

The  Moscow Times

**ENGLISH-LANGUAGE  
INFORMATIONAL WEBSITE  
FOR BUSINESS  
PEOPLE**

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# UNIQUENESS

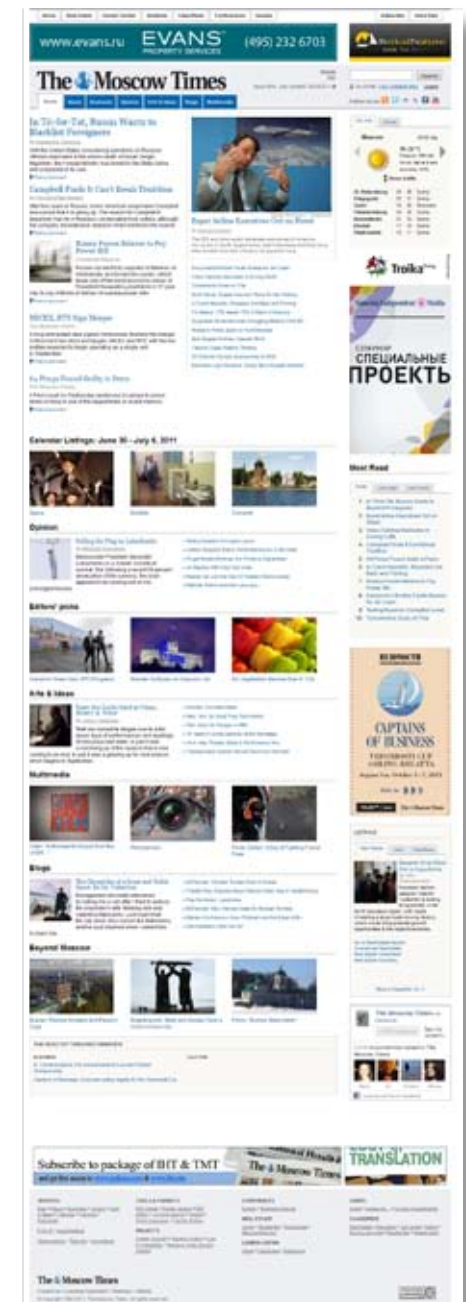
## WWW.THEMOSCOWTIMES.COM

AN ENGLISH-LANGUAGE INFORMATIONAL WEBSITE ON RUSSIA  
FOR A BUSINESS AUDIENCE.

THE LATEST DEVELOPMENTS IN RUSSIA THROUGH THE EYES  
OF WESTERN JOURNALISTS WORKING IN MOSCOW.

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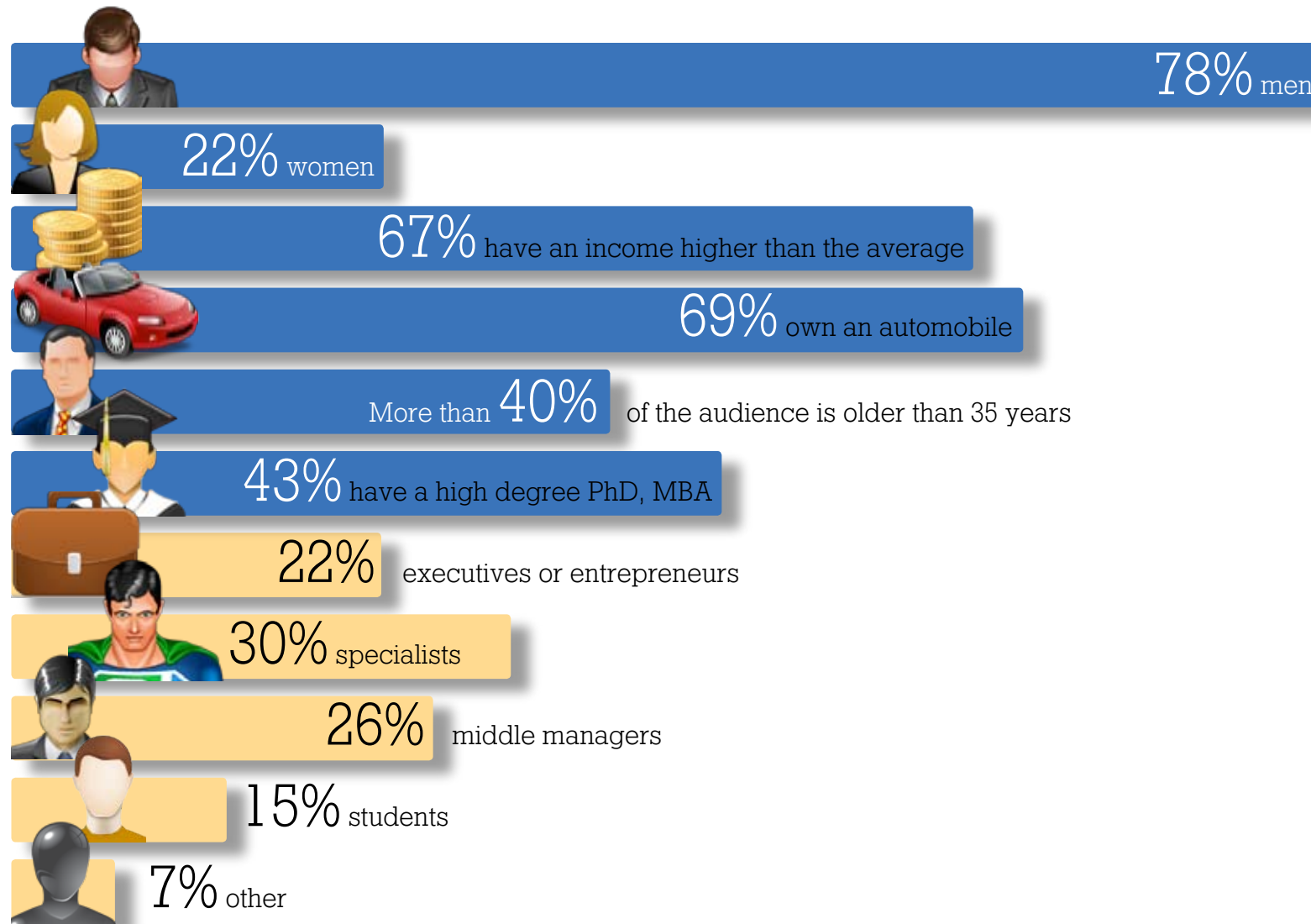
- The latest issue of the newspaper hours before the print version
- Politics and business in Russia
- Market information
- Full Moscow Times archive for the last 20 years — more than 200,000 articles and photographs
- Services — applicable information for foreigners for organizing life, work and leisure in Russia
- A version of the newspaper can be viewed through mobile devices
- Electronic mailings
- On-line registration for The Moscow Times events



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# OUR AUDIENCE

THE MOST ACTIVE, HIGHLY EDUCATED AND AFFLUENT AUDIENCE:



TMT Marketing Research, 2011

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# ADVERTISING FORMATS

## PLACING ADVERTISEMENTS IN THEMOSCOWTIMES.COM ALLOWS:

- Attracting a target audience
- Stand out among competitors
- Reach your competitive marketing goals
- Feel a high level of return from your advertisements

## MAIN ADVERTISING FORMATS:

- Banner
- Showcase (html-block)
- Video banner
- Full-screen

728x90

240x90

240x400

100%x150

240x200

728x90

240x90

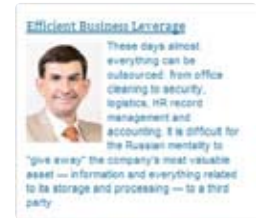
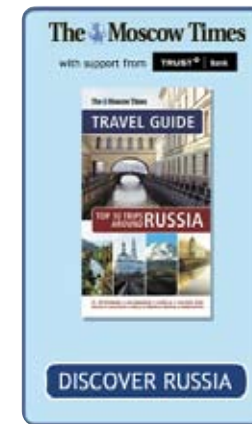


# ADVERTISING FORMATS

ОТКРОЙ  
ДВЕРЬ В ЛЕТО!



- **Banner** — the most famous and predominant advertising format, which contains a graphic or image: static, animated, interactive or with a video element. When loading the page it is the first to draw attention and provides a guaranteed contact of the visitor with the advertisement. Placing a banner in the through variety increases the number of contacts with the site's audience.
- **Showcase — picture + text block**, which contains information about a specific product or service. Is used for any segment or branch (banks, tour companies, beauty salons, auto dealerships, restaurants, etc), works both as a reminder of the image and to sell the product.
- **Video banner** — an effective solution for a creative image advertisement, containing all the benefits of a television advertisement.
- **Full-screen — banner headpiece**. This is a page with an advertisement, which appears on top of the regular site, and disappears after a certain amount of time. The headpiece can be skipped, or it can be clicked and be transferred to the advertiser's website. This type of banner gives a strong advertising effect, because it assumes a high quality animation, various videos and sound effects.



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