



The  Moscow Times

The  Moscow Times • com

Web site of the only
English-language daily newspaper
about Russia



Facts about “The Moscow Times” newspaper

- Founded in 1992
- Editorial focus is the business, politics and culture of Russia and the countries of the former CIS
- Comes out 5 days a week, Monday through Friday
- Print run of 35,000 copies, on 16 pages
- Only daily English-language newspaper in Russia



Facts about www.themoscowtimes.com

www.themoscowtimes.com, launched in 1997, is both an extension of and an additional product produced by the staff of "The Moscow Times." In addition to all 30+ articles of that day's newspaper, the site includes:

- ✓ A new issue of the newspaper several hours before the printed version is published
 - ✓ The most important stories and most interesting photographs of the day posted on the front page as soon as they hit
 - ✓ A full archive of the newspaper's almost 200,000 articles
 - ✓ PDF version of the web site and newspaper, an RSS feed of each day's material, and an e-mail service with the day's top headlines
 - ✓ Extended listings of the best cultural events happening in Moscow

Why advertise on www.themoscowtimes.com?

- To promote the company image in Russia and abroad
- There is a high percent of response to advertisement from a varied readership
- Readers are mostly solvent and reliable.

- With us it's easy:
 - Multiple forms of banner ads and text ads
 - Placement of advertisement on request of special days
 - Possibility to amend the commercial message while the campaign is running
 - Monitoring and additional statistical recording following the results

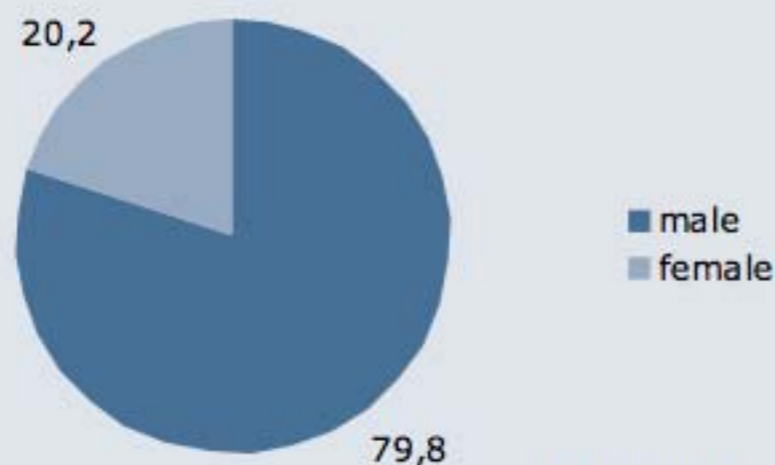


The average visitors to the site are active and well off.

- 90% older than 25 years old
- 90% have some form of higher education, with 43% holding a PhD and/or MBA
- 25% are CEOs, owners of companies or work in upper management, 26% are middle managers and 30% are specialists
- The top three occupational industries of Moscow Times.com readers are business, academic/research and government/public affairs
- Most visitors are active travelers – visiting the USA, Europe, Russia and CIS, and also South-East Asia, Africa and tropical islands

- ✓ **Most readers are men (79.8%)**
- ✓ **Over 40% of readers are under 35**

Gender Breakdown, %



Base: 5221

Age breakdown, %



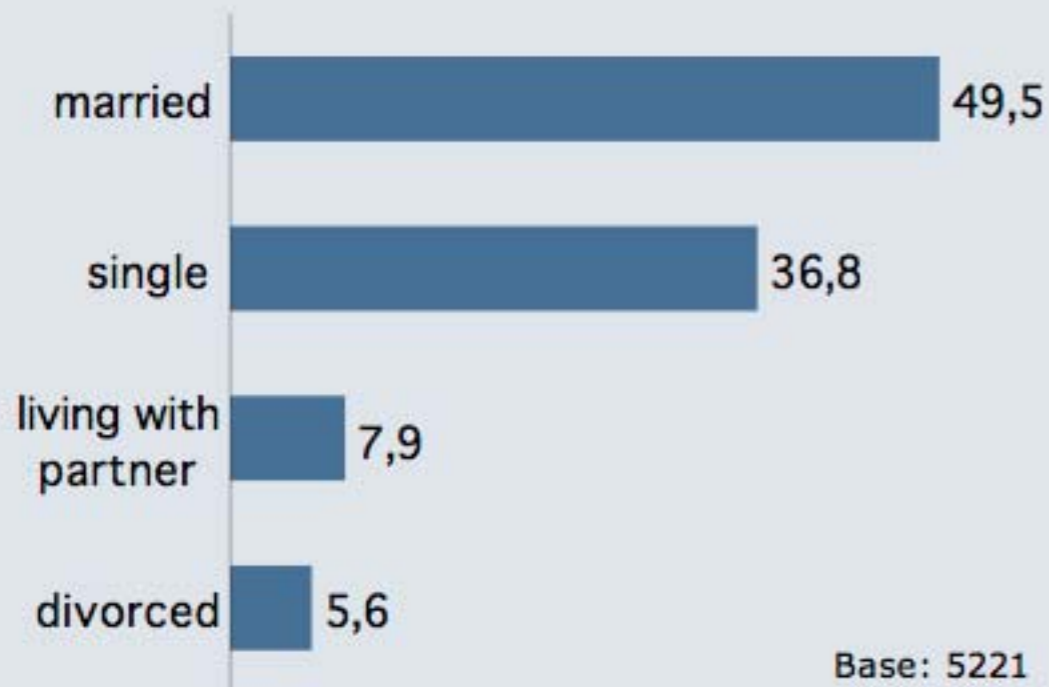
Base: 5221

Audience Demographic profile

Marital Status

- ✓ Half of readers are married

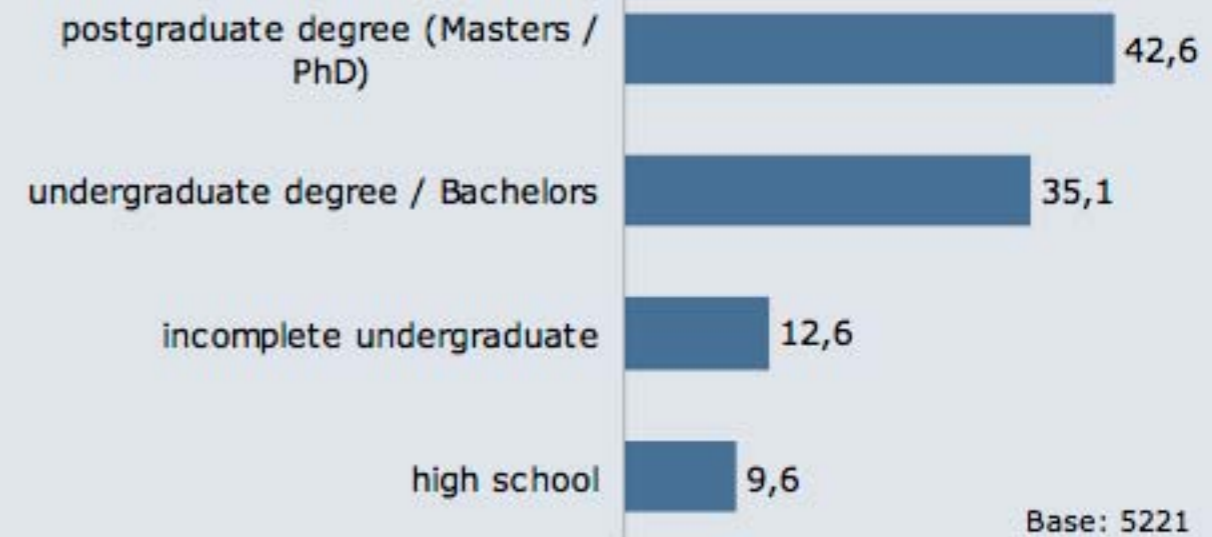
Marital Status, %



Education

- ✓ Highly educated audience – over 40% has postgraduate degree

Education, %



Audience Demographic profile

Employment

- ✓ **15% occupy top-positions**
- ✓ **30% are middle managers**
- ✓ **15% are working in academic field**

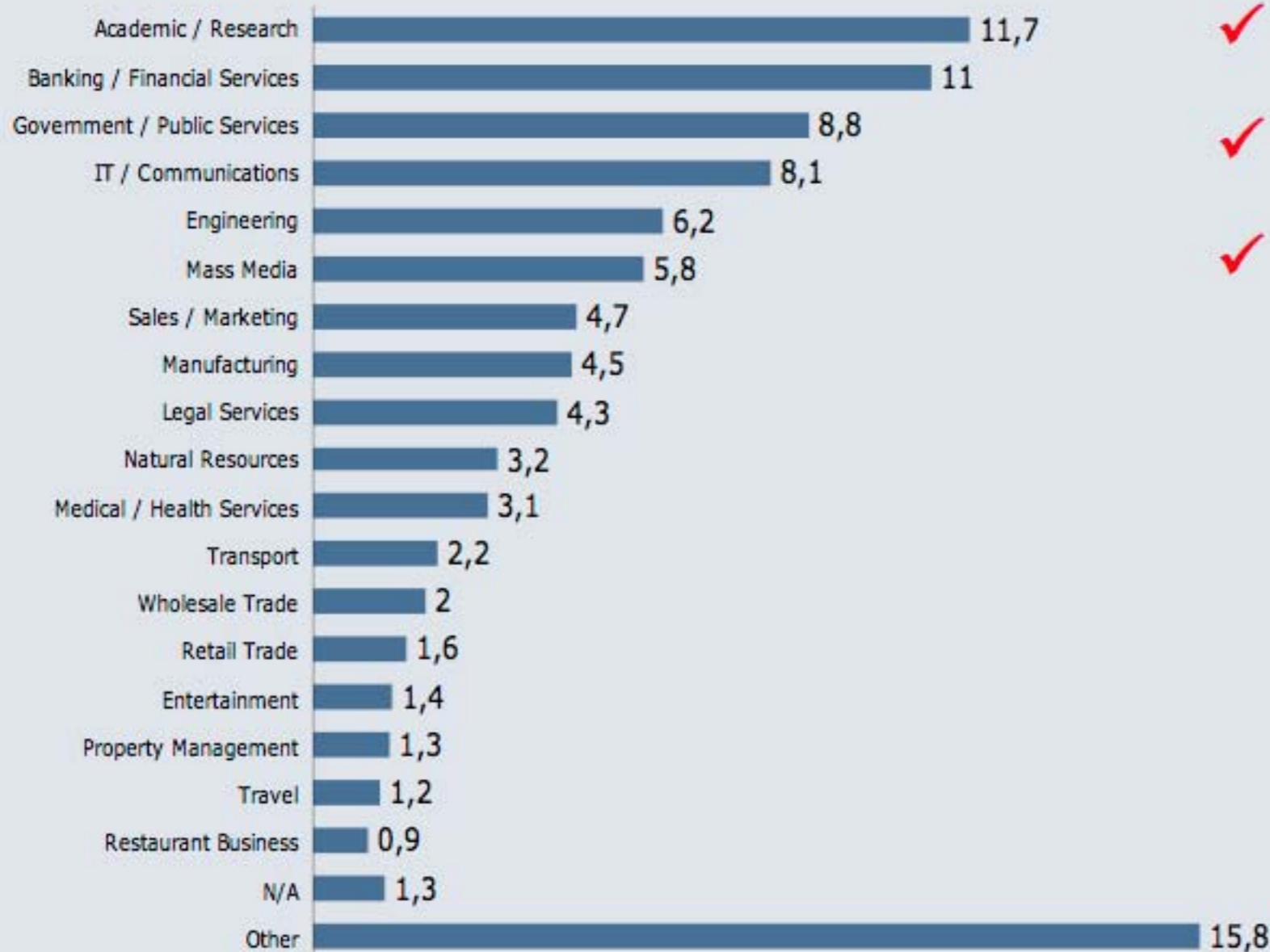
Employment Status, %



Base: 5221

Industry breakdown

Industry occupation, %



Top three industries:

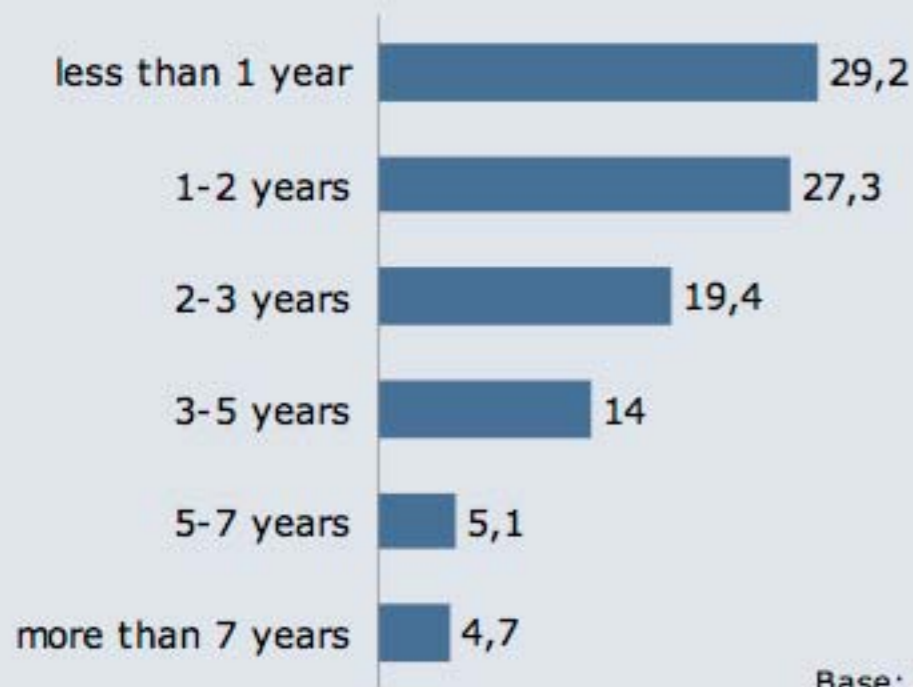
- ✓ **Academic/Research**
- ✓ **Banking**
- ✓ **Government/Public Services**

Site reading experience/access & statistics

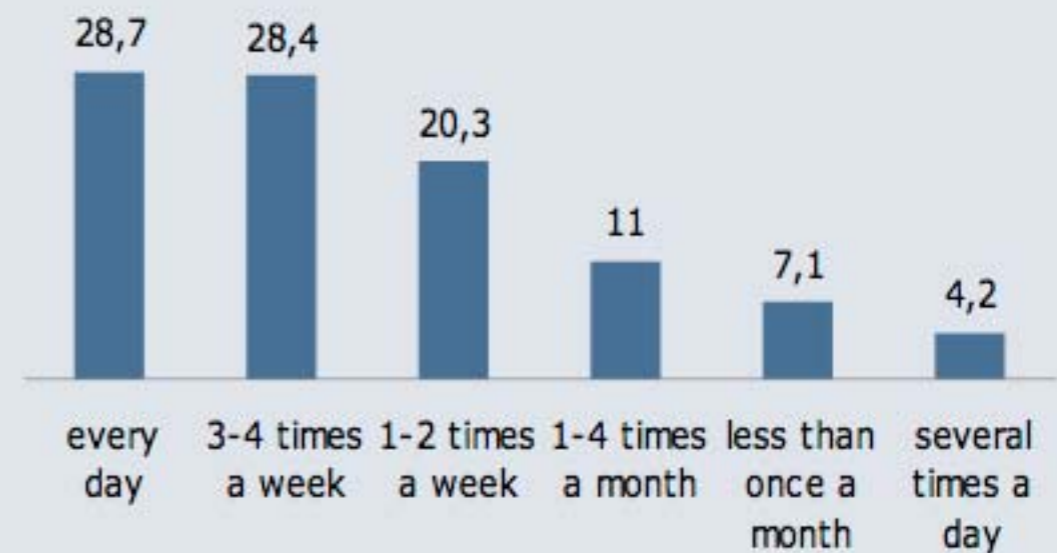
- Our Site is visited by average 280 000 people per month,
- there are more than 1 110 000 of impressions*,

✓ **Some 30% are daily visitors of the website**

Online reading experience, %



Web site access



*by Google Analytics

Services/sections/guides

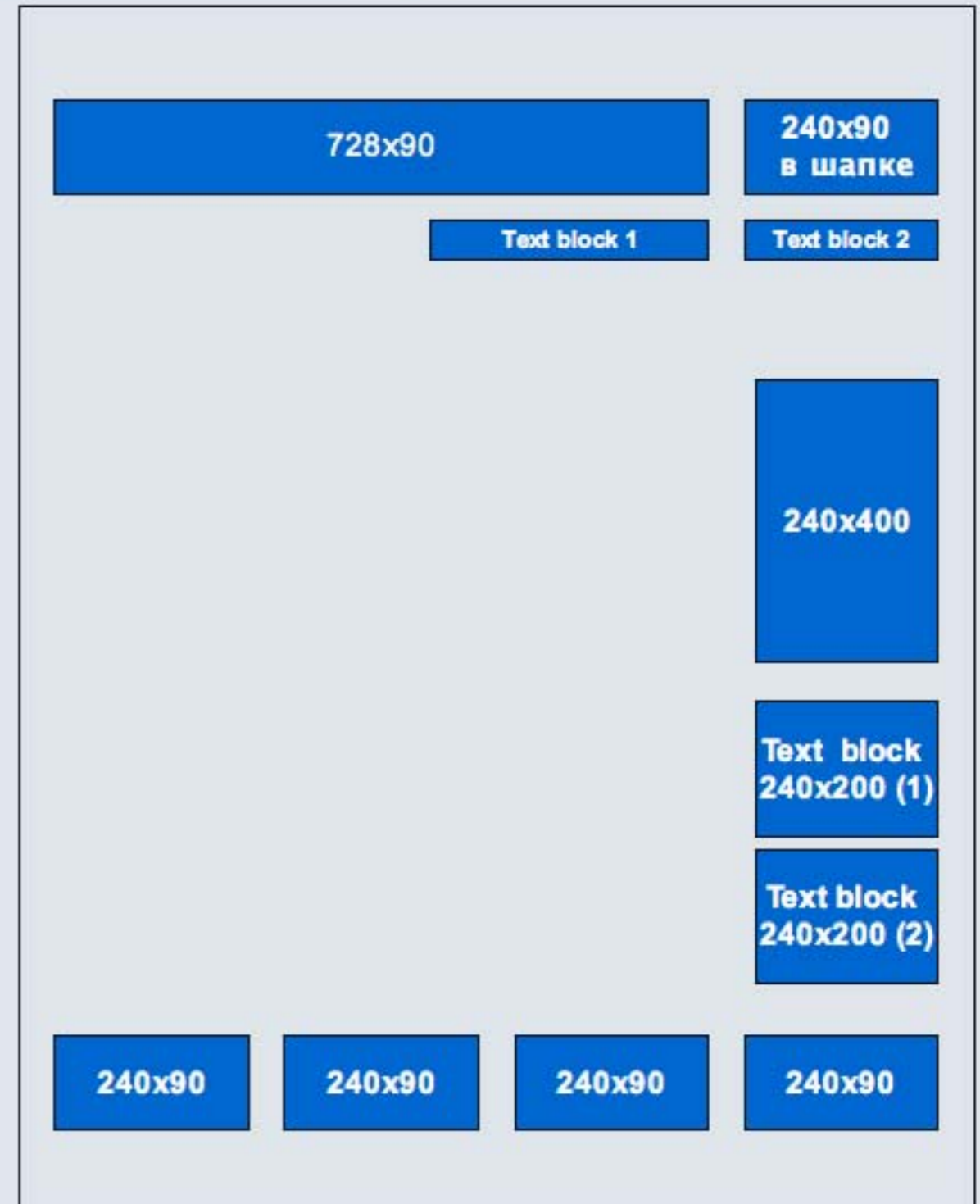
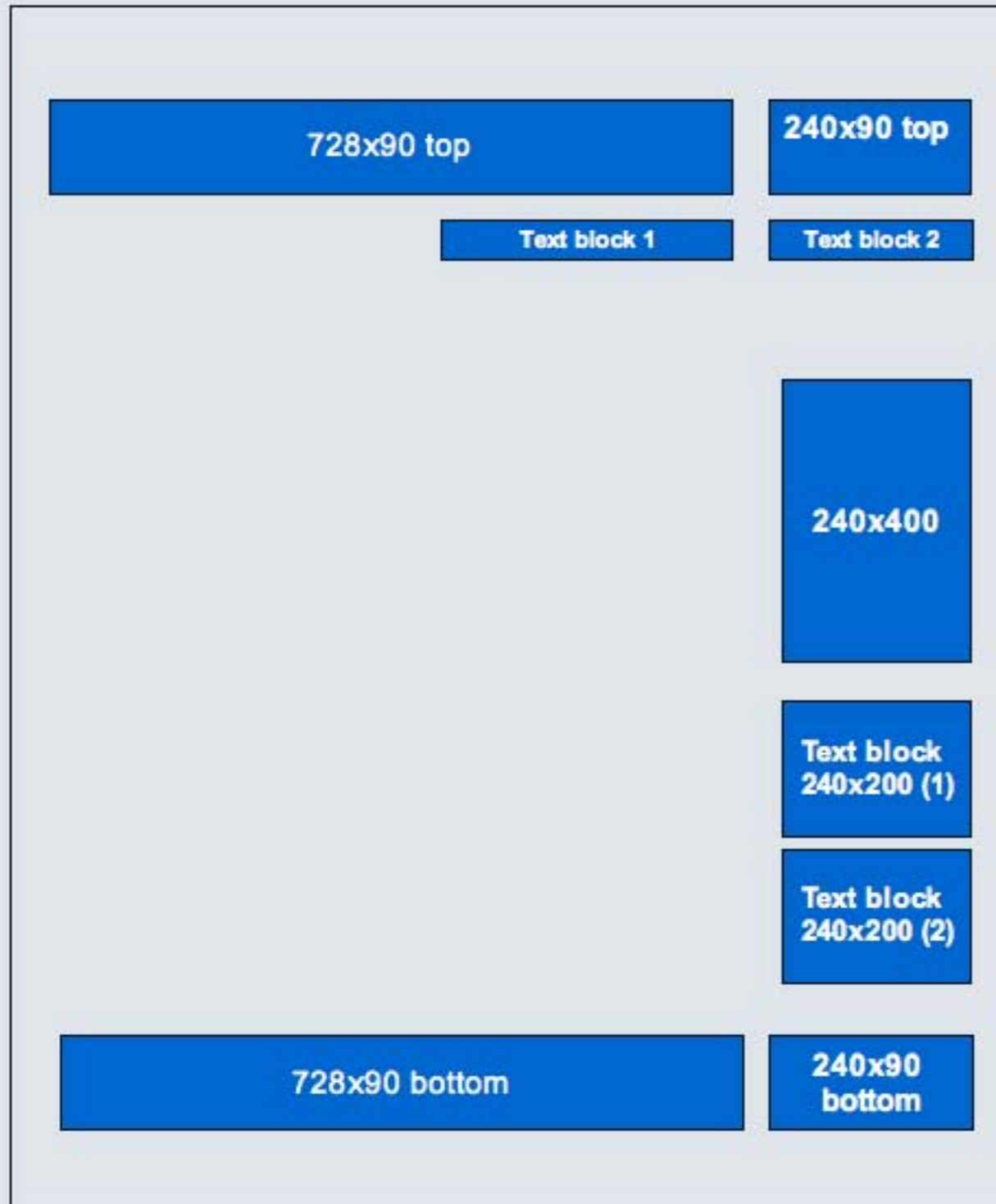
- The Moscow Times' [Real Estate section](#) is a source of information on real estate market in Russia and abroad. Among its features are:
 - in-depth analysis on legal and financial issues as well as on major events in St. Petersburg's property market from the Moscow Times' real estate supplements: the monthly Real Estate Catalogue and the more detailed Real Estate Quarterly
 - all the latest real estate articles by the staff of the Moscow Times
 - articles on the residential market in Russia and abroad
- The Moscow Times' [Career Center](#) provides up-to-date information about vacancies in companies both in Russia and abroad, as well as about educational programs and opportunities around the world.

Employers can post information about vacancies, while those seeking employment can post their resumes for potential employers to search. In addition, the site includes articles about current issues in the employment market, in both English and Russian.
- The Moscow Times' [Conferences](#) section provides detailed information about the many business events put on by The Moscow Times for professionals in Moscow and abroad. Each event has an in-depth description, schedule and list of speakers on the web site, and all events can be registered for online.
- [The Moscow Times Guides](#) - leisure, culture and entertainment in Moscow
- **Moscow Dining Guide**

This site for the Moscow Times' annual guide to the capital's best restaurants includes search functions by cuisine and location as well as alphabetical listings and sections for eateries with the best views of the city, the best interiors and more.
- **Russia Travel Guide**

A resource for English speakers interested in traveling to Russia, this site has information on everything from how to navigate Moscow and St. Petersburg's airports to listings and descriptions of the cities' best tourist sites, along with a wealth of other useful sections.

Banners places (front page)



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