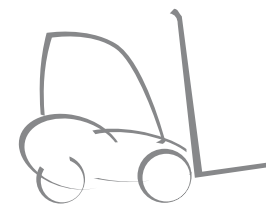


ADVERTISING AND INFORMATION AGENCY "ROSSBIZNES"

PRESENTATION

Склад & Техника



Magazine

Warehouse & Equipment

Journal of Practical Logistics



PUT EVERYTHING IN ITS PLACE

www.sitmag.ru



Frequency: 12 times a year
Format: A4 (210x82 mm)
Volume: up to 70 pages
Circulation: 30,000 copies
Distribution: Russia and CIS
Issued since: 2003
Publisher: ООО ROSBIZNES
close corporation

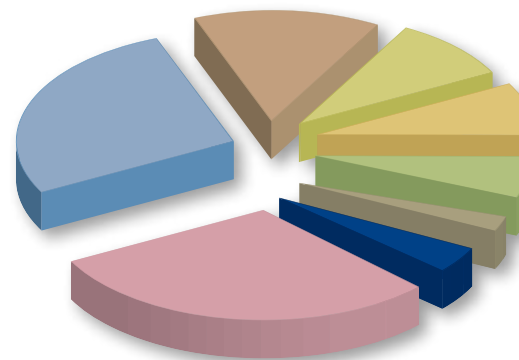


In every issue of the magazine "Warehouse & Equipment":

- Logistics in events and facts
- Warehouse facilities and equipment
- Construction and equipment of terminals and warehouse units
- Modern technologies of goods processing
- Software for the warehouse
- Services provided in this area of activity
- News, new products
- Consulting and expert opinions
- Over 500 sales offers



Regions of Distribution



- Central federal district – 30%
(out of which Moscow and Moscow region – 20%)
- North-Western FD – 27%
(out of which Leningrad region – 18%)
- Uralskiy FD – 14%
- Privolzhskiy FD – 9%
- Southern FD – 8%
- Sibirskiy FD – 6%
- Far-Eastern FD – 4%
- Abroad – 2%

According to the results of the survey conducted by AIA ROSBIZNES CLOSE CORPORATION in 2019



Means of distribution

- **Direct mail delivery** to the industrial enterprises, companies offering warehouse services, freight terminals and customs terminals, port, logistics firms and transportation and expeditionary firms, trade and construction organizations, major supermarkets, repair and service enterprises, logistical support enterprises.
- **Target addressed mailing** to over 800,000 addresses of our client base. Besides our own client base addresses from the databases provided by the companies are used taking into account their suggestions.
- **Thematic exhibitions** all over Russia and CIS countries. We participate in many RP events – exhibitions, conferences, round tables, etc. You can also take part in such events jointly with the magazine editorial staff by means of placing your advertising information in our magazine..
- **Subscription** - The magazine is registered with the Russian Committee for Printing. Reg. No. FS-77-66115. Russian Post: PA270

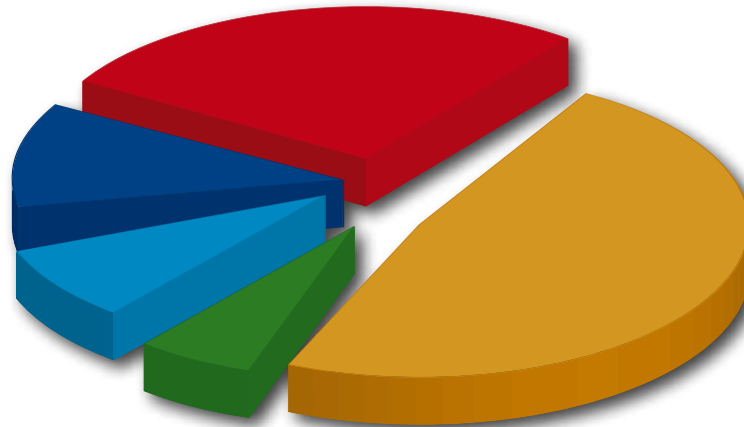


Our Readers

- Heads of logistics departments and services
- Commercial and executive directors
- Warehouse facilities managers
- Top and middle level managers
- Heads and specialists of transportation departments
- Heads and specialists of purchase departments
- Regional sales managers



Social status of the readership



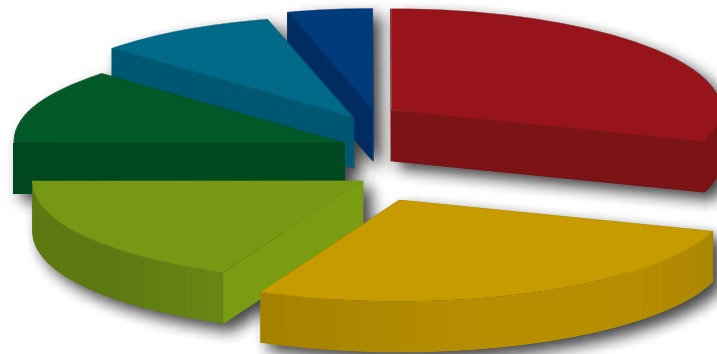
- Heads and specialists of transportation departments, purchase and procurement departments (48%)
- Production and warehouse facilities managers (27%)
- Heads of logistics departments and services (11%)
- Commercial and executive directors of companies (8%)
- Specialists of logistics departments (6%)

According to the results of the survey conducted by AIA
ROSBIZNES CLOSE CORPORATION in 2019



Warehouse
& equipment

Branch status of the readership



■ Trade (30%)	■ Production (27%)
■ Transport (18%)	■ Industry (12%)
■ Construction (9%)	■ Other (4%)

According to the results of the survey conducted by AIA
ROSBIZNES CLOSE CORPORATION in 2019



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Our website is a trading platform for warehouse facilities, equipment and services, there you will find the most up-to-date information about warehouse and transportation logistics, professional usage of warehouse equipment and modern methods of goods processing.

- Website sections:**
- News of the branch
 - Catalogue of companies
 - Up-to-date articles
 - Trading platform
 - Exhibition calendar

website status www.sitmag.ru

Total number of pages in the information system	5887
Average quantity of the portal main page displays per month	7530
Average quantity of displays of all portal pages per month	25 620
Average number of unique visitors per month	11 850
Total number of pages of the portal information sections	1300
The number of firms and enterprises listed in the catalog	1000



Layout requirements

General Requirements

Layouts are accepted on CD-R, CD-RW, DVD-R, DVD-RW carriers and by e-mail. It is strictly forbidden to use RGB color model in the modules, executed in the vector format (especially in CorelDraw). In creating the module of the format equal to the size of the page its bleed of 5 mm has to be taken into account. The same concerns the objects that are intended to be very close to the margin. Text and other significant elements should not be placed closer than 5 mm to the margin line.

Image Graphics

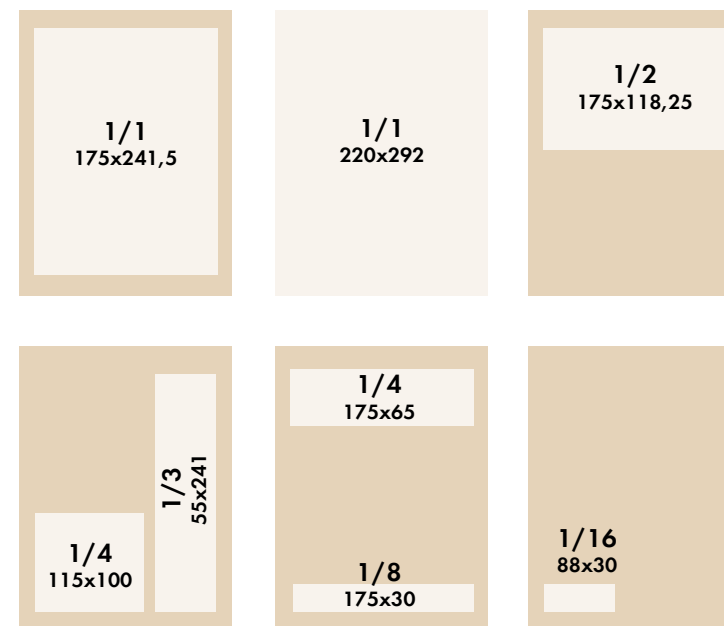
CMYK Color model (ICC – Coated FOGRA 27), RGB (ICC – sRGB) or Grayscale. Total amount of paint (for CMYK) should not exceed 350%. Resolution: 300 dpi. File formats: TIFF (PC), JPEG (maximum/high quality). Scale 1:1.

Vector graphics

Platform – PC. Color model: CMYK or Grayscale.

Total amount of paint (for CMYK) should not exceed 350%. It is forbidden to use spot colors such as Pantone. All fonts should be curved. Resolution of image inserts: 300 dpi. File formats: EPS, PDF 1.4, CDR 13 or earlier versions, A112 or earlier versions. Scale 1:1.

Tiff, EPS, 300 dpi, CMYK



Participation in the exhibitions

Warehouse & Equipment magazine annually takes part in the major branch exhibitions which are held in various regions of Russia: in Moscow, St. Petersburg, Ekaterinburg, Chelyabinsk, Volgograd, Samara, Rostov-on-Don, Voronezh, Kirov, Tver, Belgorod, Izhevsk, Kazan, Perm, Krasnoyarsk, Vladivostok and many other cities.





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