

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 615 500 people** read «Rossiyskaya gazeta» daily
- **More than 40 900 000 people** visit RG.ru monthly
- **More 52 000 people** use «Rossiyskaya gazeta» mobile devices
- **More 1 100 000 people** composed in official groups "Rossiyskaya Gazeta" in all the major social networks



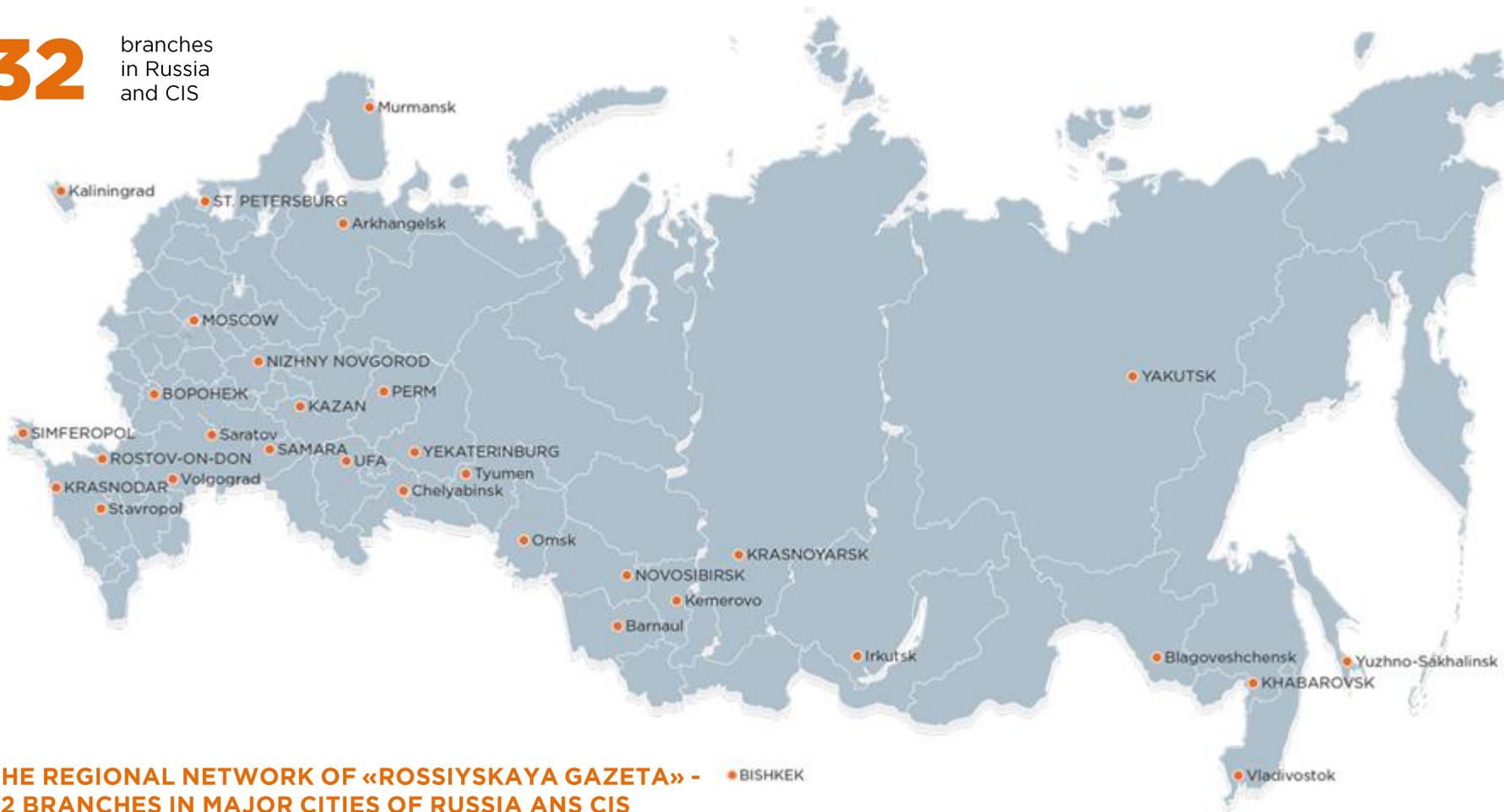
Source:

Mediascope, NRS Russia, September 2020 – February 2021;
Google Analytics, March 2021.

THE REGIONAL NETWORK

32

branches
in Russia
and CIS



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

RATING OF DAILY BUSINESS PRESS

2nd PLACE BY TOTAL DURATION OF REFERENCE MATERIALS NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR **2020**

DURATION OF REFERENCE MATERIALS NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR **2020**



2 080 references



2 502 min 6 sec

	Total references	Duration (min)
TV	647	1 156,7
Radio	1 433	1 345,4

For January – December 2019 **“Rossiyskaya gazeta”** edition cited 2 080 times, and total duration of the material with the mention of 42 hours.

RATING OF DAILY BUSINESS PRESS



ISSUE READERSHIP OF DAILY NEWSPAPERS

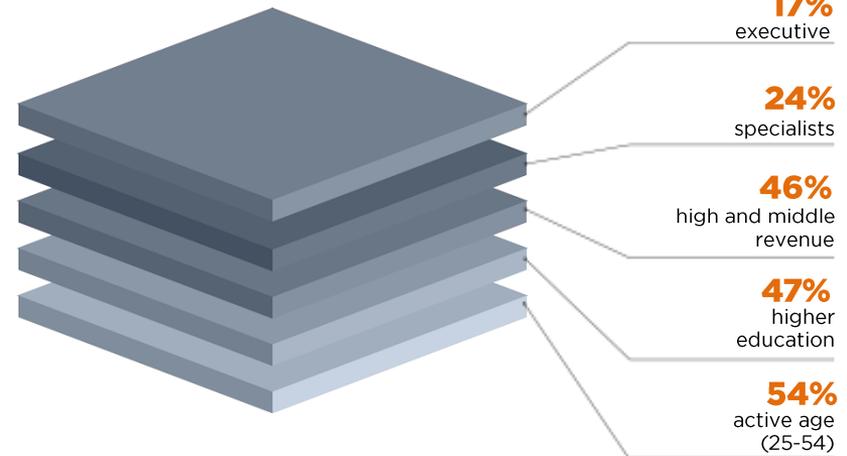
Edition	Region	Average issue readership
Rossiyskaya gazeta	Russia	615 500
	Moscow	111 800
	St. Petersburg	62 800
Izvestia	Russia	440 800
	Moscow	93 000
	St. Petersburg	28 700
RBK-daily	Russia	310 500
	Moscow	112 100
	St. Petersburg	19 700
Kommersant	Russia	210 600
	Moscow	91 100
	St. Petersburg	16 600
Vedomosti	Russia	151 000
	Moscow	79 200
	St. Petersburg	10 300



«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: 124 000 copies - daily issue
Distribution: 30% subscribers, 70% retail
Color: for Moscow, Saint-Petersburg, Ekaterinburg, Rostov-on-don, Simferopol, Nizhny Novgorod, Samara, Krasnodar, Yekaterinburg, Krasnoyarsk, Novosibirsk, Perm, Ufa readers newspaper is represented in color



Source: Mediascope, NRS Russia, September 2020 - February 2021



615 500

Russia



111 800

Moscow



62 600

St. Petersburg

SOCIO-DEMOGRAPHIC PROFILE OF «ROSSIYSKAYA GAZETA» AUDIENCE

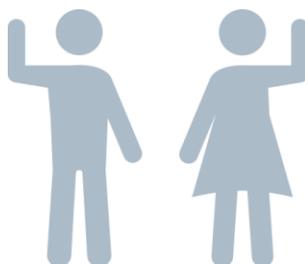
RUSSIA



5 969 700 people
Semiannual audience



615 500 people
Audience of one issue



660 400 people
Loyal audience

GENDER



343,9 ths. people
Women



271,6 ths. people
Men

Source: Mediascope, NRS-Russia, September 2020- February 2021

EDUCATION



288,3 ths. people
Higher

REVENUE



86,0 ths. people
High
195,3 ths. people
Middle

TARGET AUDIENCE



40,7 ths. people
White collars



105,8 ths. people
Executive



149,4 ths. people
Specialists

AGE

16-24 years
28,0 ths.

25-34 years
108,0 ths.

35-44 years
103,4 ths.

45-54 years
120,4 ths.

AUDIENCE: «ROSSIYSKAYA GAZETA» - NEDELYA

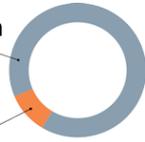


«Rossiyskaya gazeta» - Nedelya
weekly issue of "Rossiyskaya Gazeta"

Distribution

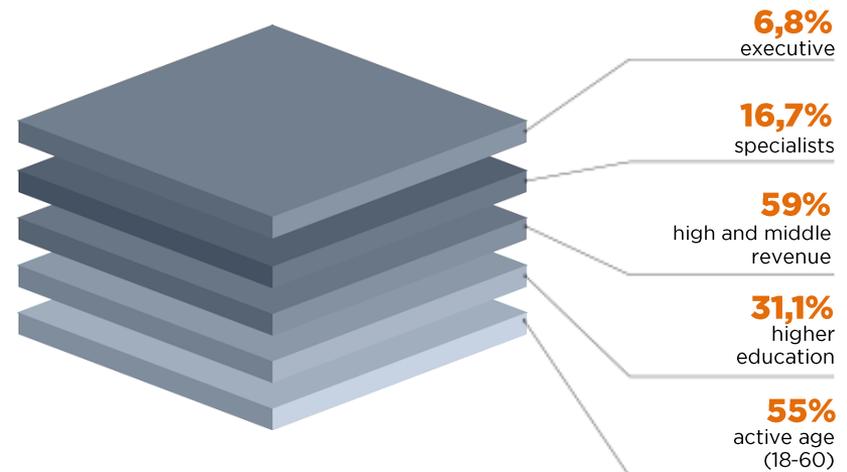
90% subscription

10% retail



Frequency: 1 per week (Wednesday)

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, November 2020

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



5 330 293

Russia

MONTHLY ILLUSTRATED HISTORICAL MAGAZINE

Having celebrated its 140th anniversary in 2019, the magazine is stated to be one of the oldest historical popular science ones in our country.

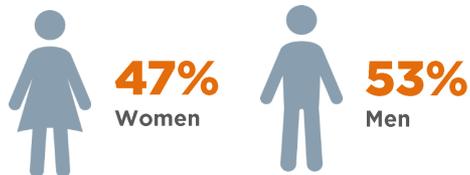
The publication is addressed to those who professionally study Russian history, as well as a wide range of readers who love and interested in the history of Russia. The authors of "Rodina" are well-known historians, archaeologists, writers, publicists, and journalists.

This is a high-quality magazine with a rich variety of materials and structured headings related to the history of Russia along with unique images, published on excellent paper.

Format: A4
Circulation: 26 600 copies
Print: full color
Volume: 140 pages



AVERAGE ISSUE READERSHIP - 143 100





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

The glossy supplements LIFE STYLE to «Rossiyskaya gazeta» daily:

The supplements GIFTS, WARDROBE, WATCHES, JEWELRY, TRAVEL cover the whole range of goods and services from the world of fashion, luxury and expensive pleasures.

The monthly lifestyle issues present new collections of clothes and accessories, watches and jewelry, interior, beauty products and fragrances.

Release schedule 2021

4 March – Gifts

7 April – Wardrobe

4 June – Watch

22 September – Wardrobe

20 October – Jewelry

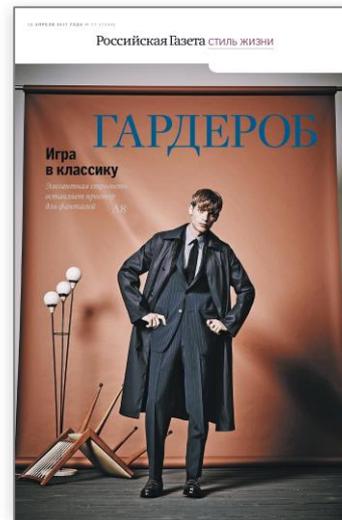
17 November – Watch

15 December – Gifts

• **Format B3**, 24-36 pages

• Circulation – 70 000 copies

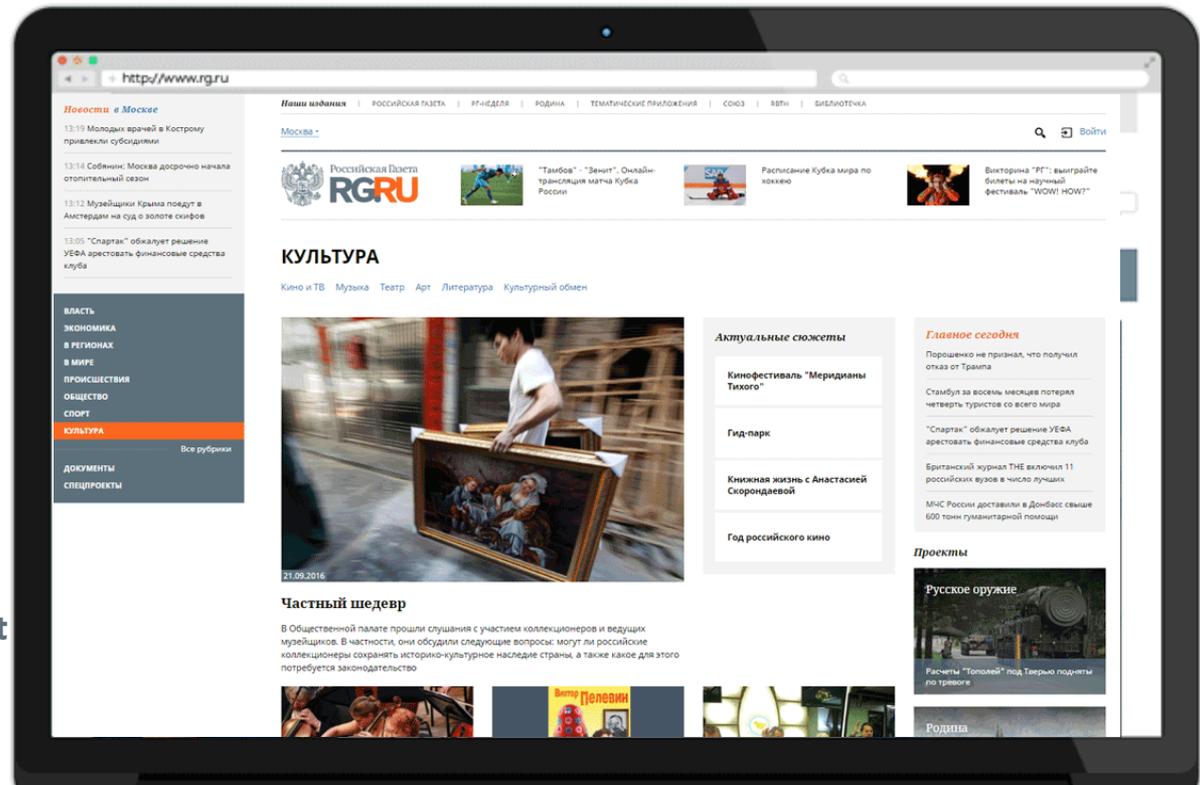
• Distribution – together with RG daily in Moscow and St. Petersburg



AFFLUENT SOCIAL AND POLITICAL WEB SITE

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

- **More than 40 900 000 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

116 900 000

total number of displays per month

40 920 000

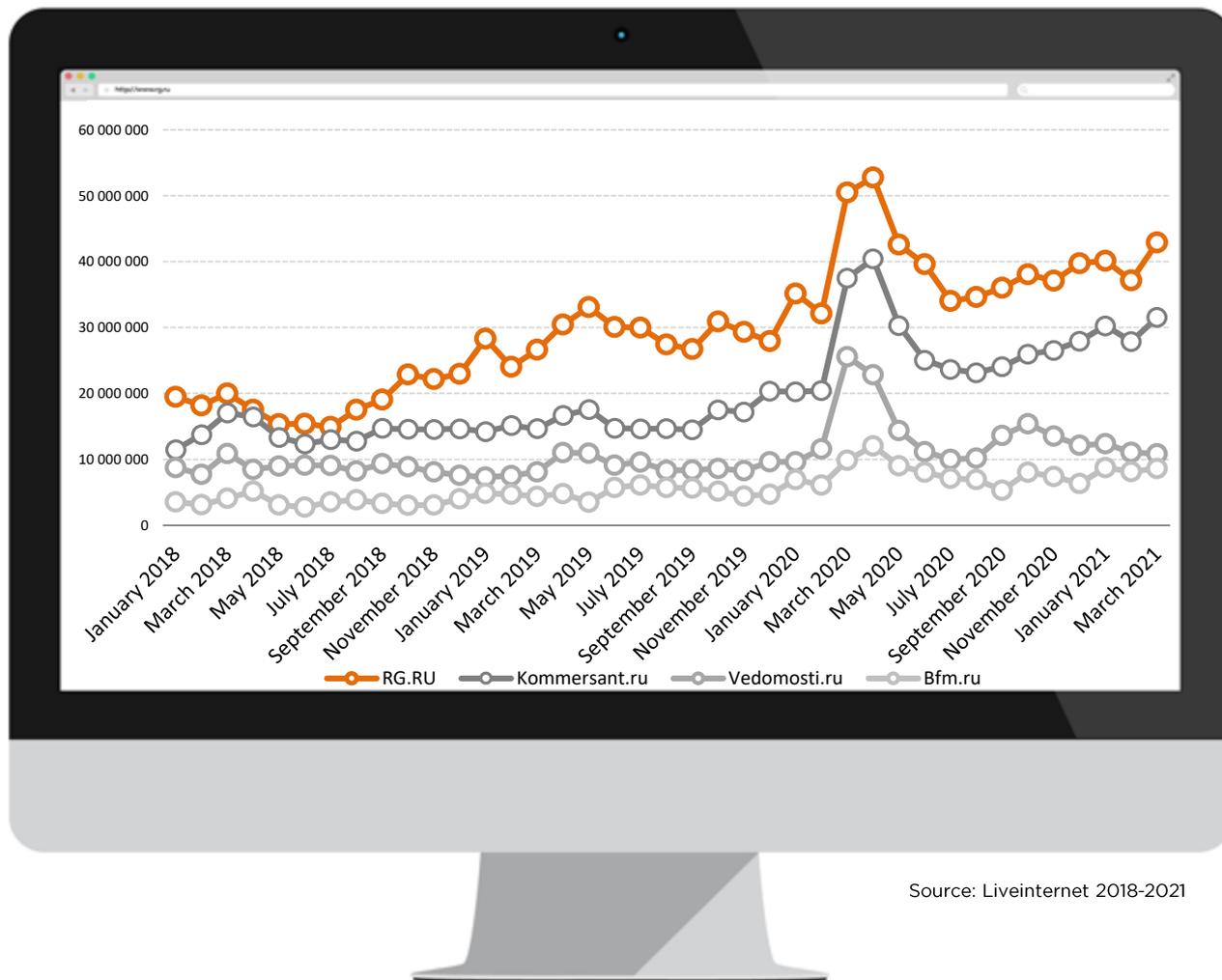
unique visitors per month

12 500 000

unique visitors per week

2 100 000

unique visitors per days



SOCIO-DEMOGRAPHIC PROFILE OF RG.RU AUDIENCE

RUSSIA

Information concerning Russian Federation only

GENDER



7 750 900

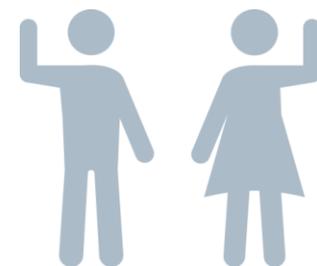
Monthly audience

people



2 683 900

Weekly audience



459 800

Daily audience

people

people



3,6 mln. people
Women



4,1 mln. people
Men

Source: Mediascope, Web Index, February 2021

EDUCATION



3,6 mln. people
Higher

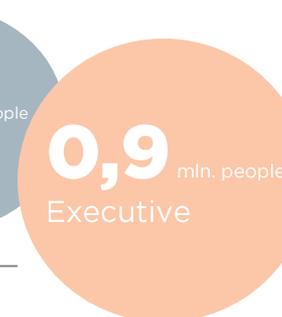
REVENUE



2,7 mln. people
High

3,1 mln. people
Middle

TARGET AUDIENCE



AGE



MOBILE SUPPLEMENTS AND SOCIAL NETWORKS

ANDROID



28 600
active users

IPHONE iOS



23 500
active users



- TWITTER
- ODNOKLASSNIKI
- FACEBOOK
- VKONTAKTE



299 800 subscribers

215 600 subscribers

165 500 subscribers

290 000 subscribers



More than

1,1 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



Российская Газета

RG.RU