

## Profile

Export Guide for the District Heating and CHP Industry in Russia, Ukraine, Kazakhstan

### Language

Russian

### Publishers

- Russian Media Agency AlfaMontan
- EW Medien und Kongresse GmbH

### Target Group

Utilities, Engineering/Consulting Companies, Authorities, Research Institutes, Component Suppliers

### Distribution

Russia, Ukraine, Kazakhstan

### Method of Distribution

- Direct mailing to Target Group by Russian Media Agency AlfaMontan, Moscow
- Bonus Distribution at Trade Fairs, Conferences

### Frequency

2 Issues per year

### Magazine Format

DIN A4, 210 mm wide, 297 mm high

### Circulation

2,000 copies

## Editorial Topics in each Issue

### Power Plant Technology, Heat Generation, Cogeneration

Gas turbines, steam turbines, CHP plants, boiler systems, combustion equipment, control systems, fuel treatment, heat exchanger, pump systems, flue gas cleaning, instrumentation and control technology, IT solutions, power plant rehabilitation, financing, renewable energies

### Pipeline Construction, Piping Systems, Network Operation

Preinsulated pipes, flexible pipes, leakage detection, pressure maintenance, water conditioning, asset management, quality

management, instrumentation and control technology, rehabilitation, financing, IT solutions

### Consumer Installations, Heat Substations

Heat substations, heat storage, hot water generation, heat exchanger, pressure maintenance, water conditioning, instrumentation and control technology

### Heat/Cold Metering, Billing

Heat meters, temperature sensors, flow sensors, calculator units, heat cost allocators, remote metering, billing, IT solutions

## Time Schedule

**I/10** Date of Publication: 12.04.2010  
 Closing Date: 19.03.2010

### Bonus Distribution:

#### SHK MOSCOW 2010

April 20–23, 2010

Expocentre »Krasnaya Presnya«, Moscow

[www.shk-online.com](http://www.shk-online.com)

#### CITYPIPE 2010

June 1–4, 2010

IEC »Crocus Expo«, Moscow

<http://citypipe.sibico.com/e/>

**II/10** Date of Publication: 30.08.2010  
 Closing Date: 06.08.2010

### Bonus Distribution:

#### District Heating in Russia

Conference & Exhibition, September 2010, Moscow

<http://www.rosteplo.ru>

#### PVCEXPO 2010, October 26–29, 2010

Crocus Expo Exhibition Centre, Moscow

[www.pvcexpo.ru](http://www.pvcexpo.ru)

#### CITY BUILD, October 18–21, 2010

All-Russian exhibition centre – AREC, Moscow

<http://en.city-build.ru>

#### EMBIZMOSCOW, November 2010

Expocentre »Krasnaya Presnya«, Moscow

[www.embiz-moscow.com](http://www.embiz-moscow.com)

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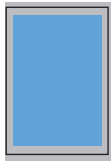
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E-Mail: [ga@riu.ru](mailto:ga@riu.ru) / [vcherkassov1@yandex.ru](mailto:vcherkassov1@yandex.ru)

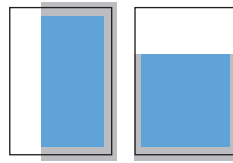
# Advertising Rates<sup>1</sup> 2010

## Advertising Specifications and Advertising Rates

(Specifications: width x depth in mm; Rates: basic price b&w and 2-, 3- and 4-colour surcharges)



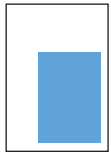
**1/1 Page**  
 Type area: 185 x 268  
 With bleed<sup>2</sup>: 213 x 303



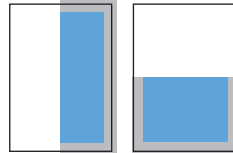
**2/3 Page (vertical)**  
 Type area: 120 x 268  
 With bleed<sup>2</sup>: 135 x 303

**2/3 Page (horizontal)**  
 Type area: 185 x 178  
 With bleed<sup>2</sup>: 213 x 195

Basic price (b&w)	2c	3c	4c	Basic price (b&w)	2c	3c	4c
1,795.00 €	310.00 €	620.00 €	930.00 €	1,465.00 €	240.00 €	480.00 €	720.00 €



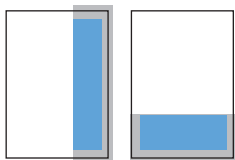
**Junior Page**  
 Type area: 128 x 180



**1/2 Page (vertical)**  
 Type area: 90 x 268  
 With bleed<sup>2</sup>: 106 x 303

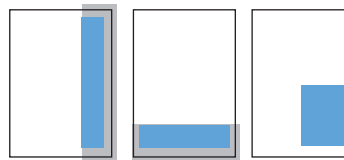
**1/2 Page (horizontal)**  
 Type area: 185 x 132  
 With bleed<sup>2</sup>: 213 x 150

Basic price (b&w)	2c	3c	4c	Basic price (b&w)	2c	3c	4c
1,250.00 €	240.00 €	480.00 €	720.00 €	995.00 €	240.00 €	480.00 €	720.00 €



**1/3 Page (vertical)**  
 Type area  
 with bleed<sup>2</sup>: 146 x 303

**1/3 Page (horizontal)**  
 Type area: 185 x 88  
 With bleed<sup>2</sup>: 213 x 106

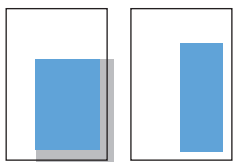


**1/4 Page (vertical, 1 column)**  
 Type area: 42 x 268  
 With bleed<sup>2</sup>: 58 x 303

**1/4 Page (horizontal)**  
 Type area: 185 x 66  
 With bleed<sup>2</sup>: 213 x 84

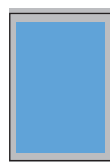
**1/4 Page (vertical, 2 column)**  
 Type area: 90 x 132

Basic price (b&w)	2c	3c	4c	Basic price (b&w)	2c	3c	4c
845.00 €	200.00 €	400.00 €	600.00 €	570.00 €	200.00 €	400.00 €	600.00 €



**Cover page: full colour image**  
 Type area  
 with bleed<sup>2</sup>: 146 x 206

**Advertisement next to editorial (page 3)**  
 Type area: 89 x 243



**Inside front cover, back cover**  
 Basic price (b&w) subject to discount: 2,180.00 €

**Inside back cover**  
 Basic price (b&w) subject to discount: 1,795.00 €

Basic price (b&w)	4c	4c
2,360.00 €	930.00 €	930.00 €

<sup>2</sup> Please note! The formats with bleed all include 3 mm trimming allowance on the outer edges.

## Special PR-Advertising Offer!

For a better and more informative introduction of your company, your services and your products we offer:

**Advertisement**

**Distric heating units that are both customer-designed and standardised. How does that add up, Cetetherm?**

The world's foremost manufacturer of district heating systems, Cetetherm is producing in the area of tailoring district heating units according to the very specific requirements of a customer using standard components. Customers are offered pre-designed units, with an advanced custom-made design. This complete package covers all guarantees and CE labelling before a customer leaves the factory.

With heating units pre-engineered by Cetetherm, the customer can benefit from standardised components. This means that the customer can benefit from standardised components. This means that the customer can benefit from standardised components. This means that the customer can benefit from standardised components.

**Optimal flexibility in the district heating networks**

Distric heating units are designed to be flexible and adaptable to the specific requirements of the customer. This means that the customer can benefit from standardised components. This means that the customer can benefit from standardised components.

**World's foremost supplier and developer of district heating units**

Cetetherm has been supplying district heating units for over 50 years. This means that the customer can benefit from standardised components. This means that the customer can benefit from standardised components.

**Cetetherm**

**1/1 Page Company Profile (4c)**  
 Type area: 185 x 268 mm  
 Text-length: 3,800 signs (with blanks, without illustrations)  
 Fixed Price: 1,900 € (not subject to discount)

**Advertisement**

**The Firm Foundation for PREVEK Success Was Laid As Early As 1955**

The firm foundation for PREVEK success was laid almost half a century ago and our strength, we have built from experience and the experience of our customers.

**Our Product Solutions**

PREVEK products are our long-standing strength. These products are the result of our experience and the experience of our customers.

**Success**

In addition to ordinary systems, we have developed a wide range of products. These products are the result of our experience and the experience of our customers.

**We are Reliable and Innovative**

PREVEK products are reliable and innovative. This means that the customer can benefit from standardised components. This means that the customer can benefit from standardised components.

**Contact Us**

PREVEK AB  
 Tel: +46 (0) 8 719 10 000  
 Fax: +46 (0) 8 719 10 000  
 www.prevek.com

**1/2 Page Company Profile (4c)**  
 Type area: 185 x 132 mm  
 Text-length: 2,100 signs (with blanks, without illustrations)  
 Fixed Price: 1,100 € (not subject to discount)

## Special Combination Rate!

1/1 Page Company Profile (4c) +  
 1/1 Page Standard Advert (4c)  
 Fixed Price: 4,400 € (not subject to discount)

1/2 Page Company Profile (4c) +  
 1/2 Page Standard Advert (4c)  
 Fixed Price: 2,655 € (not subject to discount)

<sup>1</sup> Effective date: 01.01.2010 – Status October 2009 – Subject to modification without notice