

Коммерсантъ®

Russia's Leading Daily Business Newspaper



MARKET POSITION:

Kommersant is the most influential daily business newspaper in Russia and the CIS' countries. Its business readership consists of Executives and Executive Managers and is consequently aimed at decision-makers.

	Kommersant
Readership	219 000
Managers; company (co) owners	67 900
Total Circulation	120 000 - 130 000

Source: NRS-Russia (+Zodiac) October 2012

EDITORIAL PROFILE:

Kommersant provides its readers with an in-depth and lively coverage of a wide range of issues which include economics, finance and politics. For over 15 years, **Kommersant** has kept its readers abreast of the most relevant events both in Russia and abroad. It is written in a precise and modern style, presenting the news objectively. **Kommersant** also states the sources of information as a kind of good form rule. This is one of the reasons that **Kommersant** has maintained a stable editorial policy based on fundamental values in journalism. It acts as a key source for interpreting and analysing business and financial events. The newspaper's editorial is written in an informative and uncomplicated way. This rich and qualitative journalistic approach was rewarded by:

- 1996: the **Kommersant** publishing house was recognised by the European Market Research Centre (EMRC) award.
 - 2001: **Kommersant** received the EMRC International Millennium Award.
- Kommersant** sections include:
- Section 1: Domestic and International News
 - Section 2: Political News
 - Section 3: Business Section
 - Section 4: Culture/Sport

ADVERTISING RATES 2014:

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