

Autobusiness[®]
russian marketing magazine

2011 Media Kit

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Magazine Circulation



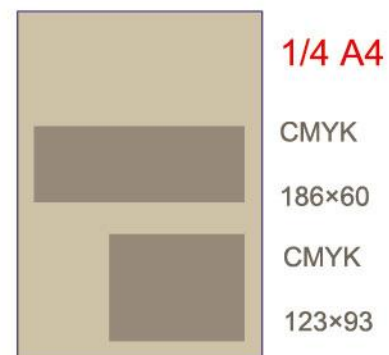


Free Monthly Application to the Magazine «Autobusiness»



Contents of the Magazine «Autobusiness»

- Russian regional markets research
- Russian and CIS various market segments research
- International automotive market research
- Forecasts
- Automotive brands
- Vehicle sales
- Vehicle production
- Import of foreign brands to Russia
- Export of Russian brands
- Vehicle park
- Dealer and service centers
- Customs law
- Tax law
- Environmental law
- Technical regulations
- Vehicle component production
- Vehicle component supplies
- Spare part secondary market
- Leasing
- Automotive lending
- Securities
- Insurance
- Investments
- Logistics
- New technologies
- POL
- Exhibitions and conferences
- Raw materials for automotive industry
- Equipment for automotive industry
- Personnel resources
- Labour relations



Advertising Rates:	
1/4	1 000 EUR
1/3	1 350 EUR
1/2	2 000 EUR
2/3	2 700 EUR
1/1	4 000 EUR
1 (cover) page	5 000 EUR
2,3,4 (cover) pages	4 500 EUR

Requirements to advertising: vector schedule - Corel Draw 7.0-9.0;
Raster schedule - TIFF, 300 dpi, CMYK, without a compression



AutoZum
Salzburg

AUTO SALON
HANNOVER

AUTO
BOSS

Auto Invest

AUTO SALON
NURNBERG 2011

AutoRAI2011
DINSDAG 12 APRIL - VRIJDAG 23 APRIL

index11
THE NEW LEADER IN AUTOMOTIVE MEDIA

Automotive News China
CONFERENCE | 17-18 APRIL 2011

Индустрия Шин и РТИ'11

Moscow Tuning Show

EUROPEAN AUTOMOTIVE COMPONENTS
11

January

- AutoZum 2011, Salzburg

- Autosalon Hannover 2011, Hannover

- Autoboss Conference, Moscow

Februar

- AutoInvest 2011, St.Petersburg

- Automobile 2011, Freiburg

- Autonomous power sources, Moscow

- Autoboss Conference, Moscow

March

- AutoSalon Metropolregion Nurnberg 2011, Nurnberg

- 8th International Workshop on Intelligent Transportation 2011, Hamburg

- Russian Automotive Forum, Moscow

- Autoboss Conference, Moscow

April

- Amsterdam International Motor Show (Autorai) 2011, Amsterdam

- Index 11 2011, Geneva

- Automotive New China Conference 2011, Beijing

- RT INDUSTRY, Moscow

- Moscow Tuning Show, Moscow

- Autoboss Conference, Moscow

May

- European Automotive Components Expo 2011, Stuttgart

- Autoboss Conference, Moscow



June

- KLASIKWELT BODENSEE 2011, Friedrichshafen
- GIFA, METEC, THERMPROCESS, NEWCAST 2011 2011, Dusseldorf
- Automotive New Europe Congress 2011, Cologne
- ROSPLAST 2011, Moscow
- Autoboss Conference, Moscow

July

- Autoboss Conference, Moscow

August

- AUTOMECHANIKA MOSCOW – MOTOR SHOW/MIMS 2011, Moscow
- INTERAUTO 2011, Moscow
- Russian Automobile Dealers Conference, Moscow
- Autoboss Conference, Moscow

September

- Comtrans 2011, Moscow
- Frankfurt International Motor Show 2011, Frankfurt
- Autoboss Conference, Moscow

October

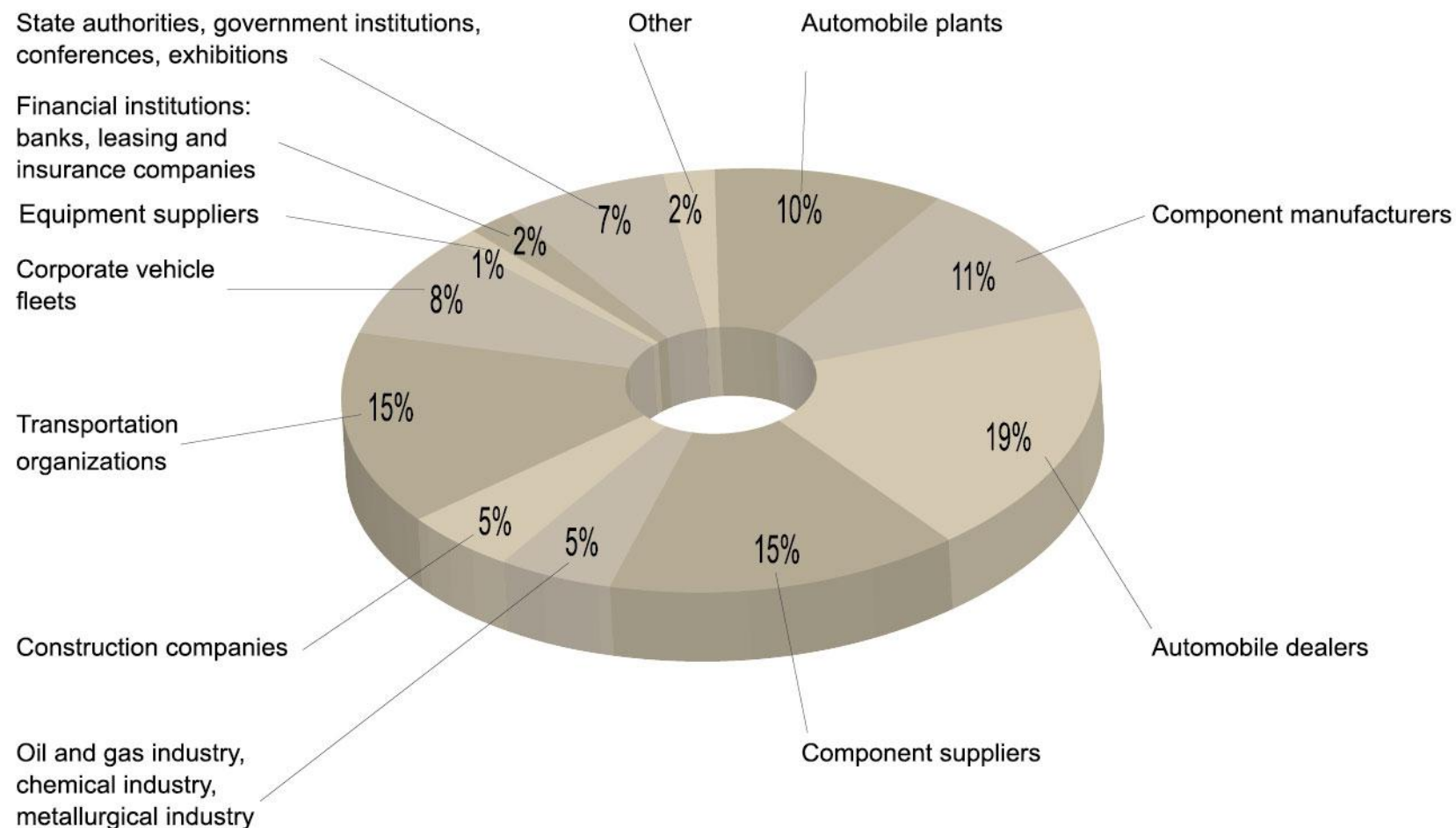
- Fakuma 2011, Dusseldorf
- Industry Forum 2011, Moscow
- Autoboss Conference, Moscow

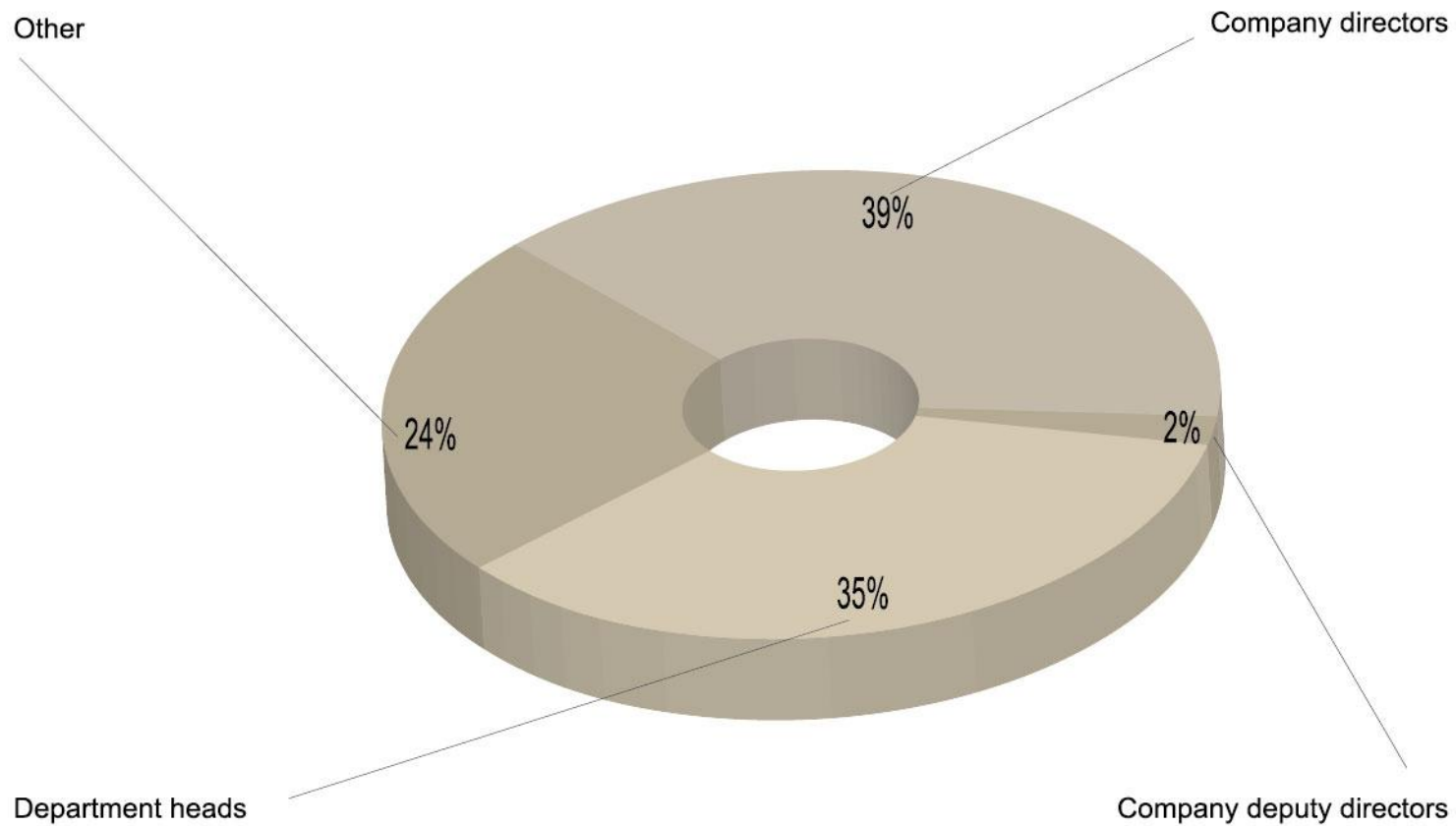
November

- Autoindustry Autocomponents, Samara
- Autoboss Conference, Moscow

December

- Autoevolution, Kaluga
- Autoboss Conference, Moscow







385x110

770x110



Partnership prospects of Japanese and Russian OEM manufacturers
 Products of the Japanese industry is very remarkable on the Russian market. And not only consumer products such as home appliances, vehicles and cosmetics are in demand but also industrial equipment, for example construction engineering and machines. >>>>>

Efficient Labor
 Under new conditions when our sales significantly reduced compared to the pre-crisis level, dealership companies started to pay great attention to the working efficiency of the personnel. How efficient is the work of employees of Russian and foreign automotive retailers? How did the crisis affect it and what can we do to increase the work efficiency? >>>>>

Import of bus to Russia
 In the background of slight revival of the Russian automotive market the bus import segment also showed certain dynamics. According to official statistics, during eight months of 2010, 3.9 thousand of buses were imported to Russia, new and used vehicles included. This is a 1.4-time increase on the volume of import in 2009, when 2.7 thousand buses were supplied to Russia. >>>>>

Credit Resource
 In the context of considerable sales reduction in the Russian automotive market some auto retailers are faced with the problem of the financial resources heavy deficit. Before the crisis bank credits had been one of the most widely spread means of money acquisition for dealers. Then the banks policy has undergone some changes. With reference to the automotive business it manifested itself in toughening of credit requirements not only for the ultimate consumers – future car owners – but also for the auto dealers as well. >>>>>

To Get Out of the Endless Circle
 In Samara region, there is being implemented the project aimed at the growth of competitiveness of the vehicle components manufacturers located within the territory of the region. For the moment, this is the first and the exclusive project in the Russian automobile industry which is carried out under the egis of the United Nations Industrial Development Organization (UNIDO). Participation in the project provides the enterprises with the possibility of integration into the world networks of manufacturers of vehicle components and without such a possibility further existence of many Russian suppliers seems rather questionable and even impossible. >>>>>

Indian Automotive Industry
 The Indian automotive industry produces 11 million vehicles yearly and exports about 1.5 million of them. Thus, it occupies the seventh line in the world rating of countries with developed automotive industry. Experts forecast further development of the Indian automotive industry, according to them, by 2050, the country will become one of the world biggest automakers. >>>>>

Automotive Market in Belorussia
 The Belarussian automotive market is going through a tough period. The global crisis has led to reduction of the automotive vehicles sales. In addition to the crisis the Belarussian market – first of all, its car segment – has been profoundly affected by legislative initiatives as well. In this case it concerns the realization of legal relations between the members of the Customs Union which includes the Republic of Belarus alongside with Russia and Kazakhstan. >>>>>

EXPERT CLUB
Ivao Ohasi
 Nomura Research Institute
 Theme: Japanese technologies of the components manufacture – possible key to real innovations in Russian Industry >>>>>

EXHIBITIONS and CONFERENCES

2nd Annual Green Fleet World 2010 International Summit
 - Delve Deep into China's Green Fleet World
 December 8-9, 2010
 Shanghai InterContinental Hotel Pudong, China

PARTNERS



100x250

magazine Autobusiness 2009
magazine Autobusiness 2008

AUTOMOTIVE NEWS
Car Market in Russia
 25/11/2010 Transport Tax Decreased Two-Fold
 25/11/2010 IzhAuto Warranty
 23/11/2010 Volkmann Kaluga Plant Plans to Take Up Third Shift in 2011

Commercial Vehicles in Russia
 22/11/2010 An Option for AutoVAZ and KAMAZ
 22/11/2010 Nardokamsk Automobile Plant (Nardok JSC) Increases Plan of Passenger Bus Production

390x100

Autocomponents Market in Russia
 12/11/2010 Italian Magneti Marelli Has Established Second Plant in Russia for Production of Lighting Equipment

Automotive Market in CIS
 10/11/2010 ZMZ Enters Europe

240x120

Global Automotive Market
 23/09/2010 In Half Year 1 Increase in Number of Transactions Was Observed in Global Automotive M&A Market

450x150



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