

# Российская Газета



MEDIA-KIT

## BRAND «ROSSIYSKAYA GAZETA»:

- **«Rossiyskaya gazeta»**  
The official newspaper of the Government of Russia
- **«Rossiyskaya gazeta» - Nedelya**  
Weekly issue
- **«Rodina»**  
Monthly historical magazine
- **RG.RU**  
Web portal
- **«Rossiyskaya gazeta» supplements**  
Special color thematic supplements



- **More than 846 600 people** read «Rossiyskaya gazeta» daily
- **More than 30 000 000 people** visit RG.ru monthly
- **More 52 000 people** use «Rossiyskaya gazeta» mobile devices
- **More 1 000 000 people** composed in official groups "Rossiyskaya Gazeta" in all the major social networks



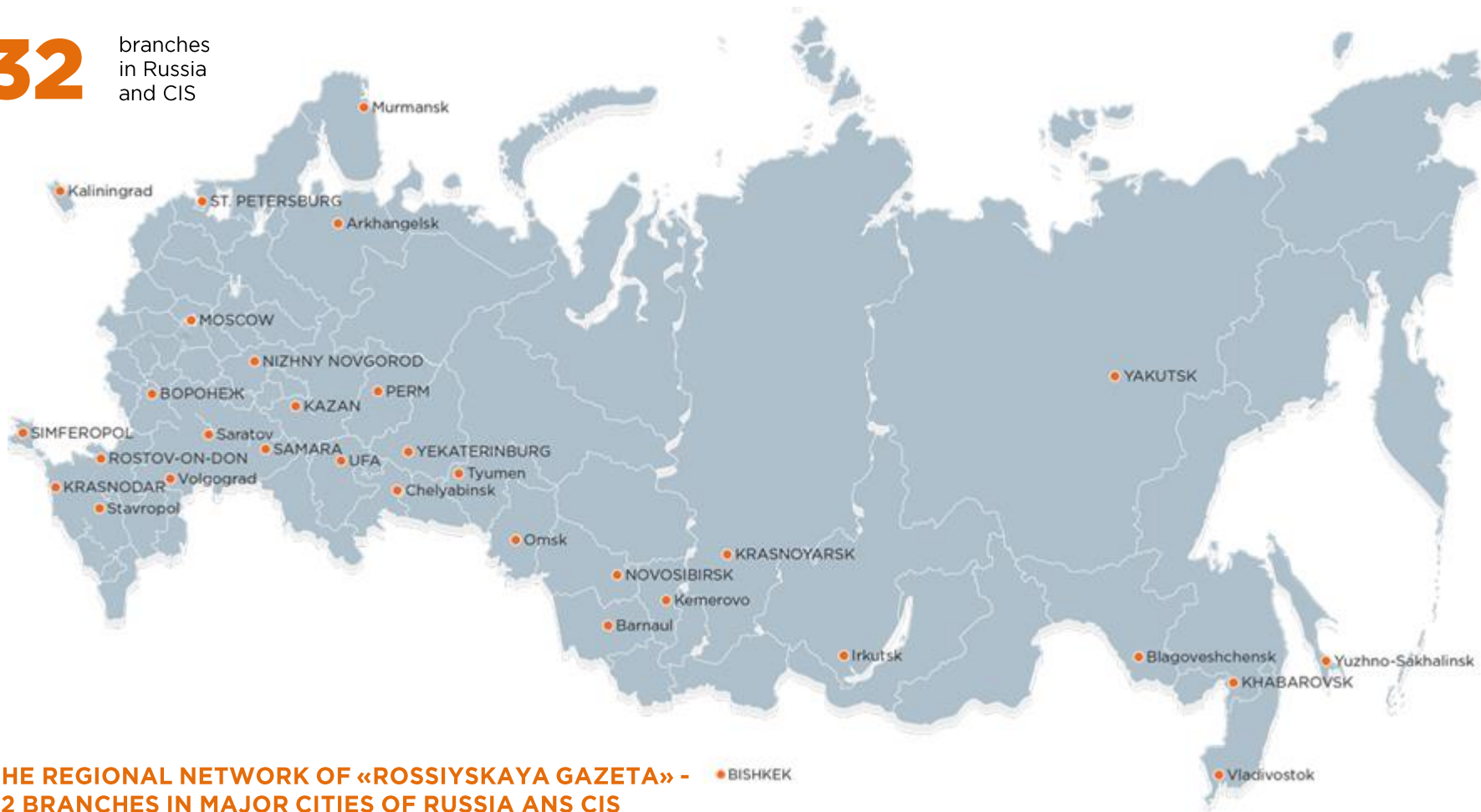
Source:

Mediascope, NRS Russia, March – July 2019;  
Google Analytics august 2019.

# THE REGIONAL NETWORK

**32**

branches  
in Russia  
and CIS



**THE REGIONAL NETWORK OF «ROSSIYSKAYA GAZETA» - 32 BRANCHES IN MAJOR CITIES OF RUSSIA AND CIS**

**TOTAL REFERENCES AND DURATION OF REFERENCE MATERIALS**  
NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR **2018**



3 709 references



3339 min 12 sec

**DURATION OF REFERENCE MATERIALS** NEWSCASTS AND PRESS REVIEW ON  
TV AND RADIO FOR **2018**

	Total references	Duration (min)
TV	629	874
Radio	3 080	2 465

For January – august 2017, **“Rossiyskaya gazeta”** edition cited 3 709 times, and total duration of the material with the mention of 56 hours.

# RATING OF DAILY BUSINESS PRESS



## ISSUE READERSHIP OF DAILY NEWSPAPERS

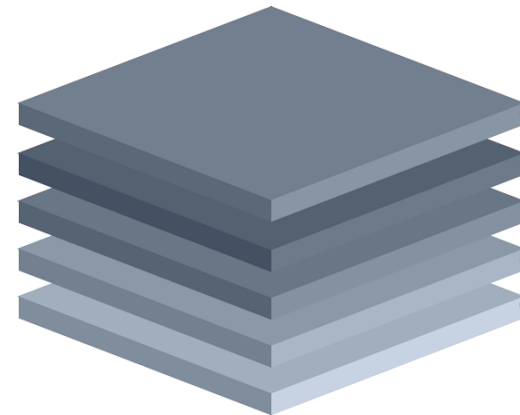
Edition	Region	Average issue readership
Rossiyskaya gazeta	Russia	846 600
	Moscow	234 800
	St. Petersburg	53 500
RBK-daily	Russia	392 400
	Moscow	165 700
	St. Petersburg	29 900
Kommersant	Russia	301 500
	Moscow	131 000
	St. Petersburg	30 700
Vedomosti	Russia	207 800
	Moscow	146 800
	St. Petersburg	17 800
Izvestia	Russia	543 600
	Moscow	172 400
	St. Petersburg	55 000



«Rossiyskaya gazeta» - today is a modern multimedia platform that daily provides readers with the most recent, trustworthy and major information about regional, federal and world wide events.

Daily (except Saturdays and Sundays)

**Volume:** 16 - 24 pages  
**Circulation:** 131 000 copies - daily issue  
**Distribution:** 65% subscribers, 35% retail  
**Color:** for Moscow and Saint-Petersburg readers newspaper is represented in color



- 19,2% executive
- 24,9% specialists
- 50,7% high and middle revenue
- 48,2% higher education
- 58,3% active age (20-55)

Source: Mediascope, NRS Russia, March - July 2019



846 600

Russia



234 800

Moscow



53 500

St. Petersburg

# SOCIO-DEMOGRAPHIC PROFILE OF «ROSSIYSKAYA GAZETA» AUDIENCE

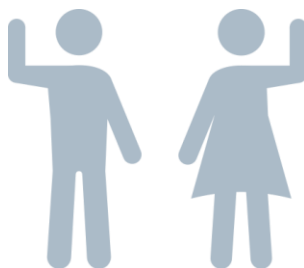
## RUSSIA



**7 026 500** people  
Semiannual audience



**846 600** people  
Audience of one issue



**799 500** people  
Loyal audience

## GENDER



**449,2** ths. people  
Women



**397,4** ths. people  
Men

Source: Mediascope, NRS-Russia, March - July 2019

## EDUCATION



**408,3** ths. people  
Higher

## REVENUE

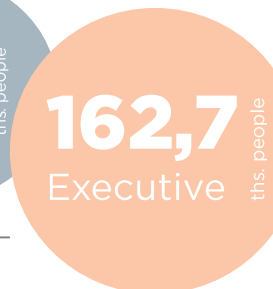


**153,5** ths. people  
High  
**253,3** ths. people  
Middle

## TARGET AUDIENCE



**57,3** ths. people  
White collars



**162,7** ths. people  
Executive



**210,8** ths. people  
Specialists

## AGE

**16-24 years**  
**73,1** ths.

**25-34 years**  
**152,9** ths.

**35-44 years**  
**134,6** ths.

**45-54 years**  
**155,9** ths.



# AUDIENCE: «ROSSIYSKAYA GAZETA» - NEDELYA

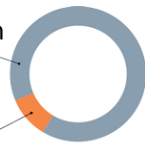


«Rossiyskaya gazeta» - Nedelya  
weekly issue of "Rossiyskaya Gazeta"

Distribution

90% subscription

10% retail



Frequency: 1 per week (Thursday)

Format: A3

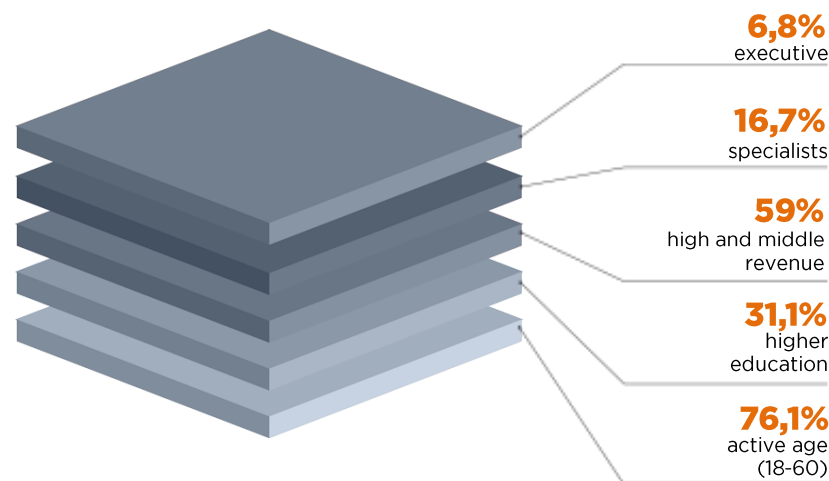
Federal circulation: 3 292 000 copies

Moscow circulation: 573 000 copies

Distribution: Russia

/ad targeting option is available/

Color: Moscow and St.-Petersburg in color, regions – black-white



Source: FOM, april 2019

Major rubrics:

- Topic of the week
- Event of the week
- Week of jurisdiction

- Finance
- Through out the world
- Education
- Medicine
- Healthcare
- Your finance

- Real estate
- Cars
- Feed back
- Authors rubric
- Commerce
- Moscow pages

- Movies
- TV schedule
- Garden and yard
- Culture, sport
- Weather
- Crosswords



5 230 779

Russia

**MONTHLY ILLUSTRATED HISTORICAL MAGAZINE**

Founded in 1879 the magazine continues the tradition of its pre-revolutionary publications. In its present form it has been published since 1989.

Since January 2014 the magazine is in a line of printed products of the Rossiyskaya gazeta. The decision to transform the magazine in its design and content is due to increasing interest of the Russians to the history of their country.

**Frequency:** 1 per month  
**Print:** full color  
**Format:** A4  
**Volume:** 140 pages  
**Circulation:** 17 350 copies



AUDIENCE'S INTEREST IN HISTORICAL THEMES IS GROWING

SEARCHES GROWTH IN THE INTERNET IN RUSSIA IN 2016/2015



**+32%**



Russian history

**+3%**



History of Russia

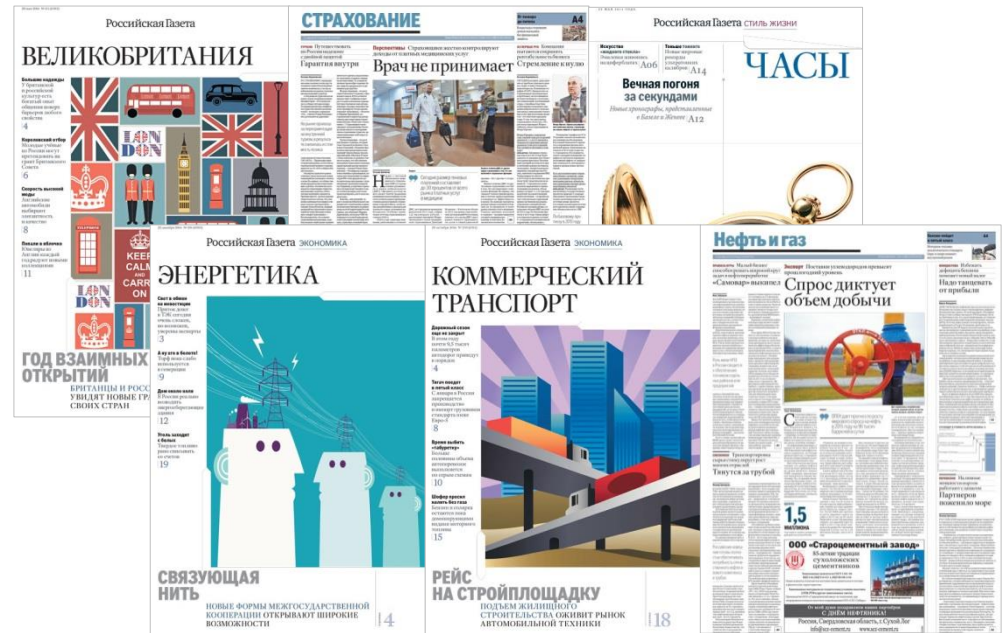
**+3%**

**Special color thematic supplements to «Rossiyskaya gazeta»:**

- Wide thematic spectrum: investments, ecology, industrial and manufacturing fields, regions, international cooperation, etc.
- Effective way of your business promotion
- Direct contact with target audience
- Publication of client-oriented supplements

Thematic and special supplements to «Rossiyskaya gazeta» represented in two formats:

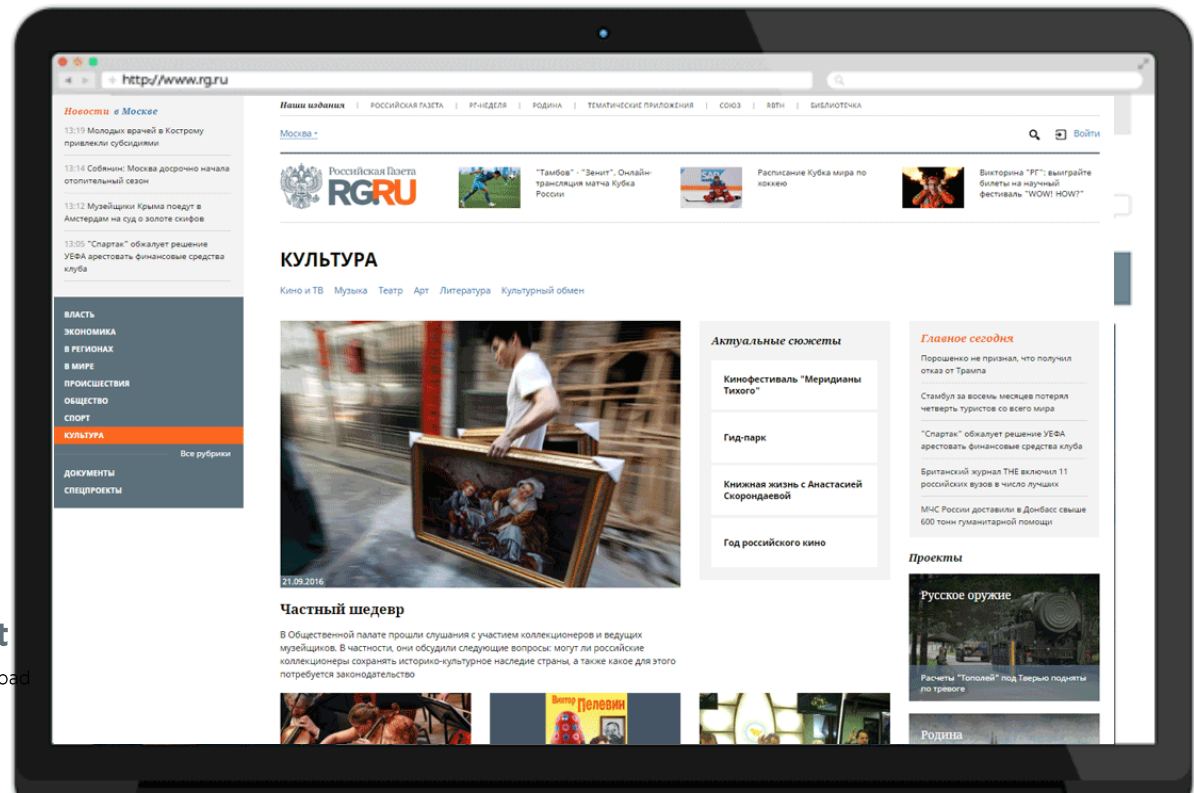
- **A2**, newsprint, volume 4-8 pages
- **B3**, glossy coated paper, volume by 16 pages



## AFFLUENT SOCIAL AND POLITICAL WEB SITE

Comfortable and easy to use design that meet all the requirements of modern tendencies

- **More than 30 000 000 people** visit Rg.ru monthly
- **More than 52 000 people** use «Rossiyskaya gazeta» mobile supplements
- **Online translations** of social and political, business, cultural and sports events
- **Unique photo archive** of modern and contemporary history of Russian Federation
- **News and thematic video content** from our own correspondents in Russian Federation and abroad



# RG.RU WEB SITE TRAFFIC RANK

## RG.RU WEB SITE TRAFFIC RANK IN RUSSIA AND ABROAD

**80 900 000**

total number of displays per month

**29 500 000**

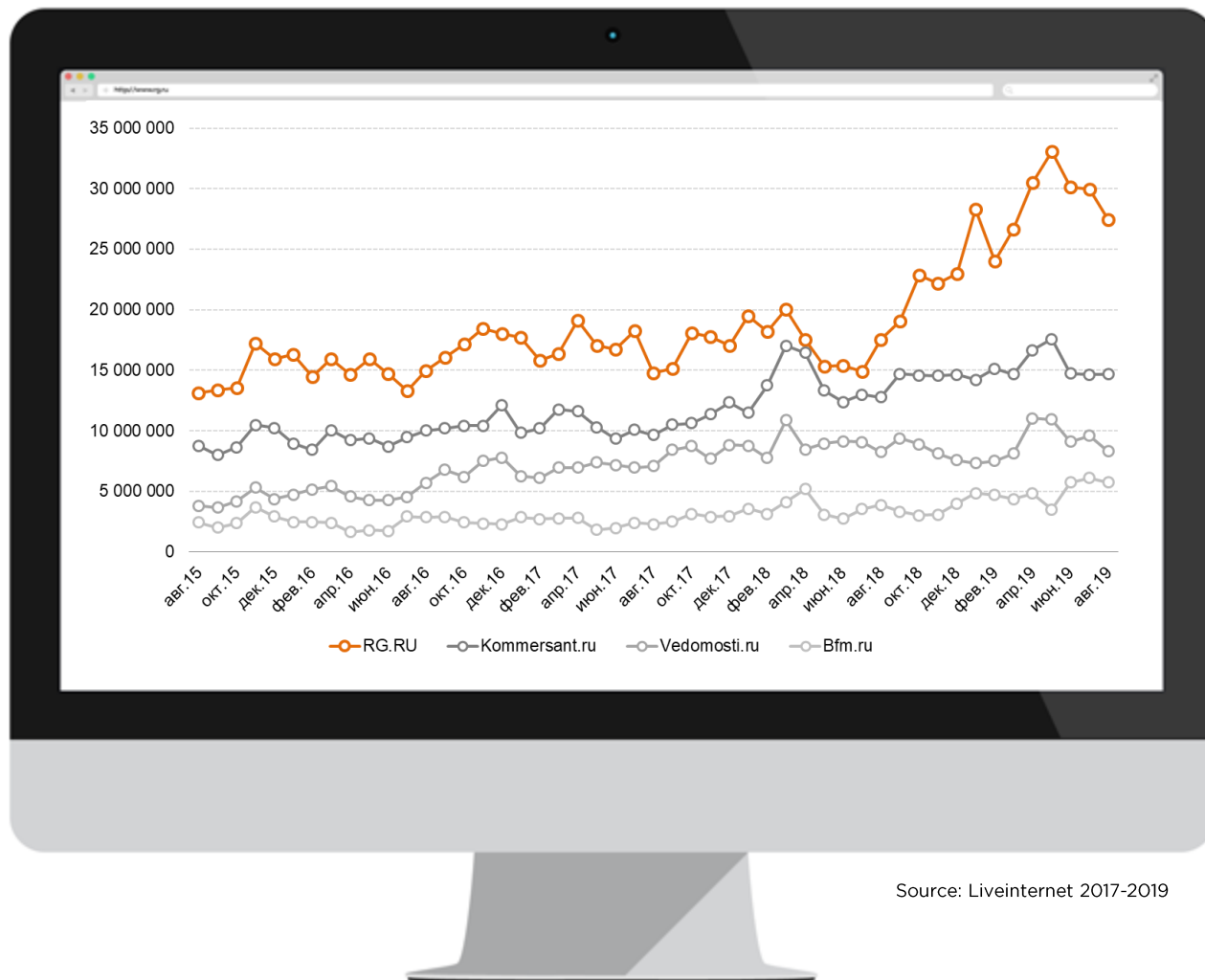
unique visitors per month

**9 400 000**

unique visitors per week

**2 200 000**

unique visitors per days



Source: Google Analytics, august 2019

Source: Liveinternet 2017-2019

# SOCIO-DEMOGRAPHIC PROFILE OF RG.RU AUDIENCE

## RUSSIA

Information concerning Russian Federation only

## GENDER



**7 146 000**

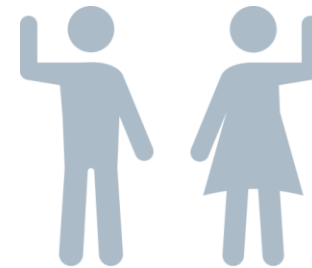
Monthly audience

people



**2 653 000**

Weekly audience



**428 000**

Daily audience

people



**3,3** mln. people  
Women



**3,8** mln. people  
Men

Source: Mediascope, Web Index (Desktop), June 2019

## EDUCATION



**3,7** mln. people  
Higher

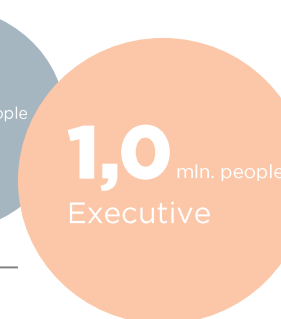
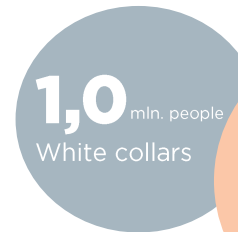
## REVENUE



**2,8** mln. people  
High

**3,0** mln. people  
Middle

## TARGET AUDIENCE



## AGE



## ANDROID



**28 600**  
active users

## IPHONE iOS



**23 500**  
active users



- TWITTER
- ODNOKLASSNIKI
- FACEBOOK
- VKONTAKTE



**295 888** subscribers

**130 083** subscribers

**160 689** subscribers

**270 438** subscribers



More than

**1 mln.**

total amount of subscribers

«Rossiyskaya gazeta» is widely represented in most popular social networks in Russian Federation and abroad.

Media Center of "Rossiyskaya gazeta" - the multifunction information platform actively operating since November 2005.

Regular guests of the Media center: members of the Government of the Russian Federation, the State Duma deputies, Federation Council members, heads of Russian regions, leaders of state corporations, famous people of culture, arts, sports, business representatives.



**Media Center of " Rossiyskaya gazeta" consists of four rooms:**

- cinema hall - the total area - 203 sq.m. 1 - 103 seats
- Blue hall - the total area - 59, 6 sq.m. - 40 seats
- White Hall - total area - 27.3 sq.m. - 18 seats
- lobby - the total area - 41, 3 sq.m.

**THE MEDIA CENTER ACTIVITIES:**

- ▶ press conferences
- ▶ round tables
- ▶ expert councils
- ▶ business appointments
- ▶ film shows
- ▶ presentations
- ▶ forums
- ▶ «hot lines»

Events of the media center "RG" are accompanied by an active announcing on the main page of RG.RU, on the page of Media Center mc.rg.ru and in the "Rossiyskaya Gazeta" daily newspaper. Materials on the press event results is placed on the page of the Media Center mc.rg.ru and in the newspaper under the heading "Media Center." Implemented mandatory photo and video shooting Photo Service "RG", followed by placement on the website. Perhaps professional moderation press events leading journalists "RG".

The compulsory photo and video shooting implemented by photo service of "RG" followed by placement on the website. The professional moderation of press events by leading journalists of "RG" is available.



The Media Center is connected to Wi-Fi, all rooms are equipped with sound-amplifying equipment, plasma TV and air conditioning.



**LOOK FORWARD TO COLLABORATING!**



THANK YOU FOR  
YOUR ATTENTION!

**ADVERTISING DEPARTMENT:**

(499) 257 40 98

(499) 257 37 52

**E-MAIL:**

[REKLAMA@RG.RU](mailto:REKLAMA@RG.RU)



Российская Газета

**RG.RU**