



DENGI / MONEY

The Russia's weekly business magazine issued on Monday

MARKET POSITION:

Dengi is an influential weekly business magazine in Russia and the CIS' countries. *Dengi* covers all relevant themes that are of interest to managers and gives comprehensive, practical and detailed information on economical and financial issues.

	Dengi	Expert
Readership (NRS Russia May – Oct 2009)	349 000	313 800
-Managers ; company (co) owners	233 300	226 400
Total Circulation (Publisher Stat. 09)	65 000	-

EDITORIAL PROFILE:

Dengi has an in-depth and lively coverage of a wide range of economical issues. It acts as a key source for interpreting and analysing business and financial events. Its strength is mainly based on relevant examples given throughout the publication. These examples are treated with both a journalistic and a commercial approach. Its editorial content is composed of themes such as: "what is behind successes and failures of famous businessmen, how to start your own business, current life of famous Russian companies, and the most sought-after and highly-paid professions, how to promote personal career growth."

To complete the title, specialized themed supplements are devoted to the most important consumer market segments' surveys: major news, development tendencies; new services, goods and prices; state of the market.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

21 days before issue date

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk