

SUSTAINABLE BUILDING TECHNOLOGIES



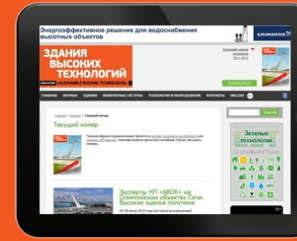
MEDIA KIT 2015

**E-MAGAZINE
NPO ABOK'S PROJECT
E-magazine and Website**

WWW.ZVT.ABOK.RU

SUSTAINABLE BUILDING TECHNOLOGIES

E-MAGAZINE AND WEBSITE



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NPO ABOK'S PROJECT E-magazine and Website

- green building standards in implementation
- energy and resource efficient technologies
- innovations and legal framework
- feasibility studies
- 70,000 industry subscribers
- the audience covered: 400 cities in Russia and the CIS
- 4 issues per year
- 90 to 120 pages in each issue

- free subscription (through the website, Apple Store and Play Market)
- verified accurate information
- technical and economic calculations
- clear infographics, colourful images
- up to 30 projects presented in each issue
- an English-language section providing a review of the situation in Russia
- representation in the social media

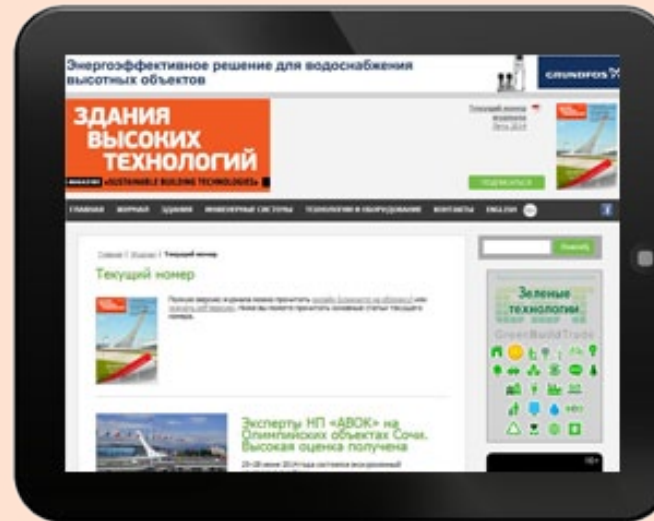
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Sustainable Building Technologies is the source of ideas and solutions!



NPO ABOK presents its project Sustainable Building Technologies published as an e-magazine and a website. Our mission is to inform and update all industry decision-makers including investors, developers, architects, and engineers of the benefits of sustainable technologies and green construction.

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• Expert Opinions

Opinions of architects, regulators and key industry professionals about green construction, usually presented in an interview

• Story of the Issue – top project of the current issue

A detailed comprehensive presentation of a construction project

• Project Anatomy

A detailed comprehensive presentation of a construction project

• An Implementation Story

A detailed comprehensive presentation of a construction project with a focus on one or multiple new technologies adding quality to the building such as:

- engineering systems
- climate systems
- energy efficient technologies
- alternative energy systems

• Project Management

A detailed presentation of a construction project with a focus on efficient project management practices

• Construction Design

A detailed presentation of a project with a focus on efficient construction design involving relevant design software, energy modeling and other efficient design practices

• Consulting. Marketing. Green Certification. Education

A detailed presentation of a project with a focus on efficient consulting, marketing, green certification and education practices

• Innovative Technologies

Presenting new technologies and global trends in construction engineering

• Innovative Materials

Presenting new materials and global trends in construction engineering

• Efficient and Innovative Construction Practices

A detailed presentation of a project with a focus on organizing the construction process and implementation of efficient construction technologies

• Operation and Maintenance

Commissioning works. Operational Management. A detailed presentation of a project with a focus on efficient commissioning and operational practices

• Quality, Comfort, Purpose-Oriented Use of Space, Interior Planning, Operation and Assessment of Completed Projects

A detailed presentation of a project with a focus on efficient operation and maintenance

• Innovations

Reviewing cases of implementation of innovations across projects

• Environmental Issues

Conservation of bio-diversity during implementation of construction projects. A detailed presentation of a project with a focus on conservation of bio-diversity

• Economic Aspects of Construction

A detailed presentation of a project with a focus on efficient economic practices throughout project life cycle

• Social Impact

Discussing end user benefits

• Regulatory Initiatives

Presenting public and public-private initiatives and other major regulatory changes stimulating development of green construction and implementation of innovations

• Green construction in Russia

This section presents completed and ongoing green construction projects in Russia and overseas supported by expert evaluations of benefits and project aspects

• Meet the Leader

Interviews with Russian and international industry leaders who have made significant contribution to the development of the industry, among them investors, developers, consultants, designers, suppliers, engineers, operation and maintenance professionals, researchers, certification experts, assessors, economic analysts, state officials

• Ask the Expert

Video and audio QA sessions for e-magazine readers across all topics

• ABOK Webinars

We will update you on the pending and successfully completed webinars

• English Pages

Our English-language section will provide a review of the situation in Russia

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About the project founder NPO ABOK

ABOK is a member of ASHRAE since 1991,



member of REHVA since 1990.



ABOK relies on 23 years of success and international recognition.

- **ABOK** has earned 100% trust from engineers and construction designers in the markets of Russia and the CIS; ABOK develops regulations, standards and guidelines for the design of climate control, climate quality and energy efficiency systems in the buildings as well as for application of innovative engineering equipment. ABOK has developed the first national green building standard in Russia. ABOK provides scientific and methodological support for the design and construction projects of energy-efficient buildings.
- **ABOK** interacts with the Russian and overseas governmental and industry agencies, a total of ABOK 300 members that constitute a comprehensive and confidential database of professional contacts.
- **ABOK** offers 20 years of experience in industry B2B publications, has performed for 10 years as a technical publisher, and has also run education programs, workshops and webinars.
- **ABOK** delivers annually at least 29 professional conferences and exhibitions with the framework of the project “Energy Efficiency in Moscow,” and multiple other industry conferences.

ABOK's e-magazine project, the Sustainable Building Technologies is an efficient negotiation and mediation platform for all design and construction businesses.

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The Idea

- **The project's focus** is on the building as an artificial sustainable environment and its entire life cycle from the concept to decommissioning considered from the points of view of all the involved parties including investors, developers, consultants, assessors, architects, engineers, energy suppliers, operation and maintenance professionals, etc.
- **Sustainable Building Technologies** is a source of ideas and solutions to help professionals improve the quality of their projects and remain updated of the global and local trends in the areas of design, construction and operation of buildings.
- **Sustainable Building Technologies** is a selection of top of the range projects and cases, reinforced through cooperation with the leading international experts and a firm grip of the latest developments in the Russian market.

The e-magazine provides comprehensive and detailed information in a clearly structured way.

We will present successfully completed domestic and international high-technology projects of interest to all professionals involved in the design and construction cycle i.e. investors, developers, architects, engineers, consultants, economic analysts, assessors, technology and material suppliers, operation and maintenance professionals, certification experts and end users of the buildings. We will focus on presenting the engineering systems solutions, design solutions, organizational and management best practices across the project life cycle, cost efficiency and efficient operation and maintenance practices, environmental and energy efficiency, end user friendliness, social impact, as well as marketing aspects. We will provide abundant visual and data support including charts, infographics, data tables and a lot of further valuable and thoroughly verified quality information.

Sustainable Building Technologies is your reference book of ideas and solutions!

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Our Subscribers

Our Subscribers are the design and construction industry leaders and decision-makers including state authorities, both public and private investors, developers, general contractors, as well as professionals in engineering and construction design, consultants and certification experts, equipment manufacturers and business analysts.

These are the professional who are focused both on short-term and long term benefits and never miss the opportunity to look into the prospects of application of new technologies.

Profile by position

- Top and senior managers (60% of the total number of subscribers i.e. 70,000)
- Managers and professionals (40% of the total number of subscribers)

Profile by industry

- Investors (10% of the total number of subscribers)
- Developers (20% of the total number of subscribers)
- Consultants and certification assessors (10% of the total number of subscribers)
- Architects (25% of the total number of subscribers)
- Engineers (25% of the total number of subscribers)
- Operation and maintenance professionals (10% of the total number of subscribers)

Profile by gender



■ Men **72%**
■ Women **28%**

Возраст



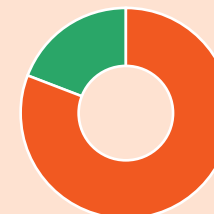
■ 26-45 лет **70%**
■ Более 45 лет **30%**

Profile by social status



■ Industry leaders **30%**
■ Architects **25%**
■ Designers, engineers **45%**

Profile by financial status



■ With stable medium-to high income **81%**
■ Very high income **19%**

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E-magazine specifications:

- **Number of issues per year:** 4

- **Capacity:** 90 to 120 pages

Each edition contains abundant high-quality illustrations, infographics, data charts, visual presentation of technical information

- **Availability**

- flash version for online reading
- html-version for online reading
- pdf-version for the offline mode

Distribution

- Free mail distribution across the up-to-date database of industry experts produced maintained by the ABOK marketing experts for the past 20 years, with input from the project partners.
- The database contains over 70,000 active recipients as of August 2013. The database is regularly updated and expanded.

The e-magazine emerges as an active partner for key industry players and has presence at all major industry events in Russia. It is included on the national registry of online publications. The package includes over 300,000 legal and regulatory documents.

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Value for advertisers

Each individual section of the e-magazine, as well as the integrated approach we apply throughout the e-magazine presents advertisers with thoroughly tailored unique opportunities for advertisement exchange between the industry professionals, among them:

- Investors and developers implementing unique projects in the market
- Consultants and assessors providing their efficient services
- Companies providing certification against established standards
- Designers offering efficient and viable innovative solutions
- Engineering companies implementing innovations into projects
- Equipment, technologies and materials manufactures and suppliers
- Commissioning experts
- Design, calculation and monitoring software manufactures
- Companies providing coordination and administrative services for effective management
- Company organizing major industry events such as exhibitions, seminars, conferences, tours, etc.
- Companies providing certification training and education programs covering other aspects of design and construction
- Analysts performing life cycle analysis and payroll accounting calculations

1

We give you access to the new audience of young experts (aged 25 to 35) in the Russian industry professional community who favour new technologies and new media.

2

We offer a more efficient way to deliver your advertisement to the audience that prefers the more traditional formats (above 35) yet appreciate a break from the paper magazines. A new free e-magazine is sure to attract attention of the more experienced professionals.

3

We offer widespread electronic distribution that is not limited by printing capabilities and the complicated logistics of printed magazines.

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E-magazine advertisement opportunities for 2013

Premium double page spread 2/1

Inside front cover 1/1

Front page

Opening pages 2 through 5 until the Contents section

Advert size 1/3 (vertical) in the Contents section

Advert size 1/1

Advert size 1/2 (horizontal/vertical)

Advert size 1/4 (horizontal/vertical)

Advertorial 1/1 (max 4,000 characters)

Publishing your text across magazine including inside feature articles of the issue

Special offer for advertisement in the section Innovative Technologies (appears both in the e-magazine and on the web-site)

Banner in the weekly mailout to the magazine's 70,000 professional subscribers, 3 months offer

Banner in the section Current Issue

Banner published on the article's webpage

Further options

- Project's partner
- Story of the issue with the project cover photo
- ABOK webinar Sustainable Building Technologies

6 Интервью с министром
В мае 2013 года должность министра по архитектуре и градостроительству правительства Московской области Алексея Воронцова, известный архитектор и государственный деятель. В интервью новый министр делится своим мнением о трендах зеленого строительства, рассказывает о государственной поддержке и продвижении зеленых технологий, о связанных с ними проблемах и задачах, а также о своем видении исторических ценностей и об охране окружающей среды.

10 Повышение энергоэффективности. Законодательство ЕС
Снижение энергопотребления в строительных комплексах – одна из основных задач на повестке дня для Европейского союза. Это задача не только для Европы, но и для России. В статье рассматриваются основные законы, регламентирующие вопросы, связанные с энергетической эффективностью и энергопотреблением.

24 Здание с нулевым балансом энергопотребления. Проект FOLD
Стиль последних веков не исключает использование энергии солнца и систем отопления, вентиляции и кондиционирования воздуха на примере проекта FOLD, разработанного студентами Датского технического университета и датским европейского конкурса «Коллективное дискурсивное» – 2012. В своем проекте студенты применили инновационные технологии и использование гибридных солнечных коллекторов, крышных тепловых насосов, тепловых насосов и материалов, обеспечивающих комфортное состояние.

36 Пассивные здания. Сравнительный анализ методов расчета
Специально для энергоэффективных зданий в Европе разработаны и успешно применяются методики, учитывающие не только теплопотери, но и теплопоступления в зданиях, которые имеют трансформируемые материалы нормативные документы. Сравнение этих методов на примере пассивного энергоэффективного жилого дома показывает существенные различия в результатах расчета энергопотребления подобных зданий.

46 Ветрогенераторы на крыше здания. Уникальный опыт Twelve West
Здание Twelve West в Портленде прежде всего привлекает внимание ветрогенераторов, расположенных на крыше. Посетители, персонал и владельцы этого энергоэффективного здания знают, что это не единственный источник возобновляемой энергии на его территории. Здание находится по соседству с быстроразвивающимся районом West End. Стремясь к этому, девелопер учит, что и в условиях плотной городской застройки можно реализовать экологичный устойчивый проект.

58 Сертификация зданий по стандартам LEED и BREEAM в России
Тема сертификации зданий в России по международным стандартам зеленого строительства уже неоднократно поднималась на страницах журнала «Зеленые технологии». Для того чтобы разобраться в деталях между стандартами сертификации, разработанными в России, узнать о сроках и стоимости процесса, понять какие образцы учитывать при сертификации, нормы и правила проектирования и строительства, мы решили взять интервью у Ирины Агаевой, сертифицированного специалиста в области сертификации по LEED и BREEAM.

66 Лесные арены Сочи. Опыт математического моделирования
В июне 2014 в Сочи построены новые арены для Олимпиады. Методом математического моделирования были проведены анализы проектных решений по воздухообмену между аренами и окружающей средой, что позволило избежать таких ошибок, как в Сочи, где арены были построены в долине, что привело к проблемам с вентиляцией.

72 3D-проектирование и управление инфраструктурой
Геоинформационные технологии при проектировании и управлении инфраструктурой парков, территорий, объектов недвижимости, объектов коммунального назначения. В России уже активно используются геоинформационные системы (ГИС) на промышленных предприятиях, создаются электронные карты городов и целых регионов.

et ELECTROTEST
ООО «ЭЛЕКТРОТЕСТ ИНЖИНИРИНГ»
Москва, ул. Новопоселковая, д.6, к.7
8 800 777 9606
info@electrotest.ru
www.electrotest.ru

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Our website zvt.abok.ru presents you with:

- A unique collection of construction projects with detailed description of engineering systems, feasibility study calculations, efficient project management benchmarks, specifications of construction materials and design modules
- A full catalogue of top of the range construction technologies products
- An easy-to-use and efficient search engine Website View Rates ABOK's active websites (www.abok.ru, www.abokbook.ru, www.forum.abok.ru, www.webinar.abok.ru, www.abokjob.ru) get over 400,000 unique views per month.

Regular Updates

- News: Daily
- Press-releases: Weekly
- Facebook: Daily
- You Tube: Weekly

- Section Buildings: Monthly
- Section Engineering Systems: Monthly
- Section Technologies and Equipment: Monthly

Updated Sections

- **E-magazine**
The e-mazagine itself is updated monthly by publishing a new issue, with previous issues stored in archive available to subscribers in flash-, html- and downloadable pdf- versions
- **Buildings**
The most comprehensive database of construction projects sorted by building types
- **Engineering Systems**
The same comprehensive database of construction projects as above sorted by engineering systems and unique construction features
- **Technologies and Equipment**
The most comprehensive and constantly updated database of new construction technologies and equipment

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Advertising options

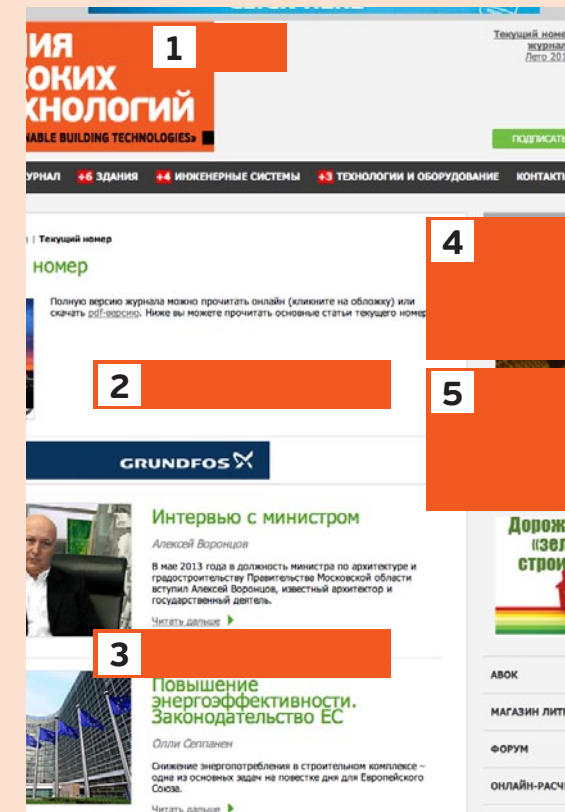
- 1) Banner size: 560x72 px – placed on top of website's homepage and across other website pages
- 2) Banner size: 560x72 px – placed in the center of website's homepage (between feature articles and the news section)
- 3) Banner size: 560x72 px – placed on the bottom of website's homepage and across other website pages
- 4) Banner size: 202x300 px – placed to the right of the current issue's main articles across other website
- 5) Banner size: 202x300 px – placed to the right of the current issue's main articles across other website

Advantages

This is one of the most efficient types of online advertisement that targets the viewing audience prompting viewers to visit the advertiser's web pages ensuring:

- high brand recognition
- minimal implementation framework for advertisement campaign
- full control of the advertisement campaign
- interactive possibilities

Advertisement offers for e-magazine and website



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Contacts

Chief Editor:

Marianna Brodach
brodatch@abok.ru



Editors:

Zhanna Pyatibokova
zhanna@abok.ru

Mikhail Efremov
efremov@abok.ru

Natalia Kulakova
natasha@abok.ru

Vladimir Ustinov
(St. Petersburg and Northwestern
Federal District of Russia)
ustinov@abok.ru

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Contacts

Advertisement and commercial relationships:

Irina Poltanova
Phone: +7 (495) 621-60-31
Email: ip@abok.ru

Elena Tabunshchikova
Phone: +7 (495) 621-69-46
reklama@abok.ru

Anna Kovaleva
Phone: +7 (495) 621-80-48
anna@abok.ru

Svetlana Brodach
(St. Petersburg and Northwestern Federal District of Russia)
Phone: +7 (812) 275-13-38
Email: abokspb@abok.ru

Address:
PO Box 141, Moscow, 127051, Russia
Phone: +7 (495) 621-80-48
+7 (495) 621-64-29



China

Judy Wong
Phone: 0086138 10 32 51 71
judy@worldwidefocus.hk



Norway

Åse Røstad
Kulde og Varmepumper
Marielundsveien 5, N-1358 Jar
Phone: +47 - 67 12 06 59 Fax +47 67 12 17 90
www.kulde.biz

