

2stocks.ru



Бета Финанс
betafinance.ru



Beta Finance Group Media Kit

Audience

- Average age - 25-44 years
- Sex - 62% of male (from 18 to 45+ age categories)
- Education - higher/academic degree
- Occupation - traders, investors, bankers, businessmen
- Active consumers of financial services and information
- Show high interest for analytics and specific investideas
- Personal qualities: ambitious, self-confident, success oriented individuals

Statistics*

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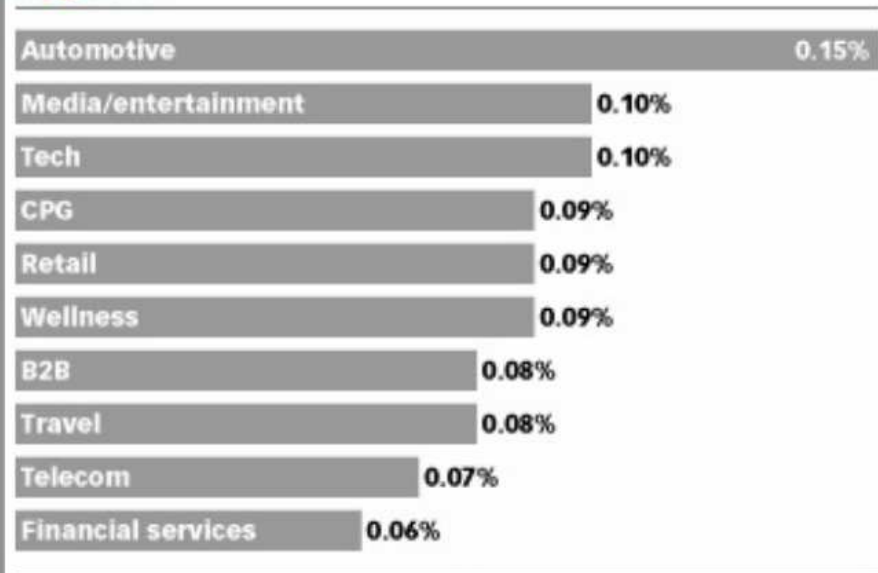
67 000 views per month
27 000 unique users per month
CTR - 0,25**



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58 000 views per month
36 000 unique users per month
CTR - 0,15**

Clickthrough Rate for US Rich Media Ads, by Industry, Aug 2011



Source: comScore Inc., "Lessons Learned: Driving Effective Returns with Digital Media," Aug 31, 2011

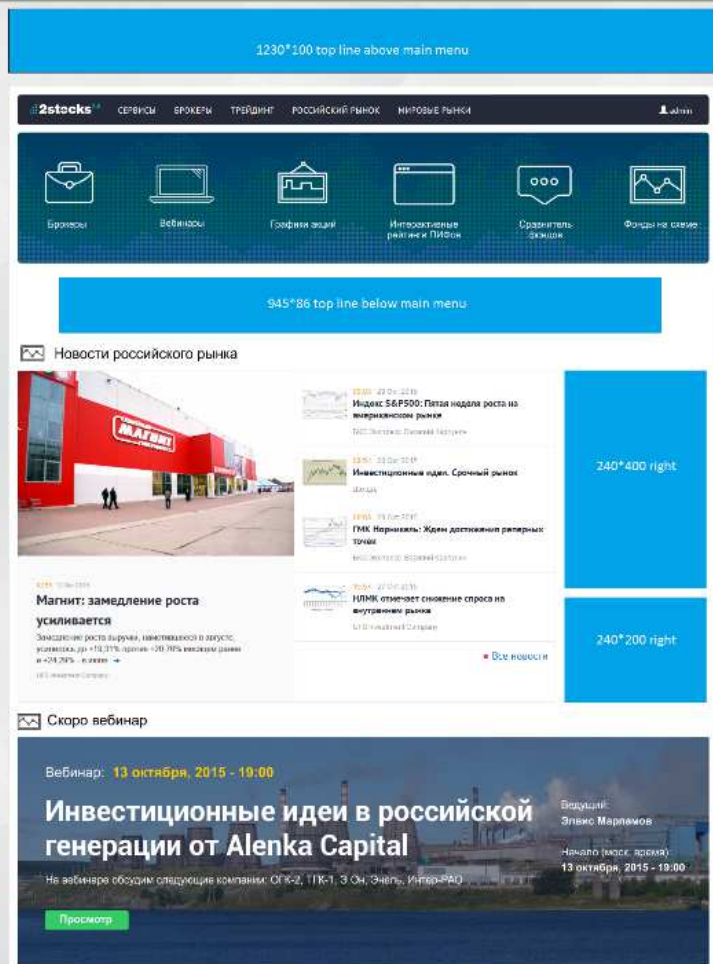
132217

www.eMarketer.com

* All numbers are given for the period of October 2015

** The table on the right shows average CTR for american financial web sites

2Stocks.ru ad spots & pricelist*



1230*100 top line above main menu	22 000 RUR
945*86 top line below main menu	17 000 RUR
240*400 right	12 000 RUR
240*200 right	8 000 RUR

*All prices are given for 1 month of placement with 30% discount included

Betafinance.ru ad spots & pricelist*

The screenshot shows the Betafinance.ru website interface. At the top, there is a navigation bar with the site logo and menu items: Главная, Новости, Блоги, Компании, Статьи, Обучение, NYSE-трейдеру. Below the navigation bar, there are several content sections:

- Котировки:** A table showing market quotes for various assets like Rouble, Euro, Dollar, etc.
- Биржевые новости:** A section with a date '21 Апрель 2014' and several news items, including 'Galaxy S5 продаётся лучше, чем S4' and 'Результаты AMD превзошли прогнозы'.
- Аналитика:** A section with a date '21 Апрель 2014' and a main article titled 'Фьючерсы растут перед выходом ВВП США за 4 квартал'. It includes a sub-headline 'После негативной динамики в 2013 фьючерсы рынка развивающихся стран за последние несколько месяцев в первом квартале текущего года, но аналитики Morgan Stanley считают, что рынок настроен, как только начнут выходить отчеты компаний...'.

Overlaid on the screenshot are several blue rectangular boxes representing ad spots with their dimensions:

- 1108*75 top line
- 240*400 top
- 240*400 bottom
- 468*60
- 240*400 top
- 240*400 bottom

1108*75 top line

12 000 RUR

240*400 top

10 000 RUR

240*400 bottom

8 000 RUR

468*60

6 500 RUR

*All prices are given for 1 month of placement with 30% discount included

Promotional mailings

Database characteristics: about 50 000 contacts, target audience members only

Weekly digest solution

Every week our subscribers receive digest with the top stories. The letter consists of content and promotional parts. Your message will be placed in the last one

Price - 10 000 RUR

"Only you" solution

Special letter that has nothing to do with the digest. It consists only of promotional part where only one advertiser can be placed

Price - 50 000 RUR

Contacts

pr@2stocks.ru
8 926 342 05 51

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