

ИЗВЕСТИЯ

Russia's Leading Daily Newspaper

MARKET POSITION:

Izvestia is the sales leader among daily social, political and business newspapers in Russia. *Izvestia* is the choice of executives and top managers: 70% of its readers are in this category, businessmen and top scientists, economists; politicians... 65% have high educational level. Every third reader has a say in decision-making process. Readers remain loyal to *Izvestia*: 45% of the general circulation is on subscription. These subscribers include more than 100,000 companies, firms and private individuals.

		Izvestia
Circulation	Publisher – 2009	148,672

EDITORIAL PROFILE:

Izvestia is the most influential newspaper in Russia. It is the favourite newspaper of intellectuals and academics yet is extremely popular amongst all social classes. The newspaper is well known for its depth of coverage, its authority, analytical depth and professionalism. Its comprehensive coverage of major domestic and international issues attracts the attention of politicians and top executives. Even presidential staffs, President Medvedev and Former Russian President Putin himself, never miss an issue! Nevertheless, the editorial content of *Izvestia* is kept free of external political or social influence.

Izvestia offers regular supplements dedicated to Bank, Telecommunication, Insurance, Travel and Real Estate. Each Friday, *Izvestia* has a 40 pages special edition Nedelja (Week) for weekend reading.

TECHNICAL SPECIFICATIONS:

Please, contact us for details.

COPY DEADLINE:

5 days prior to the publication date.

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