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
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.
• 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
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 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.
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!**
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%

Profile by age
- 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%
**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.
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.
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
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


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-magazine 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
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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