

Коммерсантъ

# BUSINESS GUIDE

The reference guide on Business and Industry in Moscow & St Petersburg  
Supplement of Kommersant

## **MARKET POSITION:**

**Business Guide** is the only magazine dedicated to Industry and Business in Russia and distributed in Moscow and St-Petersburg. It is a 4-colour supplement to 'Kommersant', which is the most influential daily business newspaper in Russia and the CIS' countries. Launched in 2005, **Business Guide** attracts like 'Kommersant', a wide audience. 61% its readers are Russian businessmen.

		<b>Business Guide</b>
Readership	(NRS Moscow & St.Petersburg May-Oct 08*)	171 400
-Managers, CIE's' owner*		55 000
Moscow & St Petersburg Circulation	(Publisher stat. 08)	75 000

\* Circulated with Kommersant daily in Moscow & St Petersburg.

## **EDITORIAL PROFILE:**

**Business Guide** offers 16-40 pages of analytical information, ratings of companies, major events on the main spheres of Economy and Industry: petrochemicals, metallurgy, aviation and wood industries and transport. **Business Guide** is an interesting and quality practical guide. This supplement also deals with many relevant and key issues relating to the competitive wars, problems of administrative regulation and investments.

## **TECHNICAL SPECIFICATIONS:**

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