


MEDIA KIT

2019



ADDRESS

Office 505, entrance 3, bld. 23,
36 Kutuzovsky prospekt, 121170, Moscow, Russia

 +7 (495) 988 20 90

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

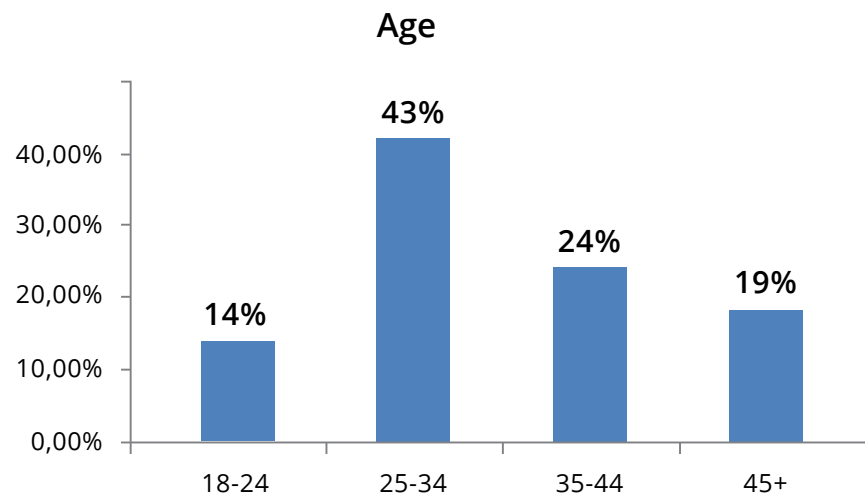
3DNews.ru is driven by a team of professionals, well known in the Russian IT-journalism. Over 70 authors and IT-journalists from Russia and abroad work for 3Dnews.ru.

Our Readers

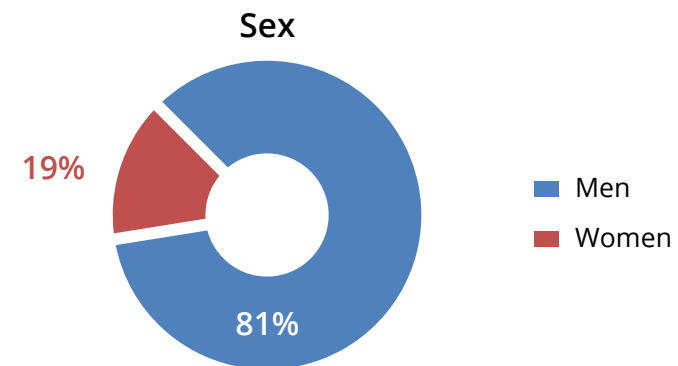
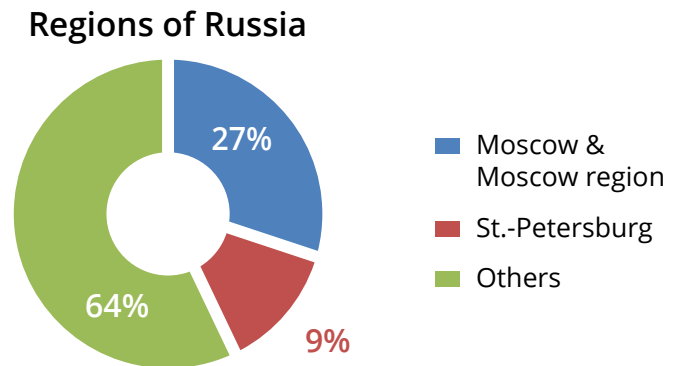
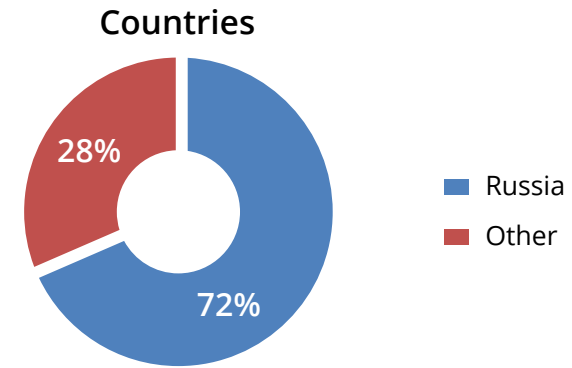
3 727 714 unique visitors
view over 14 645 820 pages per month

250 000 unique visitors
view over 500 000 pages per day

According to Google Analytics for December 2018

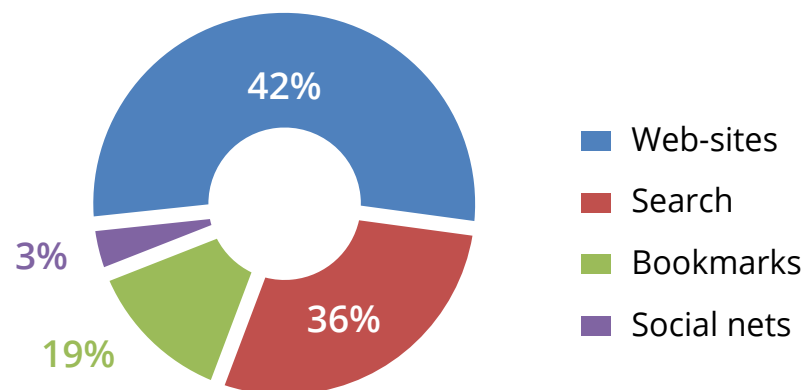


According to LiveInternet from November 2018 to January 2019

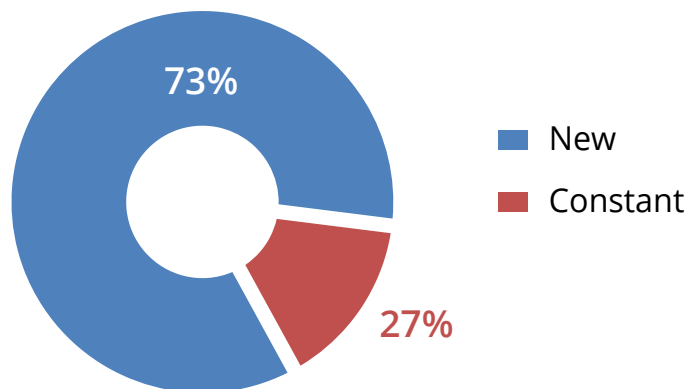


Our Traffic

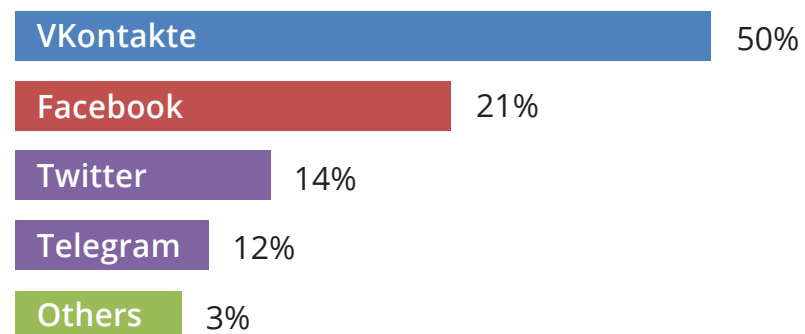
Traffic sources



Readership

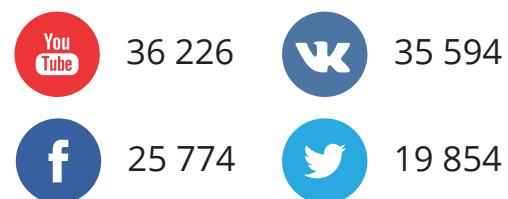


Social networks traffic shares



According to Google Analytics for January 2019

Number of followers - 120000+



According to data for February 2019

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 (~54 000 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 x 90 - Positions in the upper part of the pages
- 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

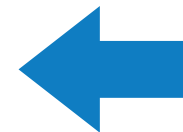
Branding of **3DNews.ru** may be placed either statically in one of the sections (as part of "Section sponsorship" package) or in dynamics on all available pages in any required volumes.



Our Video

Video is a modern and a very efficient way of content delivery. There are few video formats at **3DNews.ru**:

- Weekly Games Videodigest **GamesBlender**
- Product Videoreviews, Previews, Video reports from the exhibitions etc.



Every video digest is additionally announced in the first screen of all site pages.

All our video is also published at our **YouTube** channel, which is having over 36 000 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 (~10 mln impressions of the banner per month).



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

[ASUS ZenFone 5](#), [ASUS ZenFone 4](#),
[Huawei](#), [Samsung Smart TV](#), [Intel Optane Memory](#),
[NIKON D850](#), [GIGABYTE AORUS Z370](#)

Конкурс компаний Intel и Samsung

26.01.2015 [11:50], 3DNews Team

Дорогие друзья!

Мы рады объявить о начале нового конкурса, который наш сайт проводит совместно с двумя лидерами ИТ-индустрии, компаниями Intel и Samsung.



Этот конкурс посвящен смартфону Samsung GALAXY ALPHA, построенному на базе платформы Intel XMM 7260. Благодаря продвинутой радиочасти платформы XMM 7260 смартфон Samsung GALAXY ALPHA стал первым на российском рынке аппаратом, совместимым с сетями LTE Advanced Cat.6. Чтобы принять участие в конкурсе и получить шанс выиграть один из призов от компании Samsung вы должны ответить на несколько простых вопросов. Правильные ответы на них вы можете найти в сообществе [Intel IT Galaxy](#), нашем [обзоре Samsung GALAXY ALPHA](#) и на [сайте компании Samsung](#). Победителя организаторы конкурса выберут из числа ответивших верно на все вопросы.

Выиграй ультратонкий смартфон Samsung GALAXY ALPHA!



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

Конкурс продлится с 26 января по 1 февраля 2015 года.

Призы рассылаются победителям в течение двух недель с момента окончания конкурса. 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.

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.

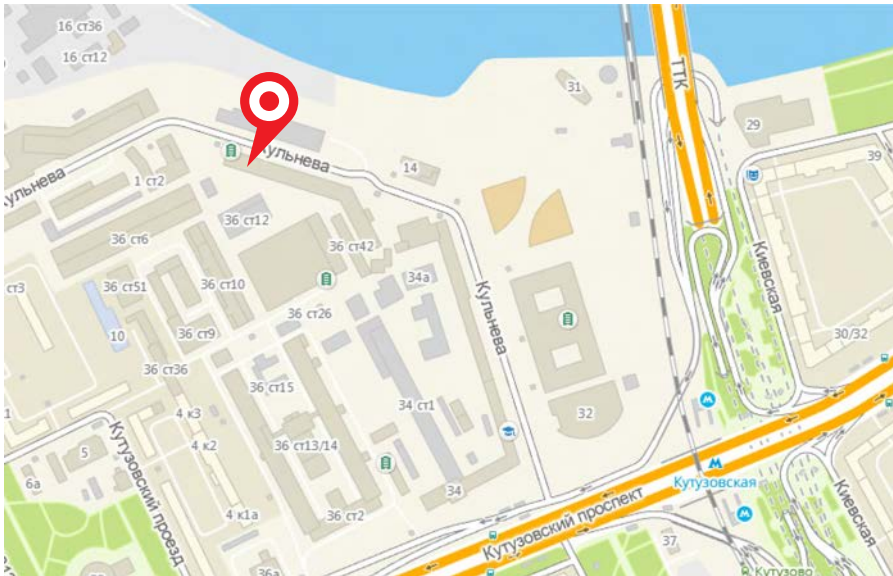
NEWS ARTICLE

- 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 6 hours since publication.
- Publication announcement gets mailed to ~54 000 subscribers the day after publication.
- An additional announcement by a text teaser 810x90 in one of the sections or on the main page is possible.
- 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.
- Announced by a text line with a picture on the main page during 7 days/during a month in a relative thematic section.
- Announced by a text line without picture on the main page during 10 days/permanently in a relative thematic section.
- Publication announcement gets automatically mailed to ~54 000 subscribers the day after publication.
- Additional announcement by a teaser 810x90 for 500 000 impressions is possible.

Our Contacts



ADDRESS

Office 505, entrance 3, bld. 23,
36 Kutuzovsky prospekt, 121170, Moscow, Russia

☎ +7 (495) 988 20 90

On the work of the editorial team please contact:

Denis Nivnikov

Editor-in-Chief

nivnikov@3dnews.ru

On cooperation and partnership please contact:

Alexandra Ordzhonikidze

Managing Director

alexa@3dnews.ru

On advertising please contact:

Ksenia Uskova

Media Director

ksenia@3dnews.ru

Karina Tikhonova

Deputy Media Director

karina@3dnews.ru

reclama@3dnews.ru