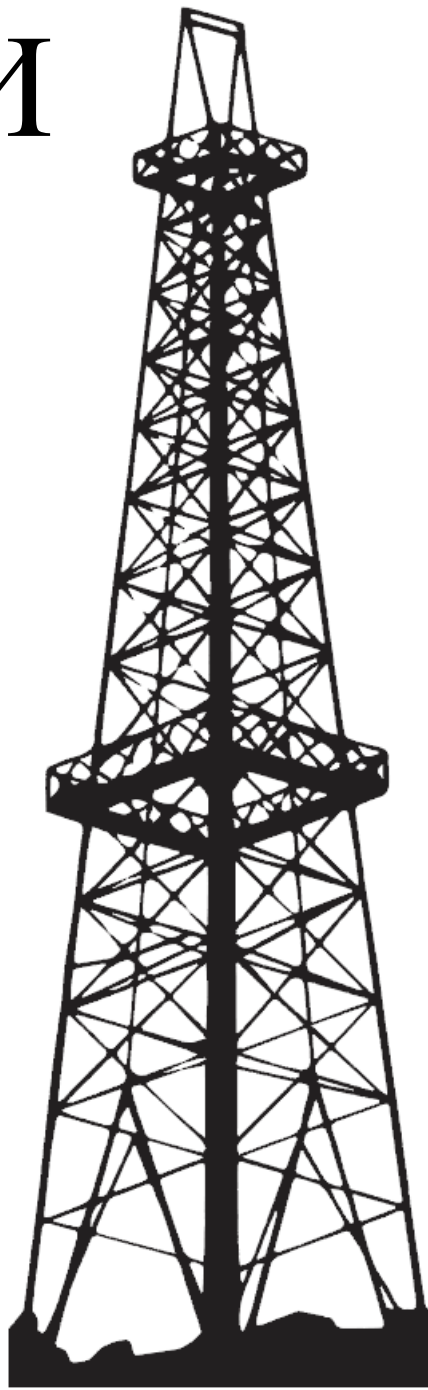
Advanced technologies in the fuel and energy complex, scientific articles, opinions, interviews, etc.

PRODUCTION AND EXPLOITATION

*Analytical reviews,
Production Planning
Opinion of leading specialists of scientific research institutes, articles, engineering, etc.*

GEOLOGY AND PGR

Review in the geological survey, review of new auction sites, scientific articles, opinions, etc.



ECONOMICS AND FINANCE

*Prices for hydrocarbons, financial aspect
IPO, banking sector for oil and gas and energy companies, assets, personnel, development strategies, optimization, scientific articles, opinions, investments and innovations, business, etc.*

STATE

State supervision in the sphere of fuel and energy complex

POWER ENGINEERING

Energy efficiency, nuclear, hydro, renewable, solar, electricity, energy management, design, energy audit, energy accounting, telecommunications, electrical equipment, digital technologies, scientific articles, opinions, etc.

The order of the stripes at the beginning of each section

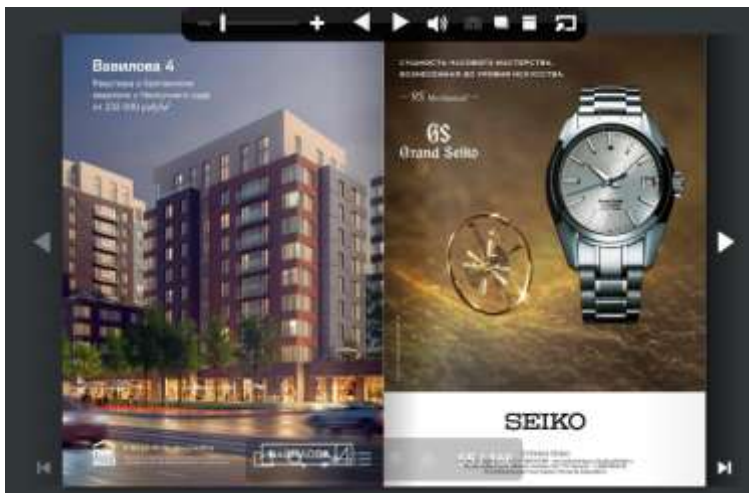
COVER
SECTIONS

ADVERTISING
REVOLUTION

THE BEGINNING
OF THE RUBRIC



All prices are given without taking into account possible discounts. Final placement conditions are discussed individually. When you pay an annual package you get a 10% discount.





Technical requirements

STRIPS	½ BAND	1/3 BAND	2/3
205X265	205X131 (horizontal)	61,6X265 (horizontal)	125X265 (vertical)
	96X265 (vertical)	85X205 (vertical)	

STRIPS	½ BAND	1/3 BAND	2/3
205X265	205X131 (horizontal)	61,6X265 (horizontal)	125X265 (vertical)
	96X265 (vertical)	85X205 (vertical)	

Contacts



Malkos Roman

+7 922 267 88 98

The founder of the project



news@neftynik.ru



Malkosh_R@neftynik.ru



Reklama@neftynik.ru



[roman_malkosh](#)



[roman.malkosh](#)

