

# Presentation 2017

## M O D E R N B U I L D I N G C O N S T R U C T I O N I N F O R M A T I O N - P U B L I S H I N G C E N T E R



# BRIFF INFORMATION ABOUT THE COMPANY

The information-publishing center «Modern Building Constructions» works in the market of information services in the field of construction, from 1997. For the first time in Russia, another 20 years ago, we began production of independent specialized periodic publications for the professionals of construction industry.

Currently IC «Modern Building Constructions» issued - 4 magazines, conducts analytical research, carries out information and consulting services, organizes conferences, exhibitions, business trips, provides other services.

For 1997-2016, we have prepared 397 editions of magazines, 7 catalogs- directories, 4 volumes of scientific conferences, more than 113 analytical reports.

Our partners we offer not just advertising in our publications, and the range of services and activities aimed at the promotion of products, support of image and business reputation, successful business development.

# OUR MISSION

Provide the business community with the objective information necessary for making the right decisions!

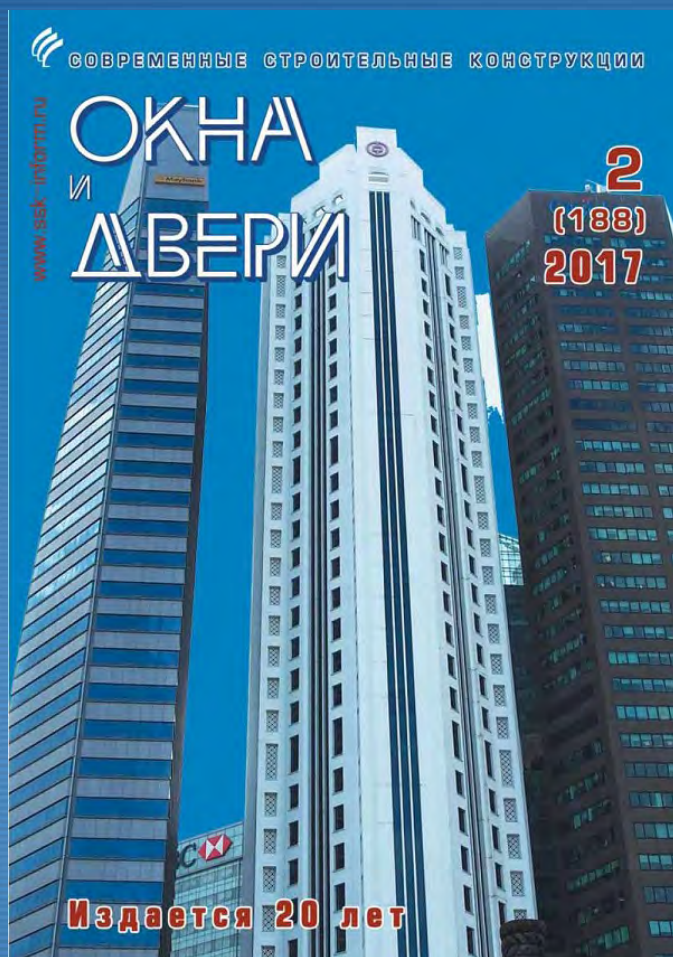
**OUR SLOGAN:  
ESPECIALLY FOR SPECIALISTS!**

# A SERIES OF MAGAZINES «MODERN BUILDING CONSTRUCTIONS»

- «Okna i Dveri» (Windows & Doors)
- «Fasadnye sistemy» (Facade Systems)
- «Krovlya i Izolyatsiya» (Roof & Insulation)
- «Sovremenniy Stroitel'nyy Konstruktiv» (Modern Building Constructions)

Our publications create a single informational space for professionals employed in the field of designing, manufacturing, installation and operation of the enclosing structures of buildings and constructions.

# «Okna I Dveri» (Windows & Doors)



The magazine regularly published since 1997

Printing - up to 7,5 thousand copies.

Six issues per year.

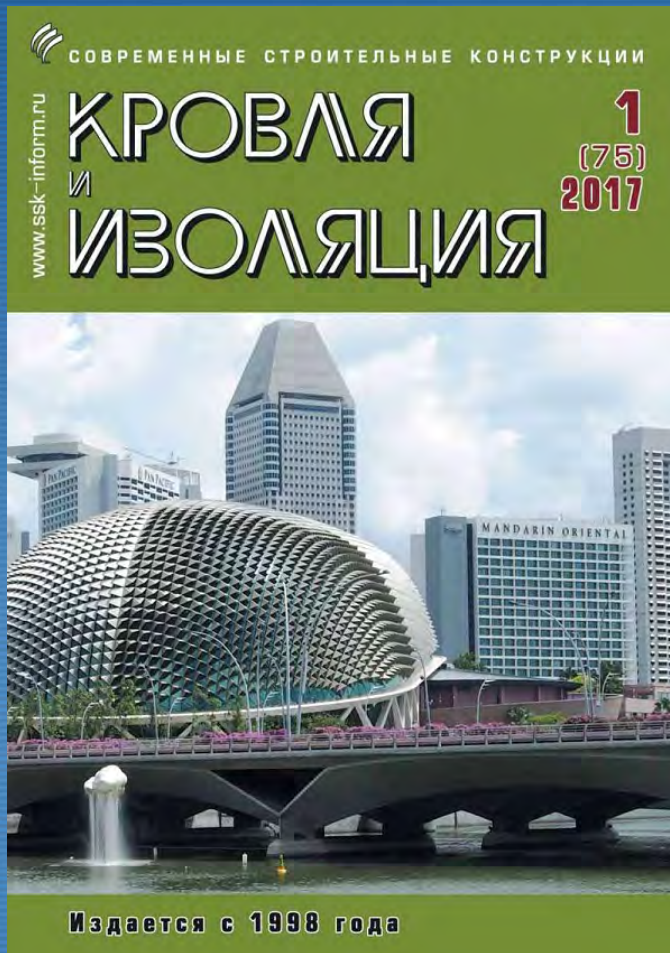
Full-color edition.

Number of pages - 56-80.

Main topics:

window, door and facade systems, technologies and equipment, system profiles, components and materials, the installation of Windows, window market, consumer market, technical regulation

# «Krovly I Izolyatsiya» (Roof & Insulation)



The magazine regularly published since 1998

Printing - up to 7,5 thousand copies.

The four numbers in a year.

Full-color edition.

Number of pages - 58-64.

Main topics:

roofing system, roofing metal, soft, pitched, glass, solar, the market of roofing and insulating materials, energy-saving, technical regulation

# «Fasadnye Sistemy» (Facade Systems)



The magazine regularly published  
Since 2007

Printing - up to 6,5 thousand  
copies.

The four numbers in a year.

Full-color edition.

Number of pages - 56-64.

Main topics:

System of glass, aluminum and  
steel, the system ventfasade,  
solar, bioclimatic system, system  
profiles, systems of facade  
insulation, control and automation  
systems

# «Modern Building Constructions»



Consolidated edition, including all construction issues, published since 2003.

Printing - up to 15 thousand copies.

The two numbers in a year.

Full-color edition.

Number of pages - 80-96.

The journal presents all the themes of magazines:

- «Okna i Dveri» (Windows & Doors)
- «Fasadnye sistemy» (Facade Systems)
- «Krovlya i Izolyatsiya» (Roof & Insulation)

As well as other topical issues concerning the development of the construction industry



# Distribution

For 20 years of operating in difficult political and economic conditions of our publications not only managed to survive and keep their readers, but also to expand their circle, earning the reputation as the undisputed leader of the Russian construction-specialized press.

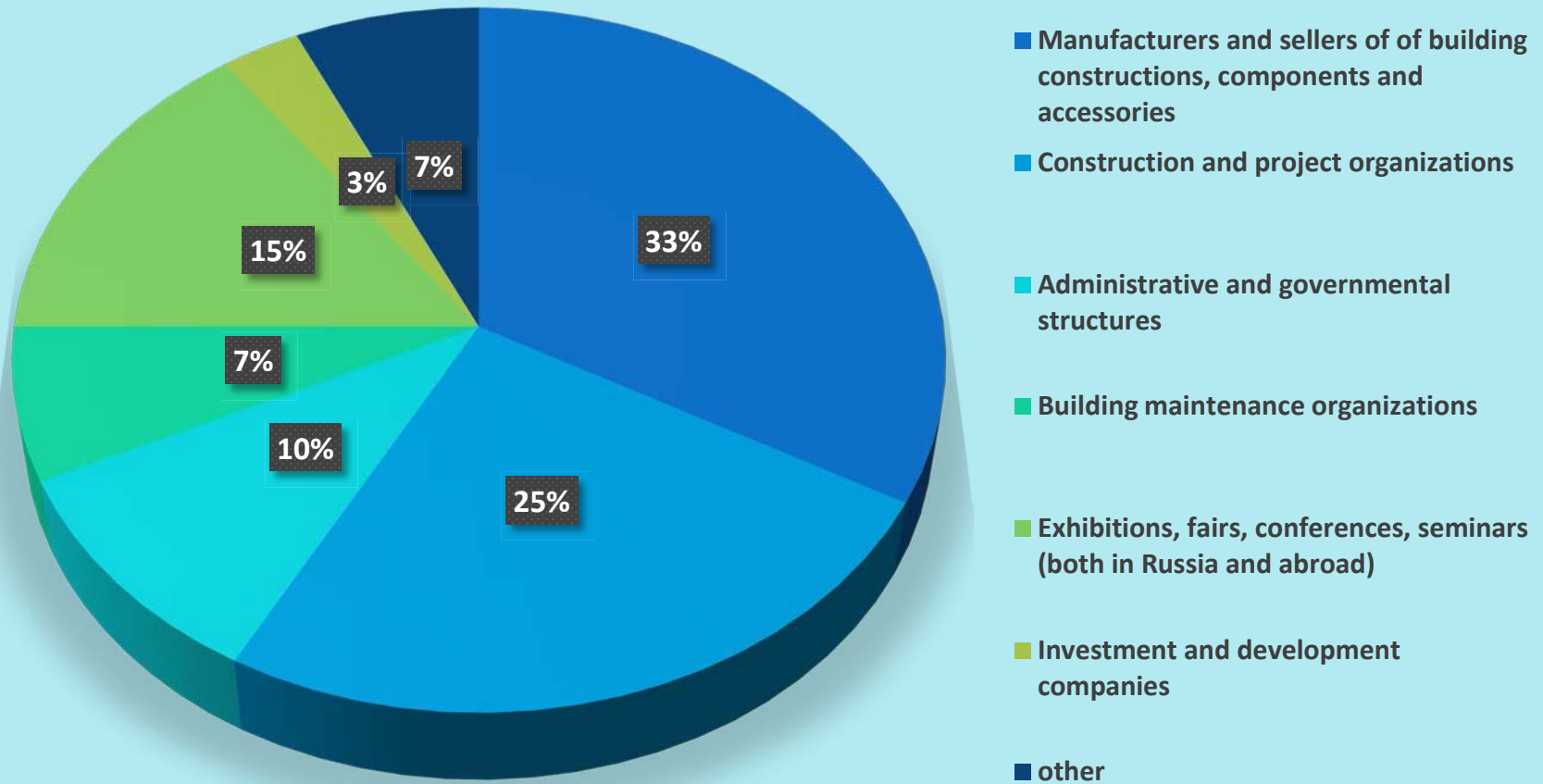
All our knowledge and experience are aimed at the promotion of our partners in the development of their business in Russia and abroad, serve success in achieving the set goals.

Our subscribers and regular readers are the manufacturers and sellers of building constructions, products and components, investment and construction companies, contractors and operating organizations, project, research, certification and expert organizations, administrative and public structures, individual businessmen from more than 320 cities and settlements of all the subjects of the Russian Federation, as well as from 18 foreign countries.

# Geography of distribution



# Statistics of the distribution



# How to distribute our publications

- By subscription through the editorial office (IC «Modern Building Constructions», Moscow);
- Through the representative;
- Provision of the Federal Executive bodies of state power, the State Duma and the administration of the President of the Russian Federation;
- Special dispatch of the construction departments and departments of the administrations of regions and cities of the Russian Federation;
- Through the Agency «Ural-Press», «Business press», OAO Agency «Rospechat», regional Agency network;
- In all-Russian and regional unions of entrepreneurs, Union of consumer market;
- At specialized exhibitions, conferences, forums.

## Publication IC «Modern Building Constructions» presented annually to 50-70 building exhibitions in Russia:

- BATIMAT RUSSIA (Moscow);
- MosBuild /WindowBuild (Moscow);
- Hi-Tech Building & House (Moscow);
- «Construction. The new city» (Voronezh);
- «Construction» (Samara);
- «Stroisib» (Novosibirsk);
- «Construction. Ural» (Ekaterinburg);
- «VolgaBuildExpo» (Kazan);
- «Wooden construction» (Saint-Petersburg);
- «Glass and modern technologies» (Moscow);
- «IntelHouse.EcoCity» (Astana);
- «Uralstroyindustriya» (Ufa) and others.

# Internet support

Our partners receive excellent information-advertising platform for their products, goods and services as in printed editions (magazines and catalogues), and in the Internet on the pages of the site [www.ssk-inform.ru](http://www.ssk-inform.ru)

Advertiser gets a gift developed specially for him, the page of the site on which the posted informational and advertising articles.

# Electronic subscription

In the framework of the subscription publishing house offers the service:

**«The whole number in PDF format»**

All the subscribers to the printed edition and receive the electronic version of the journals Windows and Doors, Roof and Insulation, Facade Systems, Modern Building Constructions in pdf format by e-mail **on the day of the fresh number of journal of printing.**

Subscription to the electronic version provides the operative receipt of magazines, gives the opportunity to conduct its own database of journal articles.

Subscribe to e-zines and directories can be on the site

[www.ssk-inform.ru](http://www.ssk-inform.ru)

# Basic prices of advertising module placing (without VAT)

Module		+ amount of text pages (article) published with a module FREE OF CHARGE	Module's size, mm	Advertisement cost in magazines «Windows & Doors», «Facade Systems», «Roof & Insulation», EUR
1\3		+1/6 pages (sum total: 1/2 pages)	59x243/180x81	450
1\2		+1/2 pages (sum total: 1 pages)	180x120; 87x241(vert.) 220x150 (bleed); 107x307(vert., bleed)	790
1/1		+1 page (sum total: inside)	180x241 220x307 (bleed)	1390
2/1		+2 pages (sum total: 2 inside)	360x482 420x307 (bleed)	1790
Cover, p	1 <sup>st</sup>	-	-	-
	2 <sup>nd</sup>	1/1	+2 pages (inside)	1770
	3 <sup>rd</sup>	1/1	+2 pages(inside)	1710
	4 <sup>th</sup>	1/1	+2 pages(inside)	1790
Logo on the front cover				790
SPONSORSHIP PACKAGE: Logo on the front cover with the text "Sponsor numbers" + placement of the logo and the text "Sponsor numbers" in the margin of each page of the log				2100



# Basic prices for advertising article placing (without VAT)

Format	Page cost			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Page (A4)	530	265	130	free of charge
PR-artocle (1/2 page)	200	-	-	-
PR-article (page)	350	-	-	-

Rates are subject to the provision of materials in electronic form, in accordance with the requirements of the editorial office. Requirements to the materials provided to the publication, are attached.

Rates include costs for scientific and technical editing, proofreading, prepress preparation, printing (replicating) and dissemination.

The problem, reviews, analytical articles, containing information about the original architectural and design solutions, dedicated to the development of new technologies, industries and etc., are offered at discounted rates.

# There are some discounts and additions to the basic prices:

The following discounts and bonuses to the basic prices:

1. The Supplement for the location of the advertising module (article):  
1st page of the magazine (module only) + 30%;  
the 2nd and/or 3rd page of the magazine + 15%.
2. Drawing up of the text of the article on the basis of raw materials of the customer - allowance of 150 per 1 page.
3. Elaboration of original-model (advertising module) - extra payment of 100 c.u., depending on volume and complexity of works.
4. Elaboration (edit) color file, elimination of defects is the markup 12% from the cost of advertising.
5. Discounts for the periodicity of the publications in one publication:
  - 1 publication of the year - 0%;
  - 2 publication of the year - 10%;
  - 3 publications in the year - 15%
  - 4 publications in the year - 20%.
6. Additional discount for the publication in 2 editions - 10% of the installed p. 5 discount for the periodicity of the publications.
7. Additional discount for the publication in 3 editions - 20% of the installed p. 5 discount for the periodicity of the publications.

For constant partners there are special prices.

The advertising agencies are provided an additional discount of 10%.

# Publication schedule and delivery terms of materials

Magazines and business supplements	№№	Terms of publication of magazines	Basic subject of magazines	Last date, when the materials could be accepted *
<b>Schedule and deadlines for submissions to the journal «Okna i Dveri»</b>				
<b>«Okna i Dveri» (Windows &amp; Doors)</b>	1	25.02.17	Profile systems, components and materials. Equipment. Monitoring of the market.	10.02.17
	<b>2**(SSK)</b>	<b>27.03.17</b>	<b>All subjects</b>	<b>17.03.17</b>
	3	20.06.17	Windows, doors, facade design. Energy conservation. Profile systems, components and materials.	30.05.17
	4	22.08.17	Windows, doors, facade design. Rating of the top 100. Object solutions. Organization of production and quality control.	07.08.17
	<b>5**(SSK)</b>	<b>07.11.17</b>	<b>All subjects</b>	<b>24.10.17</b>
	6	05.12.17	System profiles, components and materials. Equipment. Monitoring of the market. Rating of the top 100. Regional leaders.	21.11.17

# Publication schedule and delivery terms of materials

Magazines and business supplements	№№	Terms of publication of magazines	Basic subject of magazines	Last date, when the materials could be accepted *
<b>Schedule and deadlines for submissions to the journal «Fasadnye Sistemy»</b>				
<b>«Fasadnye Sistemy» (Facade Systems)</b>	<b>1** (SSK)</b>	<b>27.03.17</b>	Solar energy systems. Ventfasadov system. Facade profile systems. Monitoring of the market	<b>17.03.17</b>
	2-3	25.07.17	Facade profile systems, structural glazing. Object solutions. Aluminum and steel construction.	11.07.17
	<b>4**(SSK)</b>	<b>07.11.17</b>	All subjects	<b>24.10.17</b>
<b>Schedule and deadlines for submissions to the journal «Krovlya i Izolyatsiya»</b>				
<b>«Krovlya i Izolyatsiya» (Roof &amp; Insulation)</b>	<b>1**(SSK)</b>	<b>27.03.17</b>	Roofing materials and technologies. It is warmly isolation materials. Monitoring of the market. Rating of manufacturers	<b>17.03.17</b>
	2-3	10.07.17	Energy-savings technologies. Objective decisions of a roofs, warmly, vapor-, water-, a noise isolation, economy, the market	27.06.17
	<b>4**(SSK)</b>	<b>07.11.17</b>	All subjects	<b>24.10.17</b>

\* Coordination of the materials with the clients is carried out before the last date, when the materials could be accepted.

\*\* The combined a fashion edition "Modern Building Construction", which includes all construction theme (highlighted).

The editors reserve the right to change the schedule of magazines. For further information we invite you to the site [www.ssk-inform.ru](http://www.ssk-inform.ru)

We are always glad to cooperate with you.

# Requirements for publications

## 1. ILLUSTRATIONS

In Adobe Photoshop: TIFF file with a resolution of 300 dpi, without lzw compression.

In Adobe Illustrator with saving the file in the version not later 9.0: the EPS file to the output resolution of 300 dpi. Mandatory translation of all fonts in curves or the provision of all the fonts of the publication. When using the embedded bitmaps they necessarily attached to the finishing file.

From AutoCAD files are displayed only in the color Grayscale, with preservation of all the elements without additional layers.

In Corel Draw - in a format of up to 9.0 inclusive only in color Grayscale: the file with the translation of all of the fonts in curves, the output resolution of 300 dpi. Embedded bitmap objects are attached to the file.

The graphics in BMP format, and also used in PDF files, are not considered as suitable for use in the proof.

Absolutely inadmissible providing illustrations for print:

- in the form of a Windows metafile;
- in formats JPG, GIF.

Special attention please give the translation of all without an exception of non-ferrous files in CMYK model, as used in the black-and-white layout - in model Grayscale.

## 2. LAYOUT FILES

Color model CMYK, the output resolution of 300 dpi.

Files QuarkXPress and PageMaker must be equipped with all related files and all fonts used in the publication. The publication should not be used template normal and the RGB color model! All the constituent colors are converted to CMYK.

It is absolutely inadmissible to use in the publication of the false Windows metafile and other embedded static objects.

## 3. TEXT AND TABLE OF MATERIALS

In MS Office: all submitted materials are considered only as text or support. Text files it is desirable to keep in format RTF.

# Portal WWW.SSK-INFORM.RU

- Created in 2001, the Internet-site SSK-INFORM.RU long ago has gained wide popularity. But - most importantly - site won the confidence of professionals of the construction industry as a source of reliable, technically correct and objective information. In 2008, the portal has updated the design and expanded functions. Daily resource use from 800 up to 4700 people.
- In addition to articles from the journals «Windows and Doors», «Roof and Insulation», «Facade Systems», on a site regularly publishes materials on the issues of development of the construction market, situation in the economy, the issues of technical regulation and self-regulation, legal relations, etc.
- Every day, resource used by companies are manufacturers and suppliers of building structures, materials, products and components for the self-placing your news on the site. The news sent every day to subscribers of the site. The number of subscribers to the news for the period of 8120 people, and their number is growing every day.

**On pages of a site [WWW.SSK-INFORM.RU](http://WWW.SSK-INFORM.RU) or [WWW.SSK-INFORM.COM](http://WWW.SSK-INFORM.COM) presented:**

- leading companies of the industry. Rating [TOP-100](#), [TOP-500 Regional leaders](#), TOP-1000;
- modern construction materials, products and designs, new technologies and equipment;
- information on the construction markets of Russia and foreign countries;
- the results of analytical research;
- the existing legal framework (laws, technical regulations and standards);
- articles on the issues of technical regulation, self-regulation, organization of production, marketing policy, other topical issues of the branch development; the opinions of the specialists;
- industry news, company news, which are sent to our subscribers every day.

# Advertising on portal [www.ssk-inform.ru](http://www.ssk-inform.ru)

- Advertising on portal WWW.SSK-INFORM.RU - an effective way to attract new business partners.
- We offer You different options of accommodation information and advertising on our website:
  - • Your exclusive personal page on our website with a link to the main page.
  - • Your banners on the pages of our site.
  - • Video about Your company or activity.
  - • Press releases of Your company.
  - • Sponsorship of a thematic page.
- The variety of advertising formats, the presence of non-standard advertising opportunities packages of integrated solutions provide our advertisers with everything necessary for successful promotion of their products and services, support of image and business reputation, security status of the leading companies of the industry.
- We sincerely hope that our capabilities and resources will be useful in the development of your business.

# To advertise, please contact:

To the Editor  
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