

BUSINESS MAGAZINE
BRICS+

**You know us
as a magazine**

**But today, the magazine
is only part of the story**



Yes. It's a magazine.

BRICS Business Magazine has been published since 2012.

An international business publication on the markets, companies, capital and people shaping the economies of BRICS+ countries.

The magazine is designed for unhurried reading: in-depth features, interviews, research, data and the experience of companies and entrepreneurs. We cover stories that outlast the daily news cycle.

Print editions circulate primarily among business and professional readers through subscriptions, targeted mailing, and Russian and international business forums.



This is the BRICS Business Magazine many of our readers and partners know.

But today, we are more than a magazine

BRICS Business Magazine has a website in Russian / English / Chinese.

Current business news sits alongside analysis, interviews, research and in-depth editorial features.

Three languages

Russian, English and Chinese allow a single article to reach readers across different language communities.

Between issues

The website is independent of the print schedule. New articles appear throughout the year and remain available after an issue is published or a forum ends.

Search and AI

Today, people use more than conventional search engines to find information. The website's publicly available content may also appear in AI search and be used as a source with a link to the article.

For a partner, this has practical value: a good article can be found later, when someone searches for information on a company, market or particular topic.

For us, BRICS+ means business across markets

Our focus goes beyond the group's agenda.

We explore how companies expand into other countries, where capital flows, how trade and supply chains change, and where new partnerships, technologies and business models emerge.

An insider's view

We value conversations about a market with people who know it. For China, we seek out Chinese entrepreneurs and experts. For India, those working in the Indian market. We apply the same principle elsewhere.

Culture is part of the market too

Consumer habits, education, art, language and ideas of what is acceptable influence business as much as individual economic indicators. They shape demand, trust and people's ability to reach agreement.

Three languages mean more than translation

The number of language versions is not the point. What matters is making the same professional conversation accessible to people in different markets.



Who reads BRICS Business Magazine

Entrepreneurs and business owners.

Company leaders.

Investors and the financial community.

Representatives of development institutions
and business associations.

Researchers, analysts and industry experts.



**For a print magazine,
circulation alone is not what counts.
Where copies go matters more.**

**21 000–25 000
copies**

TOTAL PRINT RUN PER ISSUE

40% —

subscriptions and
targeted mailing

40% —

Russian and
international business
forums

10% —

five-star hotels in
Russia and other
BRICS+ countries

10% —

other channels

Online, content is not tied to an issue or event: articles remain available after a forum, business trip or print publication.

What we cover

Markets and international business

Exports and imports, expansion into new countries, localisation, investment, partnerships and demand.

Companies and capital

Growth strategies, financing, investment decisions and entrepreneurial experience.

Industry and infrastructure

Manufacturing, energy, transport, logistics, resources and major projects.

Technology

Artificial intelligence, the digital economy and technologies changing industries and the way business is done.

People

Entrepreneurs, company leaders, investors, researchers and specialists whose experience helps explain what is happening in the market.

Culture

Art, education, consumer habits and cultural context, without which it is hard to understand another country and work there.

What matters to us is a topic's practical relevance to business.



What we can do together

Partners' needs vary.

One may call for a single advertising page; another for a conversation with a company leader; a third for research, overseas experts, several languages and several months of work.



Print magazine

Advertising pages and spreads, special positions, themed features and integrated content within an issue.



Special projects and research

In-depth features, article series, industry reviews, country-focused projects, research and business guides.



Website

Interviews, analysis, partner content, themed pages and special projects on bricsmagazine.com.



Meetings and forums

Round tables, expert discussions, private meetings, special editions and projects linked to major business events.



International projects

Russian, English and Chinese, overseas interviewees, and content tailored to a specific market.

A single project can bring together the magazine, website, several languages, external experts, an event and targeted distribution.

We already work this way

BRICS 2024 × MSU Faculty of World Politics

A joint media and publishing project
for the 16th BRICS Summit in Kazan.

It combined a special edition with professional conferences involving experts, academics, government representatives and the media.



Special edition · Experts · Conferences · BRICS Summit

BRICS+ Fashion Summit

A special edition on the international fashion industry: its markets, entrepreneurs, brands, designers and cultural economy.

Industry figures from various countries contributed to the articles. The summit featured an international business programme and a B2B showroom for Russian and overseas brands.



Industry project · International participants · B2B · Culture

Russia × China

In spring 2026, BRICS Business Magazine published its first issue with Chinese as its second language.

The issue focused on Russian-Chinese business and cultural cooperation. In September, the Chinese version became a permanent part of the entire website.



Russia · China · Business · Culture · Two languages

BRICS+ Impact & Connectivity

In 2026, BRICS Business Magazine launched its own international initiative, **BRICS+ Impact & Connectivity**.

It focuses on companies and projects that deliver measurable results in the economy, technology, infrastructure, society or culture while strengthening ties between countries and markets.

The first full cycle will take place in 2027.

Award



An international award for companies and projects with verifiable results and potential for further development.

Conference



A gathering of companies, investors, development institutions, experts and prospective partners.

BRICS Business Magazine is the initiative's principal media outlet.

The project continues our editorial work: showing ideas for cooperation alongside the people, companies and projects that put it into practice.

Let's start with your objective

You can place an advertisement.

Standard advertising positions are listed in a separate rate card.

We can produce an interview or an in-depth feature.

Special projects are priced after we discuss the brief. The cost depends on the editorial and production work involved, the number of languages, research, external experts, events and the type of distribution.

We can develop a project on a market, industry or topic important to your company, involve experts from several countries and publish content in different languages.

International projects are best planned in advance, especially when linked to a forum, a company's entry into a new market or the involvement of overseas interviewees.

Publication schedule for 2026–2027

ISSUE	ARTWORK DEADLINE	PUBLICATION DATE	TECHNICAL REQUIREMENTS
Winter 2026–2027 (Russian / Chinese)	30 October	20 November	Publication trim size: 200 × 265 mm.
Spring 2027 (Russian / English)	19 March	9 April	All advertising artwork must be labelled “Advertisement” or “Paid advertisement”.
Summer 2027 (Russian / Chinese)	14 May	9 June	Advertising artwork is accepted in TIFF and EPS formats.
Autumn 2027 (Russian / English)	3 August	24 August	Raster images at the required size must have a resolution of at least 250 dots per inch (dpi); cover images require at least 300 dpi.
Winter 2027–2028 (Russian / Chinese)	19 November	10 December	

Advertising rates*

- 1/1 page _____ RUB 1,000,000
- 1/1 page, special position _____ RUB 1,400,000
- 1/1 page, first third of issue _____ RUB 1,200,000
- 1st spread _____ RUB 2,600,000
- 2nd spread _____ RUB 2,100,000
- 3rd spread _____ RUB 1,900,000
- 2/1 spread _____ RUB 1,800,000
- Inside front cover _____ RUB 2,300,000
- Inside back cover _____ RUB 1,600,000
- Outside back cover _____ RUB 2,500,000

*All prices exclude VAT at 22%.

Total ink coverage must not exceed 300% (330% for covers).

A colour printout of the advertisement must be supplied, signed off for print and stating the publication date. It must match the electronic version. The colour printout is not a colour reference.

More detailed technical specifications for advertising artwork are supplied separately.

BRICS Business Magazine

Partner projects and advertising

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