

# Коммерсантъ®

Russia's Leading Daily Business Newspaper  
UK Edition for Russian speakers

## MARKET POSITION:

*Kommersant* is the most influential daily business newspaper in Russia and the CIS' countries. Throughout the world, London is the most attractive destination for Russian businessmen because of the benevolent tax regime, personal security, luxurious shopping, nightlife, political oasis – safe haven for Russians and the good investment opportunities offered by the UK housing market.

According to the Sunday Times they spent around £2.2 billion between 2000 and 2009 on residential properties in the UK. There are 250,000 Russian speakers in the UK. ***Kommersant UK Edition*** was launched in December 2006. This Russian-language newspaper is distributed **on Mondays and Wednesdays in foreign** language bookshops, news agents, on airlines & private jets, investment banks & financial institutions (such as Merrill Lynch, UBS, Goldman Sachs, Deloitte, London Stock Exchange), Estate agencies (such as Knight Frank), conferences, seminars, embassies and in more than 40 luxury 5 stars UK hotels.

Kommersant London Edition		
London Circulation	(Publisher stat. 08)	5,000

## EDITORIAL PROFILE:

***Kommersant*** has lively coverage of a wide range of issues including economics, finance and politics. For over 15 years, ***Kommersant*** has been able to keep its readers abreast of the most relevant events both in Russia and abroad. It is written in a precise and modern style, presenting the news objectively. ***Kommersant*** also states the sources of information as a kind of good form rule. This is one of the reasons the ***Kommersant*** has maintained a stable editorial policy based on fundamental values in journalism. It acts as a key source for interpreting and analysing business and financial events. The newspaper's editorial is written in an informative and uncomplicated way. This rich and qualitative journalistic approach was rewarded by:

- 1996: ***Kommersant*** publishing house was given the European Market Research Centre (EMRC) award
- 2001: ***Kommersant*** received the EMRC International Millennium Award.

***Kommersant*** sections include:

- Section 1: Domestic and International News
- Section 2: Political News
- Section 3: Business Section
- Section 4: Culture/Sport
- Section 5: News of the London scene

## TECHNICAL SPECIFICATIONS:

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