

СОВРЕМЕННАЯ ЭЛЕКТРОНИКА

The journal for specialists
as it must be

The advertising volume in the journal is small. You will not find complicated scientific articles in it: complex things can be explained in simple terms

The journal contains a lot of practical information concerning electronic components and units, circuit-design solutions, and every-day devices

You will find interesting news from around the world and get to know scientific and technological breakthroughs in the field of electronics

journal is among three
the most popular journals
on the Russian market of electronics

Basic Sections of the Journal

- Elements and Components
- Tools and Equipment
- Programming
- Design and Simulation
- Market
- Events
- Devices and Systems
- Modern Technologies
- Practical Electronics

Area of Circulation

Moscow and Moscow oblast	37%
Volga region and South of Russia	16%
North and North-West region	14%
Central Russia	13%
Siberia and Far East	10%
Ural	10%

Readers' Audience

Top-Level Managers	23%
Medium-Level Managers	23%
Senior Staff	17%
Qualified specialists	37%

Issuance Schedule

№1 — December	№6 — July
№2 — February	№7 — September
№3 — March	№8 — October
№4 — April	№9 — November
№5 — May	

Deadline for articles and advertisements, as well as issuance dates, are available from the site www.soel.ru



The readers of the journal are circuit engineers, software programmers, production managers, and directors of fabs. Most our readers are men 25 to 55 years of age with higher education – the most energetic members of the business community, which are aimed at promoting their products on the world market of electronics.

Circulation is up to 15 000

Opinions of our advertisers

Aleksei Dem'yanov
(AVD Systems)

All responses to our publications come from only the readers of Sovremennaya Elektronika. Publications in other journals have no effect.

Marina Rusalenko
(RTD Universal)

Sure, we benefit from advertisements placed in this journal and have in mind to keep on placing articles and advertisement. Thank you and look forward to further cooperation.

Aleksandr Yadevich
(MCM)

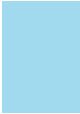







*** Co. addressed us referring to the article and advertisement placed in the Sovremennaya Elektronika journal. Once our joint project with this company is realized, the cumulative costs for advertising and publication will be repaid a hundredfold.

Olga Kluchnikova
(ACC)

Advertising in Sovremennaya Elektronika seems to be the most efficient: all responses come from the readers of this journal

Advertising Rates

Advertising Blocks

	1/1 page (210×294 mm) 41 000 roubles		1/3 page (181×88, 57×264, 119×132 mm) 19 700 roubles		1/8 page (57×99 mm) 8 900 roubles
	2/3 page (181×176, 119×264 mm) 31 000 roubles		1/4 page (181×, 57×198, 119×99 mm) 14 800 roubles		1/16 page (57×48 mm) 4 600 roubles
	1/2 page (181×132 mm) 24 600 roubles		1/6 page (57×132, 119×66 mm) 11 500 roubles	Placement of an advertising block in a desired place — 10% markup	

* Preparation of an advertising block to publication (if necessary) – price contractual

Special Offers

Cover 1	(210×294 mm)	55 800 roubles
Cover 2	(210×294 mm)	55 000 roubles
Cover 3	(210×294 mm)	65 000 roubles
Last page	(210×294 mm)	47 000 roubles
1/1 on hard inset	(210×294 mm)	83 000 roubles.
2/1 on hard inset	(210×294 mm)	117 000 roubles



For advertisement to be published in several issues prepaid, the discount is as follows:

5% for 2 publications
10% for 3 publications
15% for 4 publications
20% for 5 publications
25% for 6 publications
30% for 9 publications

* If advertising inserts are of **different size**, discount is calculated **from the number of inserts and minimal cost of insert**

* With **one advertiser** placing more than **5 pages A4**, the advertisement cost is agreed **specialy**.

Placement of Information

Placement of extended engineering information (information about new products)	1 page	55 800 roubles
Placement of commercial information		5.6 roubles per character (without spaces)
Placement of a commercial branding article	two-page spread	44 000 roubles
Placement of a commercial technical article	two-page spread	29 000 roubles

Value-Added Services

Placement of advertisement with a compact disk	price contractual
Insertion of compact disks in the 2nd or 3rd cover (full circulation)	50 000 roubles
Insertion of advertising messages in an uncertain place (full circulation)	32 000 roubles

Placement of Banner on site www.soel.ru

468×60	1 week	1 month	3 months
Initial page	600 roubles	1 800 roubles	4 500 roubles
All pages	1 000 roubles	3 000 roubles	7 500 roubles
Page at option (except for initial page)	300 roubles	900 roubles	2 250 roubles

100×100	1 week	1 month	3 months
Initial page	300 roubles	900 roubles	2 500 roubles
All pages	667 roubles	2 000 roubles	5 000 roubles
Page at option (except for initial page)	150 roubles	450 roubles	1 125 roubles

Contacts

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