



# mosbuild.com

THE website for Russia's building and interiors industry

Media Pack – 2011/12

## THE website for Russia's building and interiors industry

In the autumn of 2011, mosbuild.com went through a dramatic transformation. For many years, the site had been a simple but effective focal point for information about Russia's leading industry event for the building and interiors sector. It served its purpose.

Now, it serves the industry.

mosbuild.com will provide more information about the exhibition; more about the work of its participants; more about industry trends, new products and business news that affects the Russian building and interiors industry. In short, it's a hub for the industry and a forum for buyers and suppliers that is open all day – all year.

**With great content and a great audience of unique visitors, it's a great place to advertise.**





**MY MOSBUILD**  
WELCOME TO RUSSIA'S LEADING BUILDING & INTERIORS EXHIBITION

The build up to MosBuild 2012 is already underway. Russia's largest trade event will be held exclusively at ExpoCentre over a two week period in April 2012. Week One (2nd - 5th April) will host a number of events that are broadly focused on design and decor, whilst Week Two (10th - 13th April) will focus on building and architecture. [More about the show.](#)

**BOOK A STAND**

**WEEK 1: 2<sup>ND</sup> - 5<sup>TH</sup> APRIL 2012**  
DESIGN & DÉCOR

**WEEK 2: 10<sup>TH</sup> - 13<sup>TH</sup> APRIL 2012**  
BUILDING & ARCHITECTURE

COUNTDOWN: 139 DAYS

COUNTDOWN: 147 DAYS



**MEDIA PARTNERS**

**EVENTS PROGRAMME**

**MADA**

**MOSBUILD MAGAZINE**  
THE LATEST INDUSTRY NEWS & INSIGHT

**FEATURED EXHIBITORS**

**LING LIR SERVICE**

**PETRALUXE**

**MosBuild magazine #2**

**IN FOCUS: LIGHTING & ELECTRICS**  
A NEW SPECIALISED EXHIBITION

**CERAMICS**

**LATEST NEWS**

**TWITTER**

25 Oct 2011  
**MosBuild - a triple surprise!**  
In October, MosBuild, the construction and interiors exhibition, is unveiling three surprises for its exhibitors and visitors. Firstly, the organisers are...

24 Oct 2011  
**MosBuild - always online!**  
MosBuild - Russia's largest building and interiors exhibition, not only has a new, two-week format in 2012, but also a new look. The event organisers are...

21 Oct 2011  
**ITE Moscow becomes a MCCO member**  
The regular meeting of the Moscow Chamber of Commerce and Industry's Guild of Exhibition and Congress Organisers took place at the end of...

10 Oct 2011  
**Landmarks MosBuild**  
Traditionally, the organisers of MosBuild, ITE Group plc, strive to ensure that visitors and exhibitors of the show are provided with a comfortable and...

**ALL NEWS**

**Header Banner: maximum of three advertisers in rotation** **468 x 60**

**Available on:**

Section	Period	Cost (€)	per
all pages	peak	8750	month
	off-peak	2150	month
home page	peak	2125	month
	off-peak	1200	month
for exhibitors for visitors about MosBuild programme of events	all year	1250	year*
	all year	3190	year*
	all year	1250	year*
	all year	1250	year*
- bathrooms - building materials & equipment - ceramica - country construction - decotex - doors & locks - flooring - hardware & tools - lighting & electrics - paints & coatings - plumbing & pipes - stonex - structural & interior finishes - technoceramica - wall decor - window build	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*
	all year	2125	year*

**All advertising is subject to availability**

**Peak months:** February to May  
**Off-peak:** June to January  
**\* Year:** Annual cycle runs from 1<sup>st</sup> June to 31<sup>st</sup> May

MY MOSBUILD WELCOME TO RUSSIA'S LEADING BUILDING & INTERIORS EXHIBITION

The build up to MosBuild 2012 is already underway. Russia's largest trade event will be held exclusively at ExpoCentre over a two week period in April 2012. Week One (2nd - 5th April) will host a number of events that are broadly focused on design and decor, whilst Week Two (10th - 13th April) will focus on building and architecture. [More about the show.](#)

BOOK A STAND

WEEK 1: 2<sup>ND</sup> - 5<sup>TH</sup> APRIL 2012 DESIGN & DÉCOR

WEEK 2: 10<sup>TH</sup> - 13<sup>TH</sup> APRIL 2012 BUILDING & ARCHITECTURE

COUNTDOWN: 139 DAYS

COUNTDOWN: 147 DAYS



MEDIA PARTNERS

EVENTS PROGRAMME

MADA

MOSBUILD MAGAZINE

FEATURED EXHIBITORS

LING LIR SERVICE

PETRALUXE

MosBuild magazine #2

IN FOCUS: LIGHTING & ELECTRICS

A NEW SPECIALISED EXHIBITION

CERAMICS

LATEST NEWS

TWITTER

25 Oct 2011  
**MosBuild - a triple surprise!**  
In October, MosBuild, the construction and interiors exhibition, is unveiling three surprises for its exhibitors and visitors. Firstly, the organisers are...

24 Oct 2011  
**MosBuild - starts online!**  
MosBuild - starts online! MosBuild, Russia's largest building and interiors exhibition, not only has a new, bi-week format in 2012, but also a new look. The event organisers are...

21 Oct 2011  
**ITE Moscow becomes a MCCO member**  
The regular meeting of the Moscow Chamber of Commerce and Industry's Guild of Exhibition and Congress Organisers took place at the end of...

10 Oct 2011  
**Last minute MosBuild**  
Traditionally, the organisers of MosBuild, ITE Group plc, strive to ensure that visitors and exhibitors of the show are provided with a comfortable and...

SHOW TESTIMONIALS

We have a lot of clients from many different parts of Russia, and all of them come to MosBuild, so this is our opportunity to meet them all in one place.

Andrey D. Deko, The Freudenberg Politec Group

MOS POLL

What is your impression of MosBuild's brand new site?

NICE DESIGN

RICH FUNCTIONALITY

BOTH NICE AND FUNCTIONAL

THE PREVIOUS WAS BETTER

VOTE

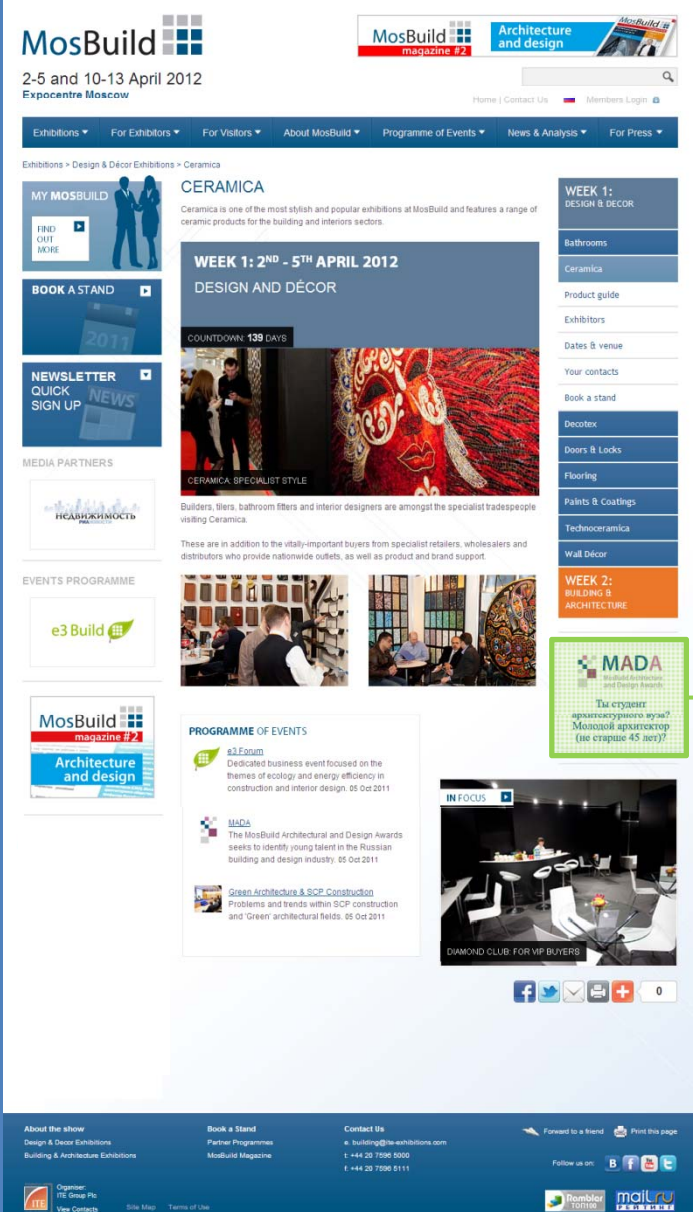
Left Column Banner: maximum of three advertisers in rotation 181 x 150

Available on:

Section	Period	Cost (€)	per
all pages	peak	5000	month
	off-peak	1250	month
home page	peak	1175	month
	off-peak	725	month
for exhibitors for visitors about MosBuild programme of events	all year	950	year*
	all year	2750	year*
	all year	950	year*
	all year	950	year*
- bathrooms - building materials & equipment - ceramica - country construction - decotex - doors & locks - flooring - hardware & tools - lighting & electrics - paints & coatings - plumbing & pipes - stonex - structural & interior finishes - technoceramica - wall decor - window build	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*

All advertising is subject to availability

Peak months: February to May  
Off-peak: June to January  
\* Year: Annual cycle runs from 1<sup>st</sup> June to 31<sup>st</sup> May



**Right Column Banner: maximum of three advertisers in rotation**

**181 x 150**

**Available on:**

Section	Period	Cost (€)	per
all available pages	peak	4500	month
	off-peak	1050	month
for exhibitors for visitors about MosBuild programme of events	all year	950	year*
	all year	2750	year*
	all year	950	year*
	all year	950	year*
- bathrooms - building materials & equipment - ceramica - country construction - decotex - doors & locks - flooring - hardware & tools - lighting & electrics - paints & coatings - plumbing & pipes - stonex - structural & interior finishes - technoceramica - wall decor - window build	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*
	all year	1550	year*

**All advertising is subject to availability**

**Peak months:** February to May

**Off-peak:** June to January

**\* Year:** Annual cycle runs from 1<sup>st</sup> June to 31<sup>st</sup> May

## TECHNICAL SPECIFICATIONS

**Banner sizes:** 468 x 60 pixels  
181 x 150 pixels

---

**Banner Creatives:** GIF, JPEG, site served flash with back-up static

---

**File Size:** up to 40K

---

**Animations:** Maximum of 3 rotations

---

**Rotation period (where applicable):** 10 seconds per advertiser (maximum of three advertisers per slot at any one time)

## CONTACTS

<b>Advertisement Sales:</b>	Tatiana Onegina (Russian Sales)	<a href="mailto:onegina@ite-expo.ru">onegina@ite-expo.ru</a>	+7 495 935 7350
	Chris Christofi (International Sales)	<a href="mailto:chris.christofi@ite-exhibitions.com">chris.christofi@ite-exhibitions.com</a>	+44 20 7596 5175
	Valentyna Podgorodetska (International Sales)	<a href="mailto:vp@ite-exhibitions.com">vp@ite-exhibitions.com</a>	+44 20 7596 5012
<hr/>			
<b>Technical:</b>	Alexey Shestakov	<a href="mailto:shestakov@ite-expo.ru">shestakov@ite-expo.ru</a>	+7 495 935 7350
<hr/>			
<b>Editorial:</b>	Stepan Chaushiyan (Russian Language)	<a href="mailto:chaushiyan@ite-expo.ru">chaushiyan@ite-expo.ru</a>	+7 495 935 7350
	Tim Woodhead (English Language)	<a href="mailto:tim.woodhead@ite-exhibitions.com">tim.woodhead@ite-exhibitions.com</a>	+44 20 7596 5049