

MEDIA KIT

2020



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✉ reclama@3dnews.ru

www.3DNews.ru

Our Advantages

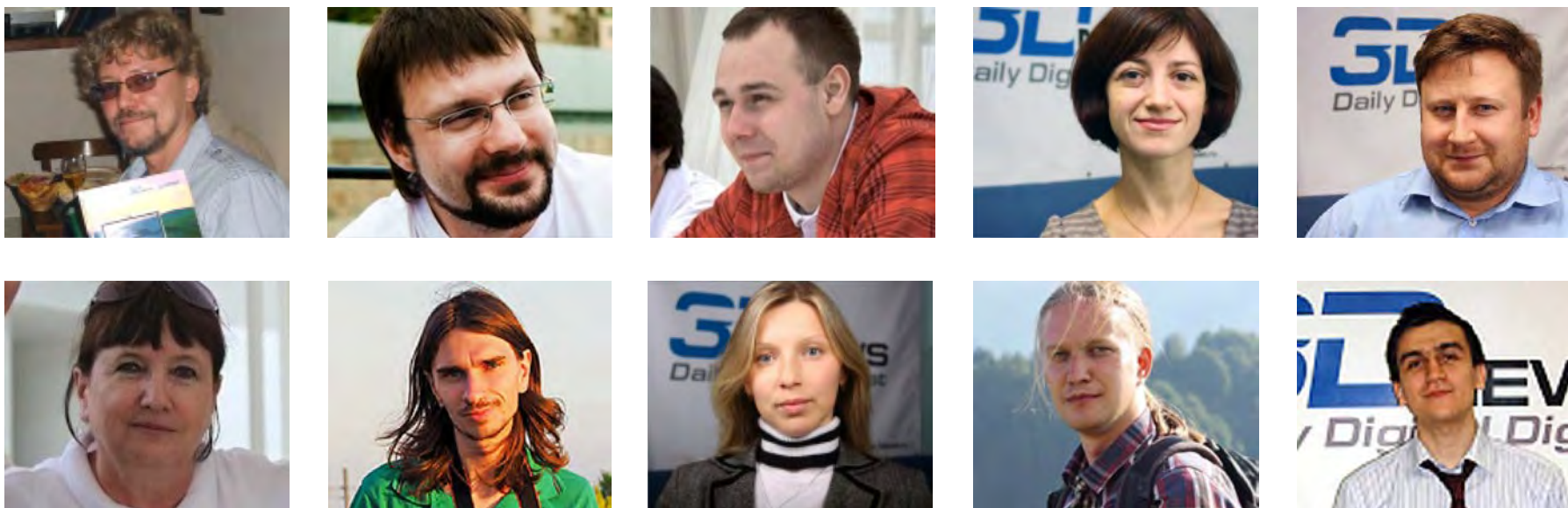
3DNews.ru is the first independent media of RuNet covering IT related subjects and aimed at a wide range of readers.

Founded in 1997.

Our main goal is to give our readers the most impartial information on anything that happens in the IT market today. We are interested in new computer hardware and software, mobile devices and gadgets, games, servers and "smart" electronics.

3DNews.ru is updated daily with about 60 news and 3 reviews per day. We work to bring you the best information 24 hours/7 days a week/365 days a year.

3DNews.ru statistics is fully open at LiveInternet.ru, we don't hide our traffic sources and are proud of the loyal target audience.



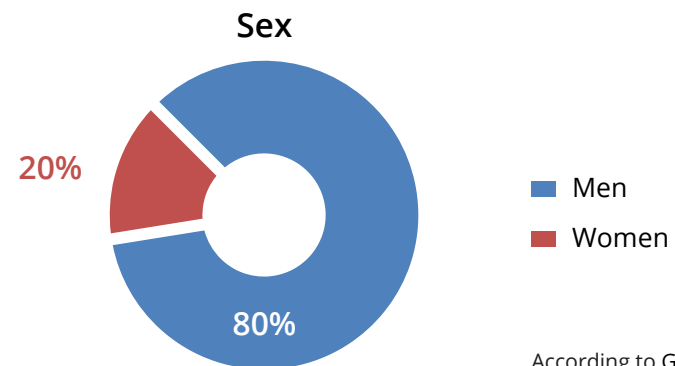
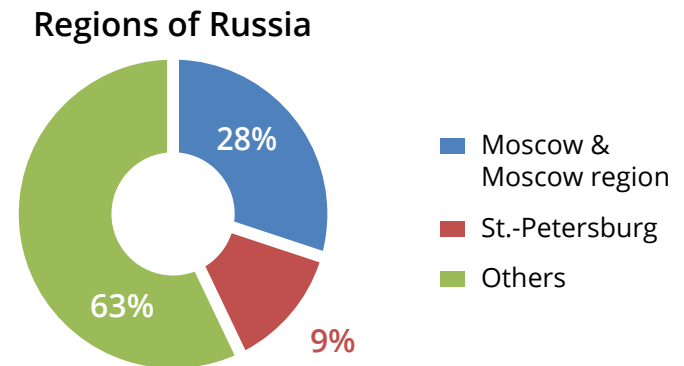
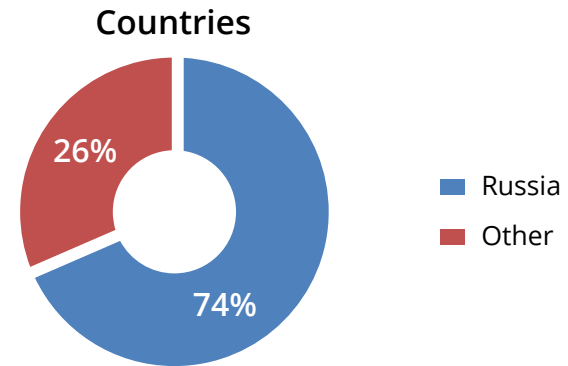
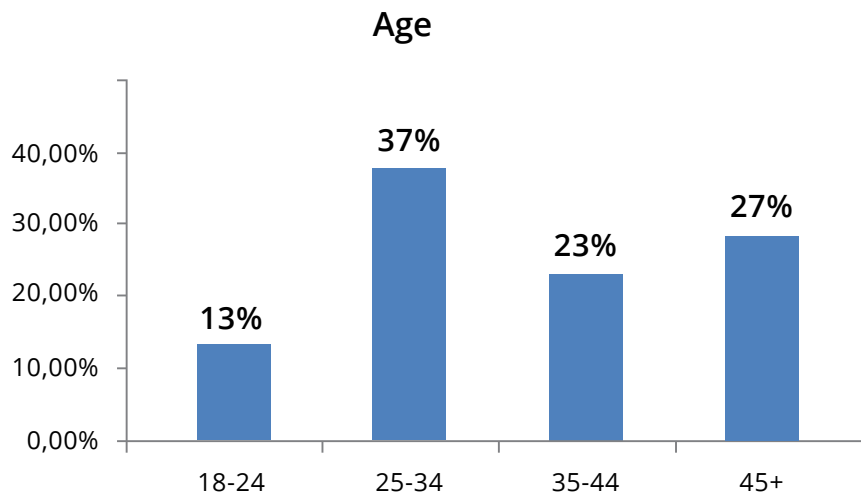
Our Team

3DNews.ru is driven by a team of professionals, well known in the Russian IT-journalism. Over 70 authors and IT-journalists from Russia and abroad work for 3Dnews.ru.

Our Readers

4,5 million unique visitors
view over **16 million** pages per month

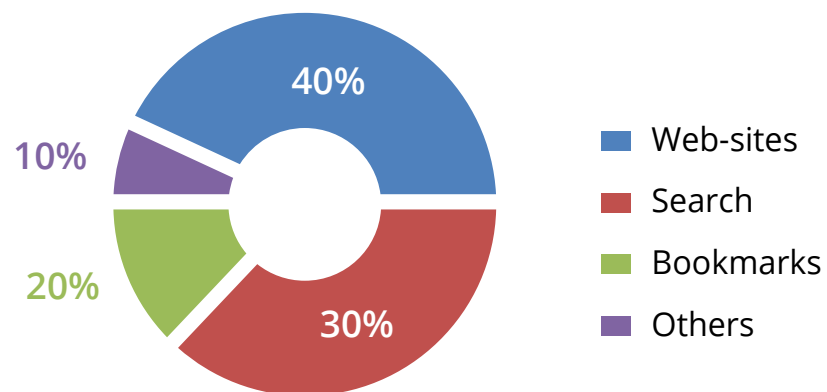
250 000 unique visitors
view over **500 000** pages per day



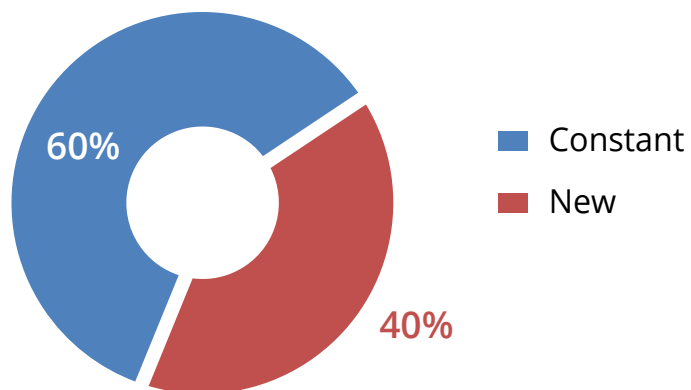
According to Google Analytics

Our Traffic

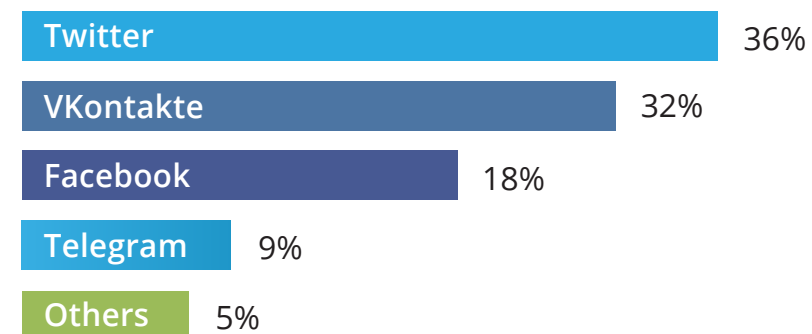
Traffic sources



Readership

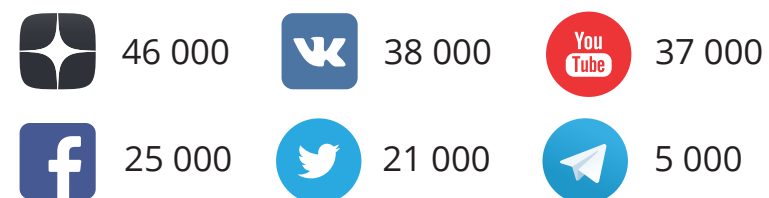


Social networks traffic shares



According to Google Analytics

Number of followers - 170000+



According to data for February 2020

Новости	
Главные новости	
Новости hardware	20
Новости software	23
Актуальные темы	
IT-финансы	
Оффсянка	
Аналитика	
Видеокарты	
Звук и акустика	
Игры	
Корпуса, БП и охлаждение	
Мастерская	
Материнские платы	
Мониторы и проекторы	
Накопители	
Носимая электроника	
Ноутбуки и ПК	
Периферия	
Планшеты	
Программное обеспечение	
Процессоры и память	
Сети и коммуникации	
Сотовая связь	
Цифровое фото и видео	
Цифровой автомобиль	
servernews	

Our Website

Types of content published at 3DNews.ru:

- NEWS
- REVIEWS
- ANALYTICS

Our newsfeed is the core of 3DNews.ru. It consists of two sections: «Hardware News» and «Software News». The daily news mailing is based on the contents of the newsfeed (~37 000 subscribers).

For convenience, all the materials are organized into sections laid out in alphabetic order. The website structure is continuously developing: as a new technology comes up, there appears a new section giving the coverage:

WEARABLES – section on «smart» watches/glasses, fitness-trackers and other gadgets

SMART THINGS – section on «smart» home appliances and consumer electronics

DIGITAL AUTO – tests of popular motor vehicles, electronic systems and devices for cars, autodigests

SERVERNEWS.RU – a special side project within 3DNews.ru featuring servers and enterprise solutions

Our Advertising Tools

Banner Advertising



Possible sizes of advertising materials
(width x height):

- 200 x 600 - «Skyscraper» on top of the right column on all pages
- 240 x 400 - «Skyscraper» on top of the right column on all pages
- 100% x 90 - Leaderboard on the very top of pages
- 728/810 x 90 - Positions in the upper part of the pages
- 160 x 320 - Positions on the left below the menu
- 240 x 400 - Position in the 2nd screen on all pages
- 240 x 240 - Contest banners

For banners technical requirements please click this link:

www.3dnews.ru/a#richmedia

Our Advertising Tools

Branding

Branding of **3DNews.ru** may be placed either statically in one of the sections (as part of «Section sponsorship» package) or in dynamics on all available pages in any required volumes.

Desktop version



Mobile version



Mobile version

More than 59% of our readers browse the site through mobile devices.

Possible sizes of advertising materials (width x height) for the mobile version:

600 x 90 - Banner at the top of the site

300 x 300 - Banner in the second screen (after the first paragraph of publication).

For banners technical requirements please click this link:

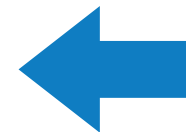
www.3dnews.ru/a#richmedia



Our Video

Video is a modern and a very efficient way of content delivery. There are several video formats at [3DNews.ru](https://3dnews.ru):

- Weekly Games Videodigest [GamesBlender](#)
- Video reviews and product tests, previews, etc.



Each video is announced in the first screen of all site pages.

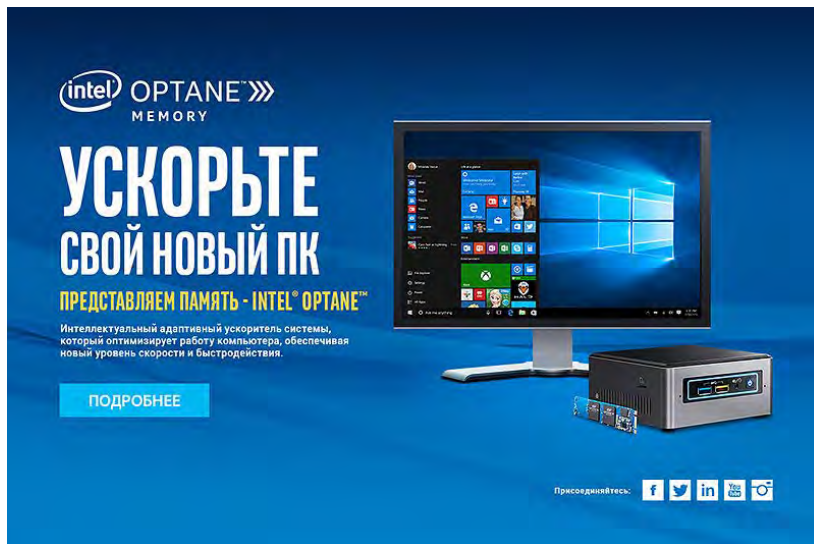
All our video is also published at our [YouTube](#) channel, which is having over 37 000 subscribers.

Our Special Projects

Promo-Page

On a separate page www.3DNews.ru/xxx we can create any project up to a quite complex: in fact it's a mini-site where you can announce a new product release or an advertising action as well as a contest for readers or a review publication at 3DNews.ru.

Access to promo-page is provided by a special «button» - banner placed on all pages of 3DNews.ru during the whole running period of the project (~5 million impressions of the banner per month).



Examples of non-standard special projects at 3DNews.ru:

[Huawei](#), [vivo V17](#), [vivo NEX3](#), [ASUS ROG](#),
[Canon L-Series Lenses](#), [ASUS ZenBook](#),
[Samsung Smart TV](#), [Intel Optane Memory](#),
[NIKON D850](#)

Конкурс Samsung — на кону уникальный монитор и терабайтный SSD!

25.04.2019 [12:00], 3DNews Team

Дорогие друзья!

Мы рады объявить о начале нового конкурса, который наш сайт проводит совместно с компанией Samsung, одним из крупнейших производителей телевизоров, смартфонов, носимых устройств, планшетов, камер, бытовой техники, медицинских устройств, сетевых систем, полупроводников и светодиодных решений.

SAMSUNG

Этот конкурс посвящён новинке в модельном ряду мониторов Samsung — серии **Space Monitor**. Модели новой серии отличаются уникальным дизайном, позволяющим максимально эффективно использовать место на столе пользователя. Устройства представлены в двух вариациях — с диагоналями 27 дюймов и 32 дюйма разрешением QHD и 4K HD соответственно.

Основная особенность **Space Monitor** — подставка, позволяющая экономить пространство на рабочем месте. С помощью инновационного решения монитор крепится к краю стола, а затем с лёгкостью наклоняется под нужным углом. Окончив работу, пользователь может отодвинуть монитор обратно к стене.

Призовой фонд — монитор Space 27" (LS27R750QEIXCI) и 1-Тбайт SSD 860 EVO!



Как всегда, принять участие в конкурсе может любой читатель 3DNews, независимо от страны проживания. Но приз может быть отправлен только на адрес в РФ. Обращаем ваше внимание, что каждый участник может заполнить анкету лишь один раз! При повторных заполнениях будет учитываться только первый вариант. Анкеты участников, уличённых в попытках обмана, автоматически исключаются из этого и последующих конкурсов на 3DNews!

Конкурс продлится с 24 по 30 апреля.

Результаты конкурса будут объявлены в течение двух недель с момента его окончания. Желаем удачи всем участникам!

Our Special Projects

Quizes

An efficient way of interaction between advertisers and readers is conducting a quiz for readers.

Standard quiz mechanics implies filling in a questionnaire with several variants of answers to the advertiser's questions.

The quiz is widely announced by a special banner 240x240 throughout all 3DNews.ru pages during the whole period of quiz running.

In addition, it is possible to conduct a quiz contest in our group at VK.com.

Here is the history of our quizzes:

www.3dnews.ru/competitions

Our Publications

News articles and product reviews involved in any PR campaign significantly increase its efficiency.

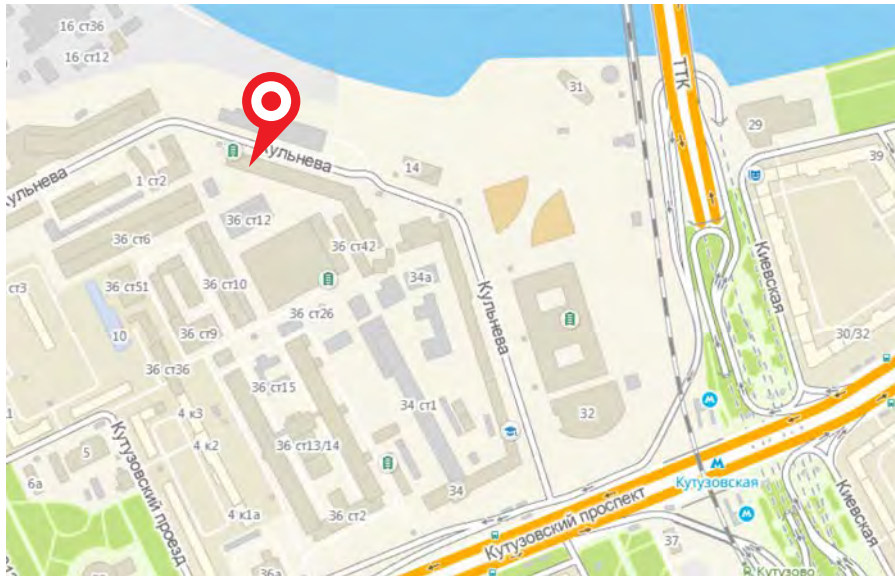
NEWS ARTICLE

- Based on a client's press-release.
- Published in 3DNews.ru newsfeed.
- On the editors decision may be marked as «advertising».
- Announced by a text line on the main page during half a day.
- Publication announcement gets mailed to ~37 000 subscribers the day after publication.
- An additional announcement by a text teaser 810x90 on site pages.
- Average number of views of a publication in a newsfeed – 10 000.

REVIEW

- Based on product testing conducted by 3DNews.ru editors, carries an evaluative opinion about the product.
- Published in a relative thematic section.
- Publication announcement on the main page of the site and in the corresponding thematic section within 1 month - about 3 million impressions.
- Publication announcement gets automatically mailed to ~37 000 subscribers the day after publication.
- Additional announcement by a teaser 810x90 for 500 000 impressions is possible.

Our Contacts



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