



The leading weekly business magazine

MARKET POSITION:

The core readership of *The Expert* readers is working Russian people between 25 and 44 years of age who have high and regular income. The readership is comprised of top executives, highly skilled specialists, directors of all levels and those who head their own business.

		Expert
Readership	(TNS Russia Sept.09 / Feb. 10)	355 000
Circulation	(Publisher stat. 09)	95 000

EDITORIAL PROFILE:

Launched in 1995, *Expert* became in 2005 the leader of national business periodicals. The prime objective of *Expert* magazine is to inform its readers who are the specialists in all fields. The magazine covers all aspects of business which might be useful to its readers: Russian business, international business, economics and finances, science and technologies, politics, culture, books, society, indicators... *Expert* issues regular, powerful and popular reports: the 400 biggest Russian companies, the rating of Russian regions investment-appeal, and the contest of Russian innovations... These investigations are a real tool to help the managers and the executives in their decision. Indeed, *Expert* is recognized by all the professionals as an essential tool for business decision taking. The knowledge and experience of the journalists have resulted in their receiving many awards in Russia.

TECHNICAL SPECIFICATIONS:

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