

# Коммерсантъ Weekend

The 4-colour weekly Kommersant supplement issued on Fridays

## **MARKET POSITION:**

**Weekend** is a 4-colour supplement published by *Kommersant* leading business newspaper in Russia. It offers its readers a programme of all the recreational activities and events that will be on in Moscow over the weekend. It is aimed at a wide readership between 25-55 years old which is at 56% male and 44% female. They are mostly managers and specialists with an above average income.

	<b>Kommersant Weekend</b>
Readership	219 000
Readership manager, CIE's' owner	67 900
Moscow circulation	90 000

Source: NRS-Moscow, Russia. March-July 2012)

## **EDITORIAL PROFILE:**

The magazine is distributed with *Kommersant* on Fridays. It covers a wide range of topics relating to Moscow life:

- News and announcements of major events («Afisha»)
- Beauty
- Restaurants
- Living
- Travels
- Luxury
- Addresses
- Shopping
- Technology
- Clubs
- Kids
- Antiques
- Lifestyle in pictures

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