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 543 000 people read «Rossiyskaya gazeta» daily

More than 43 100 000 people visit RG.ru monthly

More 52 000 people use «Rossiyskaya gazeta» mobile devices

More 1 000 000 people composed in official groups "Rossiyskaya Gazeta" in all the major social networks

Source: Mediascope, NRS Russia, December 2019 – April 2020; Google Analytics May 2020.
THE REGIONAL NETWORK

32 branches in Russia and CIS

THE REGIONAL NETWORK OF «ROSSIYSKAYA GAZETA» - 32 BRANCHES IN MAJOR CITIES OF RUSSIA AND CIS
2nd PLACE BY TOTAL REFERENCES AND DURATION OF REFERENCE MATERIALS NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR 2019

3 271 references

3 021 min 18 sec

DURATION OF REFERENCE MATERIALS NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR 2019

<table>
<thead>
<tr>
<th></th>
<th>Total references</th>
<th>Duration (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>549</td>
<td>776.7</td>
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<tr>
<td>Radio</td>
<td>2 722</td>
<td>2 244.5</td>
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</tbody>
</table>

For January – December 2019 “Rossiyskaya gazeta” edition cited 3 271 times, and total duration of the material with the mention of 50 hours.

Source: Mediascope, January — December 2019
### Issue Readership of Daily Newspapers

<table>
<thead>
<tr>
<th>Edition</th>
<th>Region</th>
<th>Average issue readership</th>
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</thead>
<tbody>
<tr>
<td>Rossiyskaya gazeta</td>
<td>Russia</td>
<td>543 900</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>144 600</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>48 400</td>
</tr>
<tr>
<td>Izvestia</td>
<td>Russia</td>
<td>364 200</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>102 200</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>34 800</td>
</tr>
<tr>
<td>RBK-daily</td>
<td>Russia</td>
<td>275 600</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>133 700</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>27 200</td>
</tr>
<tr>
<td>Kommersant</td>
<td>Russia</td>
<td>248 100</td>
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<tr>
<td></td>
<td>Moscow</td>
<td>112 000</td>
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<tr>
<td></td>
<td>St. Petersburg</td>
<td>20 400</td>
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<tr>
<td>Vedomosti</td>
<td>Russia</td>
<td>152 400</td>
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<tr>
<td></td>
<td>Moscow</td>
<td>125 400</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>12 900</td>
</tr>
</tbody>
</table>

Source: Mediascope, NRS Russia, Moscow, St. Petersburg, December 2019 - April 2020
**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.

**Volume:** 16 - 24 pages  
**Circulation:** 132,000 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

**Audience:**

- **Russia:** 543,900
- **Moscow:** 144,600
- **St. Petersburg:** 48,400

**Source:** Mediascope, NRS Russia, December 2019 – April 2020
SOCIO-DEMOGRAPHIC PROFILE OF «ROSSIYSKAYA GAZETA» AUDIENCE

RUSSIA

6,469,000 people
Semiannual audience

543,900 people
Audience of one issue

660,500 people
Loyal audience

GENDER

296,8 people
Women

247,1 people
Men

Source: Mediascope, NRS-Russia, December 2019 - April 2020

EDUCATION

288,1 people
Higher

REVENUE

91,3 th.s.
High

192,0 th.s.
Middle

TARGET AUDIENCE

39,4 people
White collars

108,8 people
Executive

110,2 people
Specialists

AGE

16-24 years
32,4 th.s.

25-34 years
107,2 th.s.

35-44 years
85,9 th.s.

45-54 years
97,0 th.s.
AUDIENCE: «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

Demographics:
- 6.8% executive
- 16.7% specialists
- 59% high and middle revenue
- 31.1% higher education
- 76.1% active age (18-60)

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

5,230,779
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

47% Women
53% Men

23,4% Executive
18,3% Specialists
71,4% High and middle revenue

Source: Mediascope, NRS-Russia, March- July 2019
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 2020
5 March – Gifts (for women)
9 April – Wardrobe
14 May – Travels
4 June – Watch (for the St. Petersburg International Economic Forum)
24 September – Wardrobe
22 October – Jewelry
19 November – Watch
15 December – Gifts (for the New Year)

• 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 43 100 000 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 archive of Russian Federation

→ News and thematic video content from our own correspondents in Russian Federation and abroad

Source: Google analytics. May 2020
RG.RU WEB SITE TRAFFIC RANK
IN RUSSIA AND ABROAD

134 000 000
total number of displays per month

43 100 000
unique visitors per month

14 000 000
unique visitors per week

3 000 000
unique visitors per days

Source: Google Analytics, May 2020

Source: Liveinternet 2018-2020
SOCIO-DEMOGRAPHIC PROFILE OF RG.RU AUDIENCE

**RUSSIA**

Information concerning Russian Federation only

- **16 616 600 people** Monthly audience
- **6 349 500 people** Weekly audience
- **1 156 000 people** Daily audience

**GENDER**

- **9.2 min. people** Women
- **7.4 min. people** Men

Source: Mediascope, Web Index, April 2020

**EDUCATION**

- **7.6 min. people** Higher

**REVENUE**

- **5.4 min. people** High
- **7.0 min. people** Middle

**TARGET AUDIENCE**

- **2.2 min. people** White collars
- **2.3 min. people** Executive
- **3.6 min. people** Specialists

**AGE**

- **18-24 years** 0.9 min.
- **25-34 years** 2.9 min.
- **35-44 years** 3.5 min.
- **45-54 years** 3.3 min.
MOBILE SUPPLEMENTS AND SOCIAL NETWORKS

- Android: 28,600 active users
- iPhone iOS: 23,500 active users

«Rossiyskaya gazeta» is widely represented in most popular social networks in Russian Federation and abroad.

- Twitter: 297,918 subscribers
- Odnoklassniki: 177,275 subscribers
- Facebook: 163,332 subscribers
- Vkontakte: 277,507 subscribers

More than 1 mln. total amount of subscribers
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.

The Media Center is connected to Wi-Fi, all rooms are equipped with sound-amplifying equipment, plasma TV and air conditioning.

**THE MEDIA CENTER ACTIVITIES:**

- press conferences
- round tables
- expert councils
- business appointments
- film shows
- presentations
- forums
- «hot lines»

**Media Center of “Rossiyskaya gazeta” consists of four rooms:**
- cinema hall - the total area - 203 sq.m. - 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.

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.
THANK YOU FOR YOUR ATTENTION!

ADVERTISING DEPARTMENT:
(499) 257 40 98
(499) 257 37 52

E-MAIL:
REKLAMA@RG.RU