

# CLEANING

МИР КЛИНИНГА

[www.clean-press.ru](http://www.clean-press.ru)



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1-2020

# «WORLD OF CLEANING»

## All-Russian Journal

The journal is published 4 times a year on 64 pages, A4 size, full colour printing.

The goal of the journal is to familiarize all interested services with economic and ergonomic modern technologies, professional equipment, inventory, chemicals and consumables to create the best possible environmental conditions in places of work and leisure.

In addition to the cleaning itself, the problems of care and cleaning of outer and hard to access surfaces, crystallization of marble, cleaning of facades and much more, that need to be solved to create cleanliness and hygiene in and around rooms, are considered.

Moreover, you will find responses to the organizational and legal issues of cleaning activities, analysis of the market environment and assessment of specialists on the prospects for its development.



**Editor-in-chief of the  
World of Cleaning Journal**

**Irina Lebedeva**  
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**Our advertising partner  
in Europe:**

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info@paritaet-export.de  
www.paritaet-export.de

# Journal Ad Placement



**1 page**

Size:

**200\*260 mm** (vertical)

It is necessary to add 5 mm to each side for cutting, the final layout size:

**205\*265 mm**

Price: **RUB 53,500**



**1/2 page**

Size:

**170\*112 mm** (horizontal)

**112\*170 mm** (vertical)

If the layout has a white background, it is necessary to add a frame so that the content does not melt into the adjacent information.

Price: **RUB 33,250**





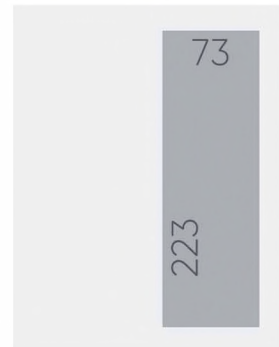
1/3 page

Size:

170\*74 mm (horizontal)

73\*223 mm (vertical)

If the layout has a white background, you need to add a frame so that the content does not melt into the adjacent information.



Price: **RUB 24,000**



1/4 page

Size:

110\*85 mm (horizontal)

54\*223 mm (vertical)

Price: **RUB 17,300**

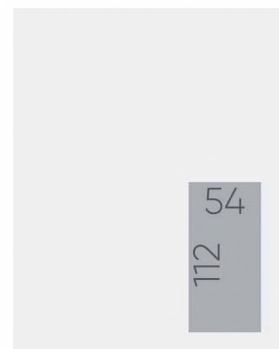


1/8 page

Size:

54\*112 mm (vertical)

Price: **RUB 10,700**



# Placement of Articles in the Journal

## Advertising Article:

RUB 36,000 – 1 page (4,000 characters with spaces)

RUB 54,000 – 2 pages (8,000 characters with spaces)

RUB 67,200 – 3 pages (12,000 characters with spaces)

## Advertising Comment

RUB 18,000 – ½ page (up to 2,000 characters with spaces)

\*Illustrations reduce the number of characters

## Extra charges:

4 Cover – 100 %

2 or 3 Cover – 50 %

## Discounts:

3 Placements – 10 %

Annual Placement – 15 %

## Requirements:

TIF, JPG with the SMYK colour model and resolution of at least 300 dpi



# Journal Website

## [www.clean-press.ru](http://www.clean-press.ru)

1 banner 1170x80

**CLEANING**  
МИР КЛИНИНГА

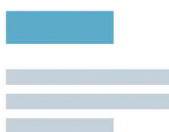


**2** 370x160

**3** 370x160

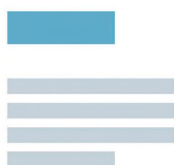
**4** 370x160

**5** 370x160



**6** 570x160

**7** 570x160



# Ad Placement on the Website of the Journal

## Banners

1 banner – 1170\*80 pixels

2,3,4,5 banners – 370\*160 pixels

6,7 banners – 570\*160 pixels

Price: RUB 50,000/1 month

## Articles

Image advertising article

4,000 characters on the home page

Price: RUB 16,500

Advertising article in the News Section

Price: RUB 5,000

## Mailing:

Emailing through the electronic database of subscribers

4,560 relevant addresses

Price: RUB 50,000



**Moderator of  
www.clean-press.ru**

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