

Russian online journal "Construction.RU"

www.rcmm.ru
www.russianconstruction.com

red@rcmm.ru

LLC "Stroymedia"



LLC "Stroymedia"

Our Success

2008

"Construction" magazine

The best trade media

(ROMIR Russian research agency).

2013

"Construction.RU"

All-Russia trade magazine

The best trade magazine

("Stroymaster Engineering" competition results in the "Best media" category. Competition organized by "Business Russia" and Constructors' Union of Finland)

2016

"Construction.RU"

online journal

The winner of the "Creation and Development" First All-Russia Media Competition, established by the RF Ministry of Construction, Housing and Utilities and Utilities Reforming Assistance Foundation.

(The "Price forming and/or technical regulation in construction" category).

2016

"Construction.RU"

online journal

The winner of the "Practical self-regulation - 2016" National competition

(The "Best journalist covering self-regulation and professional regulation" category).

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Partners:

Moscow Construction Department,
National Association of surveyors and
engineers (NOPRIZ), NOSTROY,
Atomic Industry SRO, Russian
Architects' Union, Russian-Asian
Union of Industrialists and
Entrepreneurs, regional ministries of
construction, etc.

Commercial partners:

KNAUF, VOLMA, Volvo, profine RUS,
VEKA Rus, Starateli, Scania,
SAINT-GOBAIN, Raiffeisen-Leasing
RUUKKI RUS, Paroc, Eternit,
LafargeHolcim, SIBUR, Allbau
Software, Bonolit, PORITEP, LSR
Group, Urban Group etc.

Principal media-partners:

"Yandex News",
"Google News", the RF Ministry of
Construction, Housing and Utilities,
Moscow Urban Development and
Construction Complex, Interfax,
24MIR, LifeNews, Russian News
Service

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Informational and analytic edition covering the key topics of the construction industry, is characterized by reasonable standpoint and thorough analysis of experts' opinions

Audience:
About 220,000 – 250,000 monthly hits from 85 countries. Absolute majority of hits among the construction media of Russia

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Target audience:

professionals of the construction industry, heads of construction and architectural units, as well as administrative officials of all levels in Russian construction industry

The time spent by users on the website (based on the data on the presence on the website):

Articles section:

4-6 min;

News section:

0,9 -1 min

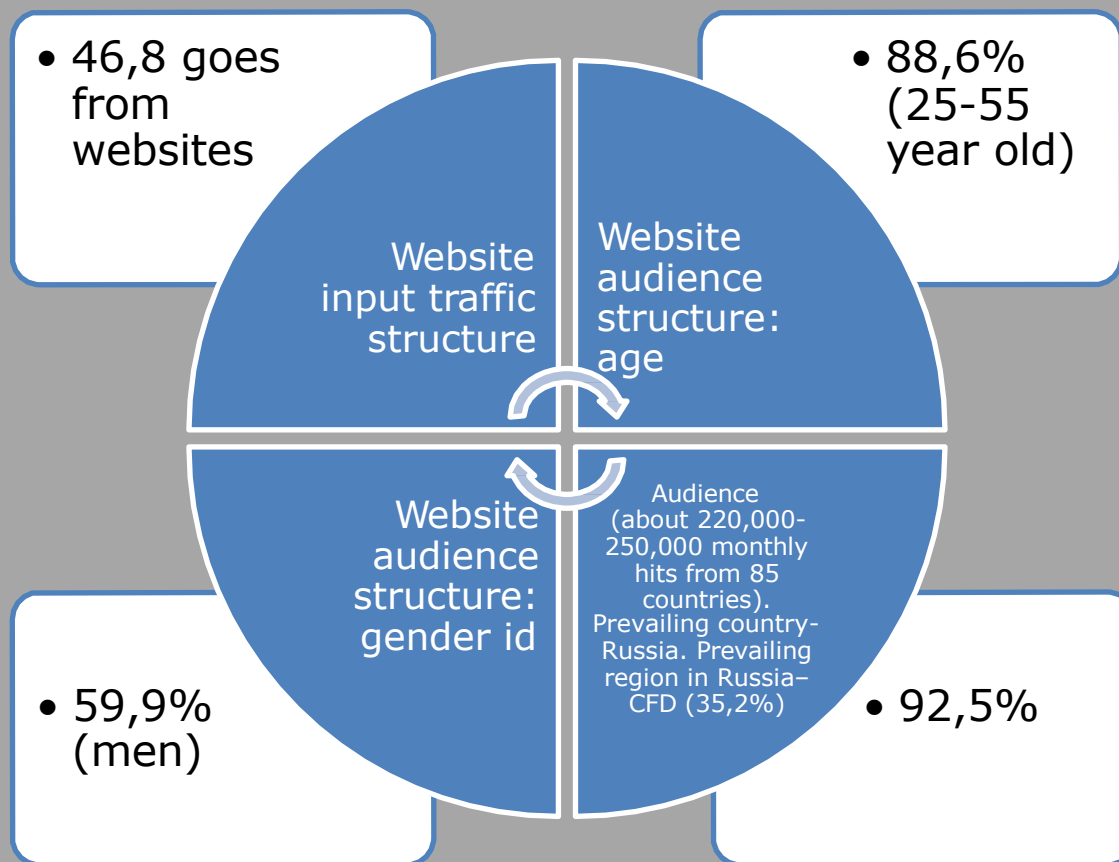
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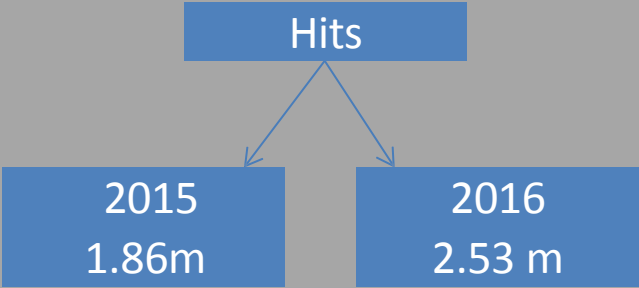
Average basic indices of the "Construction.RU" website hits in 2015



Website hits statistics
Structure of goes to the website pages

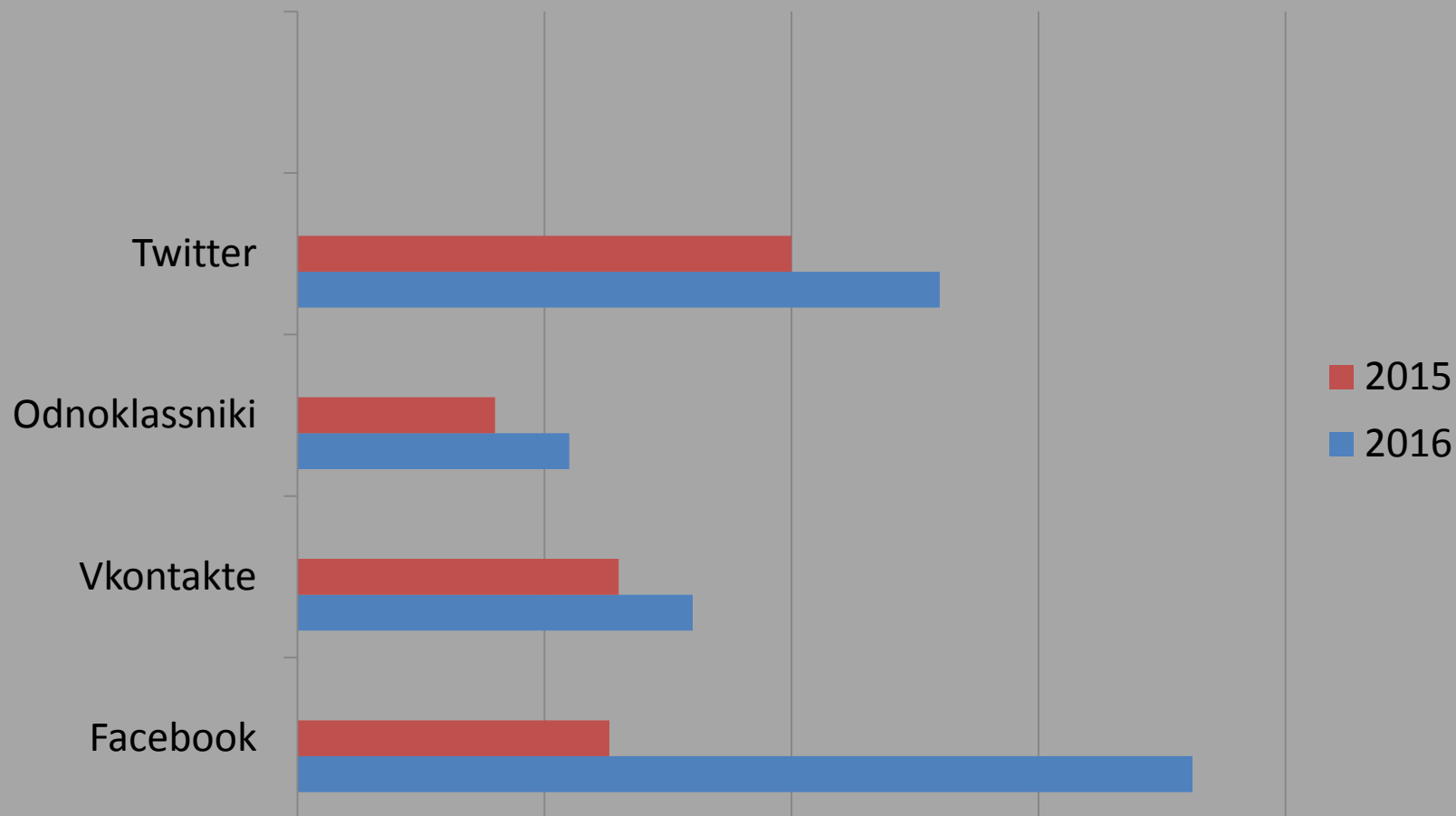
	2015	2016	Increase
Inside	23,532 (2,18%)	38,162 (2,71%)	14,630 (62,2%)
Indexing services	378,882 (35,1%)	416,418 (29,5%)	37,536 (9,9%)
Websites	451,205 (41,8%)	660,238 (46,8%)	209,033 (46,3%)
Social networks	44,690 (4,44%)	88,279 (6,27%)	43,589 (97,5%)
Favourites	181,129 (16,78%)	199,339 (14,1%)	18,210 (10,1%)
Total	1.08 m (100%)	1.41 m (100%)	330,562 (30,6%)

**Statistics of
the website pages hits**



Statistics of the users' goes from social media platforms to

www.rcmm.ru



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construction industry are
available all over the world in
the unique and only Russian
online journal with
the English language version
"Construction.RU"
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