



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.

COUNTRY
Russia
LANGUAGE
Russian
CATEGORY
General Interest
PUBLISHER
LLC iNews
ESTABLISHED
1917
FREQUENCY
Mon-Fri
CIRCULATION
167,600 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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	BERLINER - AD SIZES (WIDTH x DEPTH)	NATIONWIDE	MOSCOW*
Full Page	26.4 cm x 54.1 (10-3/8" x 21-5/16")	\$25,400.00	\$19,000.00
Half Page H	26.4 cm x 26.8 cm (10-3/8" x 10-9/16")	\$14,150.00	\$10,600.00
Half Page V	13 cm x 54.1 cm (5-1/8" x 21-5/16")	\$14,150.00	\$10,600.00
1/3 Page V	17.5 cm x 26.8 cm (6-7/8" x 10-9/16")	\$8,400.00	\$6,300.00
1/4 Page H	26.4 cm x 13.2 cm (10-3/8" x 5-3/16")	\$7,150.00	\$5,350.00
1/4 Page V	17.5 cm x 20 cm (6-7/8" x 7-7/8")	\$7,150.00	\$5,350.00
1/6 Page H	17.5 cm x 13.2 cm (6-7/8" x 5-3/16")	\$5,750.00	\$4,300.00
1/6 Page V	8.5 cm x 26.8 cm (3-3/8" x 10-9/16")	\$5,750.00	\$4,300.00
1/8 Page H	17.5 cm x 9.8 cm (6-7/8" x 3-7/8")	\$3,850.00	\$2,900.00
1/8 Page V	8.5 cm x 20 cm (3-3/8" x 7-7/8")	\$3,850.00	\$2,900.00
1/16 Page H	13 cm x 6.4 cm (5-1/8" x 2-1/2")	\$1,950.00	\$1,450.00
1/16 Page V	8.5 cm x 9.8 cm (3-3/8" x 3-7/8")	\$1,950.00	\$1,450.00
1/32 Page H	13 cm x 3 cm (5-1/8" x 1-3/16")	\$1,065.00	\$800.00
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Only digital material accepted. Illustrator CS3, total ink density – 240%, illustration resolution – 300 dpi, converted to curves, CMYK, Minimum Font Type 8.5 points, 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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