



The lifestyle weekly Vedomosti supplement
Issued on Fridays

MARKET POSITION:

Vedomosti.Friday is a high quality lifestyle supplement of *Vedomosti*, the leading financial daily in Russia. The readership consists mainly of executives, company owners, high ranking government officials and financial professionals. The audience is 60% male aged between 25 and 44. Most of them have high incomes and can easily afford a very affluent lifestyle*.

		Vedomosti.Friday
Moscow circulation	(Publisher statement 08)	80,000

EDITORIAL PROFILE:

Launched in April 2006, this weekend edition of *Vedomosti* is a important part of the Friday issue. *Vedomosti.Friday* covers several topics related to the life in Moscow. Relating to sport, the reader can find information on clubs, players, business and events. It also contains travel ideas for vacations in Russia and abroad. Educational and entertainment hobbies are suggested for adults and children. The best and forthcoming events in Moscow are listed in *Vedomosti.Friday* such as movies, concerts, shows, plays. A review of Muscovite restaurants is provided as well as a lifestyle guide on fashion and beauty. Readers, who want to have a healthier life, will be interested in the science and health section.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

Friday before an issue release.

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk