



Monthly Magazine  
Russian Version of National Geographic American Edition

**MARKET POSITION:**

Since 1888, the official magazine of the National Geographic Society has been published in 24 different languages and distributed in over 190 countries. It has a worldwide print-run of 10 million copies, giving a total worldwide audience of 40 million readers. The Russian edition was launched in October 2003. The readership breakdown is 60% male and 40% female. These people are aged between 20 and 34, with an above average income.

National Geographic offers high-quality pictures, and it is well known throughout the world. These pictures are work commissioned and selected from a number of award-winning authors, journalists, photographers, travellers and researchers.

		<b>National Geographic</b>
Circulation	(NRS-Russia May-October 09)	140,000
Readership	(TNS Russia 2009)	1,121,840

**EDITORIAL PROFILE:**

**National Geographic** is a high quality culture magazine and is well known all over the world in one language or another. It covers many subjects and is always full of photographs taken by well known reporters. The readership consists of people who like travel, investigative journalism, archaeology, exploration etc...

**TECHNICAL SPECIFICATIONS:**

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