



NOVATE.RU

IDEAS FOR LIFE

FOR OVER **10** YEARS
NOVATE
HAS BEEN UNITING
MILLIONS OF
PEOPLE

We help our audience make their life
better and more comfortable.

az@novate.ru

+7(977)493-03-73

At our website, we publish lots of interesting and educational information on technologies, education, science and engineering, architecture, interior, industrial and home design, fashion and clothing, health, products for everyday life and plenty of other useful issues that help better and diversify a human's life.

For all of these years we have been strictly following our principles: to share high-quality content that will allow us to develop and improve.

Our readers treat the advice published at our webpage with great enthusiasm and actively use our shared lifehacks.

TRAFFIC STRUCTURE

Information published at our website attracts users' attention live or as reference material that can always be found using automatic search systems.

Thanks to high credits given by

Yandex and **Google**

our articles are always among TOP search results.

300 000

UNIQUE VISITORS
EVERY DAY

3 700 000

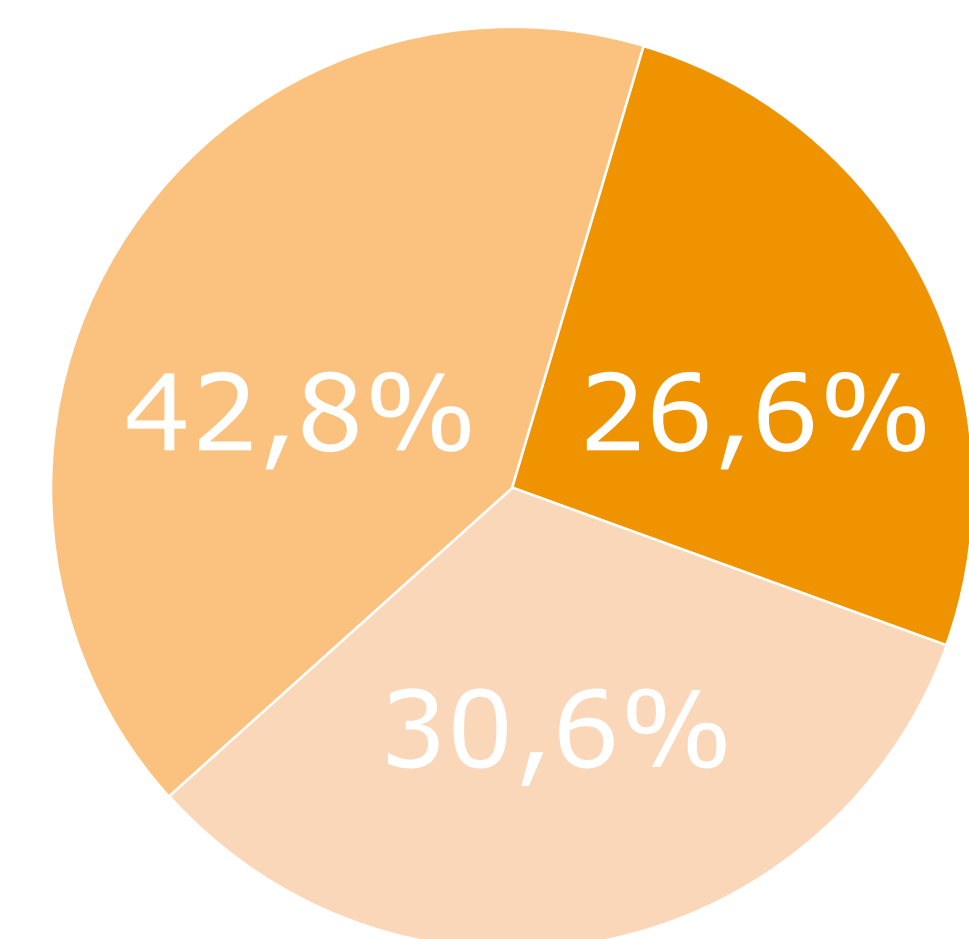
UNIQUE AUDIENCE
EVERY MONTH

9 500 000

VISITS
EVERY MONTH

14 000 000

VIEWS
EVERY MONTH

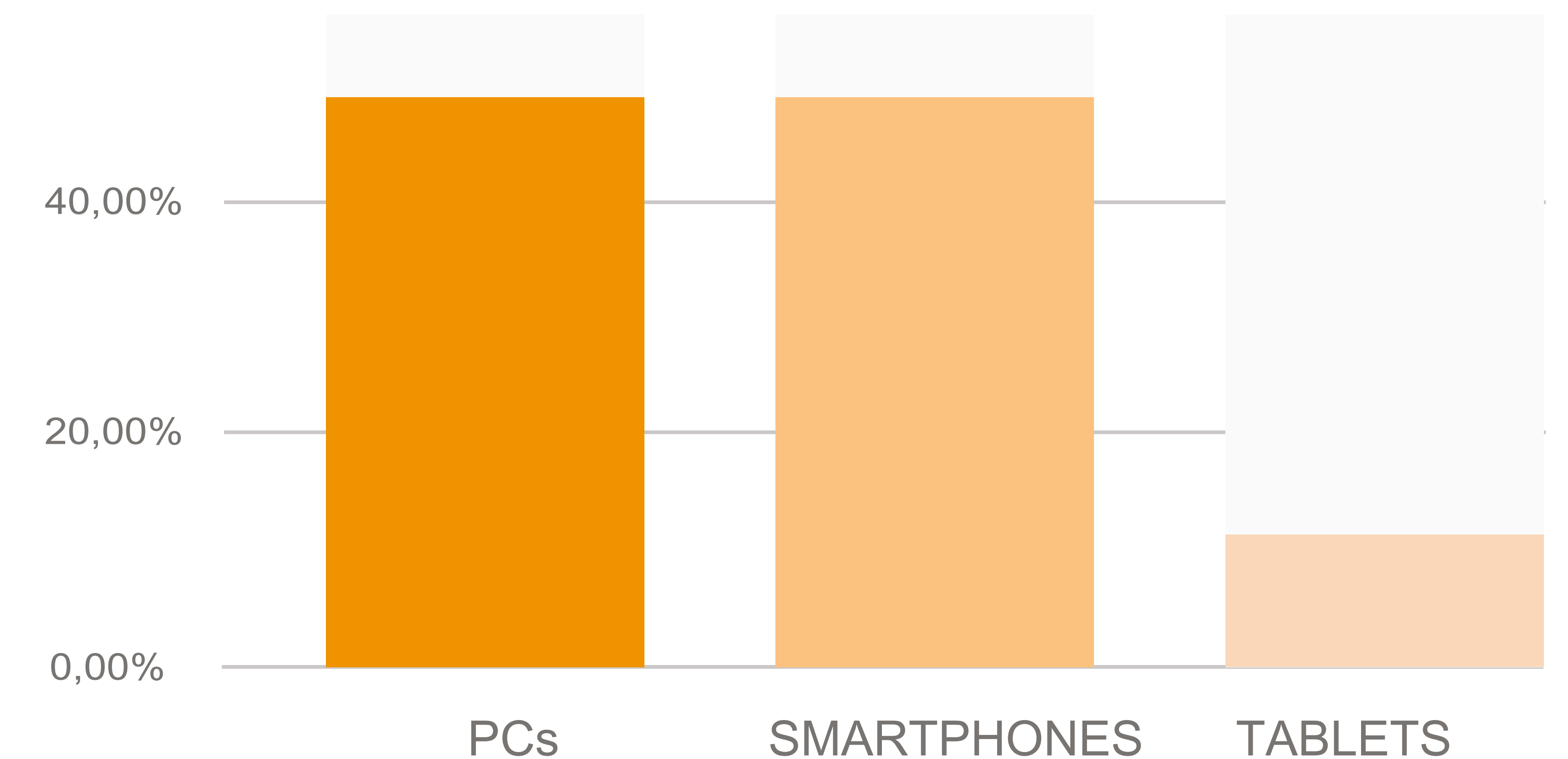
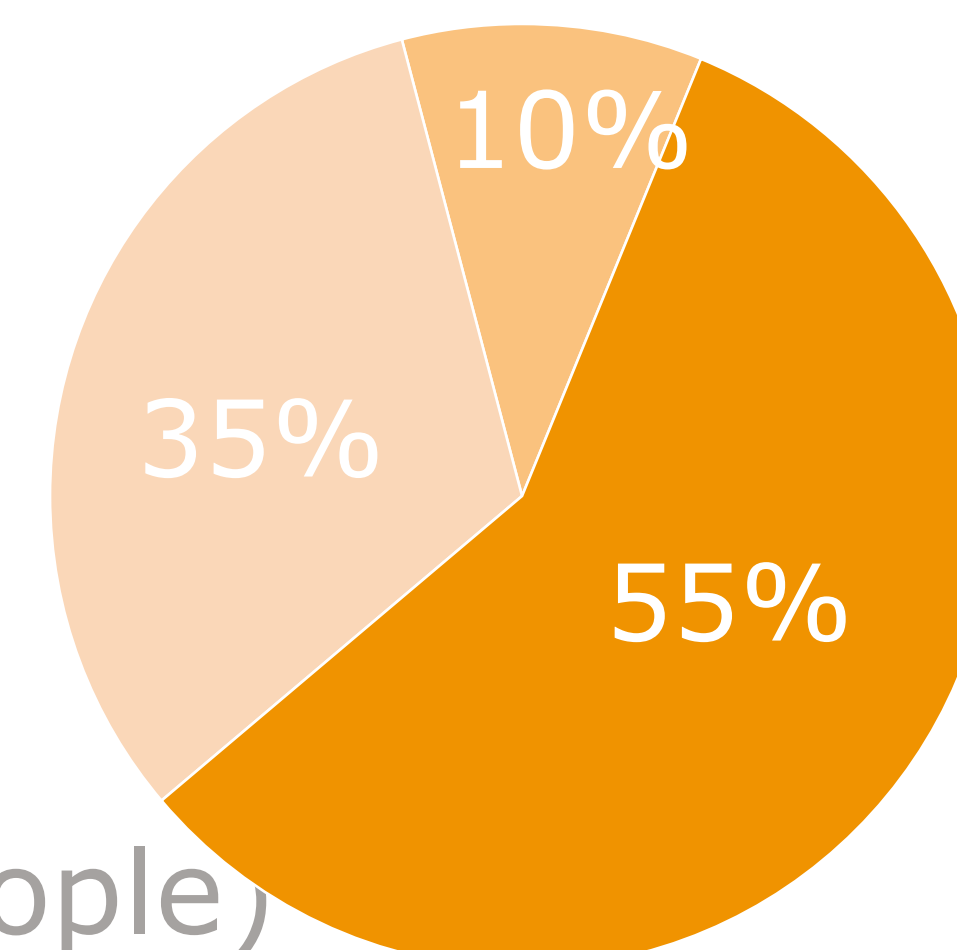


Traffic Source

- Social Networks
- Direct Visits
- Search Traffic

Locations

- Moscow
- Saint Petersburg
- Big cities (1 mln+ people)

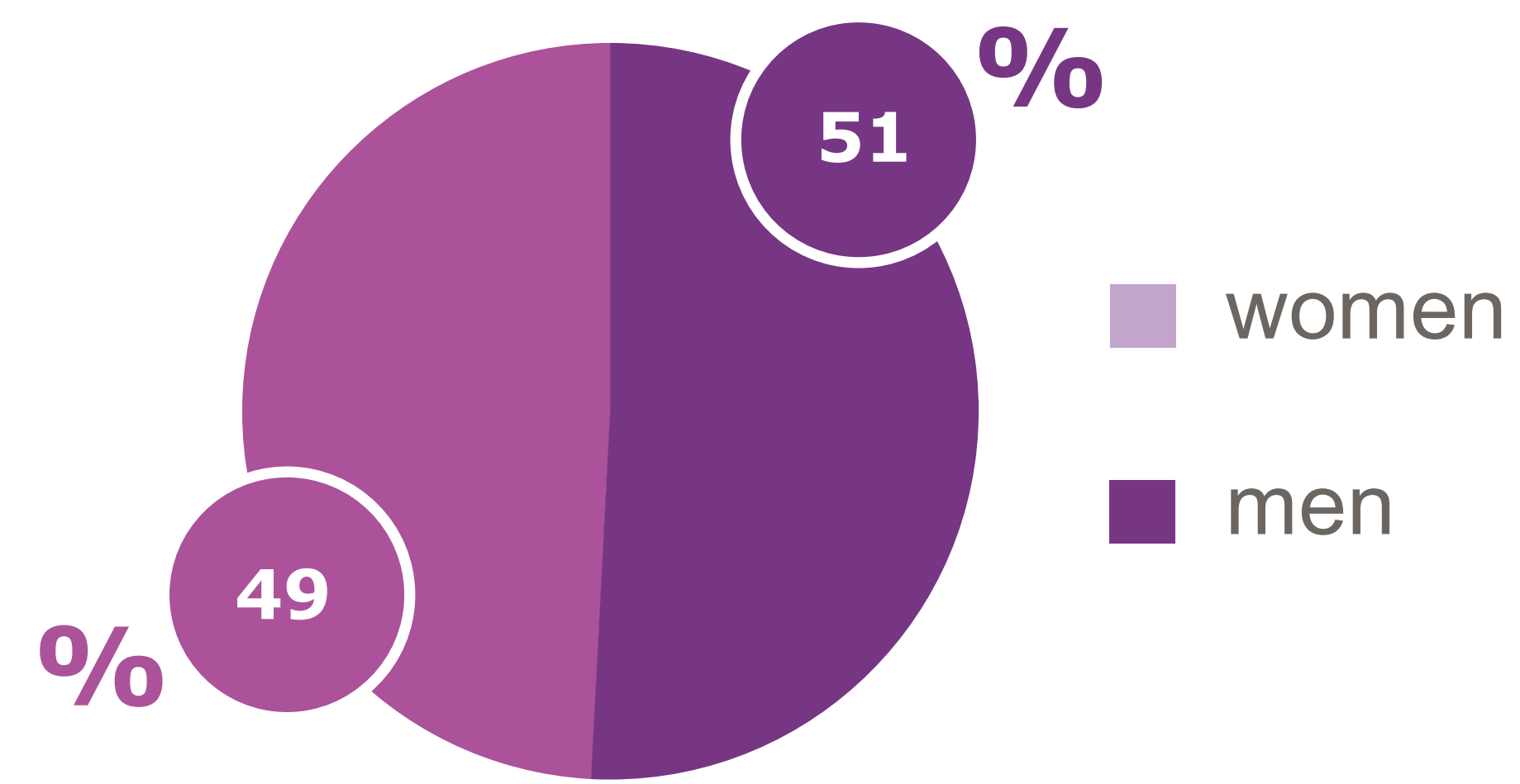


OUR READERS

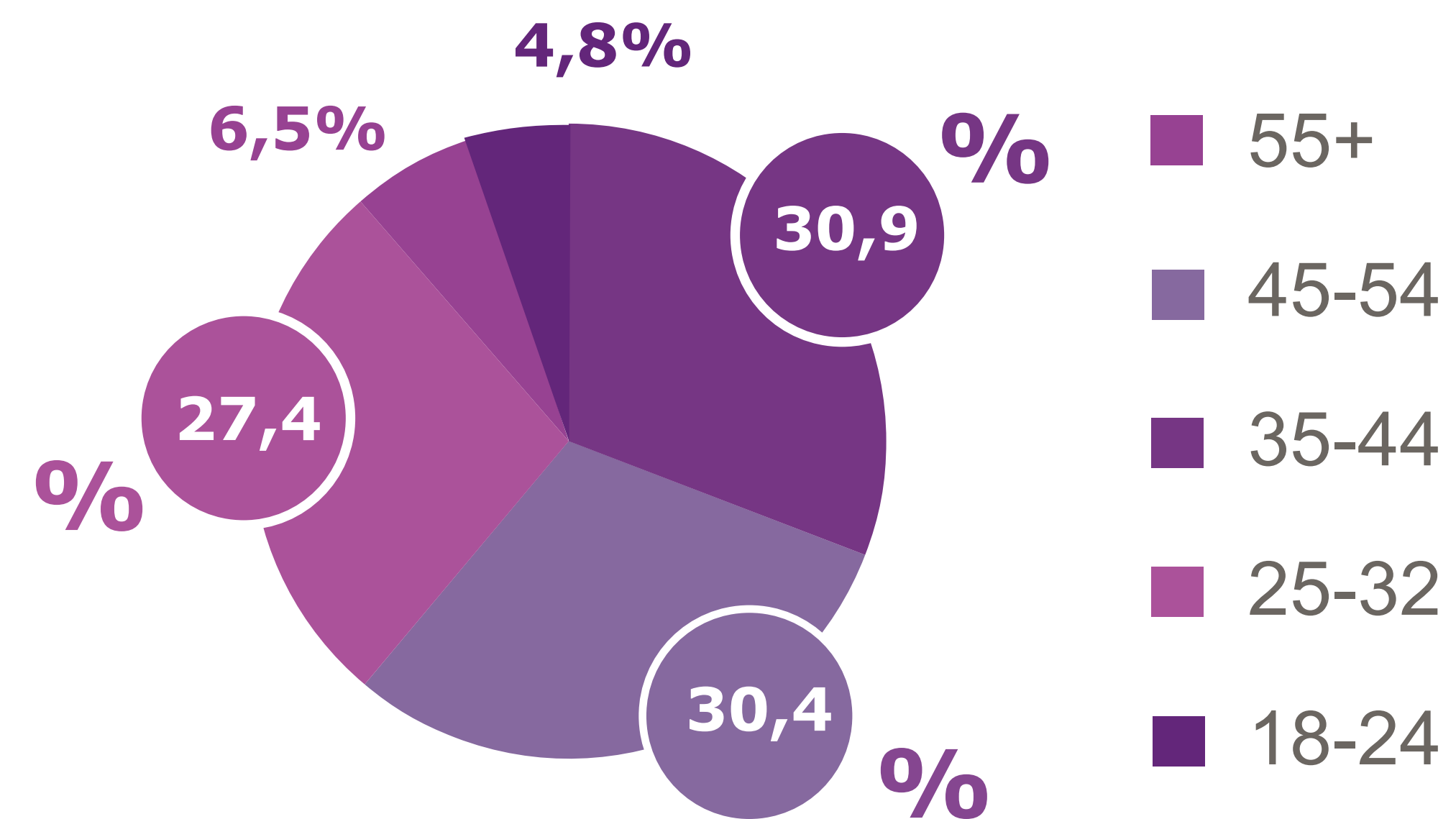


The core of our audience consists of people ready for constant changes, improvement and search for diversity in everyday life. Education and decent income enable our readers to treat new ideas positively and be open to advice and recommendations.

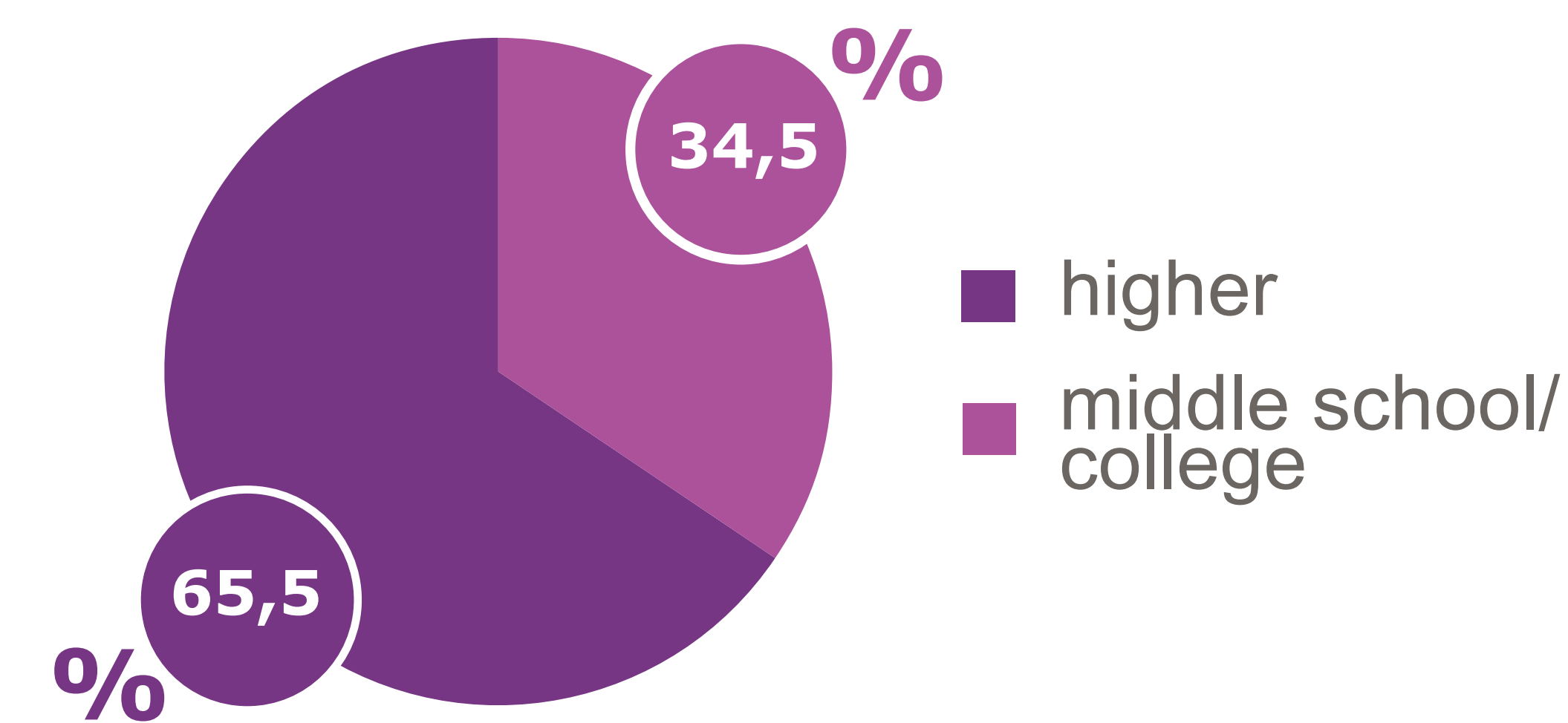
Sex:



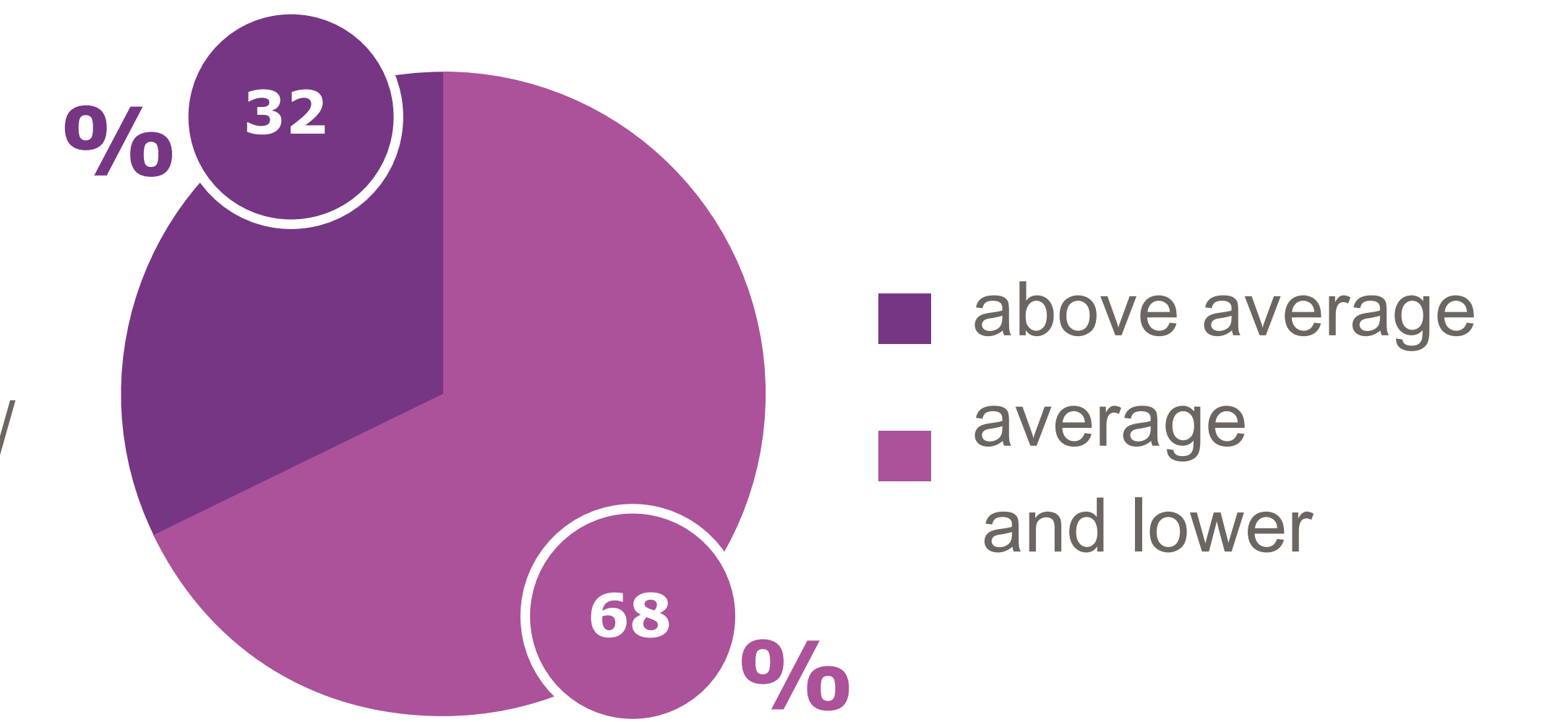
Age:



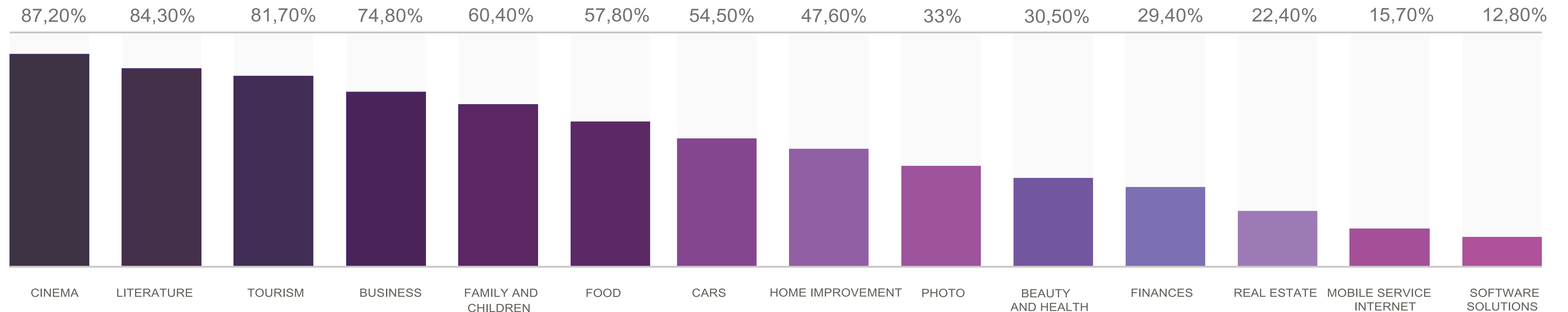
Level of Education:



Level of Family Income:



Long-term Interests



*According to TNS

FACEBOOK WEBPAGES



We communicate with our readers directly via social networks. A great number of likes, shares and comments from our audience strengthens our assurance that we are doing the right thing and give us the power to move further and improve.

Over **3 300 000** real followers on Facebook



Culture and arts

790 000
FOLLOWERS

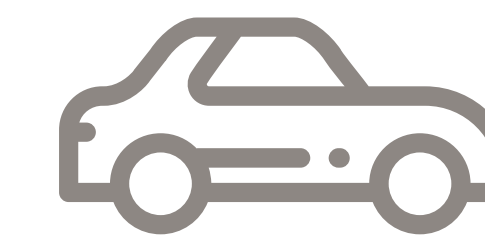
Modern arts,
Culture,
History and education.



Ideas for Home and life

1 200 000
FOLLOWERS

Information that
enables to make your
life better and
more comfortable.



Automobiles and motorcycles

650 000
FOLLOWERS

The biggest Facebook
community on
Russian-speaking
Internet for
car enthusiasts.



New and interesting

710 000
FOLLOWERS

New and useful
information for
everyday life.

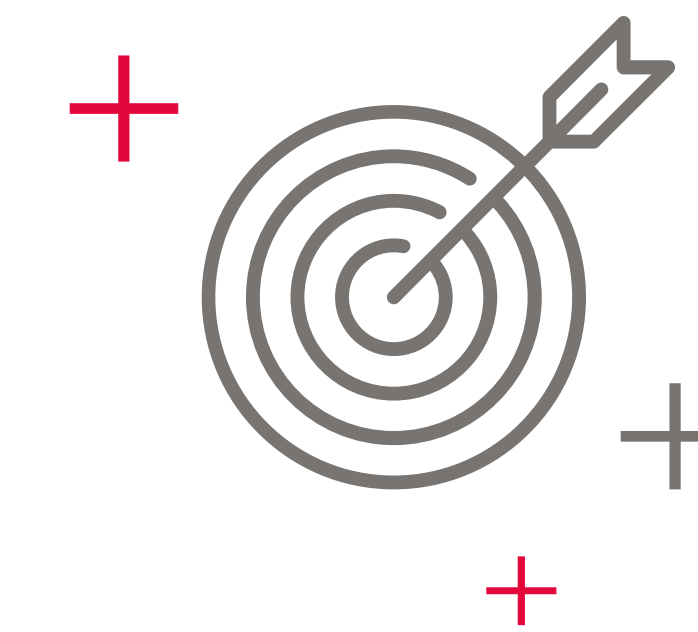
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PROMOTION SOLUTIONS

We help companies dealing with digital technologies, home appliances, finances, construction, consumption products, online services, etc. improve their businesses.

Our partners attract high-level audience converted into real customers.



REDMOND



издательство
МАНН, ИВАНОВ И ФЕРБЕР



CONTACT US

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+7(977)493-03-73

NATIVE MATERIALS

Native advertising is at some extent a unique product evoking positive emotions in a customer.

With your help we will prepare interesting and educational materials that will bring useful aspects for a reader. With no hard-to-understand words we will tell him about benefits of this product or service. Eventually, a customer will associate your company with that benefit and pleasure he has received from reading about it, which will definitely make this user a future loyal buyer. .

YOU WILL GET

- ✓ Materials created by professionals
- ✓ Mailout within a 30 000-user database
- ✓ Facebook: 3 300 000 followers
 - Advertising campaign
 - Full-size publishment for target audience
- ✓ Audience loyalty and sales
- ✓ Traffic for your webpage
 - CTR from 10%
 - SEO from open links
- ✓ Website coverage
 - Over 10 000 natural readings of the material
 - Over 600 000 trailer shows

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NATIVE MATERIALS

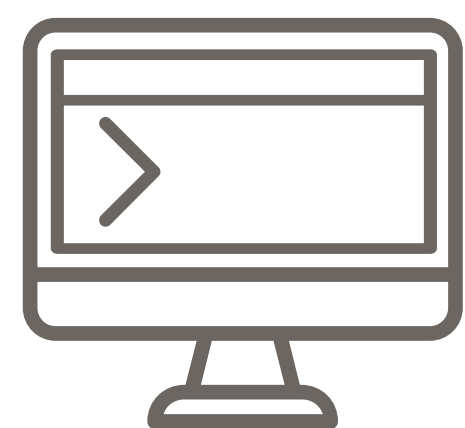
Together with you we will find the best composition of various ways to bring the maximum effect into promotion.

WE OFFER 3 BASIC FORMS OF BRINGING THE NATIVE MATERIAL



ARTICLE - published on newsfeed with advertisements on the webpage and Facebook.

- Over **600 000** trailer shows
- Over **10 000** natural readings of the material



LONGREAD- Great material at a separate landing page without third-party ads and taking away blocs.

Being announced on the website newsfeed + in its articles + Facebook oages,

- Over **900 000** trailer shows
- Over **20 000** natural readings of the material



SPECIAL PROJECT – Informational material at a separate landing page with active audience.

Announced on the main newsfeed of the website + in articles + Facebook webpages.

Organization of a contest.

- Over **2 500 000** trailer shows
- Over **50 000** natural readings of the material

BANNER ADVERTISING

Our platform supports various banner formats: JPG, GIF, HTML, Flash, etc. We also can segment the audience for your using programmatic technologies.

3 000 000 + shows/week

Above a heading and on all pages.

Sizes: 1000X250 1000X120



Fixed side banner, on all pages.

Sizes: 300X600 300X500 240X400



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