

BRICS

BUSINESS MAGAZINE

A MAGAZINE FOR THE GLOBAL MAJORITY



Media kit

About BRICS Business Magazine



A magazine for global investors, businessmen, politicians and the expert community. A quarterly business and humanities publication about fast-growing markets, explaining **how to understand one another**. The aim of the project is direct information exchange between the BRICS+ countries and other emerging markets. BRICS Business Magazine is the oldest publication about BRICS in Russia, having been released in Russian and English since 2012.



Sector-specific and event-related projects and investment guides are released as special supplements.

BRICS 2024


“**BRICS** is a unique international association where countries representing different authentic civilizations cooperate on the basis of equality and mutual respect, and is based on the principles of openness and solidarity. They make decisions consensually following in-depth discussion.

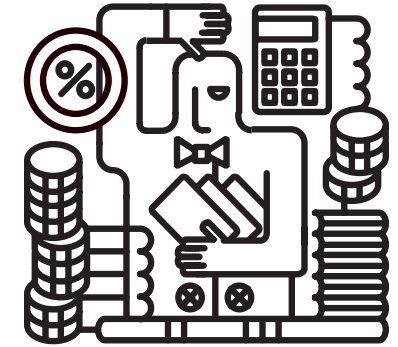
In its new, expanded configuration, BRICS occupies more than 30% of the Earth’s land surface, including 45% of the world’s population (3.6 billion people), accounting for over 40% of total oil production and almost a quarter of the world’s commodity exports. It leaves behind the G7 and the EU combined in terms of GDP based on purchasing power parity.

Sergey Ryabkov, Deputy Minister of Foreign Affairs of the Russian Federation and Russia’s Sherpa in BRICS (quote from “The Institute of Global Majority” article in BRICS Business Magazine, Autumn 2024).



What BRICS Business Magazine writes about

 **BRICS Business Magazine** is an element of the developing world that can effectively retrieve new knowledge from it. The magazine's content is best described by its motto: "Bridging communities. Guiding Investors. Leading Nations."



Bridging Communities

BRICS is a community of people united by different goals and interests and acting as the primary generator of ideas and meanings, social, cultural and economic trends that govern the global agenda. The magazine is a place for members of BRICS business and professional communities to rendezvous in order to share their experience in handling problems and to shape the new world.

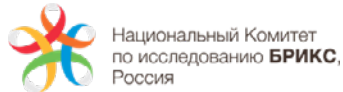
Guiding Investors

BRICS is the most promising and rapidly growing segment of the global economy. The magazine is a platform providing today's global investors with all the information they require on their target markets and the skills they need for properly understanding, predicting and acting in uncharted waters.

Leading Nations

BRICS is a progressive association that is transforming the global economic architecture and aspires to a role that appropriately reflects the ever-growing economic power of BRICS. The magazine is a platform where politicians and their closest advisors, global and local think tanks, and authors of fundamental studies on the future of individual countries and civilizations hold discussions in interviews and articles.

Analytical support and partners



Audience

An accurate picture of the magazine's readers is provided by the list of participants in international forums in the BRICS+ countries. In Russia, the BRICS Business Magazine audience is made up of participants in the St. Petersburg International Economic Forum.

It has three key segments:

POLITICAL FIGURES

representing countries with booming economies, who want to express their opinions on the key BRICS agenda issues and to be heard in their respective countries and throughout the world.

GLOBAL INVESTORS, CORPORATE EXECUTIVES

and emerging entrepreneurs looking for growth opportunities.

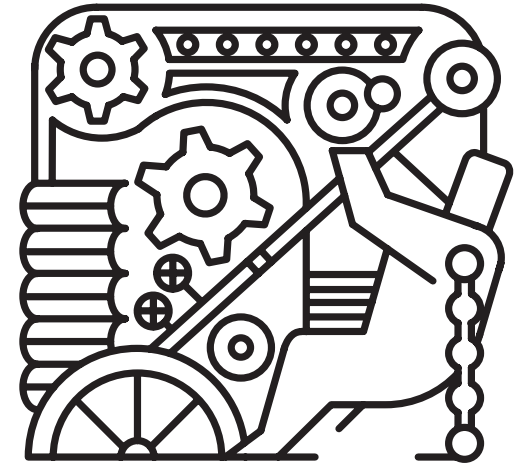
ECONOMISTS and POLITICAL ANALYSTS

who work to describe the present situation and identify trends.

Issue frequency and circulation

The plan for 2025 is to release four issues of the magazine.

Each issue of BRICS Business Magazine is published in 21,000 to 25,000 copies, depending on the scale of the forums where the issue is presented.



Distribution

Guaranteed delivery of the magazine to the target audience via four key distribution channels:

- 40%** Subscription and direct mailing
- 40%** International and Russian business forums
- 10%** 5-star hotels in Russia and other BRICS+ countries
- 10%** Other channels

About the publication

2025 RELEASE TIMETABLE

ISSUE	LAYOUT	RELEASE
# 1	23 May 2025	6 June 2025
# 2	13 June 2025	27 June 2025
# 3	6 August 2025	20 August 2025
# 4	14 November 2025	1 December 2025

ADVERTISING PRICES*

- 1/1 page..... **RUB 1,035,000**
- 1/1 special page..... **RUB 1,404,000**
- 1/1 page in the first 1/3 of the magazine **RUB 1,272,000**
- 1st centrefold..... **RUB 2,628,000**
- 2nd centrefold..... **RUB 2,115,000**
- 3rd centrefold..... **RUB 1,920,000**
- 2/1 centrefold..... **RUB 1,812,000**
- 2nd cover..... **RUB 2,280,000**
- 3rd cover..... **RUB 1,575,000**
- 4th cover..... **RUB 2,592,000**

* All prices include 20% VAT.

TECHNICAL REQUIREMENTS

Magazine cut size – 200x265 mm.

All advertisement layouts must be marked “advertisement” or “sponsored content.”

Advertising blocks are accepted in TIFF and EPS formats.

Resolution of raster images with required size must be at least 250 dpi (300 dpi for cover).

Total ink coverage must not exceed 300% (330% for covers).

A colour printout of the advertising publication approved for printing with the date of release in the magazine must be provided at all times.

The printout must match its electronic version.

The colour printout is not a colour sample.

Detailed technical requirements for advertising blocks will be provided additionally.

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