

## Agrobusiness and Food Industry has been issued since 1996

### BASIC FACTS

The name of the magazine	"Agrobusiness and Food Industry" is an advertising bulletin for short it is called "Agrobusiness"
Basic aim of "Agrobusiness"	Successful sale of goods (production, activities, services) of Agrobusiness's partners (who are our advertisers)
Type of mass media	This is a periodical printed media of business-to-business class (B2B)
Principle of distribution	Targeted delivery to the recipient address (FREE for the recipient). The database of "Agrobusiness" recipients has been compiled since 1995
Target audience	Heads and senior staff of: enterprises of agro-industrial complex (AIC); organizations, delivering their goods and services to AIC; authorities and branch unions
Delivery area	Basis delivery area is represented by the Russian Federation; Certificate ПИ №77-1284 We also have recipients in 66 countries of far- and near-abroad countries
Periodicity	Monthly, except January
Circulation	20 thousand copies; the enterprises' database is constantly updated and can be found at <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a>
Internet-version	Electronic version of "Agrobusiness" is available on the Internet to everybody, everybody, without any limits (including more than 25 thousand of enterprises and 62 thousand of organization heads and senior staff, who are registered at the portal <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a>
Format of "Agrobusiness"	A5. It was chosen in 2005 for the free mass mailing in accordance with the existing economical conditions. This format was approved after the results of questionnaire survey had been received. (The questionnaire survey consisted of opinions, which the consumers of goods and services expressed concerning all groups of advertisers).
Printing	It is a full-colour, glossy printed media, which is printed with the use of modern equipment and automative technologies; it lets us reach the world-class perfect quality of printing. Our printing is absolutely ideal for ; effective advertising, forming the image of the company, representation purposes and it is especially good for promotion of trade marks (brands).
Founder and publisher	LLC "Publishing house specialized press"
Date of foundation	22-nd of October, 1992
Specialized printed media, which were issued in different periods of time	- review edition "Agromarket" – was issued till April, 1996. - review edition (bulletin) "South Russia Agrobusiness" - was issued till December 2000. Magazine (advertising bulletin) "Agrobusiness and Food Industry" – has been issued till the present time
Books of reference, issued since 1995	"Agrobusiness in the Don- and Kuban-regions"; "Agrobusiness. The Don region, the Kuban region, the Stavropol Territory"; "South Russia Agrobusiness"; "Agrobusiness in the South and in the Black Earth Belt", "Agrobusiness and Food Industry"
Areas of activities of founder and publisher	Marketing and advertising of goods (production, activities, services) of our business partners; representation of partners' interests both in Russia and abroad; participation (as a co-arranger) in preparation of exhibitions, fairs, seminars, conferences and other events; informational and consultation services
Registered trade marks	Name of "Agrobusiness" (Trade Mark Certificate №260351) and "Agrobusiness and Food Industry" (Trade Mark Certificate №268858)



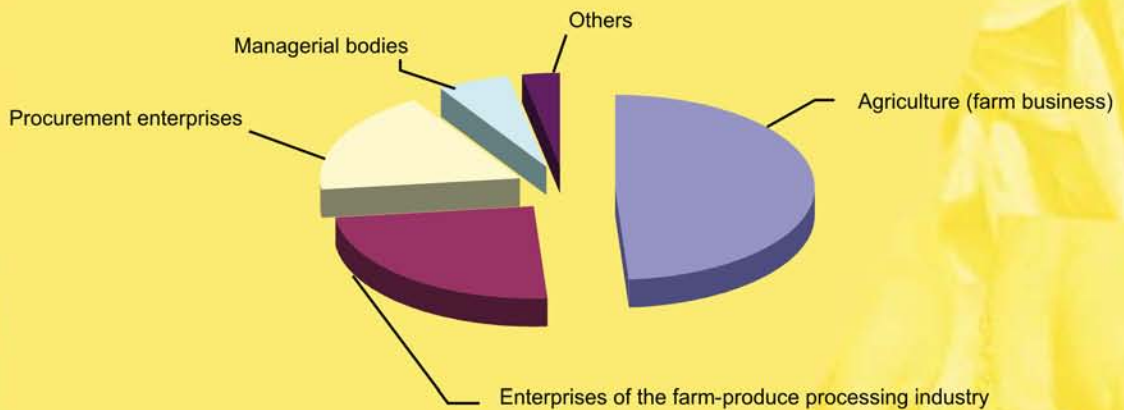
**Agrobusiness and Food Industry has been issued since 1996**
**Target Readers Pattern**
**The pattern Agrobusiness and Food Industry magazine's free-delivery customer base**

Agriculture (farm business)*	appr. 49%
Enterprises of the farm produce processing industry**	more than 23%
Procurement enterprises	appr. 18%
Managerial bodies	more than 5-7%
Others***	appr. 3-5%

\* — including those belonging to associations and agro- holdings

\*\* — including those belonging to agro- holdings

\*\*\* — including agro- holdings


**Most mass circulation area**
**Basic areas of the magazine destinations in Russian Federation**

- |                             |                        |
|-----------------------------|------------------------|
| Asrtakhan region            | Oryol region           |
| Altay area                  | Penza region           |
| Belgorod region             | Perm region            |
| Bryansk region              | Bashkortostan Republic |
| Vladimir region             | Mordovan Republic      |
| Volgograd region            | Mari Republik          |
| Voronezh region             | Tatarstan Republic     |
| Irkutsk region              | Udmurt Republic        |
| Ivanovo region              | Rostov region          |
| Cabardino-Balkaria Republic | Ryazan region          |
| Kaluga region               | Samara region          |
| Kemerovo region             | Saratov region         |
| Kostroma region             | Sverdlovsk region      |
| Kirov region                | Smolensk region        |
| Krasnodar area              | Stavropol region       |
| Krasnoyarsk area            | Tambov region          |
| Kurgan region               | Tver region            |
| Kursk region                | Tumen region           |
| Lipetsk region              | Tomsk region           |
| Moscow region               | Tula region            |
| Nizhniy Novgorod region     | Ulyanovsk region       |
| Novosibirsk region          | Chelyabinsk region     |
| Omsk region                 | Chita region           |
| Orenburg region             | Yaroslavl region       |



**Agrobusiness and Food Industry has been issued since 1996**

Efficiency Rating

Name of Magazine	CPT, €
Agrobusiness and Food Industry	11

**Effectiveness Rating According to CPT**

Rating of capitalizing on advertising made according to the method of Agency on Advertising Information (ARI), based on the open information (price lists) for the December of 2008 – January 2009.

The CPT index (Cost Per Thousand) is calculated by type page to circulation ratio multiplied by 1000.

Thus CPT presents the average cost of 1000 agriculture-related customers' contacts with the advertisement. The data are based on the declared circulation total number of a mass media, and on open information and price-lists.

Name of Magazine (Newspaper)	CPT, €
Agroinvestor. Strategii, Tehnologii, Management (colored)	285
Agromir Chernozemlja (offset, gloss)	21, 33
Delovoj Krestjanin (blak-and-white, colored)	24, 36
Krestjanskije Vedomosti	77
Krestjanin (blak-and-white, colored)	25, 28
Novoe Sel'skoe Khozjaistvo (colored)	265
Pishevaya Promyshlennost (blak-and-white, colored)	120 - 241, 216 - 433
Sel'skohozaistvennyj Optovik	16

Products of Readers

**Russian readers of Agrobusiness and Food Industry produced**
**CROP PRODUCTION**

Grain (in bulk after finishing), including wheat, barley, legumes



Sunflower seed


**ANIMAL HUSBANDRY**

Livestock



Beef (carcasses)


**FOOD INDUSTRY AND FOOD PROCESSING INDUSTRY**

Flour



Groats



Commercial mixed feed



Canned vegetables and fruits



Fruits and juices



Sausages





Agrobusiness and Food Industry has been issued since 1996

## PRICE LIST

**1/24**  
43x21,75 mm  
€ 19  
\$ 26

€ 29  
\$ 42  
89x21,75 mm

**1/12**

€ 56  
\$ 74  
89x46,5 mm

**1/6**

€ 97  
\$ 127  
145x68 mm

**1/3**

€ 136  
\$ 179

**1/2**  
145x103,5 mm

**1/1**  
page  
145 x 210 mm

€ 239  
\$ 316

**Агробизнес**  
и ПИЩЕВАЯ ПРОМЫШЛЕННОСТЬ

**1/1**  
FRONT COVER  
145x150 mm

€ 1 168  
\$ 1 548

<b>2 PAGES</b> 290x210 mm	€ 452 \$ 599
<b>PANORAMA</b> 2X1/2 290x103,5 mm	€ 263 \$ 348

**JUNIOR**  
24/24  
188x150 mm

€ 288  
\$ 382

Inside front cover, inside back (rear) cover, 3-d page - € 584 / \$ 774

Back cover - € 779 / \$ 1024





Internet-portal [www.agrobiznes.ru](http://www.agrobiznes.ru) was launched in autumn 2001. Presently this portal is a popular Russian-language Internet-resource, devoted to machinery and equipment for agriculture, agricultural chemical substances, equipment and ingredients for food industry.

At [www.agrobiznes.ru](http://www.agrobiznes.ru) one can find information of more, than 7,9 thousand products, more, than 2,5 thousand manufacturers, more, than 4,2 thousand trade organizations and 15 thousand producers of agricultural goods and food industry enterprises.

Every day tens of advertisements (written by the consumers of the equipment for agro-industrial complex) are published at our portal. During the time of the portal-existence, it was visited by millions of specialists (more, than 62 thousand of them got registered at this web site).

Hundreds of specialists actively use [www.agrobiznes.ru](http://www.agrobiznes.ru) in their work every day. We can assure you that today [www.agrobiznes.ru](http://www.agrobiznes.ru) is an essential element of the Russian market infrastructure.

Every day our portal is visited by more, than 40 thousand specialists – it can be compared with the number of people, reading the most multi-circulation mass media. This makes our portal a good Web site for different sort of advertisement: advertisement of facilities, equipment and preparations for agro-industrial complex.

[www.agrobiznes.ru](http://www.agrobiznes.ru) offers three main types of advertising services:

- paid placement of information in the database;
- banner advertising
- direct address references to the organizations, registered at our portal (presently there are more, than 62 thousand addresses).

Effectiveness of our advertising services has already been highly evaluated by lots of companies, working in the sphere of agro-industrial market, who annually place there their information.

One of these companies is such a giant of Russian industry, as "Rostselmash".

Approximate pricing for 2009\*

#### SPECIAL OFFERS (PACKAGES)

Full access to the database for the term of one year (availability of all the information which is included into the database of our portal)	58
Placement of information within the "free access" information unit for the term of one year	97
Package "SUPPLIER" (full access for the term of one year, placement of advertisements and price-list within the "free access" information unit for the term of one year; getting a domain name and a mail-box at the domain <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> and a quota for sending 1 thousand letters by means of a mass mailing)	145
Package "MANUFACTURER" (full access for the term of one year, placement of information within the "free access" information unit for the term of one year; a quota for 10 products and for sending 2 thousand letters)	193
PROFESSIONAL ACCESS for the term of one year (including full access, free access to information and lots of other things <a href="http://agrobiznes.ru/agro/mp_prof_access">http://agrobiznes.ru/agro/mp_prof_access</a> )	386
Package "WHOLESALE" (Professional access for the term of one year, a quota for placement of 60 products within the "free access" information unit, marking by means of a logo-placement)	579

#### BANNER ADVERTISING

Banner 728 x 90 (a cross-page banner) on the main page of the site for the term of 1 week	193
Banner 728 x 90 (a cross-page banner) on all pages of the site, except the main one, for the term of 1 week	482
Banner 120 x 600 (a "skyscraper") on the main page of the site for the term of 1 month	482
Banner 120 x 600 (a "skyscraper") on all pages of the site, except the main one, for the term of 1 month	241
Banner 468 x 60 on the main page of the site for the term of 1 month	241
Banner 468 x 60 on all pages of the site, except the main one, for the term of 1 month	145
Banner 120 x 60 on the top of the main page of the site, for the term of 1 month	97
Banner 120 x 60 on the top of all the pages of the site, except the main one, for the term of 1 month	193
Banner 100 x 100 on all the pages of the site, for the term of 1 month	241
Banner 120 x 60 in the topical section (is shown on the pages of the products, falling into the category of this section)	49
Creation of an animated gif-banner	49

#### BRANDING AND OTHER SERVICES

Marking by means of a logo-placement (company and its products are marked by the company's logo) Custom-built poll (poll on the site; the form of this poll is shown on all the pages; there may be a link to the customer-company in the poll form)	193
Sponsoring of a topical section (company's logo /link to a page/, the name of the company and a short information of the company are placed on the page of the section and on the pages of products, included into it, in the right top corner under the title "Sponsor of the section")	193
Automatic forwarding to the company's site (for one item)	0,1
A quota for a group e-mailing, for 1 thousand items	39
A quota for mailing labels, for 1 thousand items	15

\* - the exact price for each service is calculated when the service payment invoice to [www.agrobiznes.ru](http://www.agrobiznes.ru) is made out



**Agrobusiness and Food Industry has been issued since 1996**

**JOINT PROPOSAL OF  
"AGROBUSINESS"®**

**AND INTERNET-PORTAL [www.agrobiznes.ru](http://www.agrobiznes.ru)**



JOINT PROPOSAL

Joint service packages let the advertisers simultaneously achieve two important goals.

Periodical printed mass media of "B2B"-class, which are delivered to the heads and specialists of enterprises and organizations of the Russian agro-industrial complex (AIC) for free, presently (as before) are one of the main sources of professional information in AIC.

On the other hand the Internet is a quicker way to deliver information to those, who have the access to the World Wide Web.

Joint service packages include both the possibilities of periodical printed media and of an Internet-portal.

The price of every package is much lower than the sum of the set of services, included

Package	Content	Total cost of the services*, €	Cost of the package*, €
VIP	<ul style="list-style-type: none"> <li><input type="checkbox"/> Placing of one printed side in 11 issues of the magazine "Agrobusiness";</li> <li><input type="checkbox"/> Placing the information on the Internet-portal <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> in accordance with the tariff "Wholesaler";</li> <li><input type="checkbox"/> Placing of a banner (468 x 60) on all the pages of the portal for the term of 1 month.</li> </ul>	3 718	2 602
Maximum	<ul style="list-style-type: none"> <li><input type="checkbox"/> Placing of one printed side in 5 issues of the magazine "Agrobusiness";</li> <li><input type="checkbox"/> Placing the information on the Internet-portal <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> in accordance with the tariff "Wholesaler";</li> <li><input type="checkbox"/> Placing of a banner (100 x 100) on all the pages of the portal for the term of 2 months;</li> <li><input type="checkbox"/> Sponsoring of one topical section at <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> for the term of 5 months</li> </ul>	3 156	2 205
Optimal-1	<ul style="list-style-type: none"> <li><input type="checkbox"/> Placing of one half of a printed side in 5 issues of the magazine "Agrobusiness";</li> <li><input type="checkbox"/> Sponsoring of one topical section at <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> for the term of 5 months;</li> <li><input type="checkbox"/> Placing the information on the Internet-portal <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> in accordance with the tariff "Professional access";</li> <li><input type="checkbox"/> Placing of a banner (120 x 60) in the topical section for the term of 5 months</li> </ul>	2 231	1 562
Optimal-2	<ul style="list-style-type: none"> <li><input type="checkbox"/> Placing of one sixth of a printed side in 11 issues of the magazine "Agrobusiness";</li> <li><input type="checkbox"/> Placing the information on the Internet-portal <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> in accordance with the tariff "Manufacturer";</li> <li><input type="checkbox"/> Placing of a banner (120 x 60) in the topical section for the term of 11 months</li> </ul>	1 295	909
Mini	<ul style="list-style-type: none"> <li><input type="checkbox"/> Placing of one sixth of a printed side in 5 issues of the magazine "Agrobusiness";</li> <li><input type="checkbox"/> Placing the information on the Internet-portal <a href="http://www.agrobiznes.ru">www.agrobiznes.ru</a> in accordance with the tariff "Manufacturer";</li> <li><input type="checkbox"/> Placing of a banner (120 x 60) in the topical section for the term of 5 months</li> </ul>	694	486

\* - the exact price is calculated when the service payment invoice is made out



**Agrobusiness and Food Industry has been issued since 1996**

Periodicity ○

**Schedule of issuing  
Agrobusiness and Food Industry  
2009\***

Number, date	Deadline for copies submitting	Date of Agrobusiness's issuing
№ 1-2, February	30-th of January	19-th of February
№ 3, March	25-th of February	10-th of March
№ 4, April	25-th of March	6-th of April
№ 5, May	27-th of April	13-th of May
№ 6, June	27-th of May	8-th of May
№ 7, July	24-th of June	6-th of June
№ 8, August	26-th of July	10-th of August
№ 9, September	26-th of August	7-th of September
№ 10, October	30-th of September	12-th of October
№ 11, November	28-th of October	9-th of November
№ 12, December	25-th of November	7-th of December

\* - may be changed

Contacts ○

**Director, founder and publisher (Russia, Moscow)**
**Mr. Dmitry V. Vostrikov**  
Director

 agrobiznes@agrobiznes.ru, s-p@mail.ru  
ICQ 192 65 595  
Skype agrobiznespp, agrobiznes777

**Post:** Russia, 111402, Moscow, post box 14

**Tel:** + 7 (495) 740 34 22

**Editorial office, advertising department and consulting service (Russia, Rostov-on-Don)**
**Mr. Alexander V. Sambros**

 Deputy Director, Chief Editor  
Business Development Consultant

 redaktor@agropress.ru, idsp@mail.ru  
ICQ 210 973 830  
Skype alexander\_vs\_abc

**Post:** Russia, 344018, Rostov-on-Don, post box 7543

**Tel/fax:** + 7 (863) 220 30 20, 220 31 03

**Mrs. Svetlana Serikova**

 Chief of the Advertising Department  
E-mail: manager5@agropress.ru, idsp26@mail.ru  
ICQ 196 572 807  
Skype sp\_manager5

**Tel/fax:** +7 (863) 220 30 20, 220 30 63

**Mrs. Ekaterina Kulikova**

Manager

 E-mail: idsp29@mail.ru  
ICQ 220 212 617  
Skype sp\_manager6

**Tel/fax:** + 7 (863) 220 30 20, 220 31 48

**Representative in Ukraine - "APK-Inform" (Dnepropetrovsk, Kiev)**
**Mr. Svyatoslav Tkachenko and Mr. Nikolaj Sherstjuk**

E-mail: ads@apk-inform.com

**Tel/fax:** +38 (056) 232 07 95