



ИЗВЕСТИЯ

Izvestia is one of the most traditional and influential newspapers in Russia. The readers respect and trust *Izvestia* for its objectivity and professional analysis. In-depth coverage of major domestic and international issues always attract the attention of politicians and top executives throughout the country. On Fridays *Izvestia* has a 40-page special edition, Nedelja (Week) for the weekend reading.

COUNTRY

Russia

LANGUAGE

Russian

CATEGORY

General Interest

PUBLISHER

Izvestia Editorial

ESTABLISHED

1917

FREQUENCY

Mon-Fri

CIRCULATION

187,800 Nationwide

AD CLOSE

7-Day

READERSHIP

GENDER

Male	53.8%
Female	46.2%

AGE

16-34	24.1%
35-54	38.5%
50+	37.4%

EDUCATION

High School	65.0%
College	N/A
Post Grad	N/A

SOCIOECONOMIC CLASS

Upper	18.5%
Upper Middle	31.5%
Middle	22.0%
Middle Lower	14.0%
Lower	14.0%

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	BROADSHEET - AD SIZES (WIDTH x DEPTH)	NATIONWIDE	MOSCOW*
Full Page	37.4 cm x 54 cm (14-3/4" x 21-1/4")	\$34,000.00	\$27,250.00
Junior Page	20.2 cm x 50 cm (7-15/16" x 19-11/16")	\$19,900.00	\$16,200.00
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1/4 Page H	37.4 cm x 12.3 cm (14-3/4" x 4-13/16")	\$9,100.00	\$7,700.00
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1/8 Page H	20.2 cm x 11.1 cm (7-15/16" x 4-3/8")	\$4,700.00	\$4,000.00
1/8 Page V	13.4 cm x 17.4 cm (5-1/4" x 6-7/8")	\$4,700.00	\$4,000.00
1/16 Page H	13.4 cm x 9.5 cm (5-1/4" x 3-3/4")	\$2,400.00	\$2,200.00
1/32 Page H	13.4 cm x 4.8 cm (5-1/4" x 1-7/8")	\$1,250.00	\$1,000.00
1/64 Page H	13.4 cm x 2.4 cm (5-1/4" x 15/16")	\$800.00	\$650.00

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Moscow Edition Circulation – Monday-Friday, 73,300 copies*

VOLUME AND FREQUENCY DISCOUNTS AVAILABLE

18% VAT EXEMPT

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Illustrator 6.0-8.0, total ink density – 240%, illustration resolution – 300 dpi, converted to curves, sent via e-mail, on CD-ROM, or FTP
Hard proof required for quality control.

Complete Digital File Instructions Available for Production

FOREIGN LANGUAGE ADS MUST HAVE SAME SIZE PAID AD PUBLISHED IN RUSSIAN



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