

Популярная Механика

The monthly science magazine in Russia

MARKET POSITION:

Popular Mechanics is a very popular monthly science magazine in Russia aimed at helping people to be up-to-date regarding the evolution of their environment. It is dedicated to all people interested in science as well as in news and the economy. 85% of its readership consists of men with high income aged between 25 and 50; amongst them 25% are professionals and 17% in managerial position.

		Popular Mechanics
Readership	(NRS Russia, May-October 10)	988 711
Circulation	(NRS Russia, May-October 10)	230 000

EDITORIAL PROFILE:

Popular Mechanics was launched in 2002 to corner a market that is of genuine interest to Russian readers. The editorial covers science as something included in our everyday life, presented in a way that is easy to understand for everyone. The reader can glean all relevant information and latest news on scientific and technological developments in the areas of the readers' chosen hobbies - car, sports...

The analytical content reflects the daily life and is written in a personal and comprehensible style. There are also illustrations to further explain the editorial.

TECHICAL SPECIFICATIONS:

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