

экономическое издание для руководителей химических предприятий

# THE CHEMICAL JOURNAL

Химический журнал

## MEDIA KIT

In-depth Information  
About The Chemical Journal  
for Investors, Advertisers  
and Press Departments



2015

## EDITORIAL NOTE

The RCC Group information agency, alongside with having a number of specialized publications and running the largest Russia's electronic news line dedicated to the chemical and petrochemical industry, publishes a business magazine entitled The Chemical Journal.

The specifics of the agency's editorial policy position the magazine as a professional business publication that occupies its individual market niche which was formerly free. Among existing industrial magazines intended for interested audience, specialists or researchers, The Chemical Journal stands out by its analytical approach to solving both technological and economic problems. While describing technologies, new materials or applications, the magazine analyzes the background situation in the given market segment. It regularly publishes materials pertaining to issues of the foreign and domestic state policy as they concern the Russian chemical industry.

The Chemical Journal is an economic publication intended for leaders of the chemical and adjacent industries.

The targeted audience of the magazine is represented by top and middle managers of the Russian chemical industry and state officials, particularly:

- heads of chemical enterprises, including the second level management: heads of central research laboratories, deputy directors for IT and human resources;
- heads of foreign representations, Russian engineering and distribution companies, major vendors;
- deputies of the State Duma parliament;
- heads of industrial regions of the Russian Federation. ■

## CONCEPT

The subjects of this fullcolor illustrated publication include market activities of chemical, petrochemical, and pharmaceutical enterprises both in Russia and abroad.

The magazine gives coverage of technological and company news: startup of new facilities, staff appointments, investments, mergers, acquisitions, bankruptcies.

Using its direct connections with European news agencies and companies, the magazine publishes exclusive price and market information related to major foreign partners of Russian manufacturers and new players in the chemical market.

Up to a third of the magazine space is occupied by Russian feedstock and downstream markets price reviews put together by a research division of the agency RCC Intelligence Unit.

A special emphasis is made on innovative activities: introduction of advanced technologies, presentation of new products, production automation and management system integration issues.

The publication is focused on covering macroeconomic trends in the chemical industry. ■

**Welcome to the pages of The Chemical Journal!**

## ABOUT THE MAGAZINE

### Imprint

- Periodicity — 10 issues per year.
- Circulation — 10,000 copies.
- Format — 203×273 mm, glossy paper (density 80 g/m<sup>2</sup>, cover 130 g/m<sup>2</sup>), fullcolor.

### Targeted Audience

**By industrial sector:** chemistry, petrochemistry, plastics industry, coatings industry, agrochemistry, pharmaceuticals,

adjacent industries (finance, law, information technologies, consulting).

**By functional status:** top executives and managers of enterprises, specialists from engineering services (including research and test laboratories), IT managers, logistic managers, marketing managers, analysts, foreign trade managers.

**Also:** federal, regional, municipal authorities, relevant ministries and departments, foreign trade missions. ■



\* VAT and delivery cost excluded

## EDITORIAL COLUMNS



- Russia and CIS' news
- World news
- Analytical materials

- Statistics
- Forecasts
- Projects
- Companies

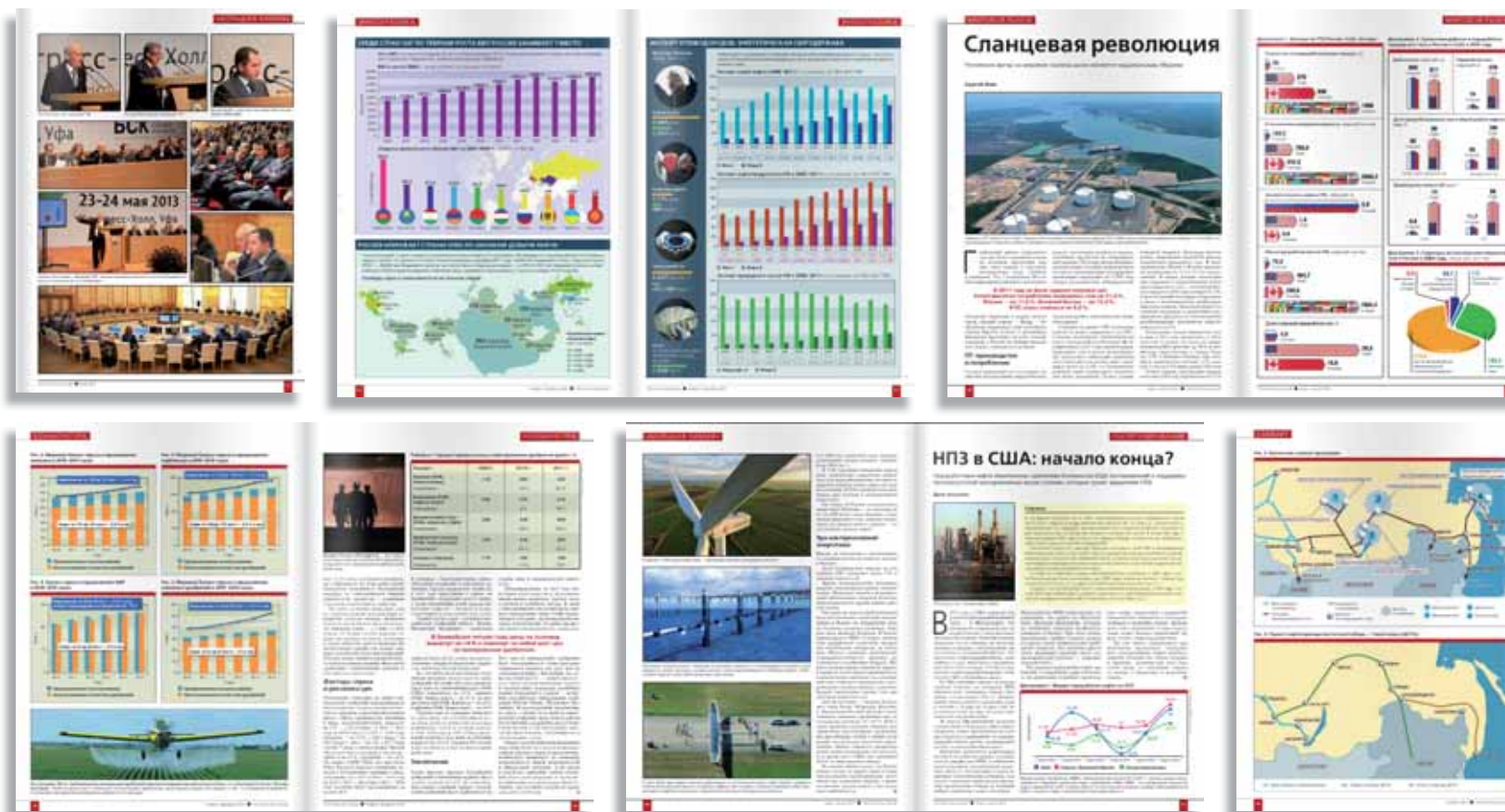
- Interviews
- Feedstock
- Technologies
- Equipment

- Products
- International markets
- Strategy

- Management
- Regions
- Prices
- Internet



## SUBJECT HEADINGS



- Petrochemical industry
- Chemicals
- Polymers

- Coatings
- Agrochemistry
- Pharmaceutical industry

- Fibres
- New materials
- Finance
- Law

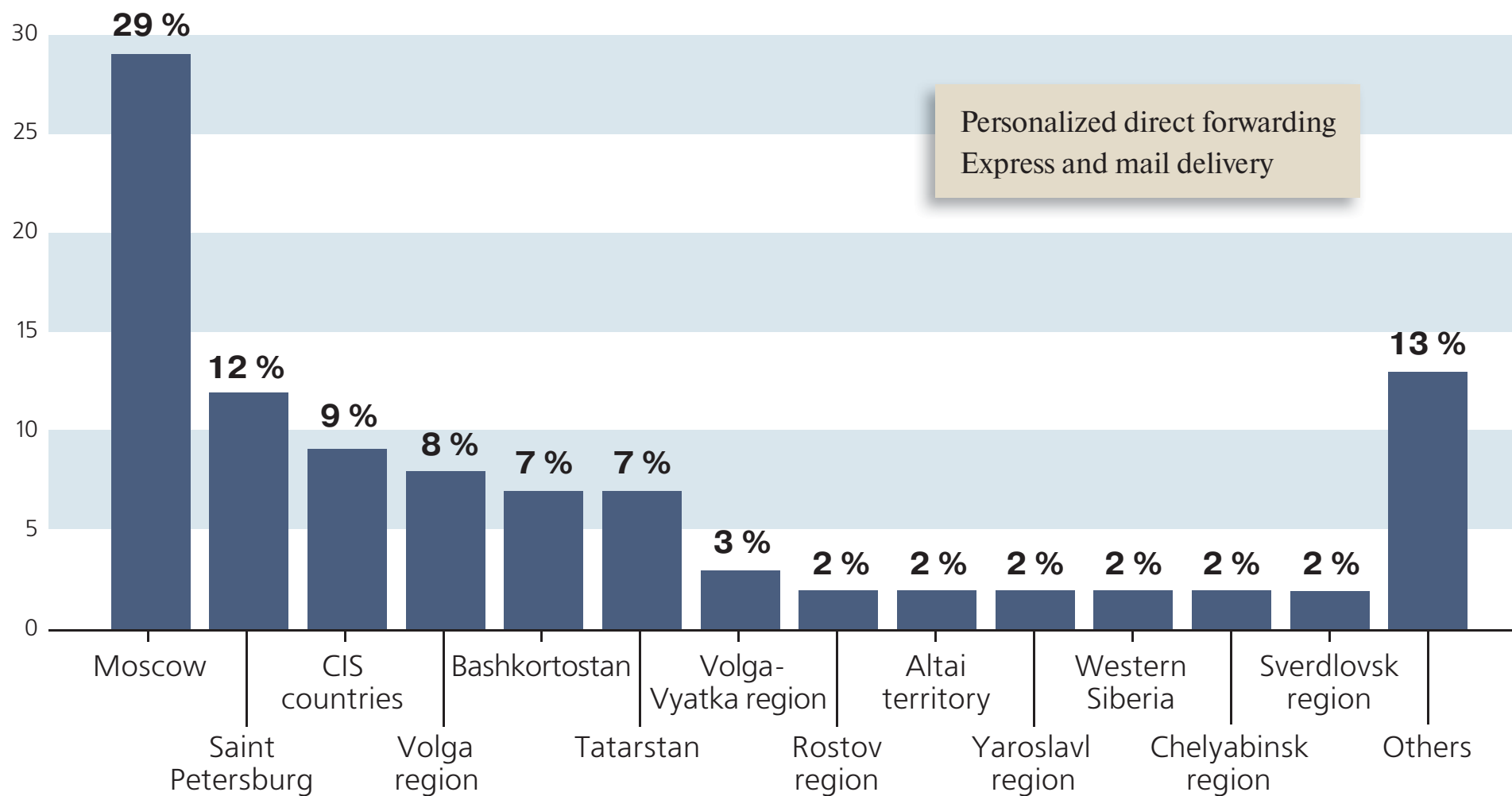
- Ecology
- Investments
- Information technologies

- Exhibitions, conferences
- Competition
- Innovations

## PRESS ADVERTISING

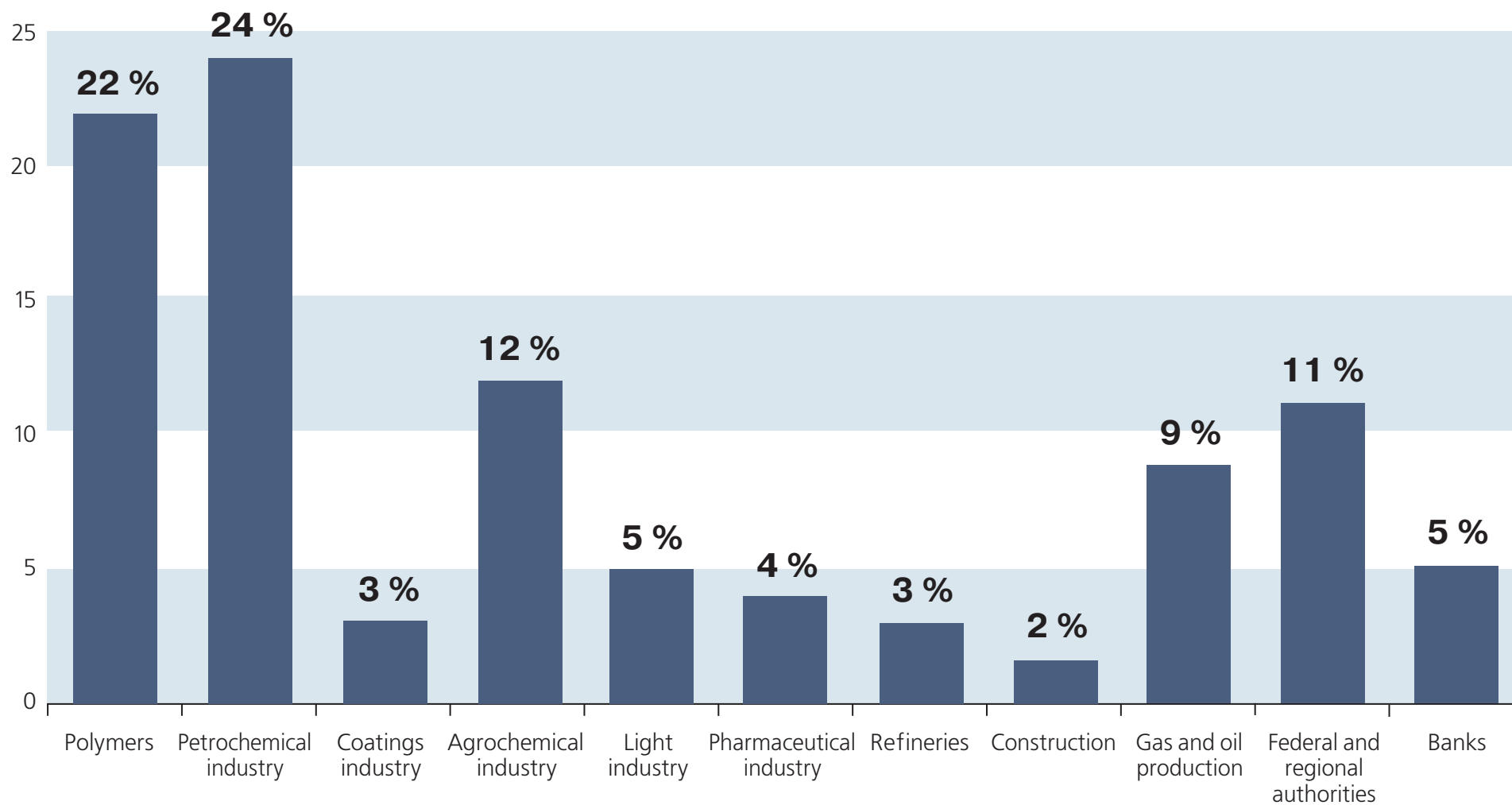


## DISTRIBUTION by region

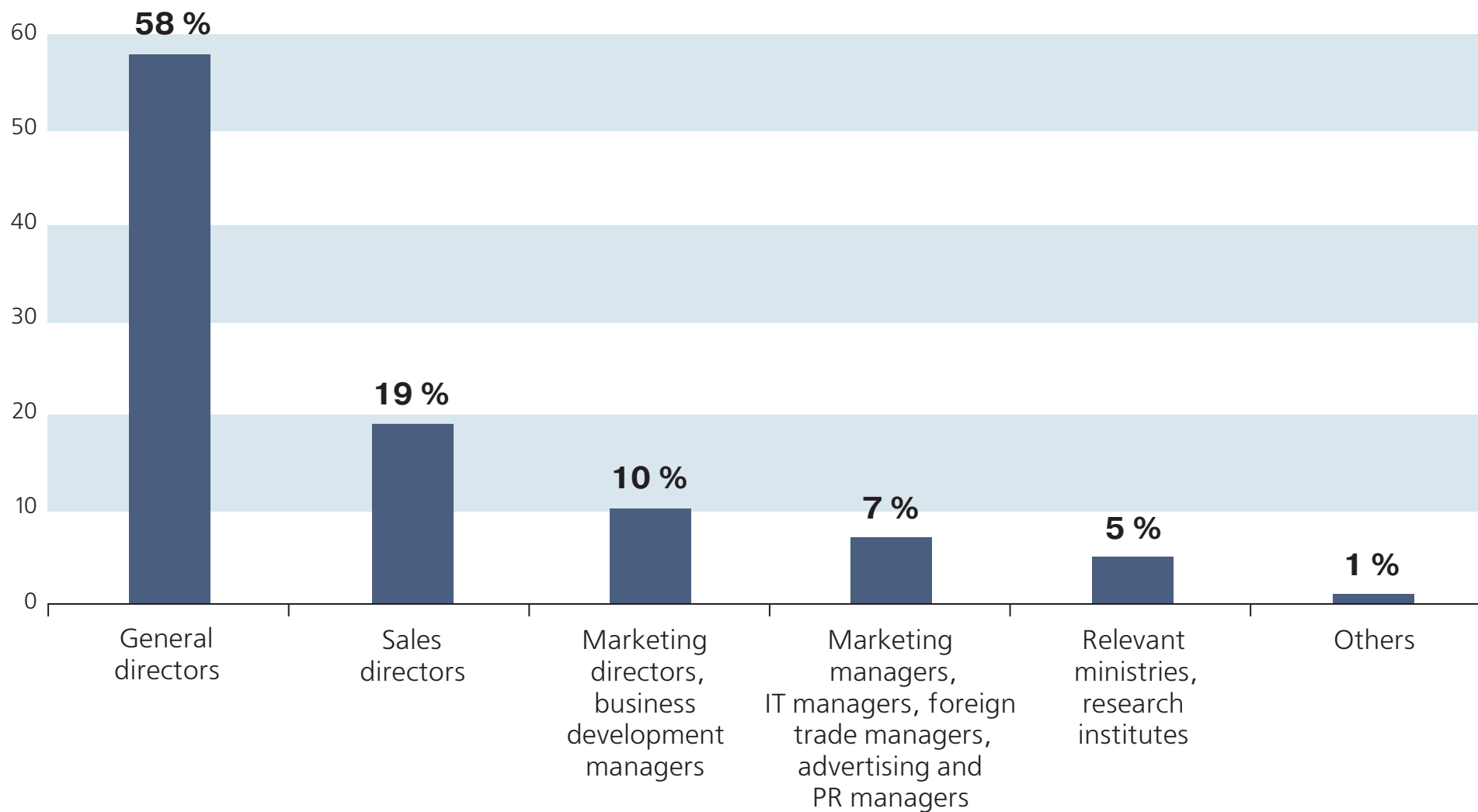




## DISTRIBUTION by industrial sector



## DISTRIBUTION by functional status of addressees



## PROMOTION CAMPAIGN

Advertising in major specialized and industrial media (on and offline).

- Direct forwarding (a database of over 9,000 addresses).
- Distribution at special exhibitions and events.
- Information sponsorship of exhibitions and conferences:

### January 2015

- Interplastica (Moscow);

### February 2015

- Composite Expo (Moscow)
- Polyurethanex (Moscow)
- Adhesives and sealants (Moscow)
- ExpoCoating (Moscow)

### March 2015

- Interlakokraska (Moscow)
- Biotech World (Moscow)

### April 2015

- Biomass: fuel & power (Moscow)
- Analitika Expo (Moscow)
- Tires & Rubber (Moscow)
- CHINAPLAS (Shanghai)

### June 2015

- Rosmould (Moscow)
- Rosplast (Moscow)

### September 2015

- POWX (Moscow)
- Tatar Oil, Gas and Chemical Forum (Kazan)
- Plastic & Rubber (Kazan)
- Sibakva (Novosibirsk)

### October 2015

- XI International Chemical Summit (Moscow)
- VIII Russian Congress of Plastics Converters (Moscow)
- Golden Autumn (Moscow)
- LABComplex (Kiev)
- Pharma (St. Petersburg)
- Plastic Industry Show (Moscow)
- Chemie Uzbekistan (Tashkent)
- ICA: Green Chemistry (Moscow)
- Chemistry (Moscow)
- Wasma (Moscow)
- Cryogen Expo. industrial Gases (Moscow)

### November 2015

- Plast World (Almaty)
- PharmTech (Moscow)

### December 2015

- Waste Recycling (St. Petersburg) ■

## ADVERTISEMENT RATES

Basic prices are shown in the table.

For placing ads in a special section, or under a specific header, or on a page specified by the customer +15 % to the above cost.

Each advertisement placed in the magazine is followed with a free ad in the newsletter emailed by [www.rccnews.ru](http://www.rccnews.ru) to 19,000 Russian and CIS'subscribers. To make it more effective, the advertisement placed in the news block should be renewed every one or two weeks.

The rate for the second ad placement in the newsletter is 150.

For every three placements costing 3,200 or more each, 2 pages for publication are provided free.

For every six placements, an advertisement on our website at [www.rccnews.ru](http://www.rccnews.ru) (otherwise costing 1,350) is published.

### Volume Discount

1–2 pages	0 %
3–4 pages	10 %
5–6 pages	15 %
7–8 pages	20 %
9–10 pages	25 %
11 pages and more	30 %

### Payment

Advance payment (the above quotes are in Euro, 18 % VAT excluded)

Discount for advertising agencies — 15 %

Special retail discount — 10 %



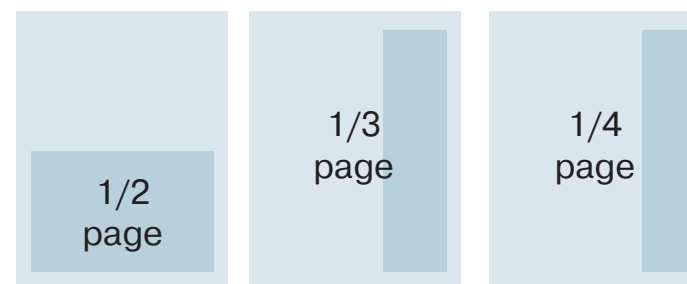
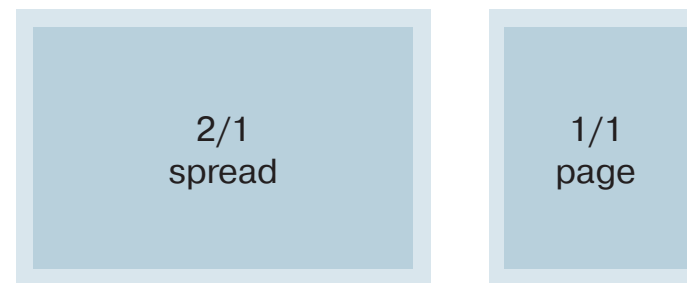
## ADVERTISEMENT RATES

Space	Price, €
spread 2/1	6,000
1/1 page	3,200
1/2 page	2,400
1/3 page	1,800
1/4 page	1,300
2-nd page of cover	3,500
3-d page of cover	3,300
4-th page of cover	3,900

Paid articles	Price, €
1-st page of cover	2,400
1 pages	1,600
2 pages	3,200
4 pages	6,400
6 pages	9,600

1 € = 50 rub

An abridged version of the cover story from The Chemical Journal will also be published in the analytics feed of [www.rccnews.ru](http://www.rccnews.ru) and on the front page of [www.tcj.ru](http://www.tcj.ru)



## TECHNICAL REQUIREMENTS

Space	Crop size	Bleeds (+5 mm)
2/1 spread	406 × 273 mm	Yes, each side
1/1 bleed	180 × 242 mm	Yes, each side
1/2 bleed (horiz.)	180 × 118 mm	Yes, each side
1/2 bleed (vert.)	87 × 242 mm	Yes, each side
1/3 bleed (vert.)	57 × 242 mm	Yes, each side
1/4 (horiz.)	180 × 56 mm	No
1/4 (vert.)	87 × 118 mm	No

1/2 and 1/4 vert. can be placed in news block only, 1/3 vert. — anywhere but news block.

**Vector and composite graphics:** EPS files, no fonts inside.

**Raster graphics:** TIFF, no less than 300 dpi, CMYK.

**Additionally:** Materials are to be submitted in PC format.

**The translation of customer's advertisement from German or English into Russian — € 150**

**Modification of customer's ad layout — € 250**

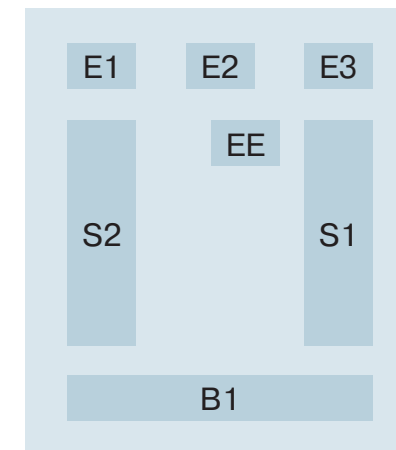
**Ad layout design for customer — € 450**

## DATE OF ISSUE for 2015

№	Issue	Date of issue
1/2	January/February	27/02/2015
3	March	27/03/2015
4	April	30/04/2015
5	May	29/05/2015
6	June	30/06/2015
7/8	July/August	31/08/2015
9	September	30/09/2015
10	October	30/10/2015
11	November	30/11/2015
12	December	28/12/2015

## BANNER ADVERTISING RATES FOR www.tcj.ru, www.rccnews.ru\*

Banner type	Description	Dimensions, pixels	Price, €			
			1 weeks	4 weeks	1 weeks	4 weeks
			Transparent banners on the main page		Banners on the branch pages	
E1	Left-Ear Banner	175 × 100	380	1,360	230	815
E2	Ear Banner	175 × 100	380	1,360	230	815
E3	Right-Ear Banner	175 × 100	380	1,360	230	815
EE	All-pages Ear above News Feed		525	1,890	315	1,135
S1	Skyscraper, right of News Feed	74 × 369	485	1,740	290	1,045
S2	Left side Skyscraper	74 × 369	485	1,740	290	1,045
B1	Bottom banner		485	1,740	300	1,090



We can produce a video clip for you and place it on our website for 2,800 €

\* All prices quoted are exclusive of VAT (18 %) and are valid until 31 December 2015

1 € = 50 rub



## SUBSCRIPTION PER YEAR

[www.tcj.ru](http://www.tcj.ru), [rccnews.ru](http://rccnews.ru)

Name	Price, €
The Chemical Journal /Printed publication+ Post	240
The Chemical Journal /Mail copy	180
Russian language newsfeed/ RCCnews.ru	290
English language newsfeed/ RCCnews.ru/eng	420
Monthly price analytical newsletter subscription (24 kinds of products)	720

## ADDITIONAL SERVICES

Name	Quantity	Price, €
Creation and reconsruction of ad modules	1 thing	1,005
Creation and reconsruction of banners	1 thing	915
Writing and editing of articles, news, pressrealises, interviews (12,000 chars), a trip of a jornalist, photosession		3,300

1 € = 50 rub

## CONTACT

### Executive

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Director General: Ekaterina Kraeva  
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**www.tcj.ru**

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### Subscription Department

Galina Rybina  
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phone/fax: +7 (499) 767-19-06  
RCC Group  
ChemPress Joint Stock Company

### Legal address

101000, Moscow, Russia  
Myasnitskaya str., 18/1

### De Facto Adress

14 Dybenko street (build. 1)  
125475, Moscow, Russia

### Beneficiary

ChemPress Joint Stock Company  
INN 7701690570

### Beneficiary acc.

40702978538040000714

### Beneficiary Bank

SBERBANK(HEAD OFFICE – ALL BRANCHES  
AND OFFICES IN RUSSIA),  
Moscow, Russia,  
SWIFT: SABRRUMM