

MEDIA KIT 2020

servernews

ServerNews covers enterprise, SMB, HPC, telco, edge and cloud topics.
ServerNews is a division of 3DNews, leading IT online-media counting 23 years of experience
in the Russian market (founded in 1997).

ADDRESS

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

☎ +7 (495) 988-20-90

✉ reclama@3dnews.ru

OUR READERSHIP

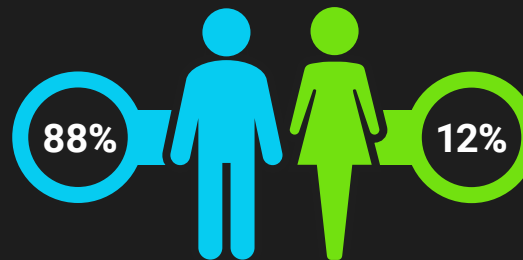
includes enthusiasts and IT-professionals, CIOs and CTOs, system and network administrators, purchase decision makers and influencers, representing both small and medium-sized businesses, and large organizations and agencies.

We publish the latest and most important news about server and network equipment, industrial and embedded hardware as well as notes on software and cloud services.



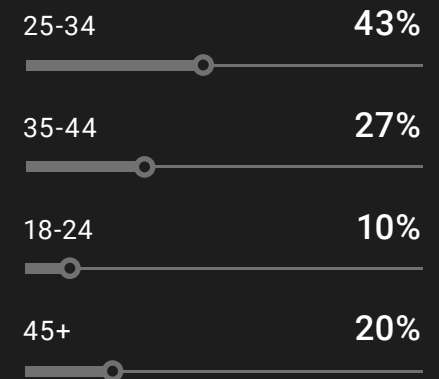
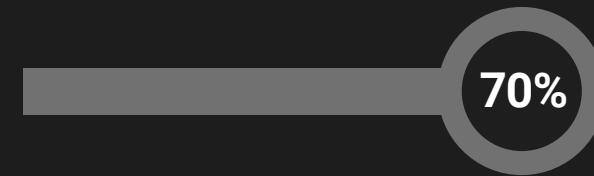
Readership:

- New - 64%
- Returning - 36%



Core audience:

25-44



According to Google Analytics



260 000

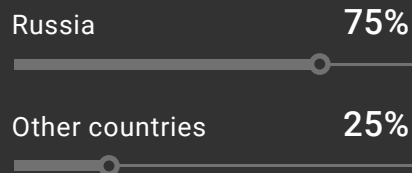
VIEWS PER MONTH



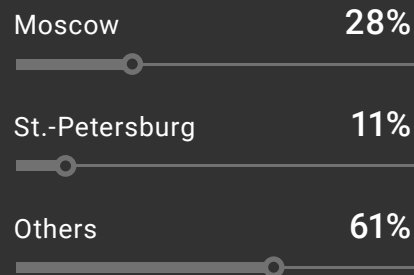
128 000

USERS PER MONTH

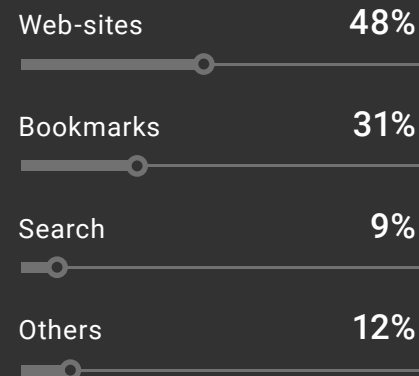
Countries:



Russian cities:



Traffic:



Devices:



According to Google Analytics January 2020

THE MOST EFFECTIVE FORMATS FOR OUR CUSTOMERS PR-CAMPAIGNS AT SERVERNEWS.RU ARE NEWS ARTICLES AND PRODUCT REVIEWS PUBLICATIONS

NEWS ARTICLE

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

PRODUCT REVIEW

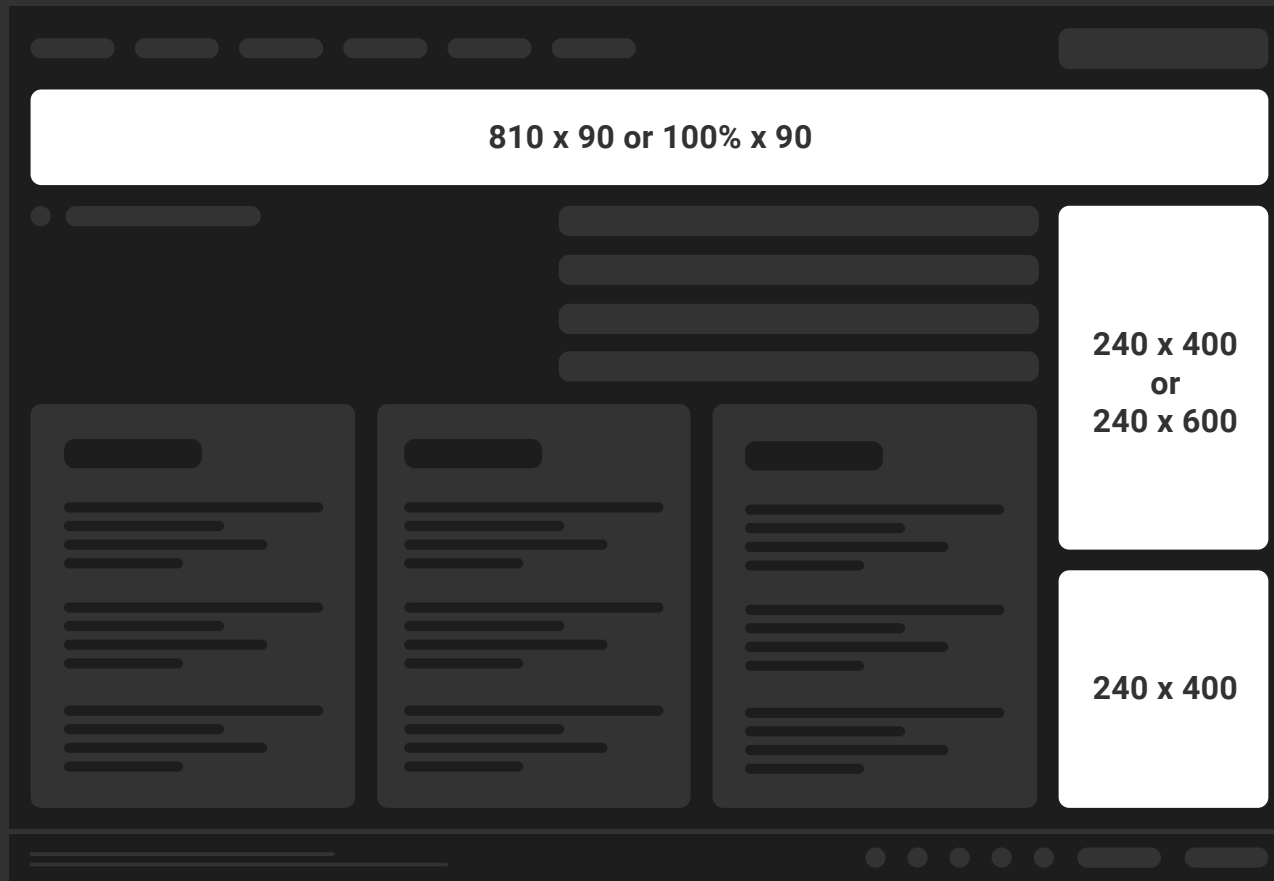
- Based on product testing conducted by ServerNews.ru editors, carries an evaluative opinion about the product.
- Published on ServerNews.ru and announced on 3DNews.ru main page.
- Publication announcement gets automatically mailed to ~37 000 subscribers the day after publication.
- An additional announcement by a 810x90 teaser on ServerNews.ru and 3DNews.ru site pages.

EXPRESS TEST

- Article prepared by the editorial staff (up to 5000 characters).
- Article publication in the ServerNews.ru newsfeed (Hardware, Software, Networks) marked as «advertisement».
- Announced by a text line on ServerNews.ru main page during a day and on 3DNews.ru main page during half a day after release.
- Publication announcement in the mailing to ~37,000 subscribers.
- Announcement by a 810x90 teaser for 500,000 impressions in dynamics on ServerNews.ru and 3DNews.ru.

MEDIA ADVERTISING FORMAT

BANNERS



MEDIA ADVERTISING FORMAT

BRANDING

Toshiba Memory теперь KIOXIA


[@servernewsru](#)

В Google Cloud появилась облачная служба Microsoft Active Directory

21.02.2020 [00:37], Владимир Митрененко

Несколько месяцев назад облачный сервис Google Cloud запустил управляемую службу для Microsoft Active Directory (Managed Service for Microsoft AD) в общедоступной бета-версии. С тех пор, как сообщает Google Cloud, его клиенты создали более тысячи доменов для предварительной оценки сервиса.

Компания использовала отзывы этих клиентов для дальнейшего улучшения сервиса и теперь объявляет, что управляемая служба для Microsoft AD теперь находится в общем доступе и готова к обслуживанию рабочих нагрузок.

active directory

google cloud platform

microsoft

software

облако

Сеть Дата-центров "ПРОГРЕСС"

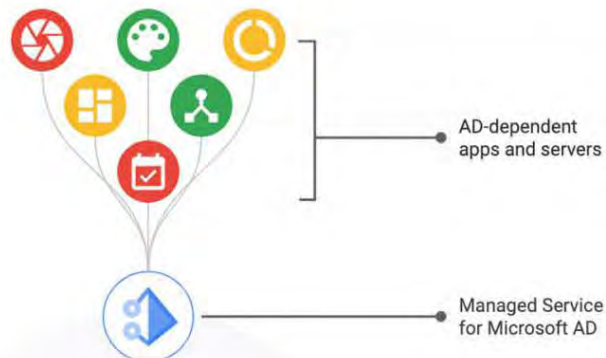
okbprogress.ru

Стойки, юниты,
каналы, асики

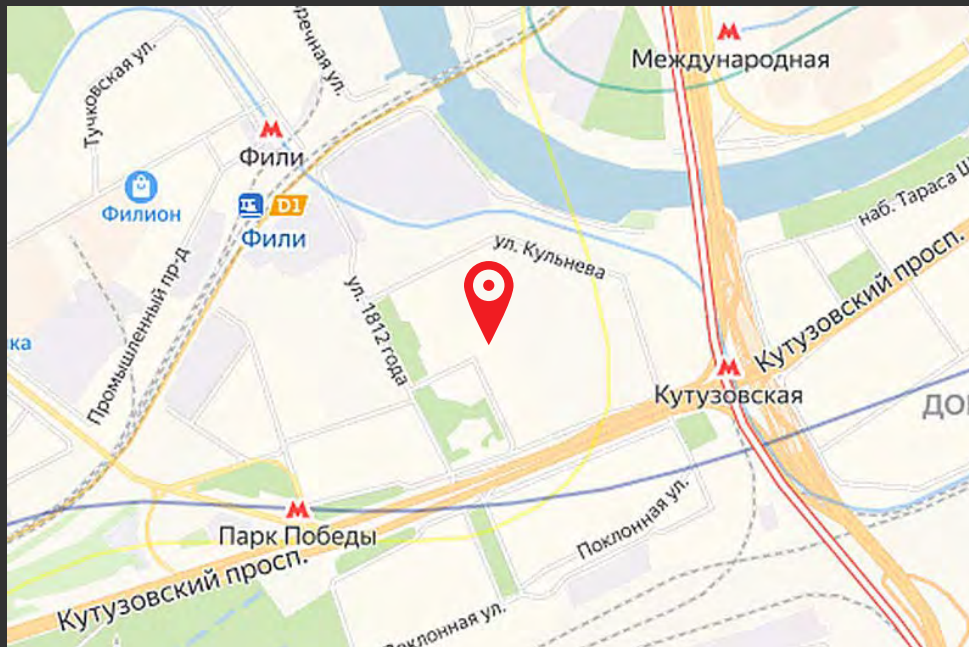
Стойки от 30 тыс.руб,
1U от 1 тыс.руб,
гигабиты от 10
тыс.руб. Площадка
для асиков и ригов

ОТКРЫТЬ

**Toshiba
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CONTACTS



ADDRESS

Office 505, entrance 3, bld. 23,
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☎ +7 (495) 988-20-90

FOR PRESS RELEASES AND CONTACT WITH EDITORIAL TEAM:

✉ ed@servernews.ru

FOR ADVERTISING:

✉ reclama@3dnews.ru