



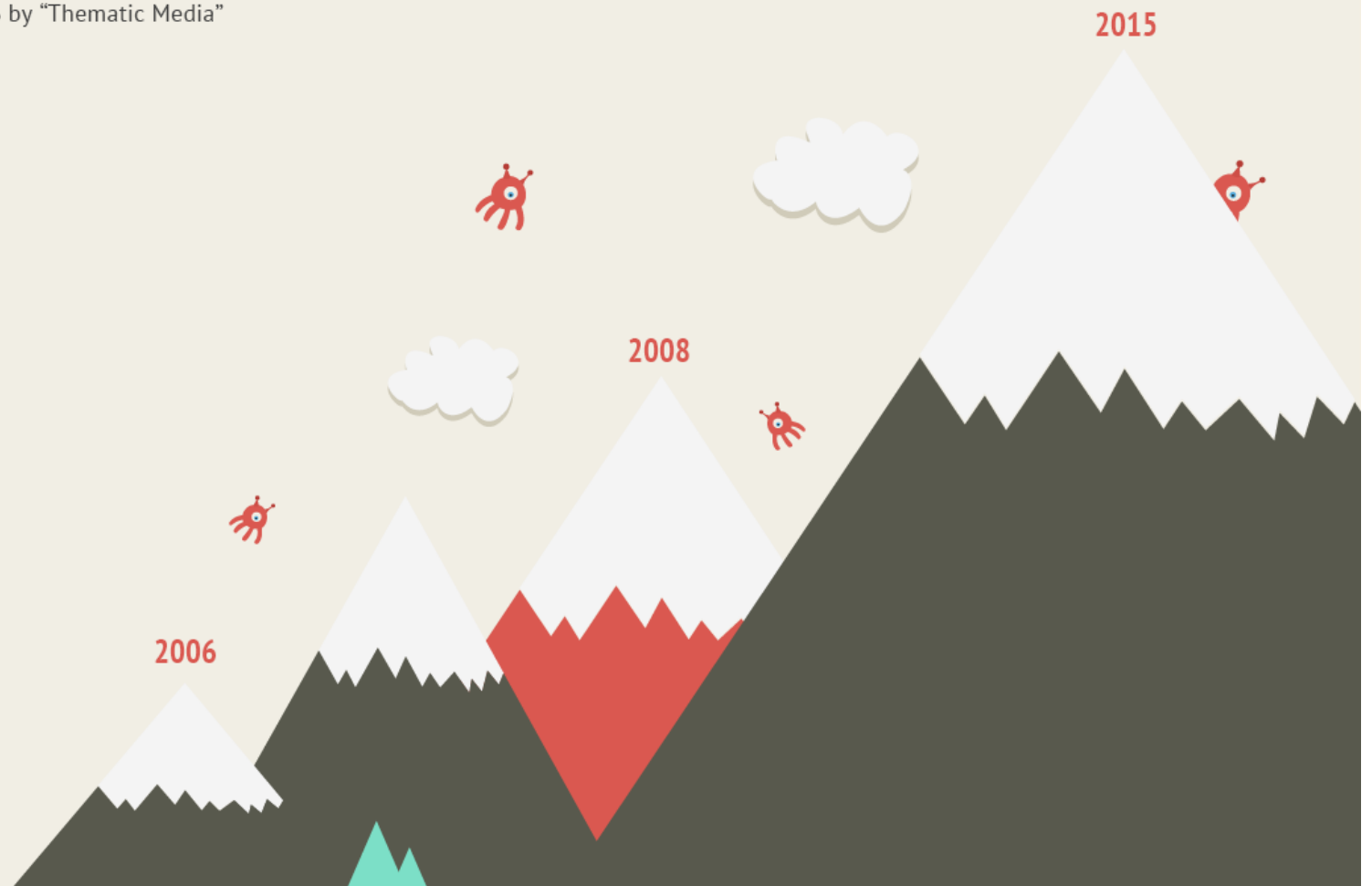
FABRABR

МЕДИА-КИТ

ABOUT

Habrahabr – the largest and most authoritative community of people employed in the IT-industry in RuNet. Unique audience, up-to-date information, constructive communication and collective creativity – that's what makes Habrahabr the most authentic IT-project in Russia.

Habrahabr was founded in June 2006 by "Thematic Media" company.



AUDIENCE

Habrahabr is interesting for all progressive thinking people interested in the future of IT, internet economy and hi technologies.

The core audience of Habrahabr – programmers and journalists, advertisers and web designers, analysts and copywriters, managers of all levels, owners of large companies and small businesses, as well as all those who understand that technology has become very important part of dayli life. The number of registered users of the website is doubled every year.



STATISTICS

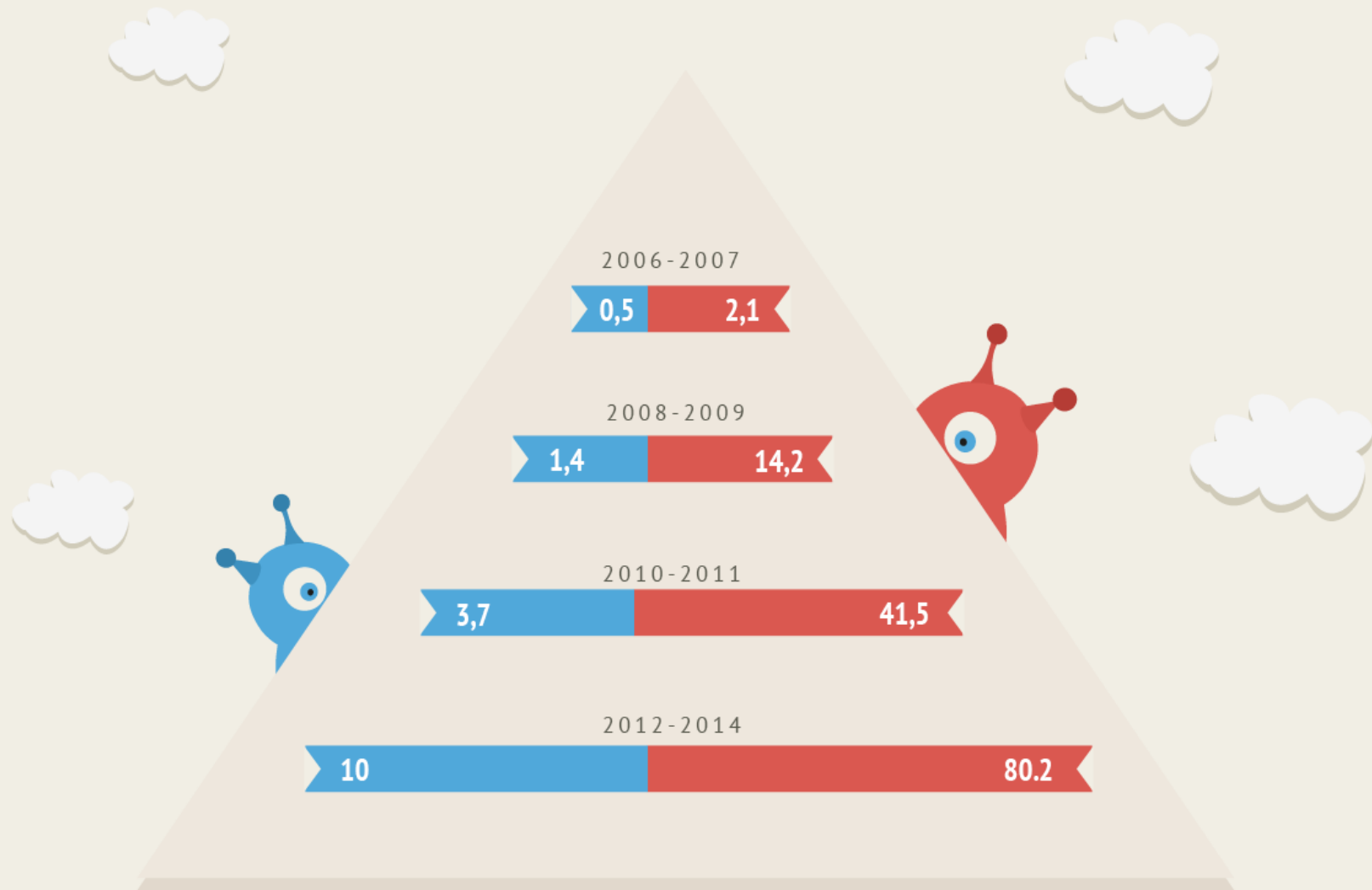
Habrahabr popularity grows permanently without any investments to advertising or promotion.

Habrahabr is ahead of it's main competitors in the number of visitors (3DNews, iXBT and CNews) and continues to gain popularity. Today the audience is about 10 mln people per month, and 700 000 unique users visit Habrahabr every day.



STATISTICS

millions of visitors / page views



COMMUNITY CONTINUES TO GAIN
AUDIENCE EVERY YEAR

AGE & SEX



MEN

73%

31

AVERAGE
AGE OF MEN

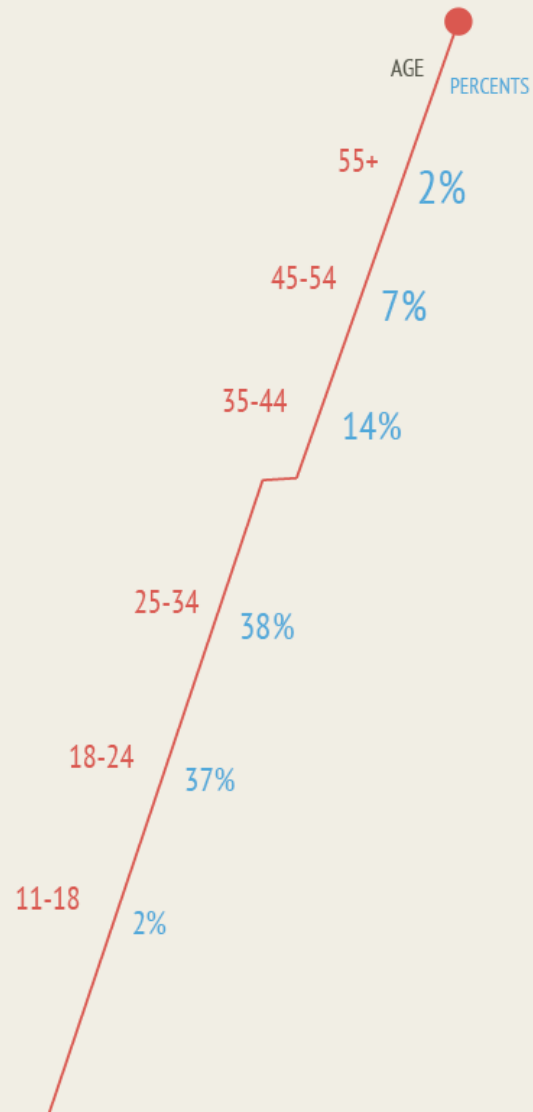


WOMEN

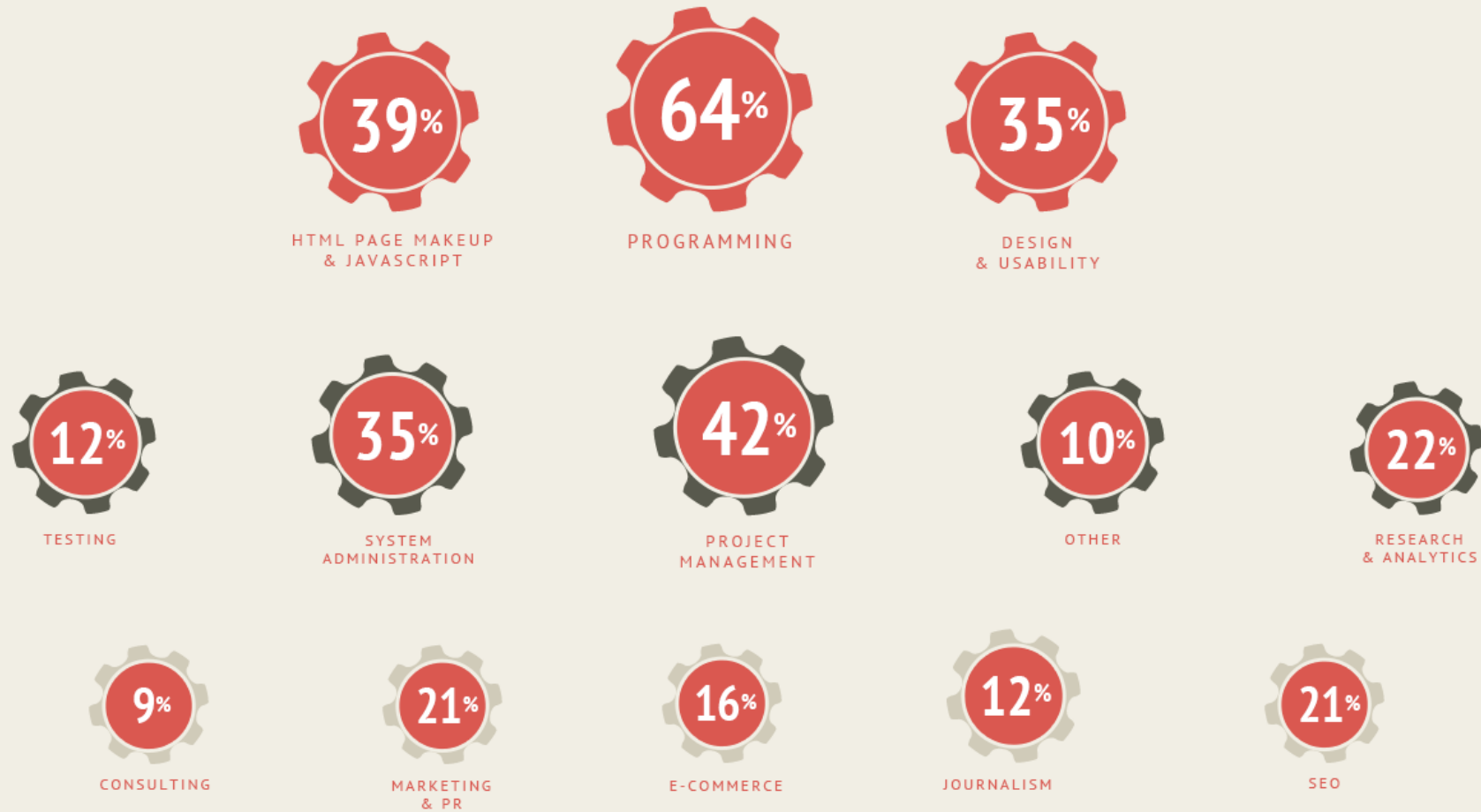
27%

24

AVERAGE
AGE OF WOMEN



LEVEL OF PROFESSIONAL INTERESTS*



*the same unique users may be interested in several different spheres (the survey was conducted among registered users who have subscribed to various hubs within the site, and as well as on the basis of a questioning carried out on the site among the active audience)

GEO

millions of visits per month



BELARUS
MINSK 0,8



RUSSIA
MOSCOW 4 / SAINT-PETERSBURG 1,7



UKRAINE



MOLDOVA



LATVIA



KAZAKHSTAN



GERMANY



USA



GEORGIA



ISRAEL



ESTONIA



NETHERLANDS

FORMATS AND TARGETINGS

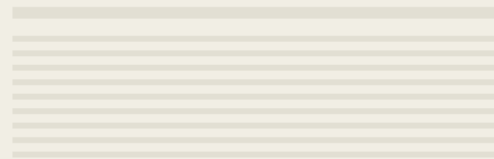
The audience of Habrahabr demonstrate high loyalty to advertising, and this is achieved through polite and relevant adv placements. Only two advertising formats could be placed on the page: 300x500 banner, 300x500 banner in second screen and html block on inner pages (below the text of the post and above user's comments).

Users highly appreciate such minimalism in term of advertising - it helps us to save their loyalty both to the site and to advertising of our clients.

Moreover, sometimes it happens that users begin to discuss the advertising on the resource, what strengthens its impact.

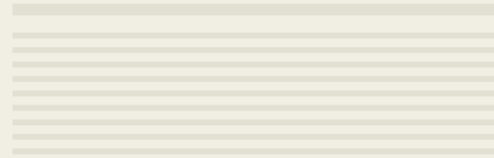
Possible targetings (markups applied):

- Geo
- Unique visitots
- Content
- Mobile traffic
- OS



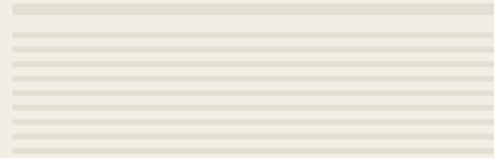
BANNER
300x500

0,3%
CTR



BANNER
240x400

0,3%
CTR



HTML-BLOCK 900x250

0,2% CTR

SCHEME

Traffic per week

1,8 mln

5 mln

5 mln

The screenshot shows a browser window displaying a Habr article. The article title is "Обзор AdvocaCam-FD8 Profi-GPS Red: регистратор с LDWS и другими «плюшками» + «внутри»". The article text discusses the evolution of dashcams, mentioning features like LDWS and Super Full HD. Below the text is an image of the AdvocaCam-FD8 dashcam. To the right of the article, there are two banner ad slots: "BANNER 300x500" and "BANNER 240x400". Below the article is an "HTML-BLOCK 900x250" and a comment section with one comment from user "trolleid" dated 27 августа 2012.

HTML-BLOCK
900x250

BANNER
300x500

BANNER
240x400

комментарии (24) отслеживать новые: в почте в треке

trolleid 27 августа 2012 в 13:16 # ☆

Я вот только не пойму как обычное железо из телефона отнесется в перепадам температур, повышенным уровням электромагнитного излучения и т.д.

ответить

WHAT'S ABOUT MOBILE TRAFFIC?

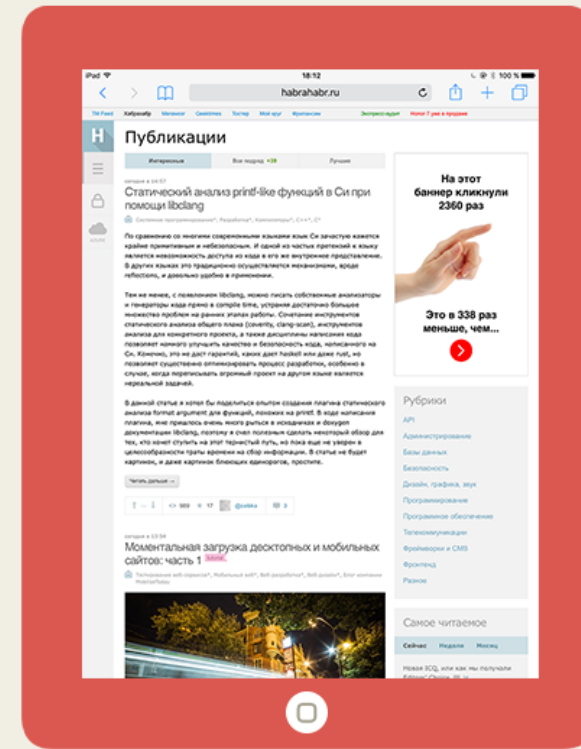
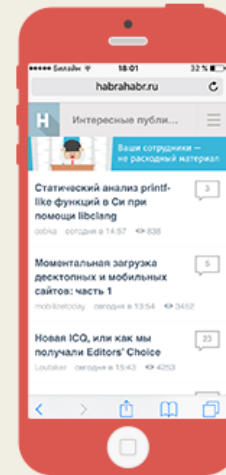
We can set up targetings for mobile devices and OS, propose campaigns focused on iOS, Android or Windows Phone.

STATISTICS M.HABRAHABR.RU

per week

Users 400 000
Traffic 1 300 000

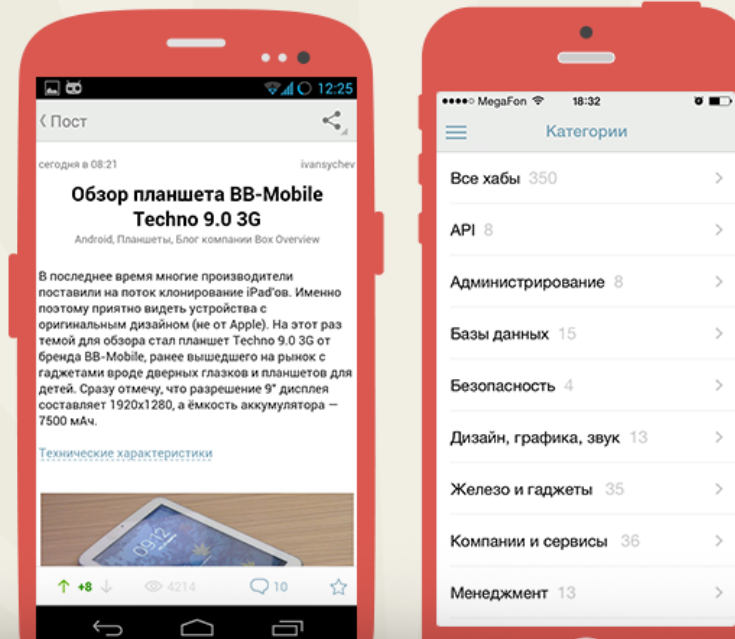
Android - 64%
iOS - 22%



MOBILE APPS

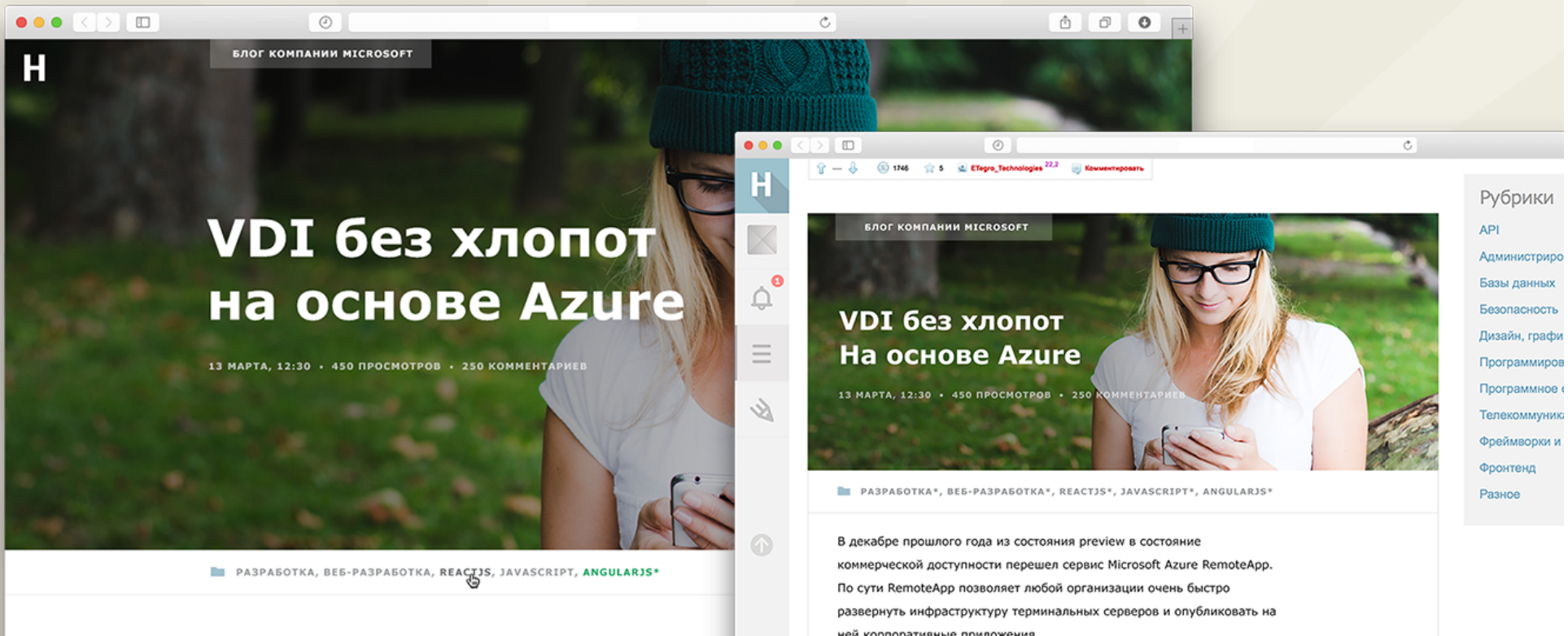
On april, 22, 2014 mobile apps for iOS, Android and Windows Phone were launched. During the first month 85,000 downloads were committed. About 10 000 unique visitors use Habr application every day.

The application is available for sponsorships.



МЕГАПОСТ

Новый формат на площадках ТМ – интерактивный пост, попадающий в контент самой площадки.





CONTACTS

MEDIA AD AND SPECIAL PROJECTS

ADV@TMTM.RU

CORPORATE SUBSCRIPTIONS

CORPORATE@TMTM.RU

CALL US

+7 (499) 653-59-61