



**East-West
Digital News**

MEDIA KIT

The international resource on Russian digital industries

EWDN is a tech news and research agency that connects Russian players to relevant international audiences and reaches top-level Russian businessmen

The screenshot shows the East-West Digital News website. At the top is a navigation bar with links: CHANNELS, INDUSTRY REPORTS, EVENTS, NEWSLETTER, and WE'RE HIRING!. Below the navigation bar are three main sections:
1. **FEATURED STORY**: A profile of Alexey Degtyarev, CEO of B2B-Center.ru, with a headline "In 2015, Russian online B2B trade volume reached \$700 billion".
2. **LATEST RESEARCH**: A report titled "Report: Russian online retail kept growing in 2015 in spite of the economic downturn".
3. **UPCOMING EVENT**: An advertisement for the "ITO&BPO Germany Forum: Aligning buyers' and service providers' interests (April 26-27)".
On the right side, there is an advertisement for the "e-commerce berlin expo 2016". Below the main content, there is a social media section showing a Facebook post from East-West Digital News with 3,113 likes. At the bottom, there is another advertisement for the "GLOBAL E-COMMERCE SUMMIT".

COMPANY FACTS

- An independent media and research company founded in 2011 by a group of Western and Russian industry professional with the support of Moscow's Higher School of Economics
- Missions: **To provide international and local business communities with top quality information, analysis and data on the Russian digital scene; favoring links between market players across borders**
- Core activities:
 - An English-language news site www.ewdn.com
 - Industry publications. Example: <http://www.ewdn.com/files/personaldatastorage.pdf>
 - Events & networking. Example: <http://business-breakfast.ewdn.com>

CO-FOUNDERS

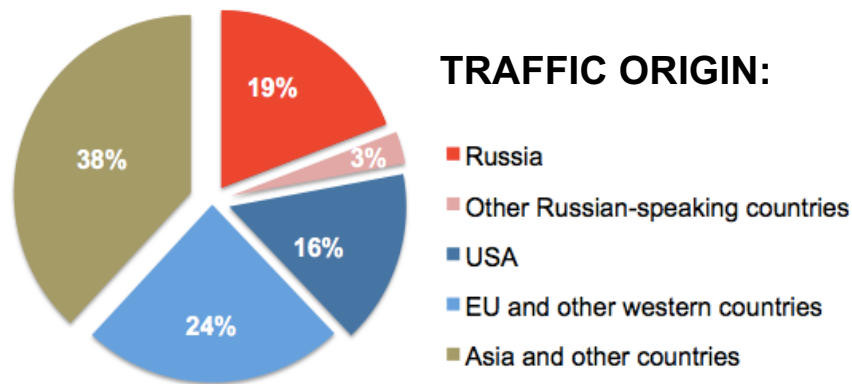
- **Adrien HENNI** (previously Senior investment manager @ Fastlane Ventures)
- **Vlad SHIROBOKOV** (previously Sales manager at GlobeCast, part of the Orange group)
- **Alexander BADERKO** (former Odnoklassniki Development director)
- **Andrew ZOTOV** (CEO ADJ Consulting, Russian Internet industry pioneer)

THE EWDN.COM NEWS SITE

(SOURCE: GOOGLE ANALYTICS)

EWDN enjoys a large impact among targeted niche audiences of industry players and investors in specific industries:

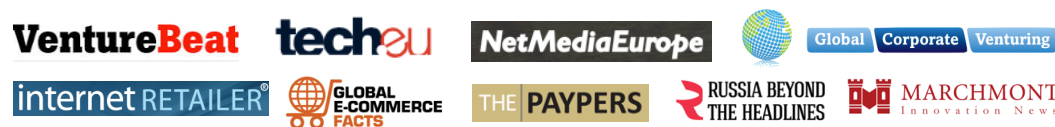
- More than 100k unique visitors and 200k page views each year (average 2 pages per visit)
- More than 10k monthly visits on average
- From 500 to 700 daily users on average on business days



EWDN'S GLOBAL EDITORIAL INFLUENCE

Many EWDN stories are replicated by key international industry publications via syndication agreements.

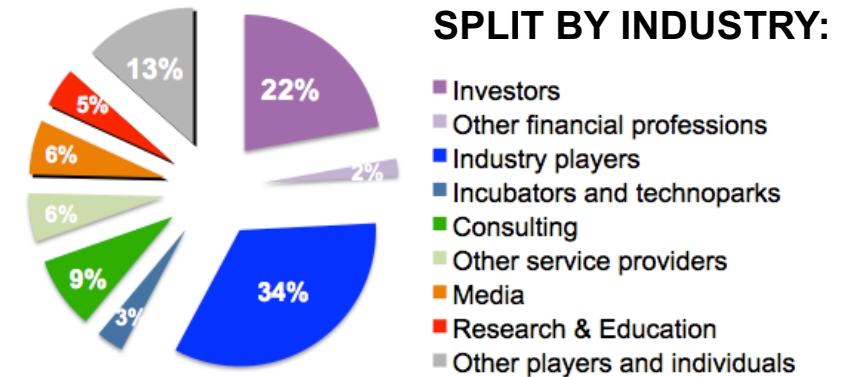
Examples: <http://venturebeat.com/2014/04/02/russias-wikimart-seeks-40m-despite-complicated-ukraine-situation/>
<http://www.thepayers.com/online-payments/yandex-money-partners-mastercard-for-virtual-cards/754498-3>



See full list of editorial partners: <http://www.ewdn.com/partners-2/>

NEWSLETTER

- A database of 5,000+ active subscribers including more than 2,000 super qualified emails.
- Opening rate of newsletter: 25%-30%, CTR for commercial links: 1%-4%



SPECIAL E-COMMERCE & E-PAYMENTS

- A special 1750-subscriber database of highly qualified Russian and international professionals in the fields of online retail and electronic payments. Includes a loyal audience of Moscow top-managers and experts who attend our monthly events

SOCIAL MEDIA

Highly active and commercially efficient Facebook groups:

- [Russian Tech & Venture](#) (3.4k + followers)
- [Ukraine Digital News](#) (2k + followers)
- [Russian Domestic E-Commerce Market](#) (11.2k + followers)
- [Russian Cross-Border E-Commerce Market](#) (0.6k + followers)

INDUSTRY REPORTS

EWDN publishes popular reports on Russia's key digital markets: e-commerce, e-commerce fulfilment, data storage, online video, etc.



Intended for foreign audiences, these reports may be used as a powerful international promotion instrument. For example, EWDN's English language report on Russian e-commerce is downloaded nearly 15,000 times each year! (as of early 2016).

A variety of advertising and sponsorship formats are available. More details about this offer:
<http://www.ewdn.com/files/ecom-ad-offer-en.pdf>

INDUSTRY EVENTS

"UPGRADE" BUSINESS BREAKFASTS



Since 2015, EWDN's business breakfasts **UPGRADE** have become Moscow's favorite gathering to discuss online retail strategies and digital business optimization.

A recurring audience of more than 2000 representatives – from renowned brands and manufacturers, large or mid-sized e-stores, service or solution providers – attend these events to network and get practical knowledge. These events are organized at least once per month. See more details:

INDUSTRY CONFERENCES

EWDN organizes and operates conferences on a variety of topics in an international perspective.

Example: <http://china-russia.ewdn.com> <http://ecomweek.ru/>

Feel free to reach us to inquire about sponsorship opportunities, or about how to organize your own very special event to address your networking and communication needs.



ADVERTISING & SPONSORSHIP OFFERS

Content marketing via EWDN.COM

Let us prepare jointly compelling stories or interviews for publication via EWDN.COM and partnering media (starting from \$2,000)

Content marketing and advertising via EWDN's industry reports

- **E-commerce report:** <http://ewdn.com/files/ecom-rus-download.pdf>

See offer: <http://ewdn.com/files/ecom-ad-offer-en.pdf> (Russian: <http://ewdn.com/files/ecom-ad-offer-ru.pdf>)

- **CEE Startup Report:** <http://cee.ewdn.com>

See offer: http://www.ewdn.com/files/cee_advertising_sponsorship.pdf

- **Create your own white paper or industry report and distribute it worldwide with the help of EWDN**
Starting from \$10,000

Online promotion

Cost for a multi support campaign (online banners, newsletter, email blasts, social media):

- 1 month: \$1,000
- 3 months: \$2,000

Business-breakfasts

- Active participation and demo in a scheduled event (co-sponsorship): from \$650 to \$2,000
- Specially-designed business breakfast for your company (mono-sponsorship): starting from \$4,500