МЕДИА-КИТ
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 674,100 people read «Rossiyskaya gazeta» daily.

More than 45,400,000 people visit RG.ru monthly.

More than 52,000 people use «Rossiyskaya gazeta» mobile devices.

More than 1,100,000 people composed in official groups “Rossiyskaya Gazeta” in all the major social networks.

Source: Mediascope, NRS Russia, December 2020 – April 2021; Google Analytics, April 2021.
THE REGIONAL NETWORK OF «ROSSIYSKAYA GAZETA» - 32 BRANCHES IN MAJOR CITIES OF RUSSIA AND CIS
2nd PLACE BY TOTAL DURATION OF REFERENCE MATERIALS NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR 2020

2,080 references
2,502 min 6 sec

DURATION OF REFERENCE MATERIALS NEWSCASTS AND PRESS REVIEW ON TV AND RADIO FOR 2020

<table>
<thead>
<tr>
<th></th>
<th>Total references</th>
<th>Duration (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>647</td>
<td>1,156.7</td>
</tr>
<tr>
<td>Radio</td>
<td>1,433</td>
<td>1,345.4</td>
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</table>

For January – December 2019 “Rossiyskaya gazeta” edition cited 2,080 times, and total duration of the material with the mention of 42 hours.

Source: Mediascope, January – December 2020
## ISSUE READERSHIP OF DAILY NEWSPAPERS

<table>
<thead>
<tr>
<th>Edition</th>
<th>Region</th>
<th>Average issue readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossiyskaya gazeta</td>
<td>Russia</td>
<td>674 100</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>133 800</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>58 400</td>
</tr>
<tr>
<td>Izvestia</td>
<td>Russia</td>
<td>426 700</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>94 300</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>25 400</td>
</tr>
<tr>
<td>RBK-daily</td>
<td>Russia</td>
<td>344 200</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>132 300</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>27 900</td>
</tr>
<tr>
<td>Kommersant</td>
<td>Russia</td>
<td>229 400</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>94 400</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>11 300</td>
</tr>
<tr>
<td>Vedomosti</td>
<td>Russia</td>
<td>154 400</td>
</tr>
<tr>
<td></td>
<td>Moscow</td>
<td>83 800</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg</td>
<td>12 700</td>
</tr>
</tbody>
</table>

Source: Mediascope, NRS Russia, Moscow, St. Petersburg, December 2020 – April 2021
«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.

**Daily (except Saturdays and Sundays)**

- **Volume:** 16 - 24 pages
- **Circulation:** 124 000 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

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Source: Mediascope, NRS Russia, September 2020 – February 2021

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<table>
<thead>
<tr>
<th>Country</th>
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</tr>
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<tbody>
<tr>
<td>Russia</td>
<td>674 100</td>
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<td>133 800</td>
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<tr>
<td>St. Petersburg</td>
<td>58 400</td>
</tr>
</tbody>
</table>
Socio-Demographic Profile of «Rossiyskaya Gazeta» Audience

Russia

- Semiannual audience: 5,967,800 people
- Audience of one issue: 674,100 people
- Loyal audience: 620,600 people

Gender

- Women: 367,900 people
- Men: 306,200 people

Education

- Higher: 313,800 people

Revenue

- High: 119,800 ths.
- Middle: 307,300 ths.

Target Audience

- Executive: 126,200 people
- Specialists: 168,000 people

Age

- 16-24 years: 25,300 ths.
- 25-34 years: 104,100 ths.
- 35-44 years: 129,800 ths.
- 45-54 years: 124,000 ths.

Source: Mediascope, NRS-Russia, December 2020 – April 2021
AUaIENCE: «ROSSIYSKAYA GAZETA» - NEDELYA

«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

Source: FOM, November 2020
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
Special color thematic supplements to «Rossiyskaya gazeta»:

- Wide thematic spectrum: investments, ecology, industrial and manufacturing fields, regions, international cooperation, etc.
- Effective way of your business promotion
- Direct contact with target audience
- Publication of client-oriented supplements

Thematic and special supplements to «Rossiyskaya gazeta» represented in two formats:

- A2, newsprint, volume 4-8 pages
- B3, glossy coated paper, volume by 16 pages
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 2021

- 4 March – Gifts
- 7 April – Wardrobe
- 4 June – Watch
- 22 September – Wardrobe
- 20 October – Jewelry
- 17 November – Watch
- 15 December – Gifts

• Format B3, 24-36 pages
• Circulation – 70 000 copies
• Distribution – together with RG daily in Moscow and St. Petersburg
WEB SITE RG.RU

AFFLUENT SOCIAL AND POLITICAL WEB SITE
Comfortable and easy to use design that meet all the requirements of modern tendencies

➡️ More than 45 400 000 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. April 2021
RG.RU WEB SITE TRAFFIC RANK

137 331 000
total number of displays per month

45 447 000
unique visitors per month

14 200 000
unique visitors per week

2 800 000
unique visitors per days

Source: Google Analytics, April 2021

Source: Liveinternet 2018-2021
SOCIO-DEMOGRAPHIC PROFILE OF RG.RU AUDIENCE

Information concerning Russian Federation only

**RUSSIA**

14,271,900 people
Monthly audience

5,324,100 people
Weekly audience

1,007,000 people
Daily audience

7,5 min. people
Women

6,8 min. people
Men

Source: Mediascope, Web Index, April 2021

**EDUCATION**

6,1 min. people
Higher

**REVENUE**

4,7 min. people
High

5,9 min. people
Middle

**TARGET AUDIENCE**

1,7 min. people
White collars

1,7 min. people
Executive

3,3 min. people
Specialists

**AGE**

18-24 years
0,7 min.

25-34 years
2,5 min.

35-44 years
3,0 min.

45-54 years
3,3 min.
MOBILE SUPPLEMENTS AND SOCIAL NETWORKS

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

- Twitter: 299,800 subscribers
- Odnoklassniki: 215,600 subscribers
- Facebook: 165,500 subscribers
- VKontakte: 290,000 subscribers

More than 1,1 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 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 - 273 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.

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

LOOK FORWARD TO COLLABORATING!
THANK YOU FOR YOUR ATTENTION!

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

E-MAIL: REKLAMA@RG.RU