

What you need to know



Distribution and Target Audience Places

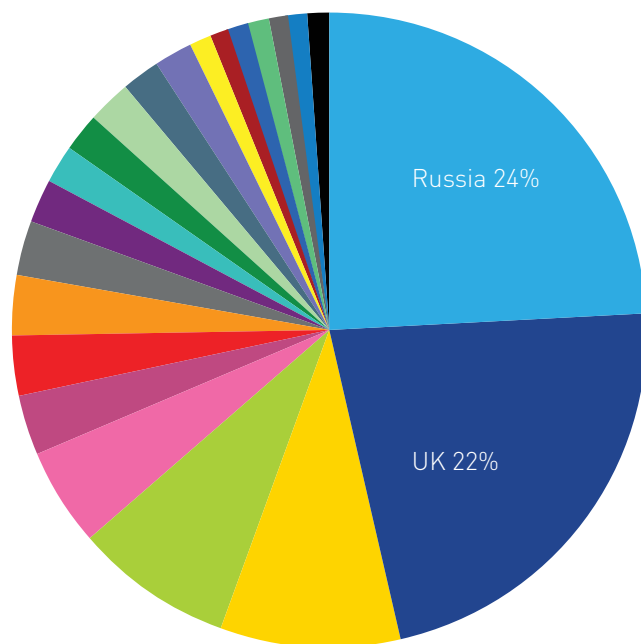
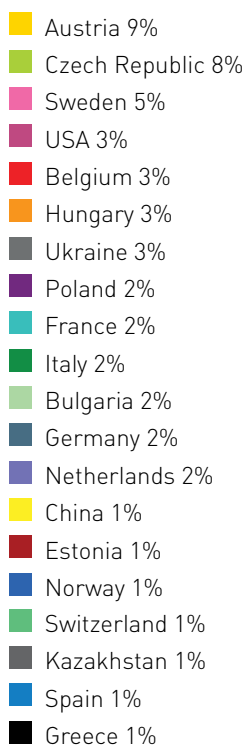
business new europe launched in October 2006 and is the only publication that covers business, finance, economics and politics in the 30 countries of Central, Eastern and Southeast Europe, the Balkans and Central Asia.

Subscribers read bne in two forms: online and in print. By the end of 2010 bne has a total circulation (print and online) of approximately 20,000 and a readership well over four times this amount.

Print – The circulation of the print issue is split evenly between what we call the international

market and the regional market. Half of the 6000 strong circulation (as of March 2011) goes to the international financial capitals of: London, New York, Vienna, Frankfurt and Stockholm. The other half goes to the regional capitals such as: Moscow, Kyiv, Warsaw, Prague, Budapest, Bucharest, Istanbul and others.

print distribution



Distribution and Target Audience Places

Online – bne’s online readership doubled in 2010 to over 8,000 registered users as of March 2011 and the most popular daily lists have more than 500 investment professionals each as readers. Just under half of all out online readers are in the capitals of New York (21%), London (21%) Frankfurt, Moscow and Amsterdam being the most important. And bne also has a strong online readership in Kyiv and Almaty (in that order) and a growing following in Turkey.

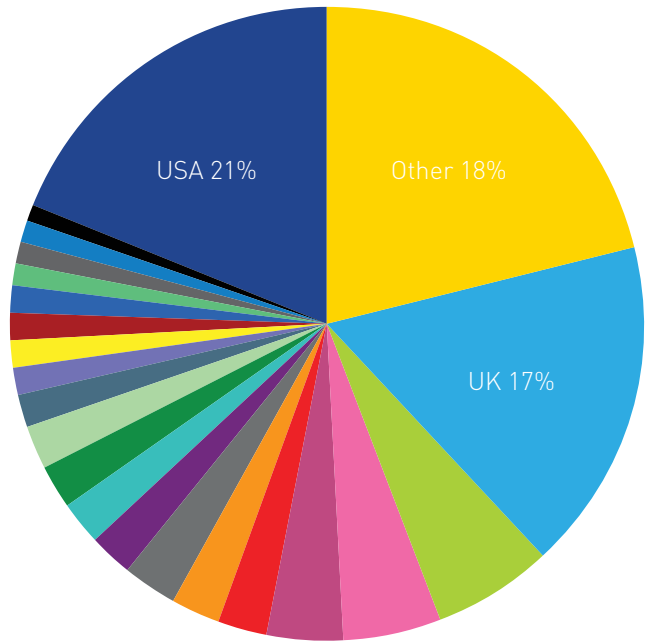
a day rising to 75,000 in times of heavy news flow. The bounce rate is a low 75% (the number of people that open a page and leave immediately). Those readers that remains on the site, spend a median 11-17mins reading an average of 6-20 pages. This is a heavy usage rate and a testament to the quality of bne’s copy.

The online circulation has been rising steadily by 10% a month since inception..

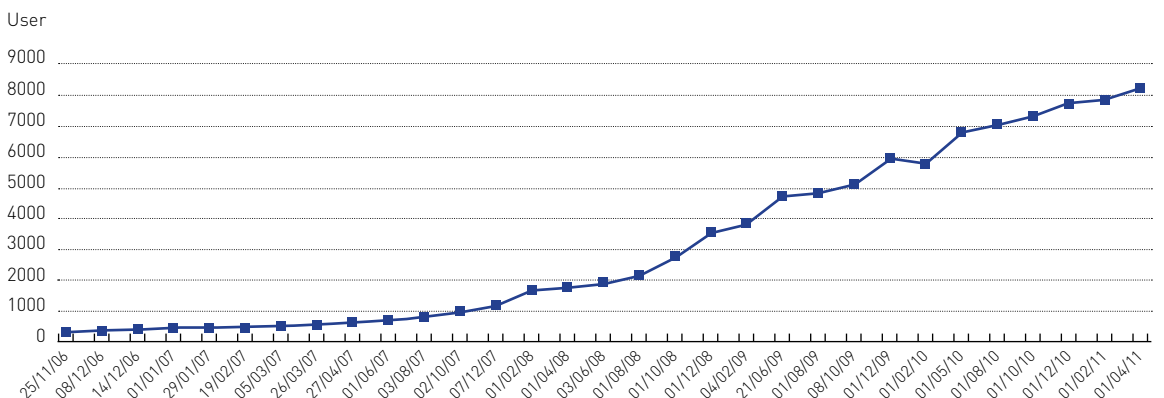
The website receives about over a million hits a month and about up to 40,000 unique page views

web distribution

- Germany 6%
- Russia 5%
- Ukraine 4%
- Czech Republic 3%
- Kazakhstan 2.5%
- India 2.5%
- Italy 2.4%
- France 2.3%
- Netherlands 2.2%
- Canada 2%
- Turkey 1.5%
- Sweden 1.4%
- Switzerland 1.4%
- Poland 1.4%
- Austria 1.3%
- Romania 1.1%
- Bulgaria 1%
- Belgium 1%
- Finland 1%



number registered users



Distribution and Target Audience

People

A selection of the firms that have already subscribed to bne includes:

London Stock Exchange
JP Morgan
UBS
Raiffeisenbank International
HSBC
Commerzbank
Erste Bank
West LB
Credit Suisse
Barclays Capital
Unicredit
ABN Amro
Handelsbanken (Sweden)
Blackrock
PPF (Czech Republic)
Wood & Co (Czech Republic)
Rothschild
DWS
Mellon
Firebird Management LLC
Prosperity Capital LLC
Black River Capital
Management
Cere Funds

Insight Investment
Elbrus Capital
Eurasia Holdings
Inter Capital (Bulgaria)
EMP Global
River Capital
Renaissance Capital
Alfa Bank
MDM Bank
Deutsche UFG
Troika Dialog
VTB Capital
AFK Sistema
Jones Lang LaSalle
Swift (Russia)
Standard Bank
Uniastrum
VISA (Russia)
UralSib
Fitch Ratings
Moody's Rating
Standard and Poor's
Norton Rose
White and Case

KPMG
Deloitte and Touche
Global Insight
EIU
Peter Hambro Mines
BP
Shell
E.ON Ruhrgas
Teliasonera
Foyil Securities
Concorde Capital
Dragon Capital
Oschadny Bank
Ukrsibbank
US State Department
Swedish Foreign
Ministry
German Foreign
Ministry
UNDP
IFC
World Bank
EBRD
OECD

All our readers are professionals working or investing into the region. Just the funds that subscribe to bne have well over \$20bn invested into the region and we estimate the average bne readers has north of \$200m each under management dedicated to investing in the bne region.

As the only business publication covering the region bne has specifically targeted readers that are active investors into the region: equity and direct investors, dedicated funds, government, consultants, IFIs as well as the major investment banks, brokerages and leading corporations within each of the countries bne covers.

Our more prominent readers include::

- Carl Bildt, Swedish foreign minister
- Lord Leon Britain, chairman of the board of UBS;
- Petr Smidt, CEO of Alfa Bank;
- Chris Ruhl, chief economist at BP;
- Bill Browder, founder of Hermitage Capital;
- Ashok Lahiri, CEO of ABN Amro in Moscow;
- Karine Hirn, CEO of East Capital;
- Ian Hague, co-founder of Firebird Management LLC;
- Ed Parker, head of Fitch Ratings Eastern Europe.

Distribution and Target Audience Channels

bne is more than a traditional business magazine. It actively seeks out relevant readers through a variety of channels

Airlines: copies of bne's print magazine are already available in business class on a number of leading international airlines and bne is constantly adding to this distribution channel.

Hotels: hard copies are also distributed through various five star hotels in Central and Eastern Europe and this network is also expanding.

Online: bne has partnered with a variety of online services and information providers to reach professionals working in the region. bne stories can be found on Google News, iStocks (US investment site), EIN News (news aggregator) and is linked to the sites such as Global Ratings (the CIS' leading bank rating agency), Internet Securities, ICPS (a leading Ukrainian think tank), Ria Novosti (Russian news agency), various chambers of commerce, blogs and other influential sites dealing with the region.

Syndications: bne provides content to various well know publications such *Euromoney*, *Institutional Investor* and the leading Russian newspaper *Rossiskaya Gazeta*, amongst others. bne also provides limited newsfeeds to various funds and exchanges, including the London Stock Exchange.



London Stock Exchange: from April 2009 bne became a lead content provider for a new section of the London Stock Exchange's website dedicated to Eastern Europe. bne provides three daily newsfeeds covering Russia, Ukraine and Eurasia, which are hosted on bne's own site and carry banners. The LSE already attracts about a quarter of a million hits a month and bne's newsfeed will give advertisers a unique access to a targeted subsection of the LSE's members.



Rossiskaya Gazeta: in 2010 bne went into partnership with the Russian state-owned newspaper *Rossiskaya Gazeta* to produce the monthly supplement "Russia Now!" which appears in 14 well known international titles every month, including: The New York Times, The Daily Telegraph, Washington Post, Figaro, La Republica, El Pais, Sud Deutsche Zeitung, The Times of India, and several other top papers in South America. The supplements contain indepth features, comments and opinions on life in Russia. With a circulation of more than 3.5m and a readership of over 10.5m, the Russia Now! gives bne access to a mass global audience. bne is responsible for producing a third of the content and advertising possibilities in these supplements also exists.



FINANCIAL TIMES

In 2011 bne became partners with the **Financial Times**, as a regular contributor of content to the FT's beyond brics section of its website, contributing commentary and reporting on our region every week. <http://blogs.ft.com/beyond-brics/>



bne also partnered with **Hurriyet Daily News**, a leading Turkish newspaper, where again bne provides quality news reporting and commentary for one of Turkey's fastest growing newspapers. <http://www.hurriyetdailynews.com/>

Distribution and Target Audience Channels

bne is now a media partner at almost every event on the calendar. In 2011 bne will be distributed at some 130 events to reach about 30,000 delegates. The conferences distribution allows clients to custom-build a highly targeted audience where readers have a tightly defined and identifiable interest

bne is distributed at every significant conference dealing with business and investment in New Europe on the calendar – rising from about 80 in 2008 to 130 are on the calendar for 2011. As the only specialist media covering the region, bne works very closely with all the main conference providers to reach high quality readers both in international capitals such as London, Hong Kong and Dubai or regional capitals like Moscow, Almaty, Kyiv and Istanbul.

Adam Smith: bne is Adam Smith Conferences' lead media partner, the biggest conference provider covering emerging Europe. A copy of bne is not only present at **all** their events in the year, but is also included in every single delegate packs of every single event. In addition, every month bne prepares a special report on a conference topic that multiplies the impact of advertising targeting conference delegates.

Others: bne works also with most of the major event providers such as EBRD, Davos and the Union of Arab Banks as well as being present at many of the investment bank client-orientated conferences.

It is possible to put together an event-oriented advertising campaign that targets a specific sector or a particular country. However, as any advert in any given month goes to all the conferences in that month, any advertising has a significant secondary impact on similar events.

Special reports: every month bne also produces a special report tied to the theme of the biggest conference of that month. Advertising in the context of the special report will increase the impact of the advert in that issue. Check the editorial schedule for a list of special reports.

A full event list is available on bne's website at: <http://www.businessneweurope.eu/events.php>

OR download the latest events calendar by clicking here: <http://www.bne.eu/docBox/bneEvents2011.xls>

AND download the latest editorial schedule by clicking here: <http://www.bne.eu/docBox/bneEditorialCalendar2011.xls>

International Press

bne is by far the most cost-effective advertising medium for reaching potential customers and partners working and investing into new Europe. bne is the only international publication with a team of 30 top-class journalists on the ground in all 30 countries of the region

None of the main business magazines covering the region including *The Banker*, *Euromoney*, and *Institutional Investor* has a single full time member of staff in the region. Even the main newspapers like *The Wall Street Journal* and *The Financial Times* only have staffers in Moscow.

bne has a team of over 25 very experienced staffers and super-stringers on the ground in all of the important countries of the region, allowing it to offer unparalleled coverage.

The circulation of the main business magazines publications also lacks focus. In all three cases half their readership is in Asia and Latin America and is redundant for companies and banks working in New Europe. But you still have to pay for these advertisers. Excluding this redundant readership, their circulation in Continental Europe is between 11,000 and 15,000, but almost non-existent within Central and Eastern Europe.

bne's strength is it is not only read in the world's financial capitals but is also read by the leading companies and banks within the region, where bne has almost no competition.

Moreover, bne's extensive daily content runs to some 200 stories a day, where the international business magazines carry at best a handful of stories on the region each month. The quantity and quality of bne's coverage guarantees the entire readership is both interested in the region and so relevant to advertisers.

bne's concentrated focus allows for a much leaner structure and this translates into advertising rates that are between a quarter and tenth of the cost of the mainstream business magazines. It is possible to reach the leading businessmen in all 30 of New Europe's countries for as little as €100 a month per country.

Products

bne offers a family of products that are tailored to the individual needs of various types of reader. The products are designed to meet the needs of the professional investor or businessman working with the region.

Traditional business reporting: the monthly print magazine is a traditional business magazine that covers the entire region. The in depth reporting covers the issues of the day as well as carrying interviews and reports on new trends as they appear. The value of the reporting it goes beyond the "what" of the news and provides the "why" it is happening by putting the story into context.

Intelligent filter: a second function of bne is to act as an "intelligent filter." bne is partnered with most of the leading investment banks, brokerages and think tanks covering the region, which produce reams of reports and commentaries everyday. bne's staff consume all this information and reproduces the most interesting, relevant and informative in an easy to read format. Much of this content is available on the website or in the various dispatches emailed out on a daily or weekly basis.

bne provides 90% of what you need to know in 20% of the time.

Products

Print Magazine

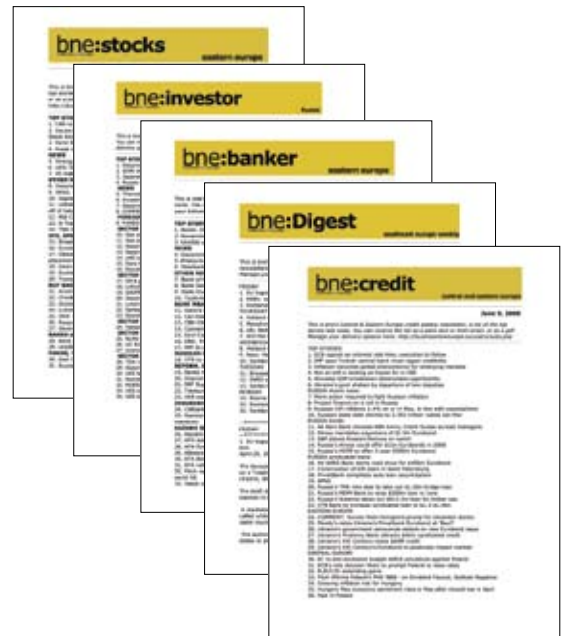
bne offers its readers unparalleled quality of reporting on New Europe. Our staff includes the most experienced journalists covering the region with a collective 50 years of experience. bne counts 4 active Financial Times bureau chiefs amongst our writers and all our journalists have been regular contributors to the likes of *The Economist*, *The Wall Street Journal*, *BusinessWeek*, *The Banker* and so on.



Dispatches

The most popular product are the five daily dispatches – covering Russia, Ukraine, Eurasia, Central and Southeast Europe – which provide up to date business, economic, finance, politics and stock market news, as well as rapid reaction analysis of major events.

bne also offers five weekly dispatches that cover specific topics in more detail. The most popular is **bne:deal** that covers mergers and acquisition in Russia. bne also produces: **bne:stocks**, that covers the action on eastern Europe's equity capital markets; **bne:investor** covering FDI and other investment issues; and **bne:banks**, that follows the development of the financial services industry in the region. Finally, for busy senior executives that want to follow developments, but don't have to time to wade through hundreds of articles a day, bne produces four **bne:digests** – a weekly digest of the four daily dispatches. **bne:credit** is a weekly look at news related to fixed income investment across all of central and eastern Europe.

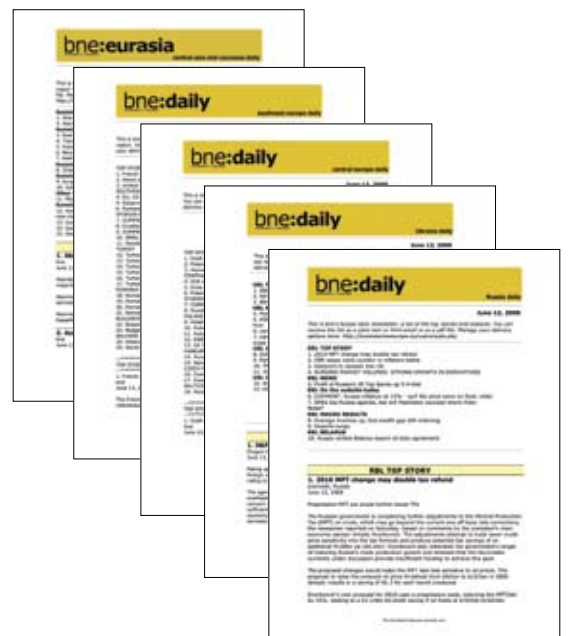


Daily Dispatches

bne's most popular product are the five daily dispatches covering:

- Russia
- Ukraine
- Central Europe
- Southeast Europe
- Eurasia

Every day bne together with its partners at the leading think tanks and investment banks publishes up to date reporting and commentary as well as a selection the best analysis of the day on the business, economic, finance, politics and stock market action in each of these regions produced by bne's partners at investment banks and think tanks.

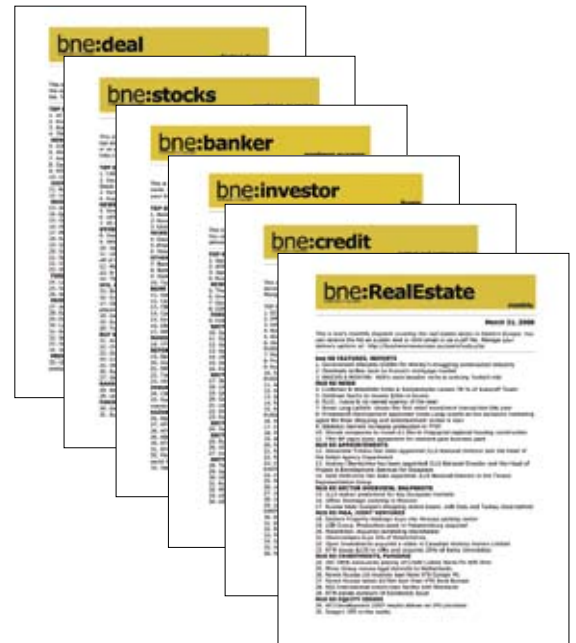


Products

Weekly Dispatches

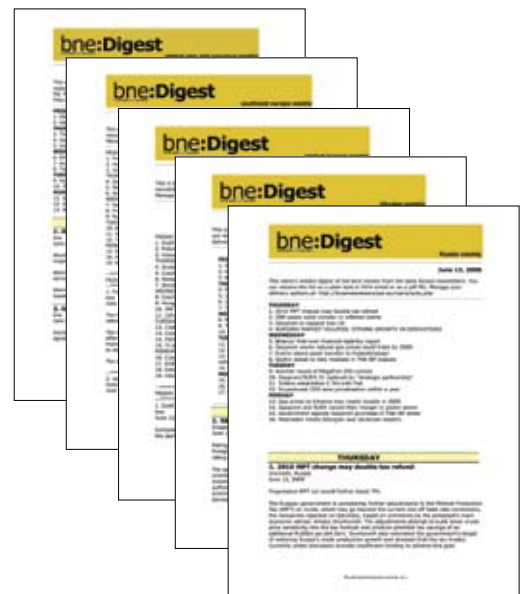
Each week bne also produces five weekly dispatches (and one monthly) covering specific topics for readers with a specialist interest including:

- bne:deal** – covering mergers and acquisitions
- bne:stocks** – covering IPOs and equity market issues
- bne:banker** – covering financial institutions in the region
- bne:investor** – covering issues related to direct and foreign investment
- bne:credit** – covering fixed income, syndications and other forms of debt
- bne:realestate** – covering the real estate sector (monthly)



Weekly Digest

Finally, for busy senior executives that want to follow developments in the region, but don't have to time to read the daily dispatches, bne produces five weekly digests of the daily lists that includes all the most important stories.



Weekly PDF magazine dispatch

Every week bne publishes a pdf magazine that includes much of the same content as the print magazine, except on a weekly basis and in an electronic form.

Unlike the print version, in addition to the best articles from the website the pdf magazine also has news items from the daily dispatches and some of the content from weekly dispatches, laid out in a traditional magazine format.

The print and pdf magazines are the easiest way of keeping up with the region and are the highest quality products bne produces.



Products

Investment Reports

bne does more than just journalism, it also writes investment-bank quality reports, books, newsletters, research, notes, comments and investment guides as a contract publisher.

These can be produced as one-offs to be used as marketing materials or as a resource on your website, or they can be regular publications that provide a specialised news feed that covers a specific topic or sector in order to promote your sector, country or specialism.

Our clients include:

MICEX – Russia's leading stock market, for whom we produced an investment guide to Russian capital markets

Thompson Reuters/IFR market intelligence – a leading financial publisher, with whom we co-produced and sold 600 page reports on emerging Europe and Central Asia investment opportunities.

Mostotrest – Russia's leading bridge builder, for whom we produced and distributed a fortnightly newsletter covering infrastructure issues in the CIS.

Government of Kazakhstan – for whom we produced a 40,000 word book on the attractions of the country and investment opportunities.

Hedge Funds – several leading asset management companies have engaged bne on retainer to write reports, articles, commentary and notes to investment bank standard as well as advising on media relations and promoting their content to international leading titles.

Financial Times – one of the world's leading newspapers, for whom we wrote some of their guides and special country reports, as well as regularly contributing to their online content.



Reports

The reports can be printed or produced as a pdf. They can be one-off or under contract bne can keep them current with annual, bi-annual, or quarterly updates.

The client can either distribute the report themselves, or distribute them via bne's own online resources and/or marketing list and partners.

They can be used as marketing tools, to support investment proposals, as part of a state-lead investment campaign, or simply used to provide high quality information to interested parties.

Download the sample reports to see the extent and quality of reporting here:

www.bne.eu/docBox/IFROpportunitiesinRussian&EurasiaCapitalMarkets2007.PDF

www.bne.eu/docBox/IFROpportunitiesinRussianCapitalMarkets2008.pdf



Products

Investment Reports

Newsletters

An alternative way of getting the message out is to engage bne to produce high quality newsletters on a weekly, fortnightly or monthly basis.

These are a combination of reporting, commentary and analysis on any sector, region, country or topic the client wishes to promote.

The newsletter can either be sponsored and distributed with bne's other products, co-branded with the client, or produced "white label" by bne for use by the client. In addition the newsletter can carry the clients banners and other "click through" functionality.

Producing a newsletter allows the client to tap into bne's 60,000 strong of professional investors with a dedicated interest in our region and an estimated \$40bn of assets under management by producing a "must read" publication of news and informed analysis compiled by bne's expert staff.



Supplementary services

In addition to the reports, newsletters and other written materials, bne is also able to put its publication, distribution and marketing machine at the clients disposal. bne can build bespoke solutions for delivering news, investment tender announcements, press releases and reports to our targeted segments of database of readers.

A complete package might include:

- an comprehensive investment guide, updated bi-annually
- a monthly newsletter that covers business, finance, policy and deals on a specific region or sector
- a "alert" announcement service where readers can be sent or sign up to alerts on specific actions like corporate actions or investment tenders.

Products

Event Live Blogs

If you are organising an event for clients or have sponsored a major event, then bne can support this effort with a **live blog** from the floor of the conference, branded with your logo.

This will ensure your presence and investment into your profile at the event gets out from the walls of the event to a general audience, as the event happens.

bne will send a journalists to the event who will write one or two blogs from the floor of the conference.

We will then distribute this blog by email, via our site, and via our third party news partners (like Google News) as a "flash."

This goes firstly to our entire database of names: this includes not just our subscribers, but our entire list of names and includes everyone who has ever looked at bne, as well as names on various partner lists that we have collected from our event partners such as EBRD, Adam Smith, Marcus Evans, etc. This is well over 10,000 names.

The newswires like Bloomberg will of course be at this event and will send out quotes from the VIPs as they speak, but these are one-line stories of significant quotes.

The **live blog** is a totally different product as it is a complete article that adds value, takes in the atmosphere and puts the quotes into context in the form of analysis and commentary.

Thanks to its "news element" coupled with intelligent comment on what this news "means", our experience is these blogs are typically forwarded by readers to their friends and colleagues (the more famous the speakers the wider these blogs are forwarded.)

Remember that news wires distribute over terminals, but bne distributes by email and many of the delegates will read this on handhelds at the event and send it on to their offices by simply hitting the "forward" button.

In addition our blogs will go to things like Google News and FT amongst our other partners, which significantly increases their reach. And they are the first complete articles to come out from the event they typically score high in the number of hits via these 3rd party news services.

Finally we will also brand our blogs for the client with a banner in the same way that we do for Renaissance Capital at their annual event. (see below – this is an example of a flash, but the blogs are longer).



Advertising

Advertising in bne is divided into three main forms: on the website; in the dispatches; and in the magazine/special reports.

Advertising in bne is by far the most cost effective way of reaching an professional audience specifically interested in opportunities in New Europe.

Advertisers can make use of the distribution of the print magazine at conferences or the various dispatches to pick out specific groups of readers to tailor-make marketing solutions.

Price quoted in the following section are rate card for one off use, however, there are discounts and extras for packages of ads or any combination of advertising in the various products.

Advertising Online

Website – home page

Front page, top banner: this appears on the home page at the top of the page. It also appears on the top of all the articles in all the content pages.

Price €2,000 per month
Size: 726 x 89 pixels
(with some flexibility in width)

Front page, left column banner: this appears on the home page in the left hand column. It also appears in all the articles in all the content pages.

Price €500 per month
Size: 100 x 125 pixels



Dispatches

Right hand vertical banner: this appears as a vertical box to the right of the index list. These are read by our readers either every day or every week, depending on the dispatch. The bulk of our readers take the dispatches in html format emails so the banner can be made to click through to your website.

Price daily dispatch €2150 per month
Price weekly dispatch €1150 per month
Size: 150 x 400 pixels



Left hand column: the ad appears in the left hand column level with the index of the list. These are read by our readers either every day or every week, depending on the dispatch. The bulk of our readers take the dispatches in html format emails so the banner can be made to click through to your website. This ad may be shared with other advertisers as a rotating gif

Price daily dispatch €1200 per month
Price weekly dispatch €700 per month
Size: 150 x 400 pixels



Advertising Online

Horizontal banner: this appears as a horizontal bar below the index list and above the first story. These are read by our readers either every day or every week, depending on the dispatch. The bulk of our readers take the dispatches in html format emails so the banner can be made to click through to your website.

Price daily dispatch **€2000 per month**
Price weekly dispatch **€1000 per month**
 Size: 400 x 60 pixels



Weekly PDF magazine dispatch

The weekly PDF magazine is sent out by email as well as being archived on the website. Special reports are also included once a month in the PDF distribution as a PDF and provide a more targeted option for the PDF advertising.

Price:
Half Page, Front Cover **€1000**
Full page, back cover **€1800**
Quarter Page, Front Cover **€600**
Full page, inside **€1500**
Half Page, inside **€800**
Quarter Page, inside **€450**

Size:
 Full page 210x297mm
 Half page 190x124mm
 Third page 190x76mm
 Quarter page 74x137mm



Advertising Print

bne Magazine



Spread

Trim size: 404 x 272mm
Bleed size: 412 x 280mm



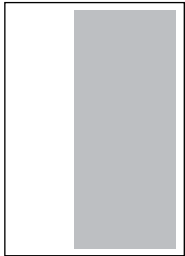
Full page

Trim size: 202 x 272mm
Bleed size: 210 x 280mm

Prices:

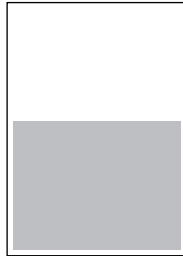
Spread (2 page)	€ 14,900
1 page	€ 7,650
2/3 page	€ 6,060
1/2 page	€ 4,900
1/3 page	€ 3,700
1/4 page	€ 2,200
Insertions at cost	€ 1,700

Position Surcharge: A 20% surcharge on agreed positions when granted. Special positions must be agreed in advance, no specific position can be submitted either on or with an order unless first agreed by the Publisher.



2/3 page

Size: 115 x 236mm

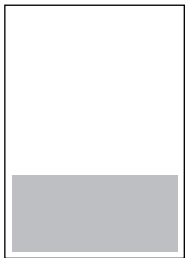


1/2 page

Size: 175 x 114mm

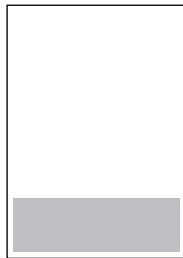
Advertorials:

One page including 1,000 reprints	€ 7,000
Two pages including 1,000 reprints	€ 12,000
Four pages including 1,000 reprints	€ 15,000



1/3 page

Size: 175 x 73mm



1/4 page

Size: 175 x 58mm

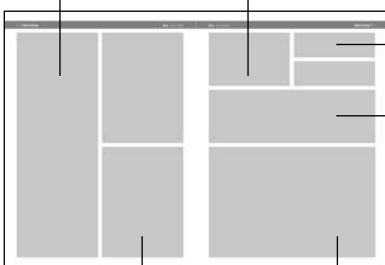
Classifieds

1/2 vertical

85.6 x 236mm

1/8

85.6 x 56mm



1/4 vertical

85.6 x 116mm

1/2 horizontal

175 x 116mm

1/16

85.6 x 26mm

1/4 horizontal

175 x 56mm

1 page

175 x 236mm

2/3 page

175 x 86mm

Prices:

1 page	€ 2,590
2/3 page	€ 2,050
1/2 page	€ 1,690
1/3 page	€ 1,100
1/4 page	€ 850
1/8 page	€ 475
1/16 page	€ 250

Advertising

Technical Specifications

Artworks for the Magazine

Spread	Trim size: 404 x 272mm Bleed size: 412 x 280mm
Full page	Trim size: 202 x 272mm Bleed size: 210 x 280mm
2/3 page	115 x 236mm
1/2 page	175 x 114mm
1/3 page	175 x 73mm
1/4 page	175 x 58mm

Classifieds

Full page	175 x 236mm
2/3 page	175 x 86mm
1/2 horizontal	175 x 116mm
1/2 vertical	85.6 x 236mm
1/4 horizontal	175 x 56mm
1/4 vertical	85.6 x 116mm
1/8	85.6 x 56mm
1/16	85.6 x 26mm

Artworks for the Weekly PDF Magazine

Full page	210x297mm
1/2 page	190x124mm
1/3 page	190x76mm
1/4 page	74x137mm

Please, provide the artworks with following specs:

300dpi, CMYK

Fonts in outlines

Embedded images

File format: eps / tif / pdf

Home page banners:

Front page, top banner (with some flexibility in width)	726 x 89 pixels
Front page, left column banner	100 x 125 pixels

Dispatch banners:

Right hand vertical banner	150 x 400 pixels
Left hand column	150 x 400 pixels
Horizontal banner	400 x 60 pixels

For more information
or enquiries contact:

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www.businessneweurope.eu