



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	528,000 Nationwide
AD CLOSE	3-Week

READERSHIP

GENDER

Male	31.0%
Female	69.0%

AGE

16-34	36.0%
35-54	39.0%
55+	25.0%

EDUCATION

High School	53.0%
College	43.5%

SOCIOECONOMIC CLASS

Upper	18.0%
Upper Middle	37.0%
Middle	25.0%
Middle Lower	10.0%
Lower	10.0%

BUSINESS SECTOR

READERSHIP	
Industry	15.5%
Trade	14.1%
Finance, Insurance	13.5%
Education, Health	9.0%
State Management	4.5%
Transportation	4.4%
Telecommunication	16.1%

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