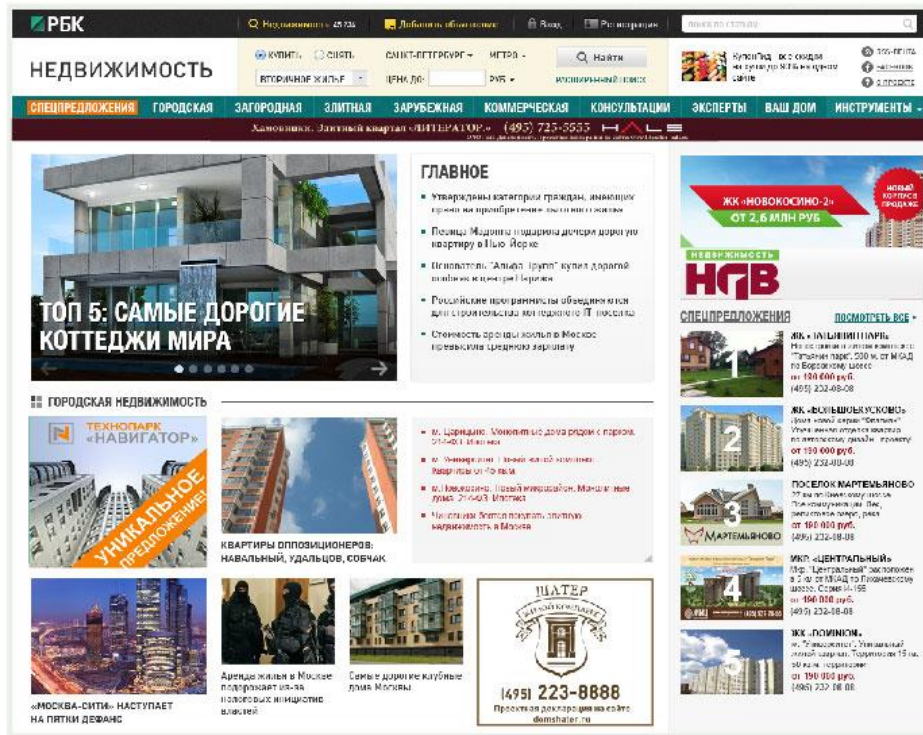


RBC REAL ESTATE





RBC REAL ESTATE is an information portal devoted to real property and it is used by all market participants: construction companies, real estate agents and buyers

- No.1 in top 10 real estate news websites

- 1.5m users per month

- News content divided into separate sections

- Data base of offers to rent and sell real estate in Russia and abroad

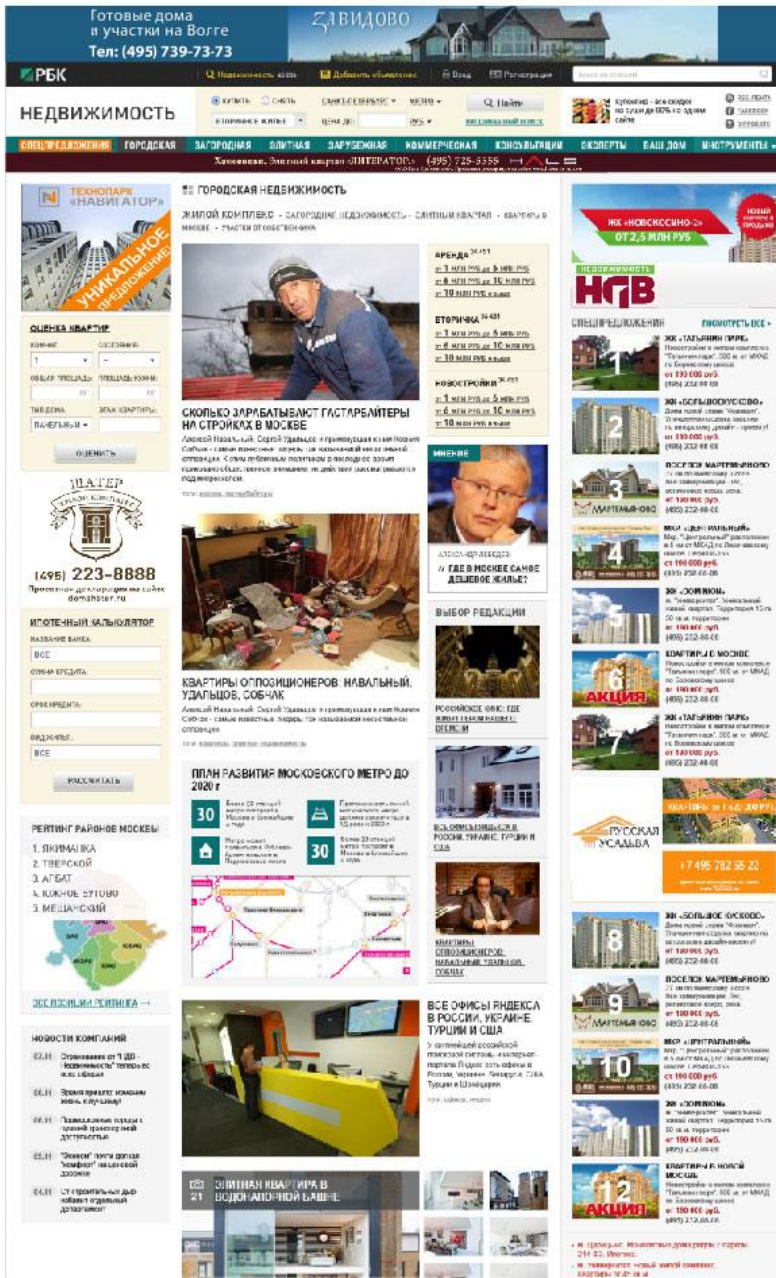
- Mortgage calculator and appraiser of real estate



Andrey Vargin
Head of RBC Real Estate project

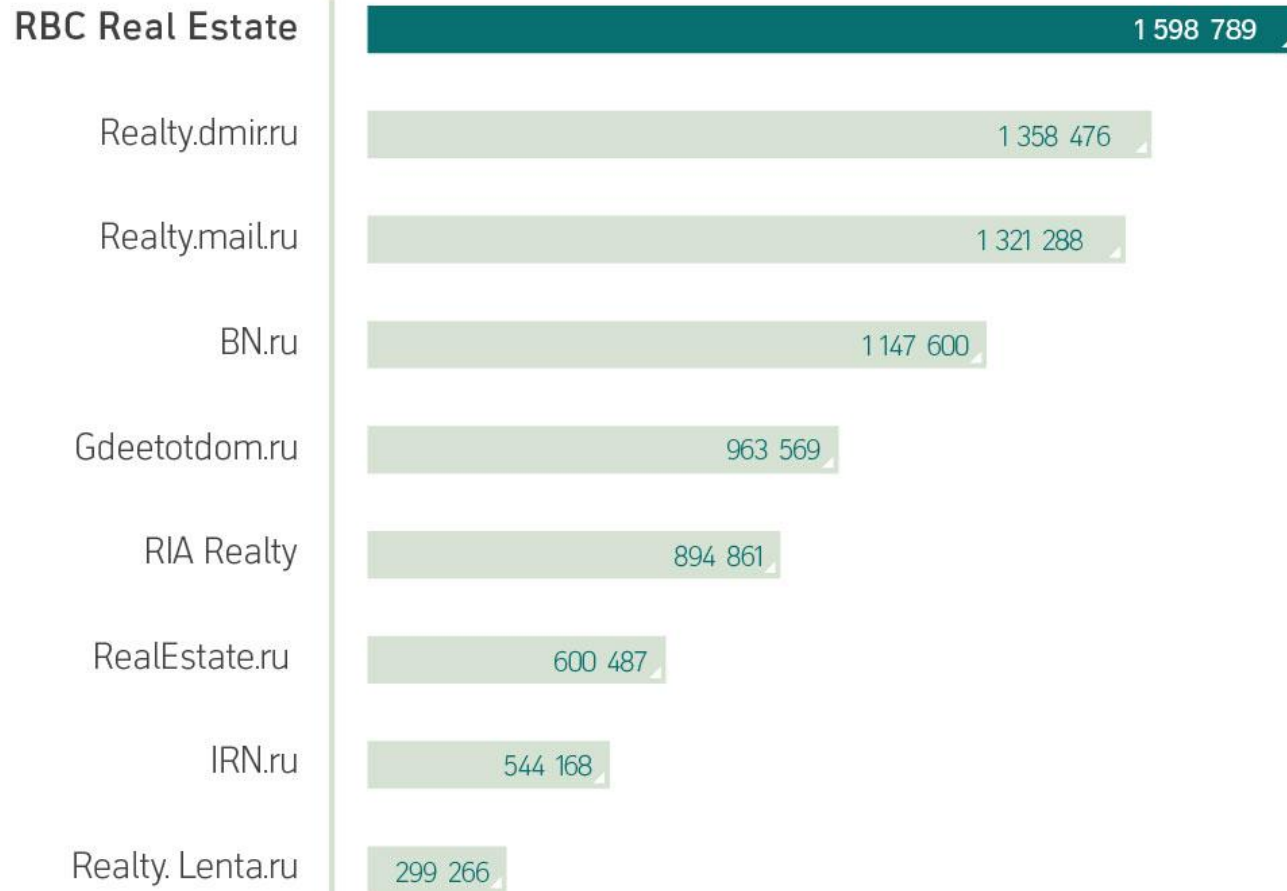


Ignat Bushukhin
Editor-in-Chief of RBC Real Estate



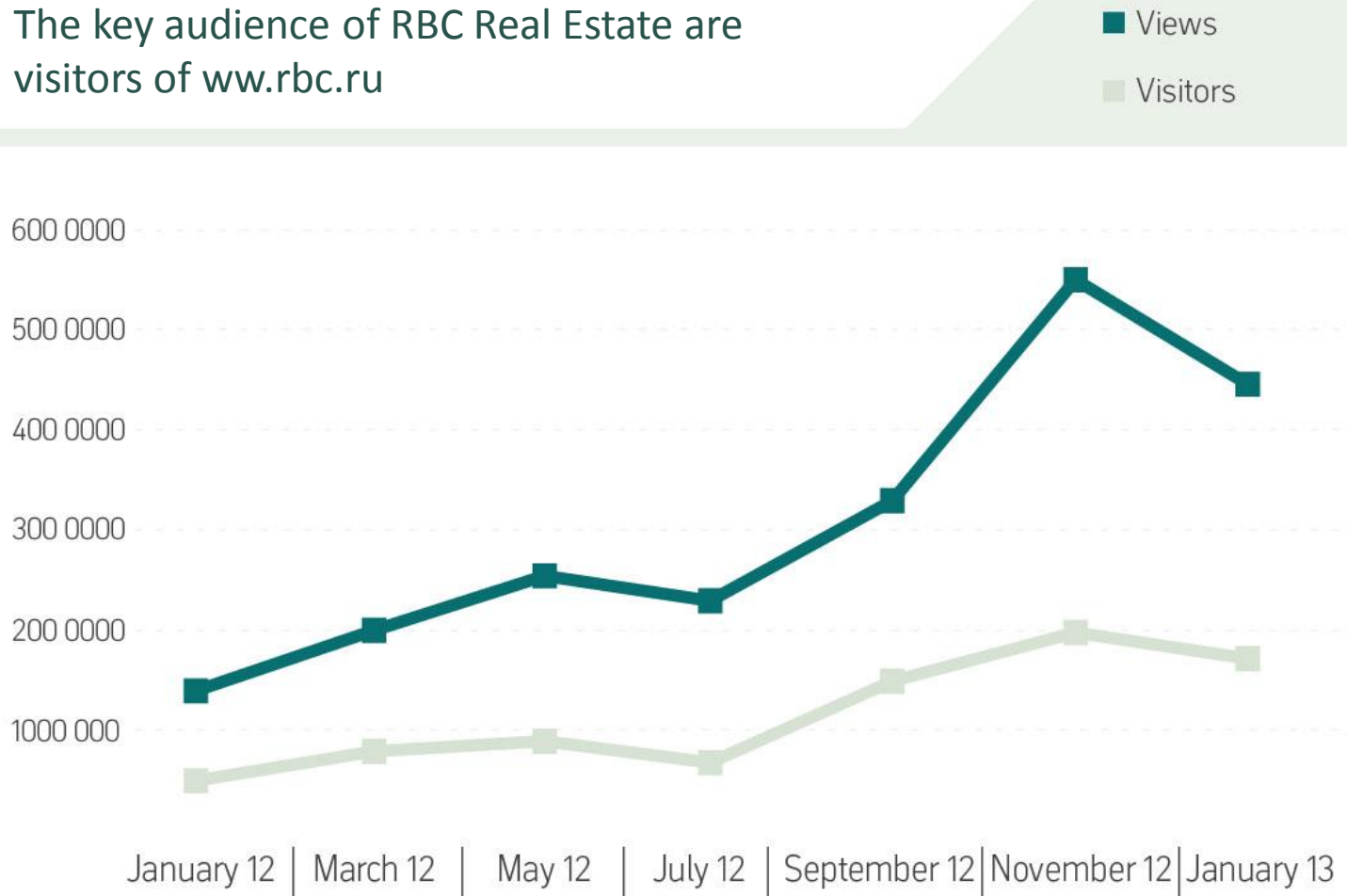
- New modern design
- New structure of the project
- Real estate news divided into sections
- Data base access widgets are linked to specific sections
- Two new sections: Special offers and tools
- A slider with large photos on the homepage
- Dramatically new content in the “Your home” section
- A permanent block RBC Real Estate on the homepage of www.rbc.ru

Visitors of Russian real estate news websites , '000 people





The key audience of RBC Real Estate are visitors of ww.rbc.ru



1.7 m unique visitors

4.4 m views

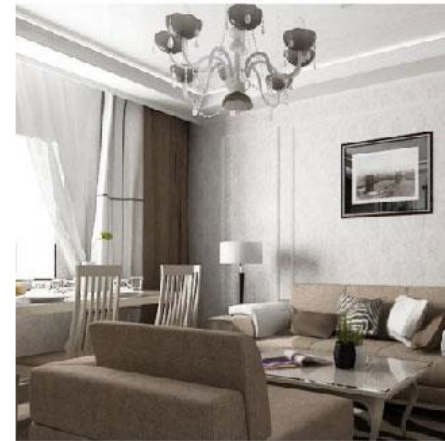
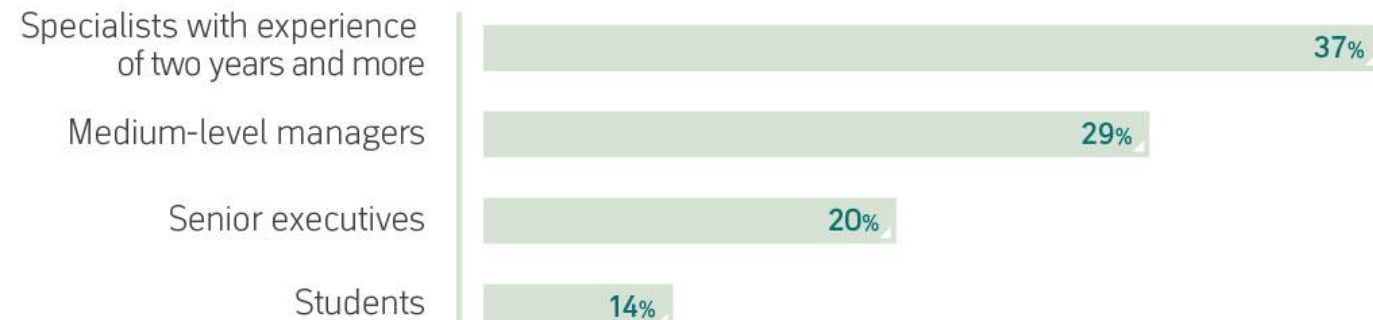
* LiveInternet, February 2013

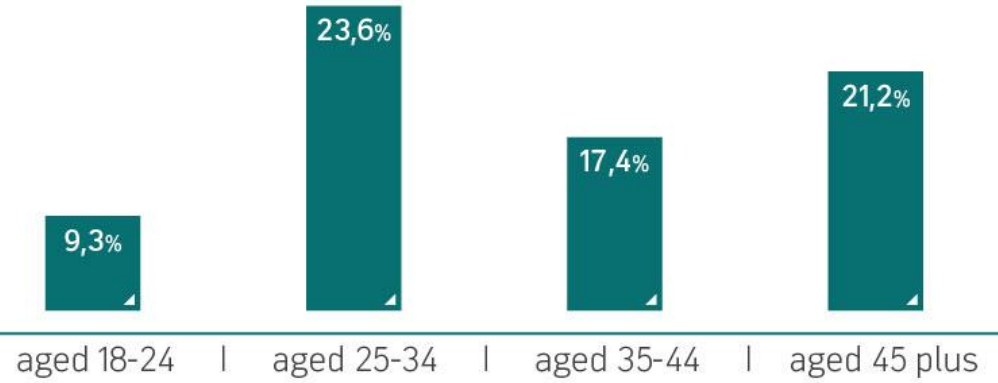
The audience of RBC Real Estate are people with above-average income, interested in purchasing of real estate

Income

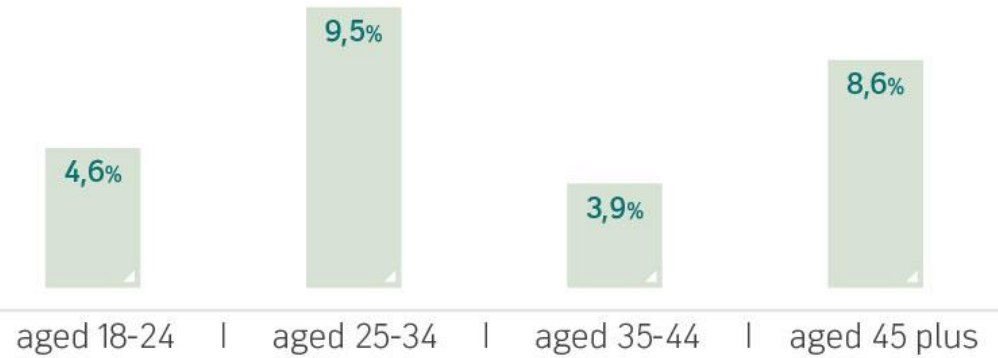


Occupation





Men



Women

Teaser

CPM 86
Price: RUB 750,000
Static

Banner 240x200

CPM 267-429
Price: from RUB 20,000
Static

Red-colored line

CPM 371
Price: RUB 130,000
Static

Special offer

CPM 11
Price: RUB 300,000
Static

Leaderboard 50%X90

CPM 343
Price: RUB 120,000
Static

Leaderboard 100%X300

CPM 300
Price: RUB 300
Dynamic



Leaderboard 100%X90

CPM 367-386
Price: from RUB 27,000
Static

Banner 330X200

CPM 278
Price: from RUB 250,000
Static

Special offer

CPM 176
Price: RUB 79,000
Static

Banner 330X200

CPM 267-311
Price: from RUB 240,000
Static

Red-colored line

CPM 111
Price: RUB 100,000
Static

Teaser

CPM 86
Price: RUB 750,000
Static

Leaderboard 100%X30

CPM 800
Price: RUB 720,000
Static

Banner 240X200

CPM 267-429
Price: from RUB 20,000
Static

Informer "Real Estate"

CPM 33
Price: RUB 334,000
Static

Leaderboard 50%X90

CPM 255
Price: RUB 140,000
Static

Leaderboard 100%X300

CPM 300
Price: RUB 300
Dynamic



Leaderboard 100%X90

CPM 367-386
Price: from RUB 27,000
Static

Banner 330X200

CPM 278
Price: from RUB 250,000
Static

Special offer

CPM 176
Price: RUB 79,000
Static

Banner 330X200

CPM 267-311
Price: from RUB 240,000
Static

Red-colored line

CPM 111
Price: RUB 100,000
Static

78, Profsoyuznaya Street, Moscow
Tel.: 7 (495) 363-11-11