



# РОССИЙСКАЯ ГАЗЕТА

## Russian Daily Newspaper

### **MARKET POSITION:**

Launched in 1990, *Rossiyskaya Gazeta* is the only state national daily newspaper established by the Government of the Russian Federation.

The circulation of the newspaper is about 200 000 copies. It has the biggest circulation among other business newspapers in Russia. It is spread in Moscow, St-Petersburg and 80 regions of Russia.

Distribution: 65% subscription, 35% retail trade (newsstands, metro stations, supermarkets, airports).

The subscribers are heads of state organizations, Ministries, the Parliament, business leaders.

	<b>Rossiyskaya Gazeta</b> Russia	<b>Rossiyskaya Gazeta</b> Moscow
Circulation	200 000	48 000
Readership	1 355 000	186 000

### **EDITORIAL PROFILE:**

*Rossiyskaya Gazeta* is the most influential newspaper in Russia. It is an official edition after publishing in which the state documents come into force. The state documents are published in the newspaper are as follows:

Federal Constitutional Laws, Federal Laws (Codes of Laws are among them), Decrees of the President of the Russian Federation, enactments and instructions of the Government, normative acts of the Russian Ministries and Departments, acts of the Parliament, conclusions of the Constitutional Court and other acts.

70% of the editorial provides news, comments, analysis, economic and political events whilst the rest is devoted to education, employment, sports, culture, books, TV, entertainment.

*Rossiyskaya Gazeta* issues monthly colour trade-wise supplements (format B3), supplements on the regions' economy covering the questions of investment and business activity of the Russian regions. It also issues supplements devoted to different countries.

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

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