

7th October 2014
St. Petersburg, Russia

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1. Event fact file

Saint-Petersburg

Venue	Corinthia Hotel, Saint-Petersburg, 7 th October 2014
Opening hours	15.00 – 20.00
Opened by	Mr. Paul de Quincey, Director of British Council Russia and Cultural Counsellor British Embassy
Stand costs	£1,926.00 Inc VAT
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	<ul style="list-style-type: none"> 16 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	
	2013	2014
Total number of visitors	1300	1100
Exhibitors		
Secondary Institutions	6	8
HE and FE Zone	45	42
Language schools	-	2
Total number of exhibitors	51	52

Visitors' primary market objectives	2014	
	number	%
Level of Study		
Pre-university academic (eg A-levels, IB)	164	4%
Vocational and technical (eg NVQ, BTEC, VQ)	166	4%
Boarding School	203	5%

MBA	297	7%
Professional Award/Employment related qualifications (e.g. ACCA etc.)	477	11%
Undergraduate	501	11%
Short Courses (e.g. Summer course)	774	18%
Learn English	882	20%
Postgraduate	932	21%
Total	4396	100%
Main Subjects of Interest		
Agriculture and related subjects	35	1%
Hair, Beauty and Personal Care	41	1%
Business and Administrative Studies	83	2%
Health and Medicine	114	3%
Law	161	4%
Applied and Pure Sciences	184	5%
Computer and Mathematical Science	191	5%
Engineering and Technology	192	5%
Architecture, Building and Planning	196	5%
MBA	257	7%
Education and Training	318	8%
Travel, Tourism and Hospitality	431	11%
Social Studies and Communications	475	12%
Creative Arts and Design	546	14%
Humanities	603	16%
Total	3827	100%
Demographics of visitors	Saint-Petersburg	
	2013	2014
Male	22%	21.07%
Female	78%	78.45%
Prefer not to say	-	0.48%
Age (2014)	number	%
11-17	172	10.2%
18-22	685	40.7%

23-27	318	18.9%
28-35	224	13.3%
36-59	284	16.9%
Total	1683	100%

*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 16 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 second time.

The demand for internationally recognised higher education 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 a 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:

Coventry University: Interest in IT

University of Warwick: Less business than in Moscow. Languages are popular.

University of Leeds: Enquiries for short courses and summer schools.

Bath SPA University: Summer school, language courses, MA and PHD

ISIS Education: High request for UK high schools.

INTO University Partnerships: Less scholarship seekers.

University of Westminster: More interest in areas outside Business than in Moscow. Art and Design, Linguistics and Architecture were also popular.

University of Bath: Much more interest in Engineering and Humanities.

Language, literature, translation, art, culture, social science and humanities are very popular. Summer courses are also of great interest among visitors. A full report of visitors' subjects of interest can be found in Appendix 2.

6. Key internal and external influences 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. 67.4% of exhibitors found that there was good number and 54.3% of exhibitors found that there was good quality of students.

7. Visitor survey analysis

- On-line registration was set up for this exhibition. The total number of Visitor Surveys completed was 1683. The total number of visitors is 1100; this number was estimated on the basis of a mechanical counter at the entrance.
- 96.7% of visitors were satisfied with the quality of event and 93.4% of visitors 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 online sources.
- Some comments from visitors include:
 - “Excellent venue and very helpful participants”
 - “Excellent organisation of the event. Liked very much the idea to organise seminars. Was very glad to receive some small souvenirs, that was not obligatory, as the exhibition itself is the best present!”
 - “Super! I visit the exhibition already the second year. Found all the required information.”
 - “Great organisation. Very helpful staff. Seminar programme included different subjects ”
 - “Professional approach to the organisation process”

More detailed information on visitor survey can be found in Appendix 2.

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 47. This represented 90% of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 74.8% of the exhibitors rated the exhibition as excellent and good overall.
- 84.1 % of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support before the exhibition and 86.7% of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support during the exhibition.

Some of the specific comments received:

- “Very happy with exhibition in St. Petersburg, seems very well organised.”
- “Thank you for excellent organisation!”
- “Again – excellent exhibition. Delighted with the British Council staff.”
- “Excellent job this year. Fewer students, but much better quality!”

88.9 % of the exhibitors were satisfied with the length of the exhibition (4 and 5 out of 5):

- “Longer duration.”

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.

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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	AIESEC	22	Delovoy Peterburg
2	FutureToday	23	“Professional Growth” Young Generation Forum
3	Changellenge SPb – Career from student to CEO!	24	Delovaya Afisha
4	St. Petersburg State University of film and Television	Finance/business	
5	St. Petersburg State University of Architecture and Civil Engineering	25	Chief Time
6	St. Petersburg State University of Trade and Economics	26	St. Petersburg Vedomosti
7	St. Petersburg State University of Refrigeration and Food Engineering	General public:	
8	St. Petersburg State Electrotechnical University "LETI"	27	Sobaka.ru
9	St. Petersburg State University of Culture and arts	28	In Your Pocket
10	The Herzen State Pedagogical University	29	YES
11	St. Petersburg State University of Aerospace Instrumentation	30	AUTORADIO
Publications for parents		31	Peterburg2

12	Domashy Ochag	32	Fashion Lovers
13	KIDSREVIEW	33	Smart Afisha
Students\young Professionals \Expats		34	Time Out
14	The St. Petersburg Times	35	Falovers
15	"Word order" Bookshop	36	Hungry Shark
17	Association of graduate and postgraduate students of St. Petersburg State University		
18	Philological Faculty of St. Petersburg State University		
19	College of Liberal Arts and Sciences, St. Petersburg State University		
20	Graduate School of Management, St. Petersburg State University		
21	Sociological Faculty of St. Petersburg State University		

Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks. The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.

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: Café "Mojno" (catering provider), Macmillan, Cambridge University Press, ABBYY, Hello London!

As a result, the British Council received the following value for both cities (Moscow and St.Petersburg):

Name	Presents	Cost
Macmillan	30 books	35 000 rub
Cambridge University Press	40 books	60 000 rub
ABBY	30 dictionaries + 30 certificates	111 000 rub
Hello London!	15 prizes	60 000 rub
Total RUB		266 000
Total value GBP		3 594

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

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exhibition. This is an 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 increasing 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

75.6 % of the exhibitors were satisfied with the value for money (4 and 5 out of 5) after the exhibition.

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 10% 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.

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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 6th October 2015.
- Many exhibitors expressed the opinion about Corinthia with 97.8% thinking that it is the best venue for this kind of event.
- An agent's networking-event should be considered the next year as was done this year.

Appendix 1: List of participating institutions

Schools, colleges and education centres

- Anglo-Continental School of English
- Bexhill 6th Form College
- Cambridge Education Group
- Clubclass Language Schools
- Ellesmere College
- ISIS Education
- Kaplan International English
- Ruthin School
- St. Joseph's College
- Westbourne School

Universities

- Aberystwyth University
- University of The Arts London
- University of Bath
- Bath Spa University
- Bournemouth University
- Brunel University London
- Cardiff University
- University of Central Lancashire
- City University London
- Coventry University
- University for the Creative Arts
- De Montfort University, Leicester
- University of Dundee
- University of East Anglia
- University of Essex
- University of Exeter
- University of Glasgow
- University of Greenwich (London)
- INTO University Partnerships
- Istituto Marangoni London
- The University of Law
- University of Leeds

- University of London, International Programmes
- London Metropolitan University
- The University of Manchester
- Middlesex University London
- Newcastle University
- The University of Northampton
- Northumbria University Newcastle
- University of Portsmouth
- Queen Mary University of London
- The University of Reading
- Regent's University London
- University of Roehampton
- Royal Holloway, University of London
- Sheffield Hallam University
- University of South Wales
- University of St Andrews
- University College Birmingham
- UCL (University College London)
- The University of Warwick
- University of Westminster

Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
rate	Number of answers	%
10	142	67
9	29	14
8	23	11
7	9	4
6	4	2
5	3	1
4	1	1
3	0	0
2	0	0

1	0	0
Total	211	100

My expectation of visiting this exhibition were fully met		
answers	Number of answers	%
Absolutely agree	91	42
Agree	107	51
Don't know	13	6
Disagree	1	1
Absolutely disagree	0	0
Total	212	100

Exhibition was of high quality		
answers	Number of answers	%
Absolutely agree	101	48
Agree	104	49
Don't know	6	2
Disagree	1	1
Absolutely disagree	0	0
Total	212	100

British Council is one of the leading organisations in cultural relations		
answers	Number of answers	%
Absolutely agree	127	60
Agree	66	30
Don't know	19	9
Disagree	1	1
Absolutely disagree	0	0

Total	213	100
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Diversity of education programmes offer		
rate	Number of answers	%
5	138	67
4	63	1
3	5	2
2	0	0
1	0	0
Total	206	100

Quality of seminar programme		
rate	Number of answers	%
5	104	52
4	78	40
3	14	7
2	2	1
1	0	0
Total	198	100

Quality of exhibition venue		
rate	Number of answers	%
5	153	74
4	47	23
3	6	3
2	0	0
1	0	0
Total	206	100

Information available before the event		
rate	Number of answers	%
5	153	74

4	44	21
3	6	3
2	2	1
1	2	1
Total	207	100

British Council staff support		
rate	Number of answers	%
5	174	85
4	27	12
3	3	2
2	0	0
1	1	1
Total	205	100

Where you saw information about this event		
resource	Number of answers	%
Flyers, posters	7	3
Newspapers, magazines	7	3
Radio, TV	2	1
Internet	159	69
Friends, colleagues	56	24
Total	231	100

Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	35	75

NO	12	25
Total	47	100

What was your main aim in coming?		
answers	Number of answers	%
Recruitment	16	30
Profile raising	8	15
Both	30	55
Total	54	100

What is your primary market interest in this event?		
answers	Number of answers	%
Undergraduate	38	24
Postgraduate taught	36	23
Postgraduate research	19	12
Higher national diploma and equivalent	1	1
Pre-university foundation courses	7	4
Foundation	22	14
Post-16 A-level	5	3
Pre-sessional English School	14	9
Secondary education	6	4
Summer courses	10	6
Total	158	100

What is your assessment of the visitors?		
answers	Number of answers	%
Number of the visitors		
Good	31	67
Average	15	33

Disappointing	0	0
Total	46	100
“Quality” of the visitors		
Good	25	54
Average	20	44
Disappointing	1	2
Total	46	100

Have you developed new links or built on existing feeder or agent relationships by coming?		
answers	Number of answers	%
YES	23	54
NO	20	46
Total	43	100

Please give your overall assessment of the exhibition		
answers	Number of answers	%
Excellent	11	24
Good	28	61
Average	7	15
Bad	0	0
Very bad	0	0
Total	46	100

How does this year’s exhibition compare to last year’s?		
rate	Number of answers	%
Much better	4	9
Better	8	18
About the same	11	24
Worse	4	9
Much worse	0	0

Didn't attend last year	18	40
Total	45	100

Level of British Council support before the exhibition		
rate	Number of answers	%
5	21	48
4	16	36
3	7	16
2	0	0
1	0	0
Total	44	100

Level of British Council support during the exhibition		
rate	Number of answers	%
5	18	40
4	21	47
3	6	13
2	0	0
1	0	0
Total	45	100

Quality of the venue		
rate	Number of answers	%
5	26	58
4	18	40
3	1	2
2	0	0
1	0	0
Total	45	100

Quality of the accommodation		
rate	Number of answers	%
5	15	39
4	18	46
3	6	15
2	0	0
1	0	0
Total	39	100

Length of the exhibition		
rate	Number of answers	%
5	22	49
4	18	40
3	4	9
2	1	2
1	0	0
Total	45	100

Value for money		
rate	Number of answers	%
5	10	25
4	21	51
3	7	17
2	3	7
1	0	0
Total	41	100

Seminars programme

rate	Number of answers	%
5	6	40
4	6	40
3	3	20
2	0	0
1	0	0
Total	15	68

Networking reception		
rate	Number of answers	%
5	3	27
4	2	19
3	3	27
2	3	27
1	0	0
Total	11	100

What would be your preferred date for this event next year?		
rate	Number of answers	%
Same as this year	35	82
Earlier than this year	4	9
Later than this year	4	9
Total	43	100

How likely are you to recommend the British Council to colleagues?		
rate	Number of answers	%

Very likely	19	42
Likely	24	53
Unlikely	2	5
Very unlikely	0	0
Total	45	100

Appendix 4: Advertising and promotion plan (media plan)

Period 01.09.2014 - 02.10.2014

Context
advertising

City	Resource	N of displays	Clicks	CTR (%)	CPC (RUB)	Expenditure (RUB)
		1 553				
StPetersburg	Google.AdWords	567	5 691	0,37	9,61	54 672,98
StPeterburg	Yandex.Direct	114 581	100	0,09	24,84	2 483,70

Media partners for St. Petersburg

No	Name	Description	Target audience	circulation/resource traffic (monthly)	Mailing/addresses	Advertising package	Period	coverage /people	PR value, RUB
1	Sobaka.ru	print media	Wide target audience, citizens of St. Petersburg, both male and female, 25 and older. Higher education, regular income above the average	35 000,00		1 page of advertisement in the first third of September issue №9 (164) 2014	September	180 000	303 500
2	Domashny Ochag	print media	Married women with children	250 000,00		Advertisement placement in the "Domashny Ochag" magazine; prize drawing in the August issue	August	483 463	663000
3		print media				Advertisement placement in the "Domashny Ochag" magazine, exhibition in the September issue	September	500 202	663000

4	Chief Time	print media	Enterprisers, businessmen, top managers	20 000,00		1 page of interview with Elizaveta Utolina published in the "Chief Time" magazine, August issue	25.09.14	80 000	120000
5	In Your Pocket	print media	Foreigners, international businessmen, young professionals, expats	20 000,00		Preview placement in the "In Your Pocket" St Petersburg magazine, August/September issue (In The News)	September	721 555	95000
6	The St. Petersburg Times	print media	English speaking citizens of Saint Petersburg, professionals	20 000,00		Advertisement placement in the September issue 2014, announcements of exhibition and prizes	September	104 000	125000
7	Delovoy Peterburg	print media	Enterprisers, businessmen, top managers	20 000,00		Preview	03.10.14	100 000	5000
8	YES	print media	Students, young ambitious girls	150 000,00		Preview	01.10.14	450 000	75000
9	Krasnoyarsk Worker	print media	Citizens of Krasnoyarsk, wide audience	4 000,00		Preview	04.10.14	20 000	35000
10	AUTORADIO	radio	Car owners,	20 000		Announcemen	01.10.2014	20 000	35000

			motorists, from 20 to 54 years old			t during the news block broadcasting on October 1 2014			
11	Professional Growth Forum	web	Students, young professionals, HEI teachers	11 153		Preview, press-release	22.09.14	11 153	2500
12	Delovoy Peterburg	web	Enterprisers, businessmen, top managers	25 000		Preview, press-release	24.09.14	25 000	15000
13	Designers Union of Russia	web	Designers, focused specialists	7 500		Preview, press-release	22.09.14	7 500	2000
14	Mol-express	web	Internet users, wide audience	5 700		Preview, press-release	06.10.14	5 700	2000
15	Internet Business Academy	web	Young professionals, enterprisers, businessmen, top managers	172		Preview, press-release	24.09.14	172	1000
16	Competitions, grants, awards, festivals	web	Young professionals, students	200		Preview, press-release	26.09.14	200	1000
17	All competitions, grants, scholarships and conferences	web	Young professionals, students	1 500		Preview, press-release	12.09.14	1 500	1500
18	All competitions, grants, scholarships and conferences	web	Young professionals, students	1 500		Preview, press-release	23.09.14	1 500	1500
19	Artway	web	Young professionals, students, artists, designers, bloggers	2 355		Preview, press-release	18.09.14	2 355	1500

20	Ossetia Radio and TV	web	Internet users, wide audience	3 235		Preview, press-release	16.09.14	3 235	1500
21	Study	web	Young professionals, students, artists, designers, bloggers	1 210		Preview, press-release	15.09.14	1 210	1000
22	Art competitions in Russia and worldwide	web	Young professionals, students, artists, designers, bloggers	385		Preview, press-release	16.09.14	385	3000
23	IDEANEWS	web	Internet users, wide audience	285		Preview, press-release	22.09.14	285	1000
24	Bezformata.ru Vladikavkaz	web	Internet users, wide audience	2 028		Preview, press-release	22.09.14	2 028	1500
25	NT-INFORM	web	Internet users, wide audience	6 261		Preview, press-release	30.09.14	6 261	3000
26	TIMEPAD	web	Internet users, wide audience	8 500		Preview, press-release	15.09.14	8 500	5000
27	Preobrazhensky portal	web	Internet users, wide audience	2 358		Preview, press-release	26.09.14	2 358	1500
28	Susbcribe	web	Internet users, wide audience	6 291		Preview, press-release	22.09.14	6 291	3000
29	The Russian Academy of Sciences	web	Students, young professionals, HEI teachers	5 987		Preview, press-release	15.09.14	5 987	3000
30	Vladggu.ru	web	Internet users, wide audience	285		Preview, press-release	24.09.14	285	1000
31	Magnitogorsk State Technical University	web	Students, young professionals, HEI teachers	4 221		Preview, press-release	01.10.14	4 221	2000
32	Pyatigorsk State	web	Students, young professionals, HEI	1 836		Preview,	01.10.14	1 836	1500

	Linguistic University		teachers			press-release			
33	Картину.рф	web	Young professionals, students, artists, designers, bloggers	1 830		Preview, press-release	01.10.14	1 830	1500
34	Конкурсы – России.рф	web	Young professionals, students, artists, designers, bloggers	1 530		Preview, press-release	01.10.14	1 530	1500
35	Exchange	web	Internet users, wide audience	5 680		Preview, press-release	18.09.14	5 680	3000
36	Peterburg2	web		23 427		Preview, press-release	24.09.14	23 427	10000
37	AIESEC	web	Students, young professionals, HEI teachers, HEI alumni	7 568		Preview, press-release	12.09.14	7 568	5000
38	Saint Petersburg	web	Internet users, wide audience, citizens of St. Petersburg	1 836		Preview, press-release	16.09.14	1 836	1500
39	SANOMA Publishing House	web	Internet users, wide audience	22 546		Preview, press-release	25.08.14	22 546	15000
40	Fashion Lovers	web	Young professionals, students, artists, designers, bloggers	3 412		Preview, press-release	25.09.14	3 412	3000
41	Smart Afisha	web		5 268		Preview, press-release	18.09.14	5 268	3500
42	"Leningradets" Internet journal	web	Internet users, wide audience, citizens of St. Petersburg	603		Preview, press-release	26.09.14	603	1000

43	Zhurbirzha.ru	web	Internet users, wide audience, citizens of St. Petersburg, journalists, editors	788		Preview, press-release	18.09.14	788	1500
44	KIDSREVIEW	web	Married women with children	499 968		Preview, press-release	15.09.14	499 968	7000
45	WHERE	web	Male and female, higher education, regular income above the average. Interested in upcoming events in the city.	2 600		Preview, press-release	25.09.14	2 600	3000
46	Saint Petersburg Vedomosti	web	Enterprisers, businessmen, top managers	23 427		Preview, press-release	03.10.14	23 427	9000
47	The Village	web	Young professionals, bloggers, journalists, editors, young enterprisers (startups), managers	95 591		Preview, press-release	07.10.14	95 591	10500
49	Primary Trade Union	web	Internet users, wide audience, citizens of St. Petersburg, journalists, editors	1 021		Preview, press-release	05.10.14	1 021	1500
50	Perfect magazine	web	Young professionals, students, artists, designers, bloggers	60 000		Preview, press-release	03.10.14	60 000	3000
51	Sobaka	web	Wide target audience, citizens	2 855 270		Preview,	12.09.14	2 855 270	35000

			of St. Petersburg, both male and female, 25 and older. Higher education, regular income above the average			press-release			
52	Chief Time	web	Enterprisers, businessmen, top managers	88 753		Preview, press-release	12.09.14	88 753	15000
53	Domashny Ochag	web	Married women with children	68 753		Preview, press-release	02.09.14	68 753	12000
54	Time Out	web	Young professionals, bloggers, journalists, editors, young enterprisers (startups), managers	68 753		Preview, press-release	02.09.14	68 753	12000
55	The St. Petersburg Times	web	English speaking citizens of Saint Petersburg, professionals	998 753		Preview, press-release	18.09.14	998 753	15000
56	Falovers	web	Young professionals, students, artists, designers, bloggers	598 753		Preview, press-release	02.09.14	598 753	12000
57	Hungry Shark	web	Young professionals, students, HEI alumni, journalists, editors	85 954		Preview, press-release	25.09.14	85 954	5000
58	AISEC	web	Young professionals, students, HEI alumni, HEI	28 753		Preview, press-release	12.09.14	28 753	4500

			teachers						
59	Krasnoyarsk teacher	web	Citizens of Krasnoyarsk, wide audience	48 989		Preview, press-release	12.09.14	48 989	5000
60	Lenizdat Publishing	web	Internet users, wide audience, citizens of St. Petersburg, journalists, editors, focused specialists	12 543		Preview, press-release	04.10.14	12 543	3000
61	Perfect magazine	web	Young professionals, students, artists, designers, bloggers	60 000		Post-publication, post-release	15.10.14	60 000	3000
62	Mol-express	web	Internet users, wide audience	15 000		Post-publication, post-release	15.10.14	15 000	2500
63	Falovers	web	Young professionals, students, artists, designers, bloggers	41 530		Post-publication, post-release	21.10.14	41 530	25000
64	City Portal	web	Internet users, wide audience	12 765		Post-publication, post-release	08.10.14	12 765	3000
65	MIR – Youth Initiative Growth	TV	Students, masters, HEI teachers	7 500		Post-material, video clip for the news about interesting events in the city	14.10.14	41 530	25000
66	Association of graduate and	Social media	Students, masters, HEI	Monthly statistics		Preview, press-release,	18.09.14	5 950	1000

	postgraduate students of St. Petersburg State University vk.com/proforg_spbu		teachers	in social media groups is protected data		information about exhibition and prizes			
67	Sociological Faculty of St. Petersburg State University vk.com/club817	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	01.10.14	3 180	1000
68	Graduate School of Management, St. Petersburg State University vk.com/gsomspbu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	8 092	1000
69	Students and alumni of St. Petersburg State University vk.com/club966	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	8 667	2500
70	Biological Faculty of St. Petersburg State University vk.com/biofaqe	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	2 361	750
71	College of Liberal Arts and Sciences, St. Petersburg State	Social media	Students, masters, HEI teachers	Monthly statistics in social		Preview, press-release, information	18.09.14	3 650	750

	University vk.com/smolny_colleg e			media groups is protected data		about exhibition and prizes			
72	Students and alumni of St. Petersburg State University vk.com/club16	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	18 638	3000
73	Philological Faculty of St. Petersburg State University vk.com/philspbu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	6 275	750
74	Psychological Faculty of St. Petersburg State University vk.com/psy_spbgu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	13 235	1000
75	St. Petersburg State University of Economics and Finance vk.com/finecclub	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	11 339	2000
76	St. Petersburg State Electrotechnical University "LETI" vk.com/eltech	Social media	Students, masters, HEI teachers	Monthly statistics in social media		Preview, press-release, information about	19.09.14	12 738	2000

				groups is protected data		exhibition and prizes			
77	Student Association and Council, St. Petersburg State University of Aerospace Instruments vk.com/ppos_guap	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	4 124	500
78	Faculty 6 Professional bureau, St. Petersburg State University of Aerospace Instruments vk.com/guap6fac	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	90	100
79	St. Petersburg State University of Aerospace Instruments vk.com/spb.guap	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	14 978	3000
80	St. Petersburg State University of Culture and Arts vk.com/spbguki	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	12 571	2000
81	The Herzen State Pedagogical University vk.com/rgpuherzen	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is		Preview, press-release, information about exhibition and	18.09.14	11 514	2000

				protected data		prizes			
82	Trade Union of the Herzen State Pedagogical University vk.com/profkom_rgpu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	6 966	750
83	Pushkin Leningrad State University vk.com/lengu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	7 672	750
84	Student Council, Faculty of Economics and Finance vk.com/studsovetfef	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	531	100
85	Student News vk.com/studentnews	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	5 980	750
86	St. Petersburg State Forest Engineering University, Landscape Architecture Faculty vk.com/public7660975 4	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	31	50

				data					
87	Bonch.News vk.com/bonch.news	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	3 161	250
88	Student Council of NWIM RANEP vk.com/studsovetsziu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	1 918	50
89	Professional growth. Career for students vk.com/clubprofyrost	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	8 918	500
90	First Pavlov State Medical University of St. Petersburg vk.com/club75447515	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	341	50
91	Student Council, International Relations Faculty of St. Petersburg State University vk.com/sirspbuCouncil	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	942	50

				data					
92	St. Petersburg State University of Refrigeration and Food Engineering vk.com/gunipt	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	4 678	250
93	The Intellectual Games Club, St. Petersburg State University of Trade and Economics vk.com/what_where_when_spbteu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	63	50
94	The Student Research Group, St. Petersburg State University of Trade and Economics vk.com/snospbtei	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	170	50
95	Student Council, St. Petersburg Institute of Economics and management vk.com/ss.econuprav	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	293	50
96	First Pavlov State Medical University of St. Petersburg vk.com/1spbgmuofficial	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	3 915	250

				data					
97	News of the Faculty of Informatics and Applied Mathematics, St. Petersburg State University of Economics vk.com/news.fipm	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	1 835	50
98	Faculty of State and Municipal Management, St. Petersburg State University of Economics vk.com/fgmuiup	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	2 945	100
99	St. Petersburg State University of Trade and Economics vk.com/spbteu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	7 128	750
100	Student Council, St. Petersburg State University of Trade and Economics vk.com/studsovetu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	3 318	100
101	Geological Faculty of St. Petersburg State University, 1 year, group 3 vk.com/public76731523	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	25	50

				data					
102	News Logic vk.com/news_logic_group	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	191	50
103	St. Petersburg State Forest Engineering University vk.com/spbftu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	1 369	50
104	The Herzen State Pedagogical University vk.com/uniherzen	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	2 681	250
105	Student Council, Faculty of Economics, St. Petersburg State University vk.com/ecfac_studsovet	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	417	50
106	Student Council, Management Institute of St. Petersburg State University of Economics vk.com/ssengec	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	1 411	50

				data					
107	Law Faculty of RANEPA vk.com/panxigspb_urfak	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	2 591	250
108	St. Petersburg State University of Aerospace Instruments, group 1341 vk.com/clubguap1341	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	15	50
109	St. Petersburg State University of Aerospace Instruments, Linguistics, 6332K vk.com/guap32	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	42	50
110	Faculty of Applied Mathematics and Control Processes, St. Petersburg State University vk.com/pm_pu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	2 997	50
111	Group 6234 vk.com/gruppa6234	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	14	50

				data					
112	Group 5512 vk.com/club77289717	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	23	50
113	Typical St. Petersburg State Forest Engineering University vk.com/spbftu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	1 370	50
114	Students of St. Petersburg State Institute of Psychology and Social Work vk.com/studliveingpsr	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	314	50
115	The Lesgaft State University vk.com/ngu_iest	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	828	50
116	St. Petersburg State University of Architecture and Civil Engineering vk.com/club1005	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	30.09.14	6 871	250

				data					
117	St. Petersburg State Paediatric Medical University vk.com/spbgpmu	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	30.09.14	5 932	250
118	St. Petersburg State University of Film and Television vk.com/gukitgroup	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	15 777	250
119	The Vaganova Academy of Russian Ballet vk.com/club3746342	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	24.09.14	4 083	250
120	Sarapul Institute of Technology vk.com/club455176	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	24.09.14	526	50
121	St. Petersburg State University of Aerospace Instruments, group 1442 vk.com/guap1442	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	18.09.14	43	50

				data					
122	Private English lessons for children and adults vk.com/public77804448	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	06.10.14	43	50
123	Changellenge » SPb – Career from Student to CEO! vk.com/clspb	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	27.09.14	4 221	300
124	WHERE vk.com/where_ru	Social media	Male and female, higher education, regular income above the average. Interested in upcoming events in the city.	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	06.10.14	795	50
125	Interesting events in St. Petersburg vk.com/mshjournal	Social media	Professionals, young enterprisers (startups), Internet users, wide audience	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	06.10.14	8 616	500
126	Sticker vk.com/sticker_sticker	Social media	Professionals, young enterprisers (startups), Internet users, wide audience	Monthly statistics in social media groups is protected		Preview, press-release, information about exhibition and prizes	05.10.14	2 196	200

				data					
127	Start2Speak vk.com/start2speak	Social media	Young professionals, students, HEI alumni, foreigners/expats, translators, business owners, employees of foreign companies, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	04.10.14	331	50
128	Jobs and part-time jobs in St. Petersburg vk.com/public39459358	Social media	Students, masters, HEI teachers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	04.10.14	2 835	200
129	St. Petersburg Vedomosti vk.com/spbvedomosti	Social media	Enterprisers, businessmen, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	03.10.14	330	200
130	Delovaya Afisha vk.com/delafisha	Social media	Enterprisers, businessmen, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	03.10.14	25 189	1000
131	Barents EU Centre vk.com/barentseucentre	Social media	Young professionals, students, HEI	Monthly statistics in social		Preview, press-release, information	02.10.14	252	50

			alumni, foreigners/expats, translators, business owners, employees of foreign companies, top managers	media groups is protected data		about exhibition and prizes			
132	Best events of St. Petersburg. St. Petersburg Playbill vk.com/pitergood	Social media		Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	01.10.14	8 358	750
133	Atawaka: event guide vk.com/atawaka	Social media		Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	01.10.14	1 401	200
134	FutureToday Siberia vk.com/fut_nsk	Social media	Young professionals, students, bloggers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	30.09.14	1 178	200
135	FALOVERS vk.com/falovers	Social media	Young professionals, students, bloggers, artists, designers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	28.09.14	2 474	250

136	Where to go in St. Petersburg vk.com/kuda_skhodit_v_pitere	Social media		Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	26.09.14	10 626	1700
137	Top Fashion Bloggers vk.com/fashionbloggers	Social media	Young professionals, students, bloggers, artists, designers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	24.09.14	5 000	300
138	Chief Time vk.com/chttime	Social media	Enterprisers, businessmen, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	24.09.14	11 428	1000
139	Competitions for fashion designers vk.com/for_fashion_designers	Social media	Young professionals, students, bloggers, artists, designers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	21.09.14	1 115	300
140	St. Petersburg Useful Playbill vk.com/spb.events	Social media	Professionals, young enterprisers (startups), Internet users, wide audience, bloggers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	21.09.14	6 885	300

141	Interesting in St. Petersburg vk.com/spbinteres	Social media	Professionals, young enterprisers (startups), Internet users, wide audience, bloggers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	22.09.14	15 890	1200
142	Mimokass vk.com/mimokass	Social media	Professionals, young enterprisers (startups), Internet users, wide audience, bloggers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	23.09.14	3 646	300
143	DESIGNUNION Group vk.com/designunion	Social media	Young professionals, students, bloggers, artists, designers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	23.09.14	6 000	300
144	ILA – International Language Academy vk.com/ilanew	Social media	Young professionals, students, HEI alumni, foreigners/expats, translators, business owners, employees of foreign companies, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	04.10.14	24	50
145	“Sarapul is my native city” vk.com/sarapul_my_city	Social media	Internet users, wide audience	Monthly statistics in social media groups is		Preview, press-release, information about exhibition and	23.09.14	734	50

				protected data		prizes			
146	EGO Translating Company vk.com/egotranslating	Social media	Young professionals, students, HEI alumni, foreigners/expats, translators, business owners, employees of foreign companies, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	23.09.14	773	50
147	The Village Petersburg vk.com/villagespb	Social media	Young professionals, bloggers, journalists, editors, young enterprisers (startups), managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	07.10.14	111 236	3 000
149	Taiwan Excellence Innovations St. Petersburg vk.com/innovationtaiwan	Social media	Enterprisers, businessmen, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	243	50
150	Future Today St. Petersburg - Jobs for young people vk.com/ft_spb	Social media	Young professionals, students, bloggers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	1 466	100
151	Shopping tour "Style of this spring" (22 - 28	Social media	Male and female, higher education,	Monthly statistics		Preview, press-release,	17.09.14	215	50

	of March)		regular income above the average. Interested in upcoming events in the city.	in social media groups is protected data		information about exhibition and prizes			
152	Shopping tour "Style of this spring" (22 - 28 of March) vk.com/ncspringstyle	Social media	Male and female, higher education, regular income above the average. Interested in upcoming events in the city.	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	228	50
153	Open Workshop in English vk.com/workshopenglish	Social media	Young professionals, students, HEI alumni, foreigners/expats, translators, business owners, employees of foreign companies, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	5	50
154	Bonjour Translation Agency vk.com/bonjour_translation_agency	Social media	Young professionals, students, HEI alumni, foreigners/expats, translators, business owners, employees of foreign companies, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	27.09.14	83846	5000
155	Sobaka https://vk.com/spbsob	Social media	Wide target audience, citizens	Monthly statistics		Preview, press-release,	08.09.14	476	500

	akaru?w=wall-15911874_31268		of St. Petersburg, both male and female, 25 and older. Higher education, regular income above the average	in social media groups is protected data		information about exhibition and prizes			
156	Sobaka http://www.odnoklassniki.ru/spbsobakaru/topic/62834130354431	Social media	Wide target audience, citizens of St. Petersburg, both male and female, 25 and older. Higher education, regular income above the average	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	17.09.14	85059	5000
157	Domashny Ochag http://vk.com/goodhousekeeping	Social media	Married women with children	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	85059	5000
158	Domashny Ochag http://vk.com/wall-24230511_9890	Social media	Married women with children	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	30327	5000
159	Time Out http://vk.com/2112_18531	Social media	Young professionals, bloggers, journalists, editors, young enterprisers (startups)	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	19.09.14	2914	3500

160	Time Out https://www.facebook.com/TimeOutPetersburg/photos/95043697182268.4713039367182701/846916928271/?type=1	Social media	Young professionals, bloggers, journalists, editors, young enterprisers (startups)	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	03.09.14	7247	7500
161	In Your Pocket https://www.facebook.com/PetersburgInYourPocket	Social media	Foreigners, international businessmen, young professionals, expats	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	03.10.14	7247	7500
162	In Your Pocket https://www.facebook.com/PetersburgInYourPockets/736878119700472	Social media	Foreigners, international businessmen, young professionals, expats	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	25.09.14	20079	5000
163	AISEC http://vk.com/wa28_9496	Social media	Students, young professionals, HEI teachers, HEI alumni	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	18.09.14	228	50
164	“Word Order” Book Shop vk.com/wordorder	Social media	Young professionals, students, HEI alumni, foreigners/expats, translators, business owners,	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	22.09.14	14 951	2 000

165		Social media	employees of foreign companies, top managers	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	06.10.14		
166	St. Petersburg for free vk.com/spbfree	Social media	Professionals, young enterprisers (startups), Internet users, wide audience	Monthly statistics in social media groups is protected data		Preview, press-release, information about exhibition and prizes	22.09.14	112 149	1 000

	Total advertising value, RUB								2 256 400RU B/ 36 387 GBP
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Paid advertising

	Name	Resource	Coverage	format	period	Cost (RUB)
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1	100 TV	TV-Channel	1 125 000	Spoken announcement by the presenter during the weather forecast. 20 announcements during the program "Nevskoye Utro" (weather forecast), 10 seconds each. Timeslot – at 7.03 and 8.03 every working day during two weeks in September.	16.09 – 29.09.2014	80000
2	Sobaka.ru	Print media, journal	180 000	Buying out of 300 copies of "Sobaka.ru" journal and their delivery to the "Corinthia Saint Petersburg" Hotel on October 7 2014 for distribution among the participants of the exhibition.	03.10.2014	20000
3	Vedomosti	Print media, newspaper	50 000	A sticker on the front page of total print (11,500 copies) + production	02.10.2014	97615
4	Saint Petersburg for free vk.com/spbfree	Social Media	111 530	A post about the exhibition, information on prizes, pictures	01.10.14	1005
5	Visual English vk.com/learnenglish	Social Media	483 463	A post about the exhibition, information on prizes, pictures	01.10.14	1933
6	Saint Petersburg Live vk.com/spb.live	Social Media	500 202	A post about the exhibition, information on prizes, pictures	01.10.14	2010
7	FASHION BLOGGERS vk.com/mushion	Social Media	12 237	A post about the exhibition, information on prizes, pictures	25.09.14	1933
8	Typical Saint Petersburg	Social Media	721 555	A post about the exhibition,	27.09.14	1708,5

	vk.com/piter			information on prizes, pictures		
9	Educational journal with taste vk.com/life2hack	Social Media	413 237	A post about the exhibition, information on prizes, pictures	26.09.14	904,5
10	English daily vk.com/endaily	Social Media	914 080	A post about the exhibition, information on prizes, pictures	24.09.14	3618
11	Interesting Saint Petersburg vk.com/spb_piter	Social Media	288 866	A post about the exhibition, information on prizes, pictures	19.09.14	1105,5
12	Saint Petersburg Life vk.com/spb_life	Social Media	35 103	A post about the exhibition, information on prizes, pictures	23.09.14	502,5
13	STREET FASHION vk.com/streetfashiongroup	Social Media	117 822	A post about the exhibition, information on prizes, pictures	22.09.14	603
14	Useful education vk.com/poleznoe_obrazovanie	Social Media	525 217	A post about the exhibition, information on prizes, pictures	19.09.14	1206
15	Saint Petersburg Online vk.com/piteronline	Social Media	133 239	A post about the exhibition, information on prizes, pictures	18.09.14	1708,5
16	Conferences, seminars, grants vk.com/undergraduate	Social Media	356 646	A post about the exhibition, information on prizes, pictures	18.09.14	2650
17	English Journal vk.com/studyenglish365	Social Media	245 101	A post about the exhibition, information on prizes, pictures	17.09.14	653,25
18	Saint Petersburg vk.com/gorod_na_neve	Social Media	217 701	A post about the exhibition, information on prizes, pictures	17.09.14	954,75
19	Education 2.0 vk.com/obrazovanie20	Social Media	756 479	A post about the exhibition, information on prizes, pictures	15.09.14	804
20	My Saint Petersburg vk.com/my.piter	Social Media	333 595	A post about the exhibition, information on prizes, pictures	16.09.14	2010
21	Interesting events in Saint Petersburg vk.com/blog_fiesta	Social Media	504 183	A post about the exhibition, information on prizes, pictures	15.09.14	2814

22	LOOKBOOK vk.com/fashionconsciousness	Social Media	598 753	A post about the exhibition, information on prizes, pictures	12.09.14	1758,75
23	Great Britain vk.com/g_britain	Social Media	1 898 903	A post about the exhibition, information on prizes, pictures	12.09.14	2010
					Total, RUB	229 507