## **2024 Pricing Plans for Blogs**

|   | Gigant+            | Gigant              | Business   |
|---|--------------------|---------------------|------------|
| Communication with the users  | For maximum effect | For ambitious plans | Basic plan |
| Company description in two languages  | •                  | •                   | •          |
| Publication of articles/news/posts in two languages   | •                  | •                   | •          |
| Deferred publication  | •                  | •                   | •          |
| No third-party advertisements   | •                  | •                   | •          |
| Absence of contextual navigation blocks (any kind of ad banners) when ordering content products of more than 7,000 characters | •                  | •                   | •          |
| Management of employees' rights in a blog   | •                  | •                   | •          |
| Blog report (when renewing for 1 year)  | •                  | •                   | •          |
| One post about corporate blog in social media (to boost subs, when renewing for 1 year)                                       | •                  | •                   |            |
| Surveys   | •                  |                     |            |
| Advanced report (when renewing for 1 year)  | •                  |                     |            |
| Increased awareness   |                    |                     |            |
| Standard widgets  | •                  | •                   | •          |
| Custom widgets  | 20                 | 20                  | 2          |
| Mobile app widgets  | 10                 | 10                  | 5          |
| Banner for articles   | •                  |                     |            |
| Statistics from Google Analytics and Yandex.Metrika (trackers linking)  | 2 trackers         | 2 trackers          | 1 tracker  |
| Tracking readers of publications  | •                  | •                   |            |
| Corporate blog branding   | •                  | •                   |            |
| Enchanced corporate card  | •                  |                     |            |
| Advertising banner in corporate publications  | •                  |                     |            |
| Customizable widgets in blog feed and corporate publications  | •                  |                     |            |
|   |                    |                     |            |
| Successful blog launch  |                    |                     |            |
| Express review of the first article (for new customers)   | •                  | •                   | •          |
| Content plan analysis (appraisal) (for new customers)   | •                  | •                   | •          |
|   |                    |                     |            |

## **Prices for 2024 Pricing Plans**

|          |               | 12 MONTHS   | 6 MONTHS  | 3 MONTHS  |
|----------|---------------|-------------|-----------|-----------|
| Gigant+  | Including VAT | 1 152 000 ₽ | 576 000 ₽ | 288 000 ₽ |
|          | Before VAT    | 960 000 ₽   | 480 000 ₽ | 240 000 ₽ |
| Gigant   | Including VAT | 960 000 ₽   | 480 000 ₽ | 240 000 ₽ |
|          | Before VAT    | ₽ 000 008   | 400 000 ₽ | 200 000 ₽ |
| Business | Including VAT | 643 200 ₽   | 321 600 ₽ | 160 800 ₽ |
|          | Before VAT    | 536 000 ₽   | 268 000 ₽ | 134 000 ₽ |