



Education UK Exhibition 1 October 2013 Saint-Petersburg, Russia

Contents

Contents.....	1
1. Event fact file.....	2
2. Objectives of the event	2
3. Key statistics	2
4. Seminars	4
5. Market developments	4
6. Key internal and external influencers on the Exhibition.....	5
7. Visitor survey analysis	5
8. Exhibitor survey analysis	5
9. Impact of marketing plan	6
10. Budget analysis	11
11. Conclusions and follow up	11
Appendix 1: List of participating institutions	13
Appendix 2: Visitors' survey results	15
Appendix 3: Exhibitors' survey results	18
Appendix 4: Advertising and promotion plan (media plan)	23



1. Event fact file

Saint-Petersburg

Venue	Corinthia Hotel, Saint-Petersburg
Opening hours	15.00–21.00
Opened by	Mr. Garret Word, Consul General of Great Britain in St. Petersburg
Stand costs	£ 1,650.00 plus VAT (£ 1,980.00 inc VAT)
Sponsors	VTB24, MacMillan, Cambridge University Press, Expert
Unique feature to give added value	<ul style="list-style-type: none"> • Various competitions were run to attract audience interest • Two presentation halls, with presentation programs from boarding schools, creative subjects and business education
Seminars	14 seminars were conducted.

2. Objectives of the event

- To position the UK as the first choice for Russian students planning to study abroad
- To influence the quality of the student experience by providing a positive perception of the UK
- To showcase the variety of opportunities within the UK's education system
- To support participating institutions' recruitment in the Russian market

3. Key statistics

Attendance	Saint-Petersburg	
	2012	2013
Tuesday	-	1300
Total number of visitors	-	1300
Exhibitors		
Secondary Institutions	-	6
HE and FE Zone	-	45
Total number of exhibitors	-	51

Visitors' primary market objectives	Saint-Petersburg	
	2012	2013
Level of Study		
Language Courses	-	15.7%
Summer Courses	-	14.5%
High School	-	2%
Foundation Course or Pre-University Course	-	8.7%



Bachelor's Degree	-	15%
Pre-Master's Course	-	8.3%
Master's Degree	-	18.5%
PhD	-	6%
Certificate courses / non degree courses / NVQ	-	7.9%
Specialized studies	-	9.3%
Main Subjects of Interest		
Business, Economics, Management	-	14.4%
Language, Literature, Translation	-	12.7%
Art, Culture	-	11.5%
Humanities, Social sciences	-	8.3%
Media, communication	-	6.7%
Education	-	5.6%
Fashion, Design	-	6.2%
Computer Science, IT, Telecommunication	-	4.6%
Law	-	2.8%
Tourism and Hotel Management, Gastronomy	-	6.3%
Engineering	-	3.3%
Science	-	2.2%
Political Science	-	3.6%
Architecture, Urban Planning	-	2%
Environment and Natural Resources	-	1.5%
Psychology	-	3.9%
Medicine, Health	-	1.6%
Agriculture, Agronomy	-	0.3%
Cuisine, Culinary	-	1.2%
Physical Education, Recreation & Leisure	-	1%
Religion & Theology	-	0.5%
Demographics of visitors	Saint-Petersburg	
	2012	2013
Male	-	22%
Female	-	78%
Age		
11-17	-	4.5%
18-22	-	24.5%



23-27	-	22%
28-35	-	11%
35-59	-	9%

[*A full list of exhibitors can be found in Appendix 1](#)

4. Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience. Various institutions worked together to deliver a total of 14 seminars during 1 day.

All the seminars were well attended. Some visitors have asked to increase the time allowed for seminars next year.

The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

The presentations were advertised on the exhibition website well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

5. Market developments

The Education UK Exhibition has been held in Saint-Petersburg for the first time.

As the Russian economy grows and trade with the rest of the world increases, the demand for internationally recognised higher education also grows. The 'educated' versus 'non-educated' salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas institutes of higher education. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

Saint-Petersburg is the second largest city in Russia with nearly 5 million population. The quality of school-leavers and graduates from prestigious institutions in Saint-Petersburg is a major attraction for international student recruiters.

Exhibitors noticed the following market developments based on enquiries:

University of Greenwich: Mixed interest: undergraduate and postgraduate. Good level of communication in English

Education First: Lots of individuals interested in pre masters programmes.

London Metropolitan: Much more interest in art & design.

INTO: Market knowledge has improved, people are investigating options much earlier.

Brunel University: Lots of interest on engineering, arts, performance.

City University London: First BC fair, better than other fairs I have attended in Saint-Petersburg.

Business & Finance subjects still received high interest from the visitors. Language, literature, translation, art, culture, social science and humanities are also very popular. A full report of visitors' subjects of interest can be found in [Appendix 2](#).



6. Key internal and external influencers on the Exhibition

The media plan, focusing more on web promotion and radio, adding value to more traditional ways of advertising via newspaper articles and email distribution, has proved successful in attracting the right audience to the exhibition. The quality of the visitors has been evident through the type of questions asked at the individual exhibitors' stands and through the enquiries received by the British Council staff during the exhibition. 60% of exhibitors found that there was good number and good quality of students.

7. Visitor survey analysis

- On-line registration was set up for the exhibition. The total number of Visitor Surveys completed was 807. This represented 62% of the total number of visitors. The total number of visitors was estimated on the basis of mechanical counter at the entrance.
- 87% of visitors were satisfied with the quality of event and received what they expected from the exhibition.
- Most visitors were interested in Higher Education, and Master's Degree .There was also a substantial interest towards English language and Summer courses.
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (medicine, architecture, art etc.)
- Most of the visitors found out about the exhibition through various online sources.
- Some comments from visitors include:
 - “Friendly and responsive organisers, good layout of information stands. Interesting and useful themes of the workshops.”
 - “Nice venue and good organisation of the event. Interesting workshops themes.”
 - “One can get here all information required for further studies in the UK”
 - “The level of service is impressive. Kind and friendly attitude of staff to everybody. This is what I really value. My expectations are fully met. Pretty high level of organisation.”
 - “Brilliant.”

More detailed information on visitor survey can be found in [Appendix 2](#).

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 42. This represented 82 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 81 per cent of the exhibitors rated the exhibition as excellent and good overall.
- Exhibitors rated the British Council support before and during the exhibition as 4.15 and 3.9 out of five



Some of the specific comments received:

- **INTO:** Repeat. Good to build on past success.

The length of exhibition was rated by exhibitors as 3.85:

- **University of St. Andrews:** End exhibition earlier (8PM)

More detailed information on exhibitors' survey can be found in [Appendix 3](#).

9. Impact of marketing plan

9.1. Objectives of the advertising campaign

For the first exhibition objective was set to attract at least 1000 visitors that would represent target audience of high quality and interested in different levels and types of programmes.

Primary target audience

- Parents of schoolchildren for boarding schools and Foundation programs;
- School leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students for MBA programs;
- Mothers of schoolchildren and students for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition to future graduates and their parents, we used printed and online guidebooks.

To attract mothers of schoolchildren and students, we used a paid advertising campaign, placing banners on the main page of one of the major women's portals, contests, and publishing an article and an advertising block in a newspaper. We also used PR opportunities with popular educational sites.

To promote the exhibition to the most numerous and active audience of students and young professionals, we used a combination of PR tools and internet advertising which was mostly concentrated on attracting sponsorship from more popular job search portals for young professionals. To promote the exhibition via these resources, we used a whole range of tools from mailings with invitations to the exhibition, subject articles, announcements, ad banners.

We also used such popular internet resources, such as Live Journal, which have the biggest Internet audience (coverage between four and five million) and paid for advertisement space on the radio. This allowed us to attract the prospective audience based on gender/age and financial status) and to stimulate transfer, from passive interest in the British education, to actions (visiting the exhibition, in our case). Previously we had paid more attention to PR placements on websites dedicated to foreign education.

Secondary target audience:

- Educational agencies



- International departments of universities

To attract the secondary target audience, we sent e invitations.

For each segment of the target audience, we developed text adverts corresponding to the needs and interests of each particular segment. We also used various ways of carrying the information: for businessmen – articles in respected business publications; for parents of school children – banners on women’s pages and educational resources pages.

Key stereotypes:

For parents of schoolchildren and students: ‘Direct communication with educational institutions’

For students: ‘Unique’, “must-visit” events within the seminar programme’.

For young professionals, businessmen and entrepreneurs: ‘Education for you and your children’, ‘Complete and reliable information on British education in one place’; ‘Special events on business programmes’.

9.2. Tools, Solutions, Results

We decided to use various tools and methods to implement each of the tasks set. In order to increase the traffic, we invited educational media as partners and included special blocks of presentations and seminars on creative specialities into the agenda. This allowed us to attract new strategic partners - life-style media oriented on creative people. In addition, we invited such information partners as Live Journal, and the resources that have the biggest Internet audiences (coverage: at least 5,000,000 users).

To provide the quality of the audience we held a round of negotiations aimed at broadening the range of the exhibition promotion opportunities.

The communications tools used were appropriate for delivering this message to the audience and included:

- Advertising: advertising modules in the printed media, e-mails, contests on the radio, TV and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines and social media.
- Public relations: announcements in the event calendar, contests, and social networks.
- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.
- Personal selling: participation at the exhibitions of other companies.

Most effective ways to deliver key messages were:

- Promotion of the exhibition by a context advertising and targeted advertising on social networks;
- Internet banners and text announcements on Internet resources, mailings of the exhibition partners.

High integration level of all the elements of the promotion was achieved with the help of:

- Use of unified visual images, but different text messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment, placement of advertising modules and news mailing, contests).



- Regular publishing of the exhibition news on the BC resources and in social networks.
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial and human resources. We received more preliminary online registrations than we predicted.

To measure the effectiveness of the campaign, we used the following tools:

- Questioning during the on-line registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Indicators of the exhibition website traffic and analysis of sources of transfer from other information resources gave us reliable information on the effectiveness of both used channels and tools as well as on the effectiveness of the messages and their visual presentation, and interest of the target audience of these resources in the product offered.
- Questioning during the exhibition registration in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations made, the overall quality of visitors was considered to be good. They seemed to know their choice(s) of subject, which indicate that the media plan attracted a more targeted audience.

9.3. Information support

The approach to creating the pool of information partners was determined by clear segmentation of the audience. We had a task to create several independent media plans for each segment:

№ Resource		№ Resource	
Education/Education abroad:		Business education \business and mass market media	
1	united-english.ru	17	The Expert magazine
2	english-pro.org	18	ko.ru
3	Study.ru	Finance/business	
4	Dnevnik.ru	19	BFM.ru
5	www.cityclass.ru	20	Kommersant
Publications for parents		21	www.dp.ru
6	Eva.ru	General public:	
7	kidsreview.ru	22	Livejournal.com
8	letidor.ru	23	Macmillan.ru
Students\young Professionals \Expats		24	rusrep.ru



9	Career.ru	25	profi.piterstory.com
10	hh.ru	26	profile.ru
11	5uglov.ru	27	Radio Maximum
12	fut.ru	28	yell.ru
13	www.sptimes.ru	29	ABBY.ru
14	Theory & Practice	30	www.the-village.ru
15	ISIC	31	www.hopesandfears.com
16	aiesec.ru	32	spb.freetime.ru
		33	www.nanevskom.ru

Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks: thus, out of 33 resources, only 30 were invited as information partners, 2 as “Partners” and 1 as “General Media partner”.

The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.

Advertising banners on the main page of a website and on the issue-related pages (upon request) 27 banners in total.

Minimum 1 mailings via subscriber/registered user databases, in total – 11 mailings to 5,8 mln addressees.

Minimum 2 adverts in the “News”, “Calendar”, “Events” columns, 37 adverts in total.

Minimum ½ page in the printed media, 7 Adverts in total.

Analyzing the exhibition traffic statistics and feedback from the exponents, we can say that the pool of information partners had been formed correctly and the promotion campaign was successful. As a result of this promotion strategy, the audience was proportionally distributed among the exhibitors presenting different education levels: schools, universities, colleges, summer schools and language courses.

The effect was highly estimated by the information sponsors as well as exhibitors.

9.4. Partners of the Exhibition

Partners: Macmillan, ABBYY Lingvo, VTB24, Electra, Hello London!, The Happiness

As a result, the British Council received the following value:



Name	Presents	Cost (RUB)
Macmillan	80 books	48 000
Cambridge University Press	45 books	27 000
ABBYY	18 dictionaries	69 660
VTB24		400 000
Electra		30 000
Hello London!		50 000
The Happiness		30 000
Total		654 660
Total value GBP		13 360 GBP

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition: 80% rebooked their participation in the next year's exhibition.

9.5. Advertising Budget

The advertising budget was formed on the basis of the following principles:

1. To pay for advertising only if:

- The resource is irreplaceable (search engines of the Internet)
- The resource attracts new audience for the exhibition (in our case – mothers of schoolchildren aged 8-15, prospective students of summer language schools – adults and children, prospective young people with passive interest in foreign educational programs).
- The resource is specialized and has proven its effectiveness in the past.

2. To receive maximum possible discount on placing advertisement and placing preferences.

Analysis of the site attendance and visitors' questionnaires proved the correctness of the selected tactics of placing paid adverts: search engines and social networks were top sources of traffic to the website.

9.6. Coverage of the target audience, PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without an increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.

9.7. Conclusions and Recommendations

The advertising campaign was successful. More than 100 different online and offline messages and resources provided good information coverage and increased visitor attendance to the exhibition. This is an

© 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



indicator of the effective work of the project marketing team. Almost 100% rebooking of the partners' and information sponsors' participation in the next event confirms mutual benefits from the cooperation and gives reason to anticipate a wider spectrum of opportunities to promote the exhibition in the next year.

Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:

- to broaden cooperation with professional media in order to further differentiate the audience sources by specialization (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition.
- to broaden cooperation with the most effective resources, without increasing the number of information partners. Instead, we recommend to increase the audience coverage and impact duration.
- to broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- to hold negotiations with representatives of major real estate agencies in order to attract them as financial sponsors for future exhibitions.

10. Budget analysis

The exhibition's value for money was rated by exhibitors as 3.46 on a one to five scale.

We have managed to negotiate good terms with the venue, and we also saved on construction choosing the table and chairs format. We also actively promoted the exhibition through partners instead of paid advertising where possible.

11. Conclusions and follow up

11.1. Extent to which the objectives were met

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To provide the visitor attendance level above 1000 visitors: the number of visitors attending the fair was 30 per cent above target

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in the Russia market:
This objective was met according to the feedback from exhibitors.



11.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Undertake profile-raising activities in Russia throughout the year.
- Provide more information on English language courses and short/summer programs.
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight.

11.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next year's exhibition will take place on 7 October 2014.
- Many exhibitors expressed the opinion about Corinthia with 83 per cent thinking that it is the best venue for this kind of event.
- An agent's networking-event should be considered.



Appendix 1: List of participating institutions

Schools, colleges and education centres:

- City of Bath College
- Broadway Education
- CATS College
- Christ College Brecon
- EF Education First
- Ellesmere College
- INTO University Partnerships, Ltd
- London International Study Centre
- New College Manchester
- Queen's College, Taunton
- Ruthin School
- St. Mary's School, Cambridge
- Stafford House School of English
- Stonar
- Wrekin College

Universities:

- Aberystwyth University
- Anglia Ruskin University
- University Of The Arts London
- Bath Spa University
- The University of Bath
- Bournemouth University
- BPP University College
- Brunel University
- University of Central Lancashire
- City University London
- University of East Anglia
- University of Essex
- University of Exeter
- University of Glasgow
- University of Greenwich
- Istituto Marangoni London



- Leeds Metropolitan University
- University of Leeds
- London Metropolitan University
- The University of Manchester
- Middlesex University London
- Newcastle University
- The University of Northampton
- University of Portsmouth
- Univeristy of Reading
- University of Roehampton
- Royal Holloway, University of London
- The Royal School Wolverhampton
- Sheffield Hallam University
- University Of South Wales
- University Of Southampton
- University of St Andrews
- UCL (University College London)
- The University of Warwick
- University Of West London
- University of Westminster



Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
Rate	Number of answers	%
10	106	65
9	22	13
8	19	12
7	9	5
6	4	2
5	2	1
4	2	1
3	0	0
2	0	0
1	0	0
0	0	0
Total	164	100

My expectation of visiting this exhibition were fully met		
Answers	Number of answers	%
Absolutely agree	71	43
Agree	72	44
Don't know	19	12
Disagree	2	1
Absolutely disagree	0	0
Total	164	100

Exhibition was of high quality		
Answers	Number of answers	%
Absolutely agree	96	57
Agree	61	37
Don't know	7	4
Disagree	1	1
Absolutely disagree	0	0
Total	165	100



British Council is one of the leading organisations in cultural relations

answers	Number of answers	%
Absolutely agree	96	57
Agree	55	33
Don't know	14	8
Disagree	2	1
Absolutely disagree	0	0
Total	167	100

Diversity of education programmes offer

Rate	Number of answers	%
5	111	68
4	43	26
3	7	4
2	2	1
1	0	0
Total	163	100

Quality of seminar programme

Rate	Number of answers	%
5	104	64
4	46	28
3	12	7
2	1	1
1	0	0
Total	163	100

Quality of exhibition venue

Rate	Number of answers	%
5	119	73
4	38	23
3	6	4
2	1	1



1	0	0
Total	164	100

Information available before the event		
Rate	Number of answers	%
5	92	56
4	49	30
3	19	12
2	3	2
1	1	1
Total	164	100

British Council staff support		
Rate	Number of answers	%
5	121	75
4	33	20
3	7	4
2	0	0
1	0	0
Total	161	100

Where you saw information about this event		
Resource	Number of answers	%
Flyers, posters	5	3
Newspapers, magazines	3	2
Radio, TV	3	2
Internet	112	63
Friends, colleagues	54	31
Total	177	100



Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	0	0
NO	42	100
Total	42	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	10	24
Profile raising	1	2
Both	31	74
Total	42	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	31	23
Postgraduate taught	31	23
Postgraduate research	15	11
Higher national diploma equivalent	2	2
Pre-university foundation courses	10	8
Foundation	21	16
Post-16 A-level	8	6
Pre-sessional English School	11	8
Secondary education	4	3
Summer courses	0	0
Total	133	100

What is your assessment of the visitors?		
Answers	Number of answers	%
Number of the visitors		
Good	27	61
Average	13	30
Disappointing	4	9



Total	44	100
Quality of the visitors		
Good	24	60
Average	14	35
Disappointing	2	5
Total	40	100

Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
YES	23	59
NO	16	41
Total	39	100

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	11	26
Good	23	55
Average	8	19
Bad	0	0
Very bad	0	0
Total	42	100

How does this year's exhibition compare to last year's?		
Rate	Number of answers	%
Much better	0	0
Better	0	0
About the same	0	0
Worse	0	0
Much worse	0	0
Didn't attend last year	40	100
Total	40	100

Level of British Council support before the exhibition		
Rate	Number of answers	%
5	18	45



4	13	33
3	8	20
2	1	3
1	0	0
Total	40	100

Level of British Council support during the exhibition		
Rate	Number of answers	%
5	17	43
4	8	20
3	10	25
2	4	10
1	1	3
Total	40	100

Quality of the venue		
Rate	Number of answers	%
5	20	50
4	13	33
3	5	13
2	2	5
1	0	0
Total	40	100

Quality of the accommodation		
Rate	Number of answers	%
5	9	26
4	16	46
3	8	23
2	1	3
1	1	3
Total	35	100

Length of the exhibition		
Rate	Number of answers	%
5	10	25
4	19	48



3	6	15
2	5	13
1	0	0
Total	40	100

Value for money		
Rate	Number of answers	%
5	6	17
4	10	29
3	14	40
2	4	11
1	1	3
Total	35	100

Seminars programme		
Rate	Number of answers	%
5	6	32
4	5	26
3	2	11
2	0	0
1	0	0
Total	19	68

Networking reception		
Rate	Number of answers	%
5	4	20
4	8	40
3	4	20
2	4	20
1	0	0
Total	20	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	36	92
Earlier than this year	0	0
Later than this year	3	8



Total	39	100
--------------	-----------	------------

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	16	42
Likely	22	58
Unlikely	0	0
Very unlikely	0	0
Total	38	100



Appendix 4: Advertising and promotion plan (media plan)

Period 01.09.2013 - 02.10.2013

Context advertising

City	Resource	N of displays	Clicks	CTR (%)	CPC (RUB)	Expenditure (RUB)
StPetersburg	Google.AdWords	1 182 766	1,163	0,10	25,64	29 816,11
StPeterburg	Yandex.Direct	307 445	649	0,21	36,77	23 865,90
Total		1 490 211	1 812		29,63	53 682,01 1095 GBP

№	Title	Description	Target audience	Circulation / traffic monthly
Media partners for St.Petersburg				
1	The Saint Petersburg Times	A3, Newspaper	18-45 years old	20 000
2	Деловой Петербург	A3, Newspaper	18-60 years old	20 000
3	Time Out. Санкт-Петербург	A4, Life Style magazine	16-45 years old	148 000
4	FREE TIME	A3, Life Style magazine	16-45 years old	15 000
5	Новости Петербурга	A4, Newspaper	20-50 years old	10 000
6	Элитная недвижимость	A4, magazine	25-45 years old	15 000
7	На Невском	A3, Life Style magazine	18-45 years old	15 000
8	ТЕЛЕКАНАЛ «МОСТ»	University TV (SU)	Students	7 000/ for day
9	ТКТ «САНКТ-ПЕТЕРБУРГ»	Commercial TV	20-65 years old	100 000/ for day
10	Radio MAXIMUM SPB	Musical radio station	18-45 years old	850 000/for day
WEB-Media partners for STP				
1	www.yell.ru	Life Style	16-45 years old	90 000/ day



2	www.vashdosug.ru	Life Style	16-45 years old	21 000/ day
3	spb.isic.ru	Local ISIC web-site	Students	10 000/ day
4	piterstory.com	Life Style	16-25 years old	10 000/ day
5	cityguide-spb.ru	Life Style	16-45 years old	35 000/ day
6	rbanews.ru	News	Mass media	25 000/ day
7	press-release.ru	Mass media	Mass media	26 000/ day
8	pr.adcontext.net	Mass media	Mass media	24 000/ day
9	www.novostispb.ru	News	20-30 years old	10 000/ day
10	www.edcluster.ru	Education	Mass media	25 000/ day
11	publishernews.ru	Mass media	Mass media	25 000/ day
12	the-village.ru	Life Style	20-35 years old	70 000/ day
13	timepad.ru	Events	18-45 years old	30 000/ day
14	abitur.5uglov.ru	Education, Students	Students	3 000/ day
15	timeout.ru	Life Style	16-45 years old	67 000/ day
16	zhurbirzha.ru	Mass media	Mass media	1 500/ day
17	theoryandpractice.ru	Events	16-40 years old	65 000/ day
18	geometria.ru	Events	16-40 years old	70 000/ day
19	profi.piterstory.com	Life Style	Students	5 000/ day
20	echomsk.spb.ru	News	18-55 years old	56 000/ day
21	ridus.ru	Mass media	18-55 years old	72 000/ day
22	atrex.ru	Mass media	Mass media	15 000/ day



23	inthepress.ru	Mass media	Mass media	10 000/ day
24	prtime.ru	Mass media	Mass media	50 000/ day

Paid advertising

Title	Format	Periodicity	Date of publications / Publication	Size of publications	Number of impressions	AVE (RUR)
PRINT						
Коммерсантъ	A3, Newspaper	109,397	26-Sep-13	1/4 полосы	300,000	78,000
Business FM Санкт-Петербург	Business radio	190 000/for day	16.09.2013-30.09.2013	25 times*15 sec	800,000	63,600
TV						
100 ТВ	TV Channel	600 000/ for day	18.09.2013-30.09.2013	10 sec	1,500,000	150,000
WEB						
WEB-поддержка от радио-станции "Эхо Москвы в Санкт-Петербурге"	post on the web-site	45,000	16.09.2013-04.10.2013	1 700 signs * 5 posts	225,000	20,000
WEB						
WEB-поддержка от радио-станции "Эхо Москвы в Санкт-Петербурге"	banner	53,100	16.09.2013-30.09.2013	465*50	374,761	24,000
SOCIAL NETWORK VK.COM						
vk.com/just_eng	Community VK	Daily	12-Sep-13	Post	1,119,000	5 000
vk.com/piter_events	Community VK	Daily	7-Sep-13, 26-Sep-13	2 Posts	130,000	2000
vk.com/piter	Community VK	Daily	19-Sep-13, 1-Oct-13	2 Posts	600,000	5600
vk.com/beginenglish_ru	Community VK	Daily	19-Sep-13	Post	3,205,000	8 600



vk.com/g_britain	Community VK	Daily	22-Sep-13	Post	1,720,000	4 600
vk.com/spb_piter	Community VK	Daily	16-Sep-13	Post	276,000	1 800
vk.com/club48675425	Community VK	Daily	05-Sep-13	Post	219,000	1 200
vk.com/gorod_naneve	Community VK	Daily	08-Sep-13	Post	154,000	1 100
vk.com/spbfree	Community VK	Daily	01-Sep-13	Post	45,000	660
vk.com/english_is_fun	Community VK	Daily	19-Sep-13	2 Posts	1,006,000	8160
vk.com/learnenglish	Community VK	Daily	08-Sep-13	Post	351,000	3 400
vk.com/public49840023	Community VK	Daily	25-Sep-13	Post	916,000	4 000
vk.com/blog_fiesta	Community VK	Daily	23-Sep-13	Post	392,000	7200
				Total	13,332,761	359,220
						GBP 6,908