

Description	dv.ee is the best advertising channel for Russian-speaking entrepreneurs (B2B) in the Estonian online space. Advertisements that offer a variety of products and services to companies are particularly suitable. It is also an ideal channel for connecting with affluent Russian-speaking private consumers. A great place to find top and middle managers
Target Group/Readers	The target group consists of Russian-speaking entrepreneurial people. Business owners, managers and employees on whom decision-making within the company directly or indirectly depends, plus small investors. The target group is estimated at 17,000 entrepreneurial people, including 11,000 business decision-makers and approximately 6,000 public sector decision-makers (according to TNS EMOR OMU as of 2010 autumn). Target audience coverage is estimated at 50% . Among them, according to the OMU survey, 5,000 business decision-makers are included (according to TNS EMOR OMU as of 2010 autumn).
Market Position	In Estonia, there are no other websites in the Russian language that are targeted to decision-makers. Of the 5,000 dv.ee readers who are also decision-makers, some 2,000 also visit the website of aripaev.ee, while 3,000 Russian-speaking decision-makers do not use information space based in the Estonian language at all.
Visits per month	92 500
Page views per month	201 500
Newsletter subscribers	15 450
Frequency of the newsletter per week	7

Estonia's leading business news website in Russian. Keeps a close eye on all business events seven days a week.



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Advertising:

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ftp.aripaev.ee/incoming/Rekl

www.aripaev.ee/internetireklaam

Mõõdud on esitatud pikslites, laius × kõrgus.

Hindadele lisandub käibemaks.

Reklaamitav lehekülj või teenus peab vastama headele tavadele ning olema vastavuses reklaamija toodete, teenuste, infolehe või organisatsiooniliste võimalustega. Äripäeval on õigus keelduda otseselt konkureeriva toote või teenuse reklaamist.

*Nõuded kujundusele leiad tehniliste tingimuste lehel.

Broneerimine

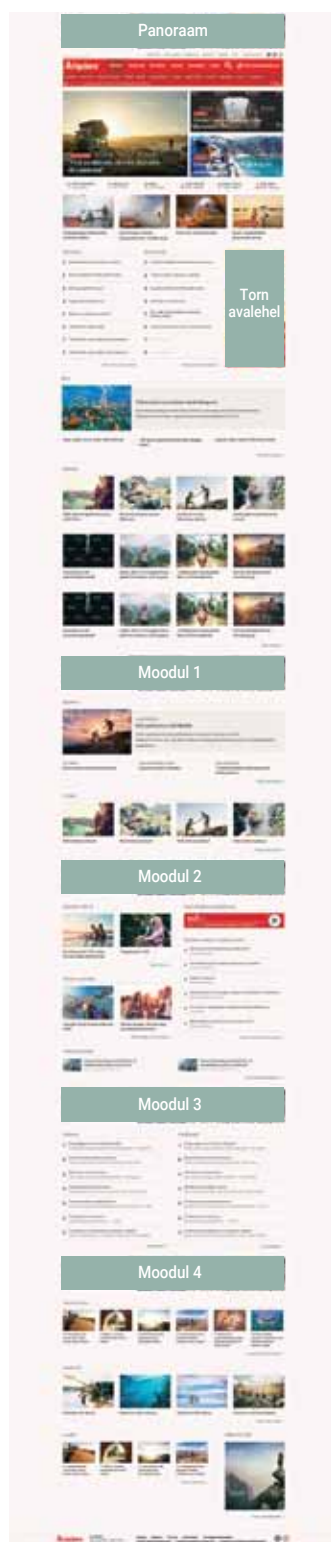
tel: 667 0105, faks: 667 0200

e-post: reklaam@aripaev.ee

ftp.aripaev.ee/incoming/Rekl

www.aripaev.ee/internetireklaam

ftp@ftp.aripaev.ee



REKLAAMLAHENDUS	MÕÕT (px)	MAHT (kB)	HIND (€)	ROTEERUVAID
Panoraam	1140 × 180	100	1 100	1 läbiv
Torn avalehel	300 × 600	50	500	3 läbiv
Moodul 1	1140 × 180	100	900	3 läbiv
Moodul 2	1140 × 180	100	500	3 läbiv
Moodul 3	1140 × 180	100	350	3 läbiv
Moodul 4	1140 × 180	100	350	3 läbiv
Uudiskiri	560 × 250	50	390	1
Sisuturundus			1 500	
Töökuulutus 1. veerus artiklina			799	
Erilahendus			kokkuleppel	



Tabelis on toodud 1 päeva hind.

Vahelduvaid bannereid on kolm. Banneri valmistamine 100 eurot.

The dimensions are indicated in pixels, width × height.

The permitted formats are HTML, jpg, gif and png.

The prices do not include VAT.

The advertised page or service must comply with best practices, and be in accordance with the products, services, newsletter or organisational possibilities of the advertiser. Äripäev has the right to decline publishing advertisements of competing products or services.

Booking

Tel: 667 0105, fax: 667 0200

E-mail: reklaam@aripaev.ee

Design works:

ftp.aripaev.ee/incoming/Rekl

ftp@ftp.aripaev.ee



ADVERTISING SOLUTION	DIMENSIONS (px)	SIZE (kB)	PRICE PER DAY (€)
Module 1	345 x 125	55	990
Module 2	345 x 125	55	790
Module 3	345 x 125	55	790
Module 4	345 x 125	55	790
Module 5	345 x 125	55	390
Module 6	345 x 125	55	390

The prices specified in the table are for 1 day.

Production of a banner €100. Banner replacement fee €10.