

# MEDIA KIT

## 2026



### ADDRESS

Bld. 1, 22 Kutuzovsky prospekt, 121151, Moscow, Russia

☎ +7 (495) 988-20-90

✉ [reclama@3dnews.ru](mailto:reclama@3dnews.ru)

[www.3DNews.ru](http://www.3DNews.ru)

# Our Advantages

**3DNews.ru** is a leading independent IT resource in RuNet, created for everyone who is immersed in technology. We have been working since 1997 and know what is important for our readers.

## What makes us unique

- We publish only relevant and objective information about the IT market.
- Our reviews and tests are honest and unbiased expert opinions.
- We follow all trends: from processors and smartphones to cloud services and artificial intelligence.

## Every day on 3DNews.ru

- 70 news stories about the most important events in the world of technology.
- 2 in-depth reviews of new devices and solutions.
- Fresh videos, tests, interviews and analytics.

## Why people trust us

Our site is read by millions of IT enthusiasts, professionals and companies. We are open: all traffic data can be checked on LiveInternet.ru.

## Who creates 3DNews.ru

Our team consists of 70+ IT journalists from Russia and other countries. We work 24/7 to keep our readers up to date with technological innovations.

# Our Readers

5 000 000

## UNIQUE VISITORS

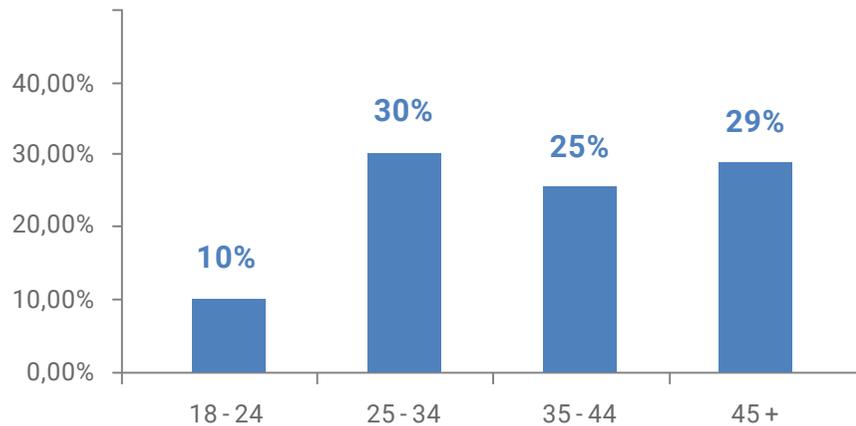
view over 14 000 000 pages **per month**

250 000

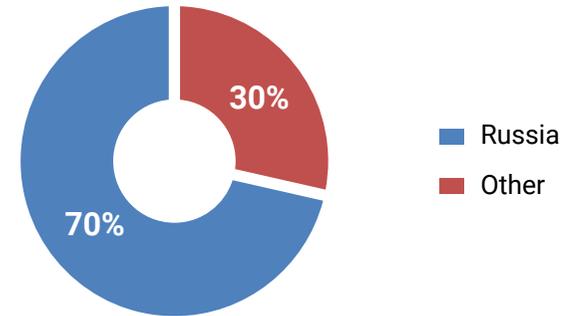
## UNIQUE VISITORS

view over 400 000 pages **per day**

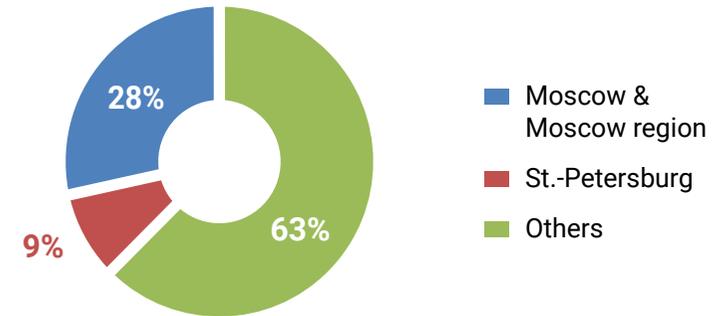
## Age



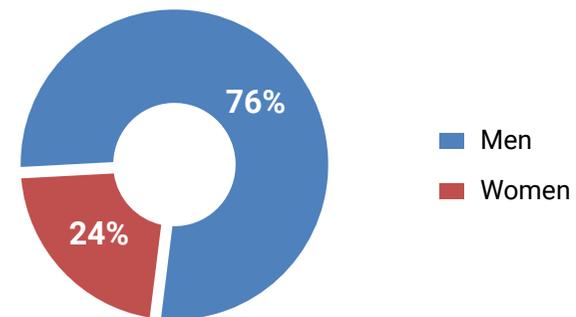
## Countries



## Regions of Russia



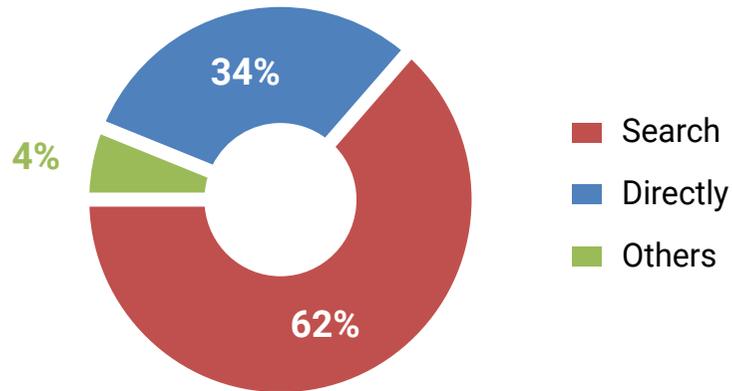
## Sex



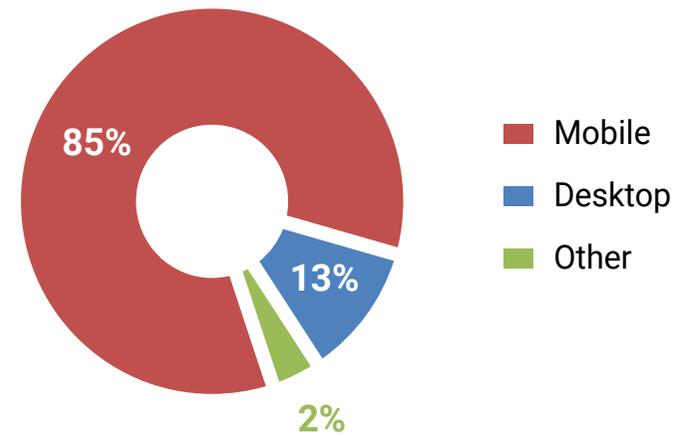
According to Google Analytics, LiveInternet, Metrika.Yandex

# Our Traffic

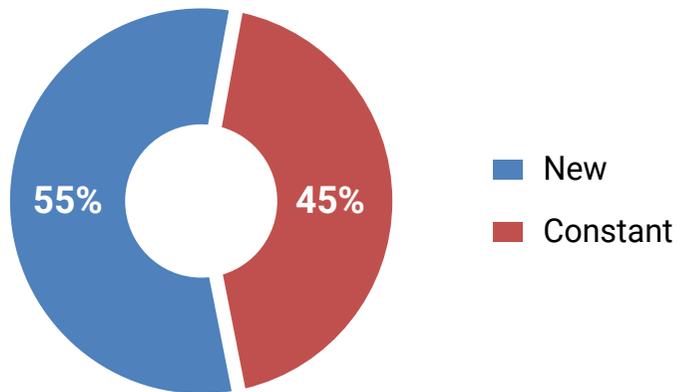
## Traffic sources



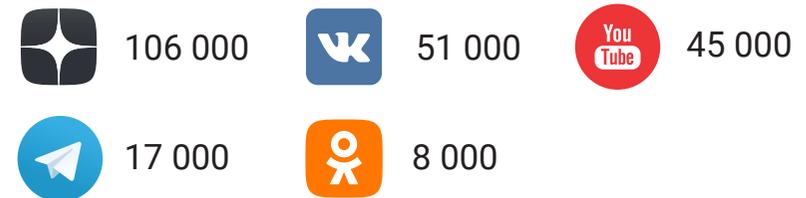
## Devices



## Readership



## Number of followers - 227 000+



According to data for February 2026

# Our Website

**3DNews.ru is an IT platform that brings together the latest news, detailed reviews and independent testing.**

We follow the most current trends in the world of technology and create quality content for enthusiasts, professionals and businesses. We are constantly developing the site, adding new topics and formats so that our readers are the first to know about the future of IT.

## TOPICS

**We cover everything that is important in the IT world:**

- **Processors, video cards, storage devices** – hardware for work, games and creativity.
- **Smartphones and tablets** – mobile technologies and new trends.
- **Networks and communications** – routers, 5G, cloud services.
- **Gaming industry** – PC gaming, consoles, VR and everything related to games.
- **Smart things** – consumer electronics, gadgets and devices with AI functions.
- **Artificial intelligence** – neural network technologies, machine learning, automation and their impact on our lives.
- **ServerNews.ru** – our specialized project dedicated to servers, corporate solutions and professional IT equipment.

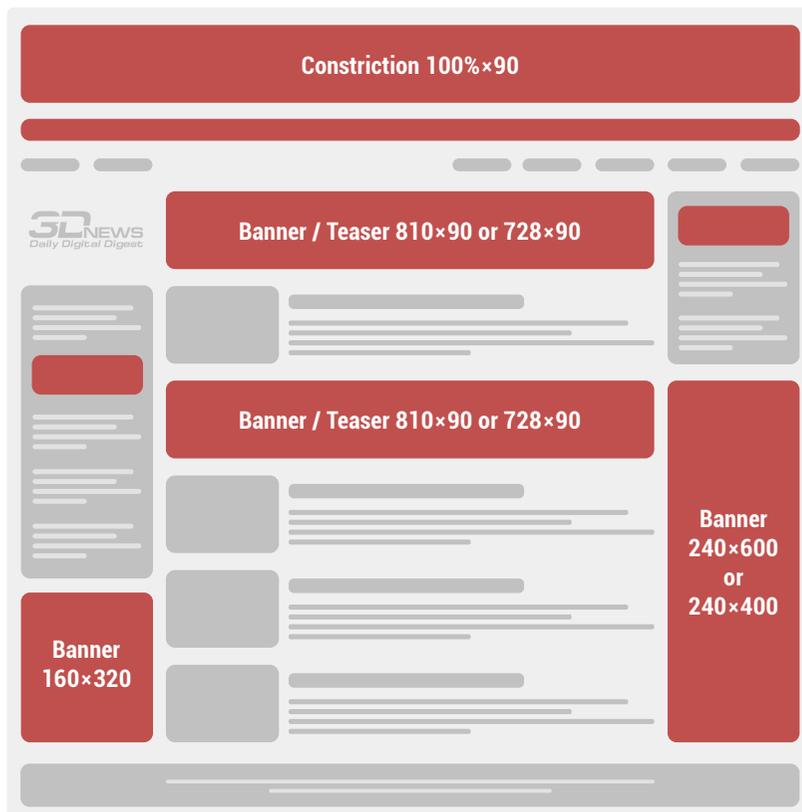
## CONTENT FORMATS

**We create materials in different formats to make the information convenient and accessible:**

- **News** – prompt publications about key events.
- **Reviews and tests** – independent assessments of equipment, software and IT solutions.
- **Video reviews and digests** – all the most important things in a convenient video format.
- **Exhibition reports** – live broadcasts and exclusive materials from world events.
- **Interviews** – opinions of leading experts and industry insiders.
- **Analytics** – detailed analysis of technologies, their features and applications.

## Our Advertising Tools

# Banner Advertising

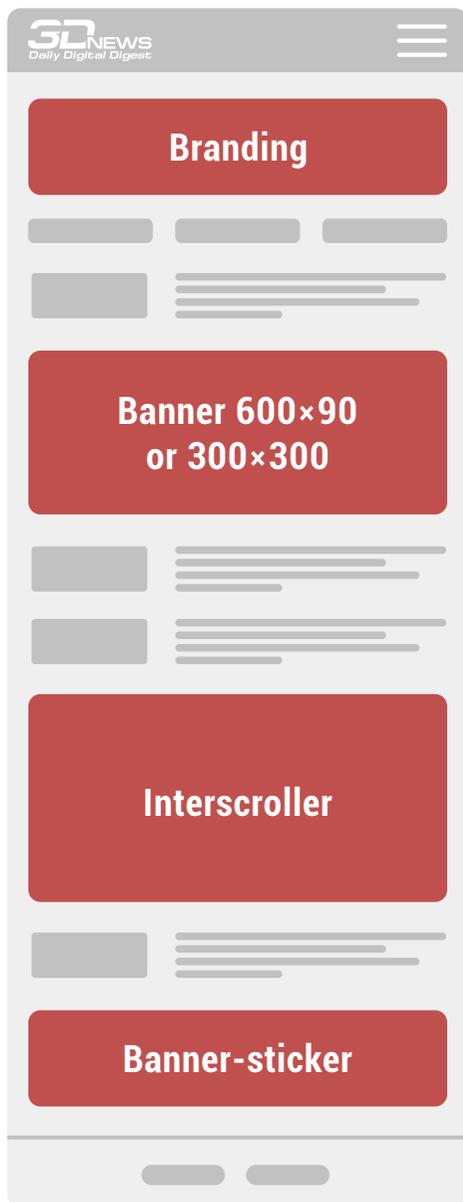


### Possible sizes of advertising materials (width × height):

- 240×600 / 240×400** - «Skyscraper» on top of the right column on all pages
- 100%×90** - Leaderboard on the very top of pages
- 810×90 / 728×90** - Positions in the upper part of the pages
- 160×320** - Positions on the left below the menu
- 240×400** - Position in the 2nd screen on all pages

***For banners technical requirements please click this link:***

[https://3dnews.ru/a/require\\_advertising/](https://3dnews.ru/a/require_advertising/)



## Our Advertising Tools

# Mobile version

More than 80% of our readers browse the site through mobile devices.

**Possible sizes of advertising materials (width × height) for the mobile version:**

- Branding in the first screen.  
**600×90 / 300×300** banner in the second screen (after the first paragraph of publication).
- Interscroller in the second screen.
- Banner-sticker in the bottom of the screen.

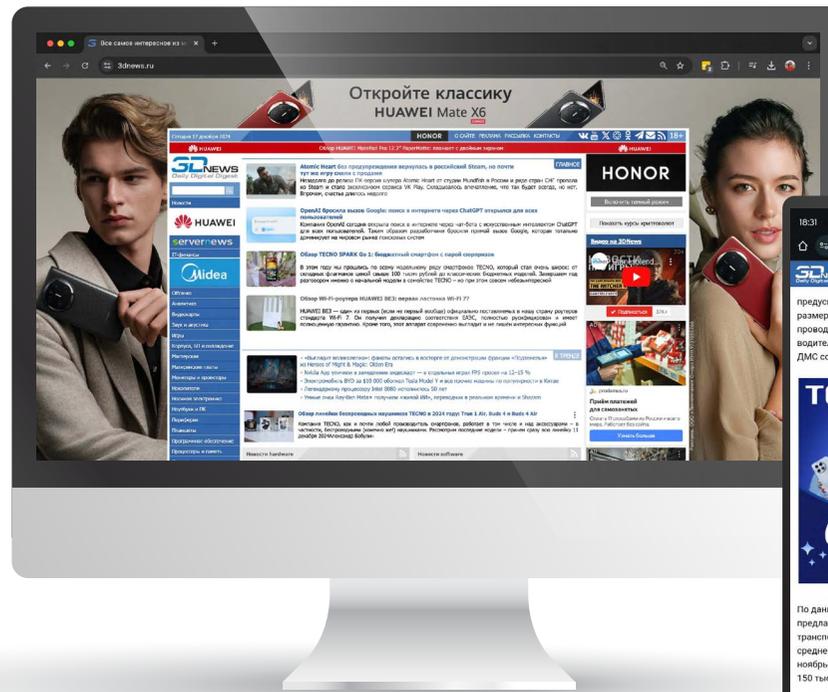
***For banners technical requirements please click this link:***

[https://3dnews.ru/a/require\\_advertising/](https://3dnews.ru/a/require_advertising/)

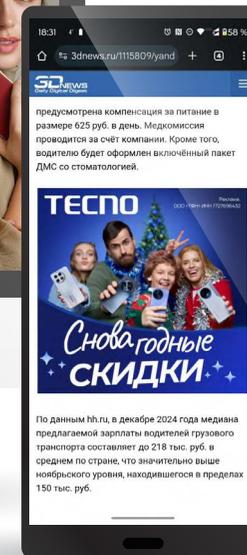
# Our Advertising Tools

# Branding

Branding of **3DNews.ru** may be placed either statically in one of the sections (as part of «Section sponsorship» package) or in dynamics on all available pages in any required volumes.



Desktop version



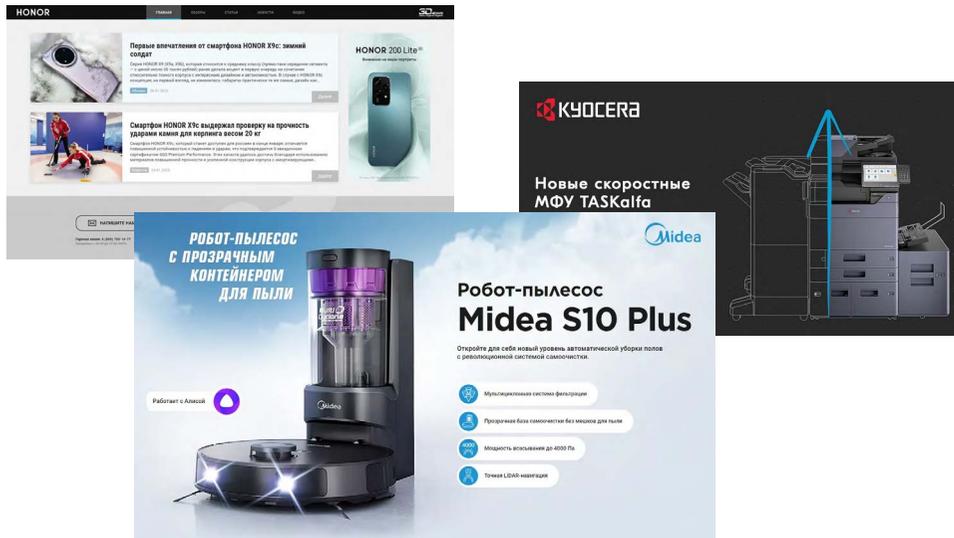
Mobile version

## Our Special Projects

# Promo-Page

On a separate page [www.3DNews.ru/xxx](http://www.3DNews.ru/xxx) we can create any project up to a quite complex: in fact it's a mini-site where you can announce a new product release or an advertising action as well as a review publication, article publication or video review at [3DNews.ru](http://3DNews.ru).

Access to promo-page is provided by a special «button» - banner placed on all PC version pages of [3DNews.ru](http://3DNews.ru) during the whole running period of the project (~2 million impressions of the banner per month), and also on the mobile version of the site (~7 million impressions of the banner per month).



*For examples of non-standard special projects please click this link:*

<https://promo.3dnews.ru>

# Our Publications

News articles and product reviews involved in any PR campaign significantly increase its efficiency.

## NATIVE ARTICLE

- Based on a client's press-release.
- Published in **3DNews.ru** newsfeed.
- On the editors decision may be marked as «advertising».
- Announced by a text line on the main page during half a day.
- Publication announcement gets mailed to ~35 500 subscribers the day after publication.
- Announcement of the publication in the social networks (about 76 000 subscribers).
- An additional announcement by a text teaser 810x90 / 600x90 on site pages is available.
- Average number of views of a publication in the newsfeed – 5 000.

**Example:**

<https://3dnews.ru/1133659>

## REVIEW

- Based on product testing conducted by **3DNews.ru** editors, carries an evaluative opinion about the product.
- Published in a relative thematic section.
- Publication announcement on the main page of the site and in the corresponding thematic section within 1 month - about 2 million impressions.
- Publication announcement gets automatically mailed to ~35 500 subscribers the day after publication.
- Announcement of the publication in the social networks (about 76 000 subscribers).
- Average number of views of a publication – 10 000.

**Example:**

<https://3dnews.ru/1136208>

# Our Video

Video is a modern and a very efficient way of content delivery. There are several video formats at [3DNews.ru](https://3dnews.ru):

- Weekly Games Videodigest [GamesBlender](#)
- Video reviews and product tests, previews, etc.



*Each video is announced in the first screen of all site pages.*

All our videos are published on our [YouTube](#) channel, which has over 45,000 subscribers. Videos may also be published on our [RuTube](#) channel with 1,200 subscribers.

# Telegram Posts

## Main channels:



**17.3K** SUBSCRIBERS



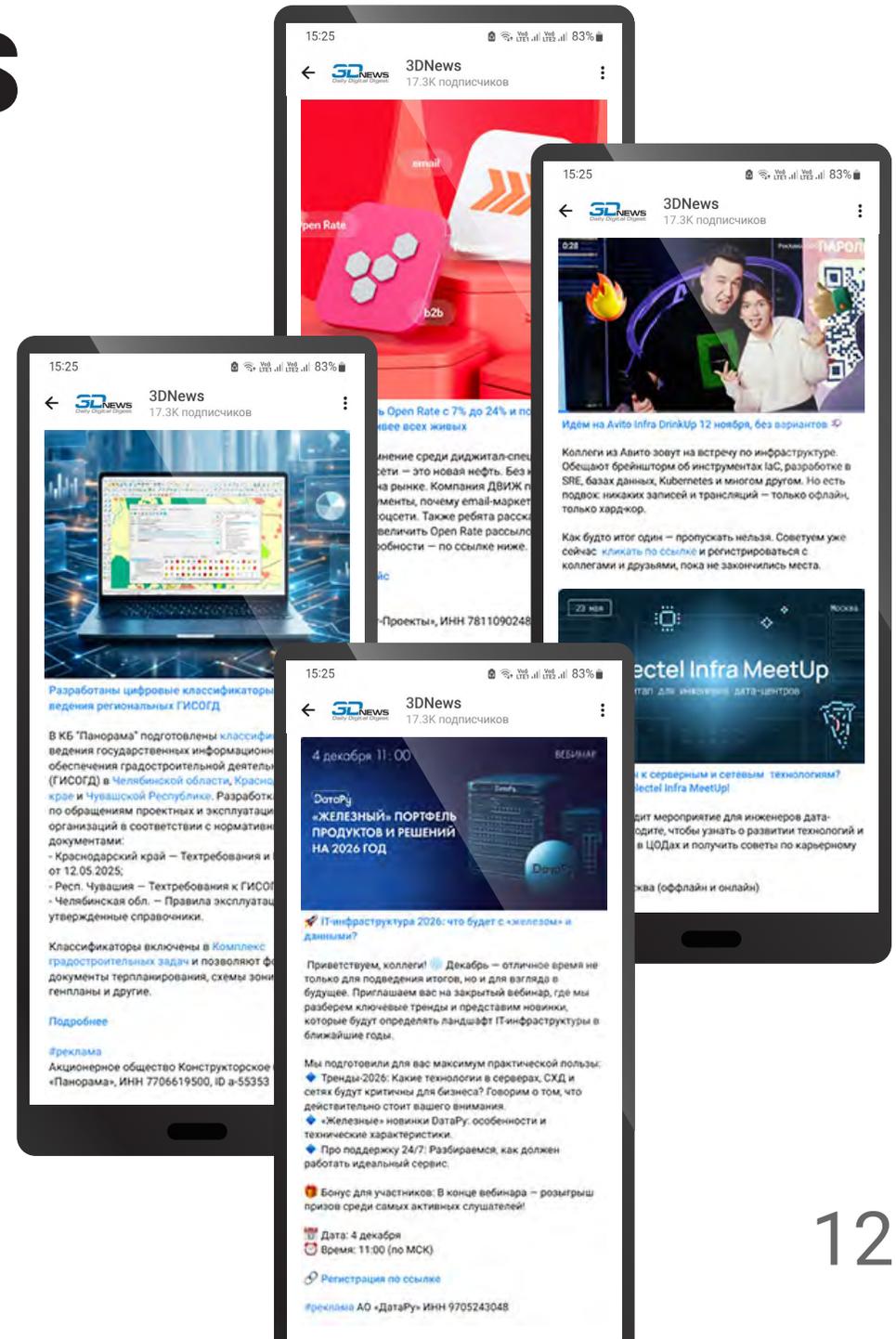
**2.3K** SUBSCRIBERS

## Topic channels:

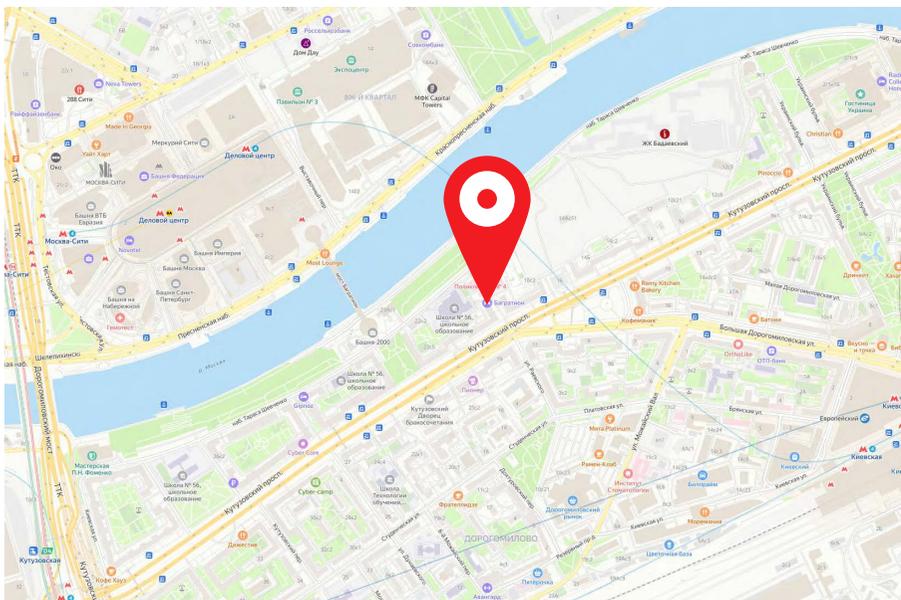
- Hardware
- Gadgets
- Software
- Games
- Space

Contacts: [smm@3dnews.ru](mailto:smm@3dnews.ru)

*One sponsored post per day, up to 30 days in the channel  
Placement is managed through AdFox*



# Our Contacts



## ADDRESS

Bld. 1, 22 Kutuzovskiy prospekt, 121151, Moscow, Russia

+7 (495) 988-20-90

On advertising please contact:

 [reclama@3dnews.ru](mailto:reclama@3dnews.ru)

**Ksenia Uskova**

Media Director

 [ksenia@3dnews.ru](mailto:ksenia@3dnews.ru)

**Karina Tikhonova**

Deputy Media Director

 [karina@3dnews.ru](mailto:karina@3dnews.ru)

On the work of the editorial team please contact:

**Denis Nivnikov**

Editor-in-Chief

 [nivnikov@3dnews.ru](mailto:nivnikov@3dnews.ru)

On cooperation and partnership please contact:

 [info@3dnews.ru](mailto:info@3dnews.ru)