

UkraineBusiness

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insight

Media Pack

You can now reach more than five thousand decision makers investing in and trading with Ukraine and internationally, delivering your marketing message directly in print and online.

Launch Edition

Ukraine Business Insight is the only UK-based English language publication covering Ukraine trade and investment, published in London and written by International and Ukraine-based writers and market analysts.

Ukraine Business Insight launched at the Adam Smith Ukrainian Investment Summit in London during May 2010. It is published in two formats – both print and electronic versions – initially produced quarterly with the intention of increasing frequency in line with expected growth in Ukraine's economy over the coming decade. The print and eMagazine will be supplemented by independently produced original management reports on key sectors of the economy as well as a frequently updated website.

Launch distribution of the print publication is split equally between companies and organisations in Ukraine and around the world with the readership comprising internationally-oriented local concerns and international businesses active in Ukraine, both those currently or interested in investing in the country as well as service and product importers from, and exporters to, Ukraine as well as Ukrainian importers and exporters. Readership of the online publication is open to registered users and subscribers.



Editorial Scope:

Lead commentators and practitioners will provide incisive insight into the realities of the market and its changing dynamics, alert readers to new opportunities as they arise, as well as any potential threats to business, with analytic comment on the wider implications for business in the country.

All the main sectors of the economy will be covered, though individual issues will have their own focus, thus over the first year topics to be covered include: Energy; Agriculture; Pharmaceuticals and Health; Defence; Education; Metals, minerals and raw materials; Transport; Manufacturing; Real Estate/construction; Infrastructure; Law, government & regulation; Banking and Finance; Tourism & Leisure; Communications & Media. We will cover politics, but from a pro-business perspective, not from any party allegiance.

- Business news analysis, views and data
- Ukrainian economic sector analysis
- Overview of investment opportunities in Ukraine
- Interviews with investors to Ukraine
- Interviews with Ukrainian exporters
- Regulatory overview of doing business in Ukraine
- Trade shows and business conferences

Reader Demographics:

PRINT CIRCULATION: 5,026

Additional distribution includes:
Ukraine-targeted events in Europe,
airlines and hotels.

Geographical breakdown:

Ukraine – 51%

Central & Eastern Europe – 12%

Western Europe – 30%

North America & Rest of World – 7%

Job function:

CEOs/senior managers of international
companies in Ukraine – 40%

CEOs/senior managers of international
companies investing in or exporting to
Ukraine – 30%

Ukrainian exporters – 10%

Embassy commercial advisors – 10%

Business consultants – 5%

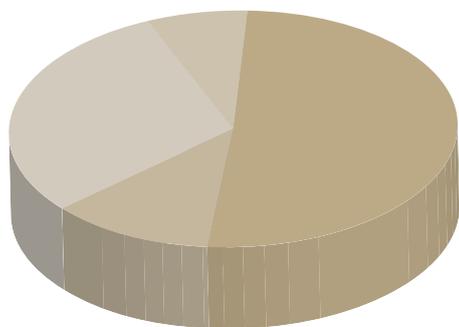
Business education courses – 5%

Establishment breakdown:

Commercial, independent – 80%

Government & embassies – 15%

Bilateral organisations, academic &
research – 5%



Rates

Double Page	£6,400 / €7,200 (x 1) £4,800 / €5,400 (x 4)
Full Page	£3,400 / €3,800 (x 1) £2,550 / €2,850 (x 4)
Half Page	£2,100 / €2,400 (x 1) £1,575 / €1,800 (x 4)
Advertorial Full Page	£4,500 / €4,950
Advertorial Double Page	£8,400 / €9,300

Back cover + 35%; Other special positions: +25%.
Recognised ad agencies: 10% discount.

Other sizes and frequencies are available. In addition, we offer inserts and outserts, tip-ons and more, providing additional routes to reach our readership.

(all rates are quoted in British Pounds and Euros, exclusive of VAT)

Technical Specifications (in mm, H x W):

Overall page size: 297 x 210

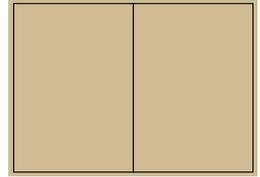
FULL PAGE

Trim size: 297 x 210
Bleed size: 303 x 216
Live: 273 x 190



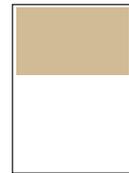
DOUBLE PAGE

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Bleed: 303 x 426
Live: 273 x 400



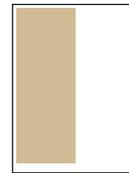
½ PAGE HORIZONTAL

Live: 135 x 190



½ PAGE VERTICAL

Live: 273 x 93.5



Please provide a hi-res 300dpi PDF, supplied as 4 colour process only with all fonts embedded.

Please email your artwork to: advertise@ukrainebusinessinsight.com

Online Advertising Opportunities

www.ukrainebusinessinsight.com

We offer a choice of banners on our homepage, including run-of-site pages, linked directly to your website.



Banner/Leaderboard

Top of page
468 x 60
£450 / €540 per month

Right Button Banner

120 x 60
£400 / €480 per month

Right Skyscraper

120 x 600
£430 / €515 per month

Web specs and guidelines:

All images must be jpg or gif format. Animated gifs are not permitted on Newsline. File size may not exceed 20K. Supply URL to use for link to banners. Send files to advertise@ukrainebusinessinsight.com

UBINewsline - monthly e-newsletter

Target your promotional message precisely to the desktops of business professionals around the world who are investing in, exporting to or from Ukraine.

Advertising on UBINewsline provides one-click access for potential buyers to go directly to your company's website for more information on specific products and services - with the message delivered in the context of a trusted authoritative source of business information.

Right Hand Banner

Top of page
249 x 94
£550 / €660 per month

Newsline Banner/Newsline Advertising Feature

468 x 60 or 120 x 60 logo
Plus company name, headline and 30 words, linked direct to your website
£750 / €900 per month



Provisional Editorial & Advertising Calendar

Issue Date	Deadlines	Features
Summer 2010	Editorial: 10 May Advertising: 12 May	Economic Analysis: Investor Prospects Legal: Deal Structuring Profile: Dmytro Firtash Sector Analysis: Renewable Energy Feature: Real Estate Interview: EBRD Company Profile: HPR Consulting MBA Report
Autumn 2010	Editorial: 16 August Advertising: 18 August	Economic Analysis: Investor Prospects Legal: Buying or leasing land Profile: to be confirmed Sector Analysis: Banking Feature: Pharmaceuticals Interview: Food processing Company Profile: Agriculture Ukraine's Rich List
Winter 2010-2011	Editorial: tbc Advertising: tbc	Economic Analysis: Investor Prospects Legal: Intellectual property protection Profile: to be confirmed Sector Analysis: Tourism, Travel & Hotels Feature: Manufacturing & Technology Interview: Euro-2012 planning Company Profile: to be confirmed Buying an island

Additional Bonus Distribution:

UBI is also available on selected airlines, including business class flights of **Lufthansa** airlines to and from Germany. It is also distributed on **Aerostar** business private charter jet airlines.

UBI is a media partner at the **Adam Smith** Ukrainian and CIS conferences and is distributed to all delegates attending the Adam Smith conferences both in London and Kyiv. In 2010 these include:

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- **Ukrainian Investment Summit**
17-19 May, London, UK
- **Alternative Investment Forum: Russia & CIS**
18-20 October, London, UK
- **Ukrainian Pharmaceutical Forum**
19-20 October, Kyiv, Ukraine
- **Ukrainian Banking Forum**
16-18 November, Kyiv, Ukraine
- **World Food Ukraine Exhibition**
26-29 October, Kyiv, Ukraine