



ЭКОНОМИКА и ЖИЗНЬ

Ekonomika i Zhizn, published by the major media group Economicheskaya Gazeta, is the leading Russian weekly business newspaper. Circulation is guaranteed by an impressive 99% subscription basis, from which over 60% are corporate.

Ekonomika i Zhizn has acquired a reputation of a reliable, competent and authentic source of information on national and international issues.

COUNTRY	Russia
LANGUAGE	Russian
CATEGORY	Business
PUBLISHER	Economicheskaya Gazeta
ESTABLISHED	1918
FREQUENCY	Friday
CIRCULATION	450,000 Nationwide
AD CLOSE	3-Week

READERSHIP

GENDER

Male	34.0%
Female	66.0%

AGE

16-34	32.4%
35-54	49.3%
55+	18.3%

EDUCATION

High School	53.0%
College	43.5%

SOCIOECONOMIC CLASS

Upper	47.0%
Middle	44.0%
Middle Lower	9.0%

BUSINESS SECTOR READERSHIP

Industry	15.5%
Trade	14.1%
Finance, Insurance	13.5%
Education, Health	9.0%
State Management	4.5%
Transportation	4.4%
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	MODULES	TABLOID FORMAT - AD SIZES (WIDTH x DEPTH)	USD
Full Page	60	26 cm x 38.6 cm (10-1/4" x 15-3/16")	\$20,900.00
Half Page	30	26 cm x 19 cm (10-1/4" x 7-1/2")	\$12,550.00
1/3 Page H	20	26 cm x 12.6 cm (10-1/4" x 4-15/16")	\$9,400.00
1/3 Page V	20	20.7 cm x 15.8 cm (8-1/8" x 6-1/4")	\$9,400.00
3/10 Page	18	15.4 cm x 19 cm (6-1/16" x 7-1/2")	\$8,750.00
1/4 Page H	15	15.4 cm x 15.8 cm (6-1/16" x 6-1/4")	\$7,550.00
1/4 Page V	15	26 cm 9.3 cm (10-1/4" x 3-11/16")	\$7,550.00
2/10 Page	12	15.4 cm x 12.7 cm (6-1/16" x 5")	\$6,400.00
1/6 Page H	10	10.1 cm x 15.8 cm (4" x 6-1/4")	\$5,650.00
1/6 Page V	10	26 cm x 6.1 cm (10-1/4" x 2-3/8")	\$5,650.00
3/20 Page	9	15.4 cm x 9.4 cm (6-1/16" x 3-11/16")	\$5,300.00
2/15 Page	8	10.1 cm x 12.7 cm (4" x 5")	\$4,900.00
1/10 Page H	6	10.1 cm x 9.3 cm (4" x 3-11/16")	\$3,850.00
1/10 Page V	6	15.4 cm x 6.1 cm (6-1/16" x 2-3/8")	\$3,850.00
1/12 Page	5	26 cm x 2.9 cm (10-1/4" x 1-1/8")	\$3,400.00
1/15 Page H	4	10.1 cm x 6.1 cm (4" x 2-3/8")	\$2,900.00
1/15 Page V	4	4.8 cm x 12.6 cm (1-7/8" x 4-15/16")	\$2,900.00
1/20 Page H	3	4.8 cm x 9.3 cm (1-7/8" x 3-11/16")	\$2,300.00
1/20 Page V	3	15.4 cm x 2.9 cm (6-1/16" x 1-1/8")	\$2,300.00
1/30 Page H	2	4.8 cm x 6.1 cm (1-7/8" x 2-3/8")	\$1,750.00
1/30 Page V	2	10.1 cm x 2.9 cm (4" x 1-1/8")	\$1,750.00
1/60 Page	1	4.8 cm x 2.9 cm (1-7/8" x 1-1/8")	\$1,055.00

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