

РУССКИЙ РЕПОРТЕР

The first socio-political weekly Russian magazine issued on Thursday

MARKET POSITION:

Released on September 2007, *The Russian Reporter* is a highly illustrated weekly magazine with brilliant pictures made by prominent international and Russian photographers. The publication is mainly dedicated to Russia's active middle-class. The audience is formed by men (56,8%) and women (43,2%) between 25 and 44, who are mostly managers or professionals, with a high education and an above average or high income. The readers are consumers who like to try the latest technologies, brands and services.

According to the latest Gallup Media Polls, the audience of the Russian Reporter increased by more than 17% in Russia in 2008, which represents the most dynamical rise among other weeklies.

	The Russian Reporter	Kommersant Dengi	Itogi
Readership (May-October. 08)	193 800		
Circulation	170 000	80 000	70 000

EDITORIAL PROFILE:

The Russian Reporter Magazine covers various subjects: politics, news, and socially significant events. In every issue there are illustrated reports and stories about the people who shape modern Russia. It discusses all the hottest news and topics of the week from politics to sport and culture in Russian and abroad. The main sections are: scene (topic of the week), concerns, reports, photo of the week, personalities, trends, culture, sport, habitat and photo test.

The journalists take on the most burning issues and take an unconventional approach in their articles. The objective of *The Russian Reporter* is to sense, understand and reflect everything that concerns Russia's future and the modern generation. It is a resource for people who are interested in the life of their country.

The articles in the magazine are accompanied by exclusive photographs, which allow the readers to form opinions about the events described as if they were witness to them.

TECHNICAL SPECIFICATIONS:

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