

FROM THE NEWS WE'RE DOING

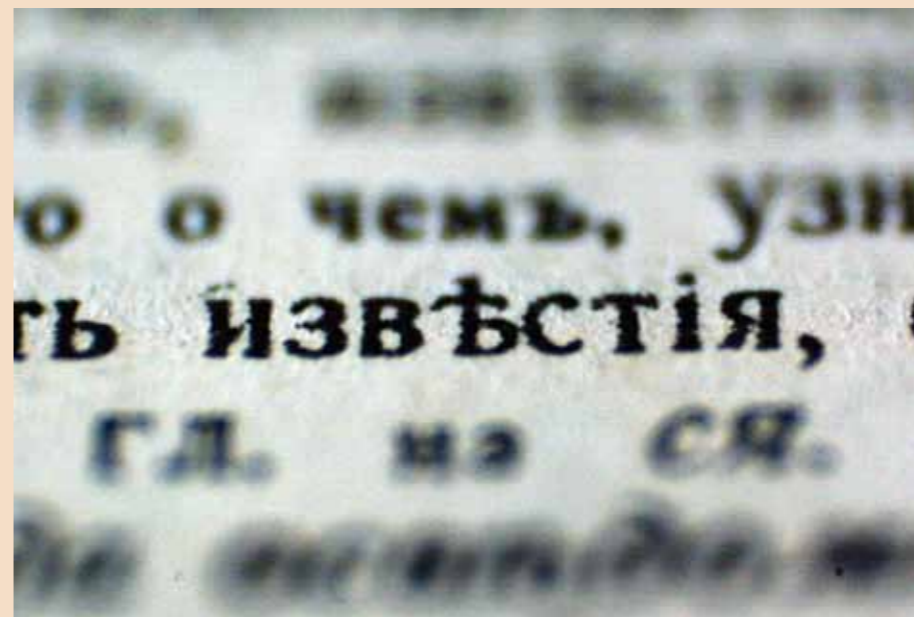
ИЗВЕСТИЯ

1917-2011

И	З	В	Е	С	Т	И	Я
FROM THE NEWS WE'RE DOING "IZVESTIA"	PURPOSES OF "IZVESTIA"	IT'S IMPORTANT TO KNOW FOR ANY READER OF "IZVESTIA"	WEEKLY APPENDIXES TO "IZVESTIA"	SITE OF THE NEWSPAPER "IZVESTIA"	CIRCULATION AND TERRITORIES OF "IZVESTIA"	BRIEFLY ABOUT ADVERTISING MATERIALS IN "IZVESTIA"	I WORK IN "IZVESTIA"
04	06	08	10	16	18	20	22

И

FROM NEWS
WE'RE DOING
"IZVESTIA"



Photos from photo archives of "Izvestia"



"Izvestia" is always in the thick of things "Izvestia", always longs to be the first. Some historical facts. Vladimir Mayakovsky was published for the first time on the pages of the newspaper "Izvestia". "Izvestia" was the first publication that had announced about the victory in the Great Patriotic War. During the putsch in August "Izvestia" was the only one publication from central newspapers that published the appeal of Boris Yeltsin "For citizens of Russia".



Dmitry MEDVEDEV

Universal values that always were important for journalists of «Izvestia», are not lost, and still have a primary importance. They're especially important for new Russia..

The first issue of the newspaper "Izvestia" was published in March, 1917. Since that time "Izvestia" always was one of the most popular publication of the country.

The political system has changed, so has the country name, but "Izvestia" has always been! Not without reason "Izvestia" has received the official status "NEWSPAPER OF THE CENTURY" in November, 17, 2000.

And today the national newspaper "Izvestia" still goes with the times. The oldest and the most authoritative Russian publication will celebrate its 100th anniversary in five years and more.

"Izvestia" always focuses on readers who are able to understand a difficult argumentation of parties and to form their own opinion on what is going on. The newspaper readership is a new Russian business, political and cultural elite: people with a stable income level, who are interested in news and qualitative analytics, long for some actual information and an intellectual reading. Among the readership of "Izvestia" there are those people who make decisions. In a family. In a bank. In a company. In the state.

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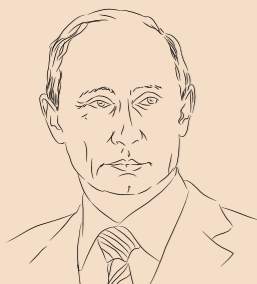
PURPOSES OF «IZVESTIA»



Photos from photo archives of «Izvestia»



«Izvestia» was, is and will be the reputable, qualitative publication respected by the authorities and loved by the readership. The publication, the credo of which is “the newspaper must be fair, competent and interesting”.



Vladimir PUTIN

Today, as it was many years ago, «Izvestia» is one of undisputed leaders of the Russian daily press. And it's logical because on the pages of the newspaper there are different points of view and a free discussion about the most important problems of the present.

Historically «Izvestia» carried the position of authorities to its readership, it sounded even in the title: «Izvestia» (news) of the Petrograd Council of People's Deputies» «Izvestia» (news) of the Deputies' Council of USSR workers» «Izvestia» (news) of the Council of USSR People's Deputies»

Today we're just «Izvestia». We don't serve the authorities, it's impossible to buy the newspaper opinion. We decide an important social task: like a mirror we reflect the reality of different spheres of the life of the country and the world. We help the society and the authorities to form an attitude, to make better and right decisions.

We keep and develop all best things for which «Izvestia» was highly appreciated in many years: currency of problems, wonderful political journalism, depth of journalistic investigation.

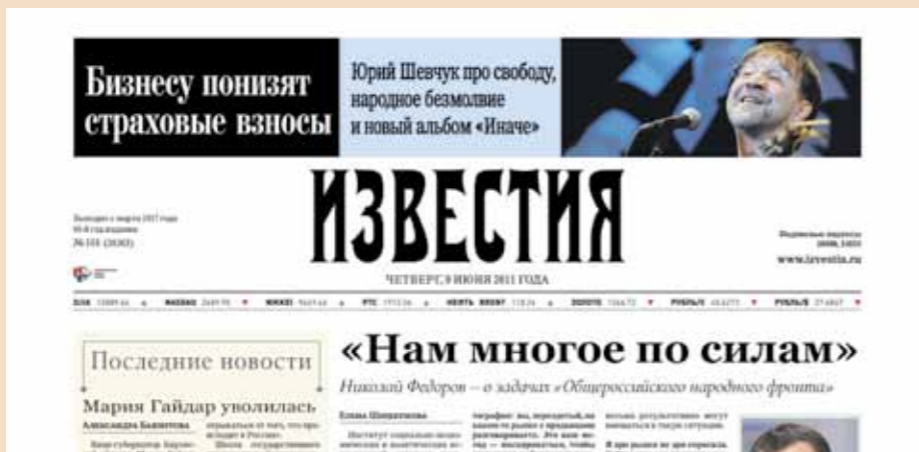
We value our readership opinion because:

- we have no dismissed subjects;
- we deal all events quickly;
- we give different points of view while discussing a problem;
- we have only one priority - that are interests of Russia.

Team of the newspaper «Izvestia»

B

IT'S IMPORTANT TO KNOW FOR ANY READER OF "IZVESTIA"



TODAY THERE ARE NO TRADITIONAL COLUMNS IN THE NEWSPAPER «Izvestia». FOR OUR READERS WE OFFER THEME PAGES:

RUSSIA-NEWS

The latest Russian news, journalistic investigations, interviews and articles on different spheres of the society life.

SOCIETY

All problems and events that are very interesting for the society: economics, politics, science, faith, medicine, education, ecology, social sphere - in general, it's a daily life of Russian people by the eyes of our journalists.

WORLD-NEWS

The latest international news, analysis of trends and global processes, reportages and comments about the most important world events.

SPECIAL REPORTAGE

Materials, prepared by special correspondents of «Izvestia» from "hot corners", publications about the things that trouble all and everyone.

OPINIONS

The newspaper is open the discussion of any themes that trouble the society. We invite authoritative persons, competent specialists to express their points of view.

ALL MOSCOW

Actual news and materials about the capital life. News of construction, infrastructure of transport, education and social security are in the spotlight.

CULTURE

Important film premiers and theater productions, music performances and recitals, expositions and shows, reportages from film festivals and reviews of new books.

SPORT

Sporting competitions of the planet, the continent and the country - analytics, notices, comments and exclusive interviews with heroes of football and hockey battles, of the basketball and the tennis, winter and summer sports.

THE VOLUME OF THE NEWSPAPER «Izvestia» IS 2-6 PAGES.

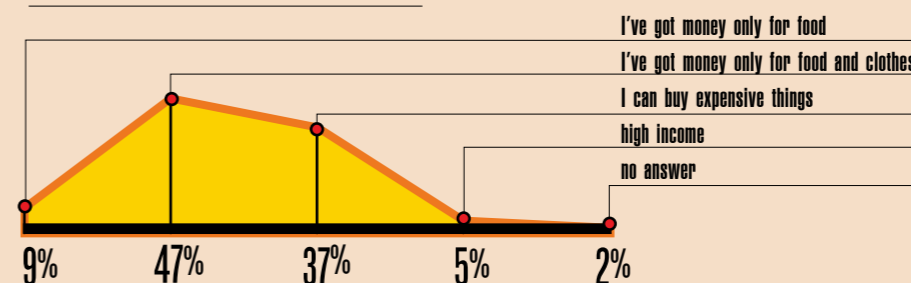


Boris GRYZLOV

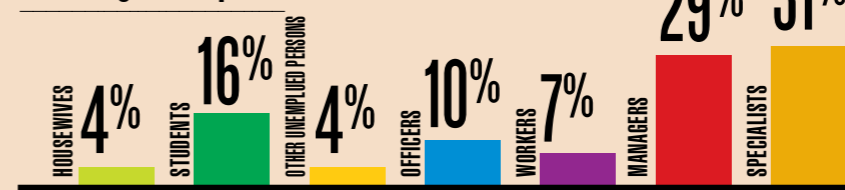
The newspaper «Izvestia» is one of the oldest publication that has formed the school of the journalism of our country.

WHO IS OUR READERSHIP?

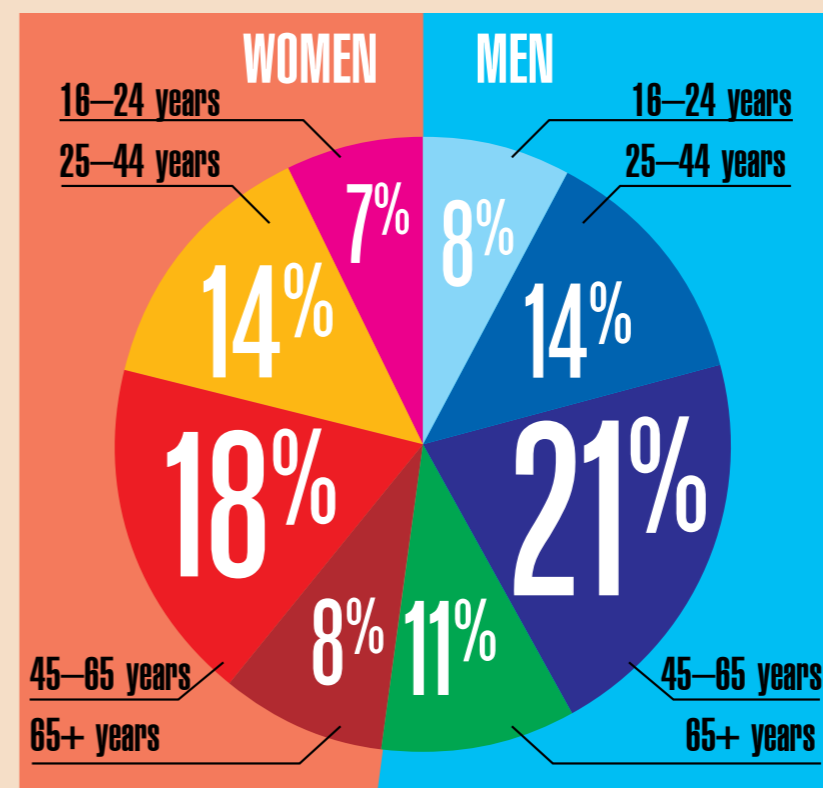
Structure of the readership of the newspaper «Izvestia» family circumstance



Structure of the readership of the newspaper «Izvestia» according to occupation



Structure of the readership of «Izvestia» sex/age

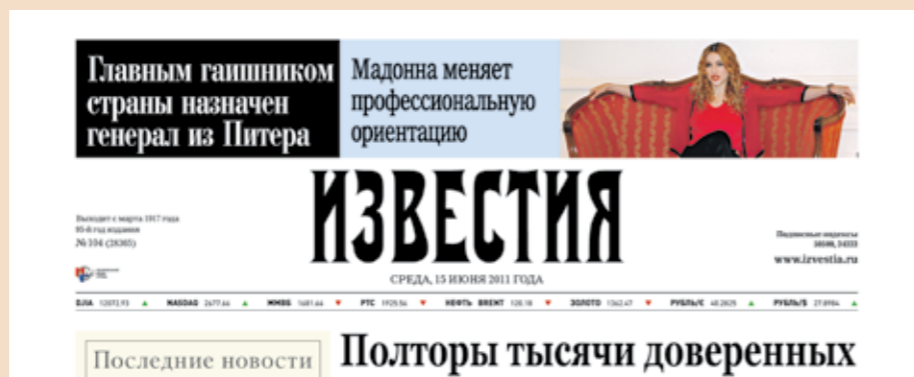


The readership of the newspaper «Izvestia» is educated people with a stable income, people with high universal and family values who want to get an objective information and to understand better the information world, who love theater, go to cinema, to cafe and restaurants, beauty shops and fitnesscenters

According to TNS Gallup NRS (March, 2011)

E

WEEKLY APPENDIXES TO "IZVESTIA"



«Izvestia» IS DEVELOPING THE PUBLICATION OF OTHER COLOR THEME APPENDIXES. THERE ARE SOME OF THEM:

«IT and Telecoms» includes the review of technological new products, trends of the branch development, the most discussing themes of the market of digital services and intellectual products.

«Business-education» includes trends and event-son the market of the business-education.

«Property» includes the things that take place on the market of residential, country and office properties.

«War revue» includes think pieces that describe the condition of operational readiness and the equipment quality of the Russian armed forces.

«Banks» includes the principle trends of the bank market development, describes bank products, services and offers.

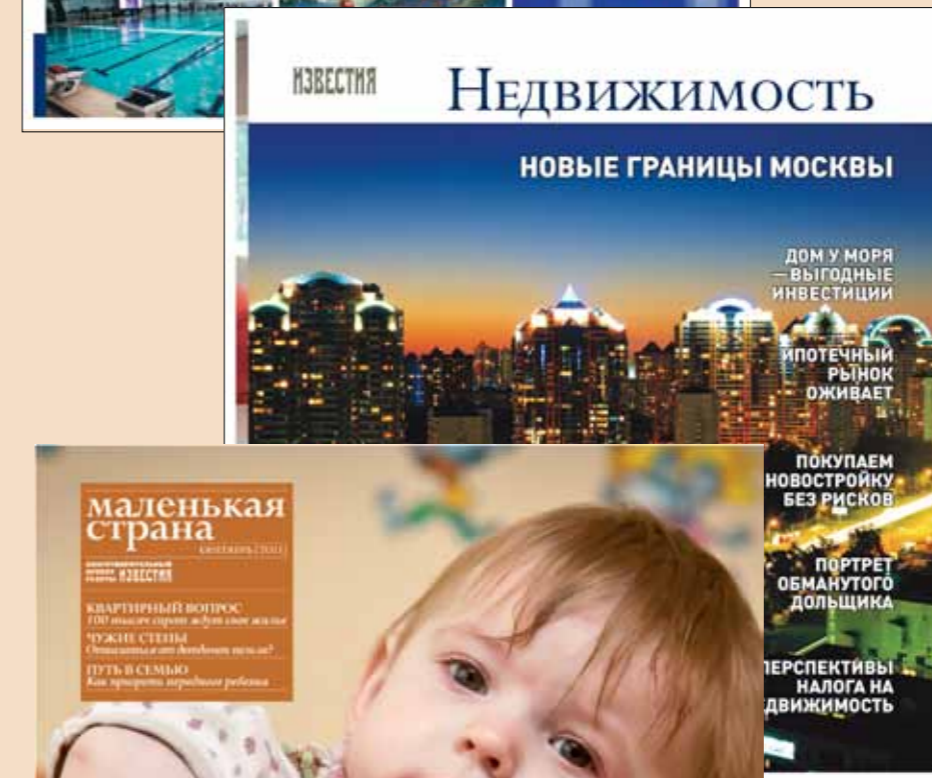
«Little country» includes materials about charitable activities, about problems in children's homes.

«Motor» includes materials about cars and yachts, planes and motorcycles — everything, that doesn't drive by means of the wind force or the flux force.

«Nation health» every person must take care of himself, and we'll help by means of details.

«Delicious!» - everything for a wide range of customers and everything that is linked with the conception of "food".

THE FORMAT OF THE APPENDIXES IS D3 (280x310 MM). THE VOLUME CONSISTS OF 8-16 PAGES.



The staff is planning to accompany each issue of the newspaper «Izvestia» with a color theme appendix. The themes are various: branch ones - "Energy" or "Metallurgy", events - "World football" championship - 2018" or "SPIEF, regional themes- "Investment projects of the Siberian Federal District" or "Health resorts of Ciscaucasia"

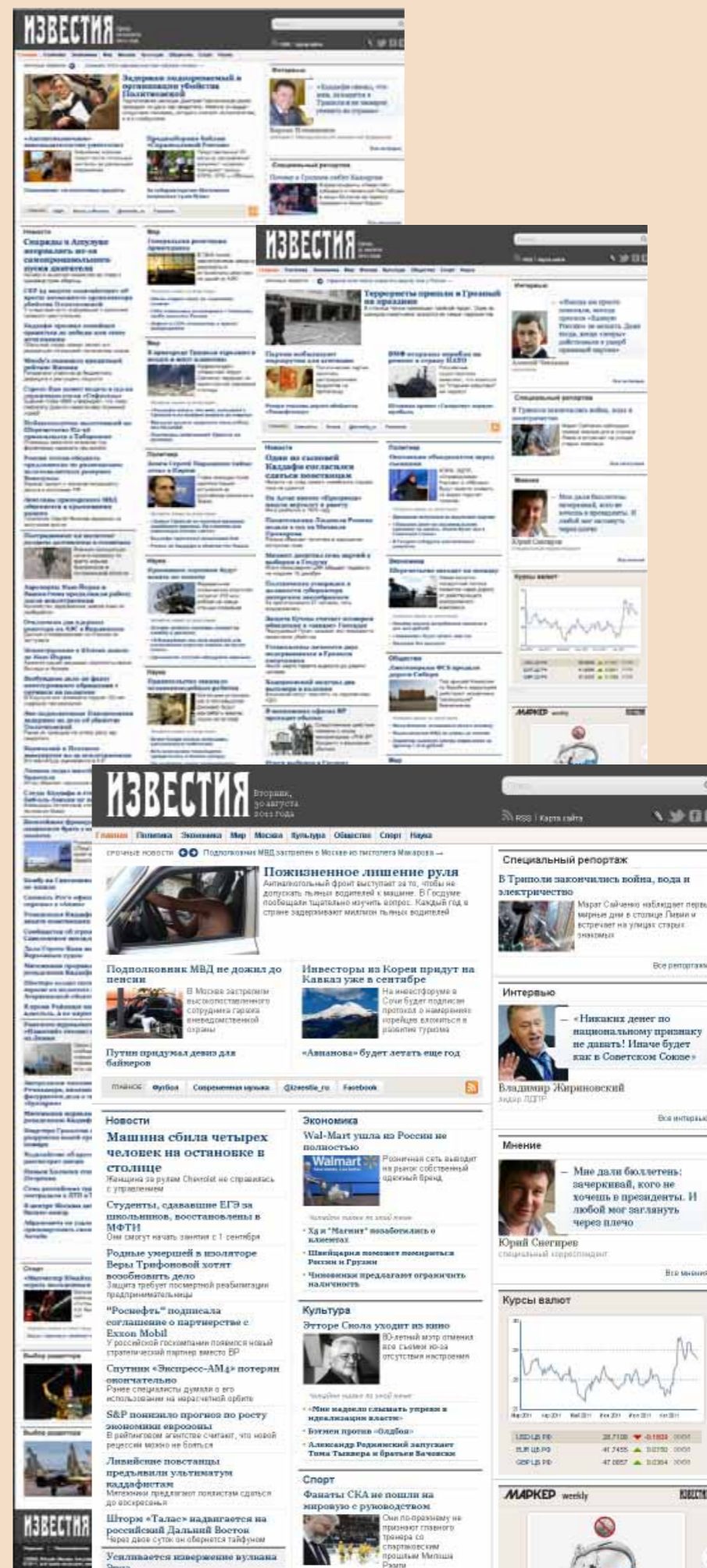


Sergei URSULYAK

The newspaper has texts I don't agree with. There are authors I'm ready to dispute with and I respect. But this is the reason of any newspaper, that is to have a certain position and to give different points of view.



SITE OF THE NEWSPAPER "IZVESTIA"



Leo BOKERIA

In spite of all changes in our country, the newspaper «Izvestia» could keep the creative impulse for life and its own style - democratic, intelligent, respectful.

TODAY THE NEWSPAPER «Izvestia» IS PUBLISHED IN A PRINTED FORMAT AND IN A DIGITAL ONE. BUT IF READERS CAN BUY THE NEWSPAPER IN THE PRINTED FORMAT FIVE TIMES IN A WEEK - FROM MONDAY TO FRIDAY, NEWS AND ARTICLES IN THE SITE Izvestia.ru ARE UPDATED EVERY HOUR.

Among serious daily newspapers «Izvestia» is the first one that could change for the work system "web first". That is only in «Izvestia» all staff of the newspaper is working for the site, and not for the leftover principle when a little group of journalists is working for the site filling. In «Izvestia» the best "pens" of the staff are preparing materials for the site, that is the newspaper site is the qualitative independent mass media in the Internet.

The project is developing during several months but the site has already come to the level of more than 100 thousands of unique users everyday. The average time that a user spend in the site Izvestia.ru is about 4 minutes.

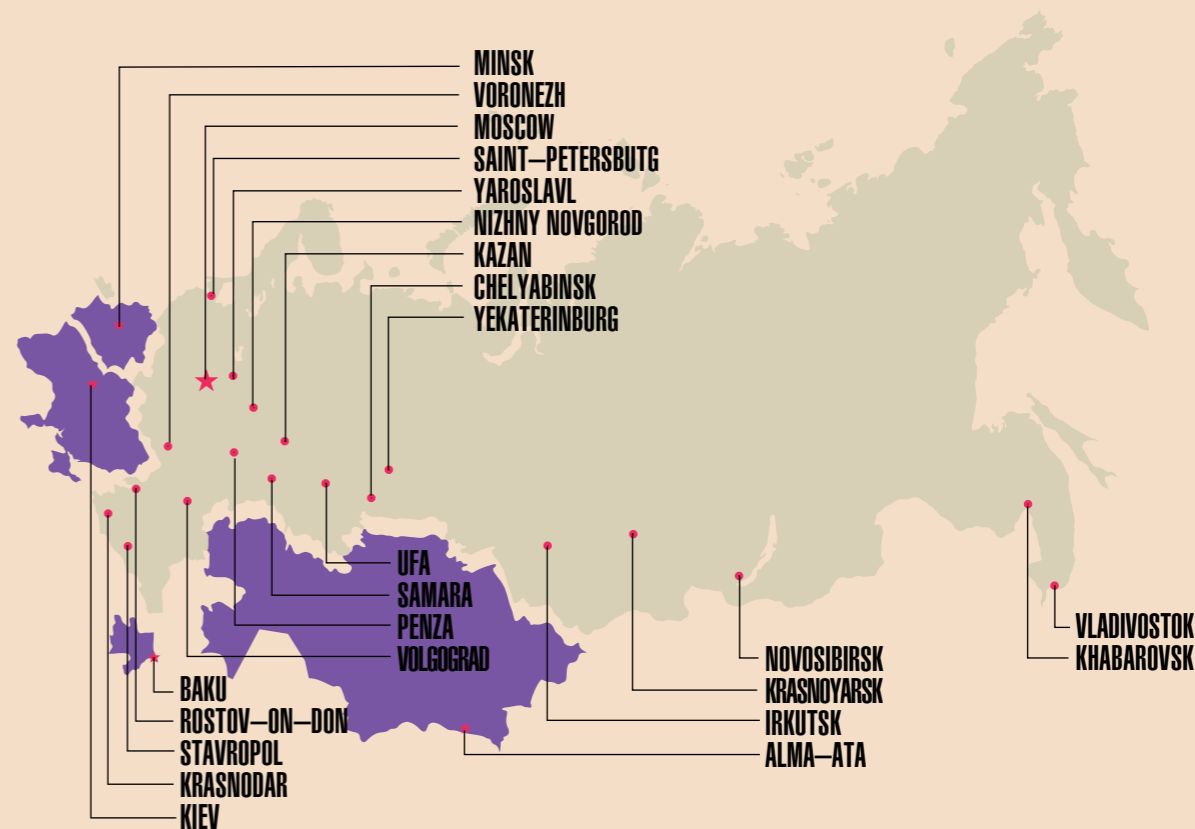
According to "Yandexmetrics" the site of «Izvestia» has a very low rate of "denials": persons that spent less than 15 seconds in the site - 10-16% Even this index of news sites is 30-40%.



CIRCULATION AND TERRITORIES OF IZVESTIA



cities where the newspaper "Izvestia" is published



Valery SHANTSEV

I have «Izvestia» in the list for the obligatory reading. Materials of the newspaper are actual and the range of developed themes is very wide: from politics and economics to the culture and sports

In the segment of business press «Izvestia» has the biggest territory of distribution and covers all key regions of Russia, the countries of CIS and foreign countries. «Izvestia» is published in 24 cities of Russia and the near abroad.

THE GENERAL CIRCULATION OF «Izvestia» IS 176 THOUSAND OF COPIES,
 THE CIRCULATION IN RUSSIA IS 145 THOUSAND OF COPIES.
 THE CIRCULATION IN THE COUNTRIES OF CIS IS 28 THOUSAND OF COPIES,
 THE CIRCULATION IN EUROPE IS 3 THOUSAND OF COPIES.
 THE CIRCULATION IN MOSCOW AND MOSCOW REGION IS 47 THOUSAND OF COPIES..

The most reliable way to receive the newspaper «Izvestia» and all its appendixes regularly is the subscription. The subscription index in Moscow is 50050.

The subscription index in Russia is 34333.

«Izvestia» is distributed in luxurious wagons in all passenger directions of «RR» JSC, on boards of Russian and foreign airlines. In Moscow and Saint-Petersburg it's possible to buy «Izvestia» in specialized shops, in many hotels, restaurants and cafe.

И

BRIEFLY ABOUT
ADVERTISING
MATERIALS
IN "IZVESTIA"



THE ADVERTISING IN THE PRESS IS ONE OF THE MOST ASKED FOR AND EFFECTIVE INSTRUMENTS OF THE INFLUENCE ON POTENTIAL BUYERS. THE ADVERTISING IN THE NEWSPAPER «Izvestia» HAS ITS STRONG SIDES AND THE "INDICATION FOR USE".



Victor SADOVNICHY

If I read an article in «Izvestia», I know that I can trust this information. I don't always agree with authors but it's good because the thoughts work with the variety of opinions.

Many analyses proved that many people apprehend information much better visually than aurally. One more plus of advertising in printed mass media is its static nature. The reader look through the advertising in a newspaper or a magazine in any time he wants to, besides the time to learn commercial offers is not limited by expensive air minutes.

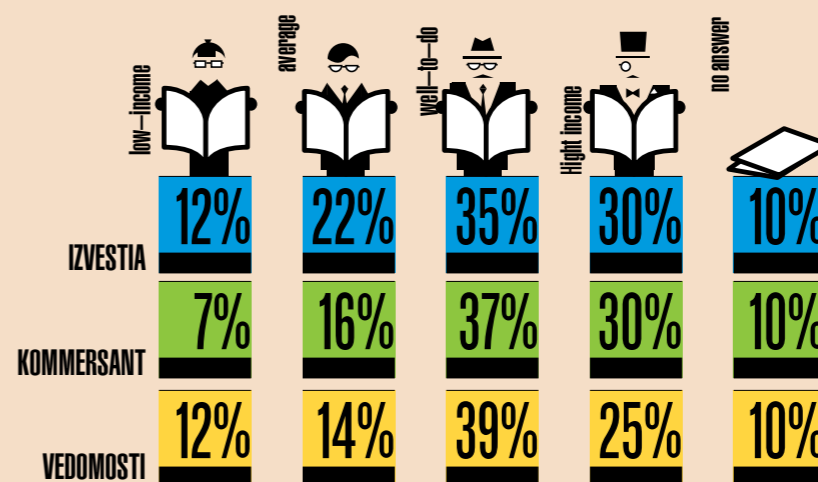
The obvious advantage of the advertising in printed mass media is its price, much lower in comparison with television advertisements. The advertising in mass media lets cover a wide range of audience, and the segment of Russian market and the possibilities of «Izvestia» let influence on your potential clients and in a necessary region.

Besides the target group the newspaper has its regular readers, who trust the the publication. This trust is directed to your offer.

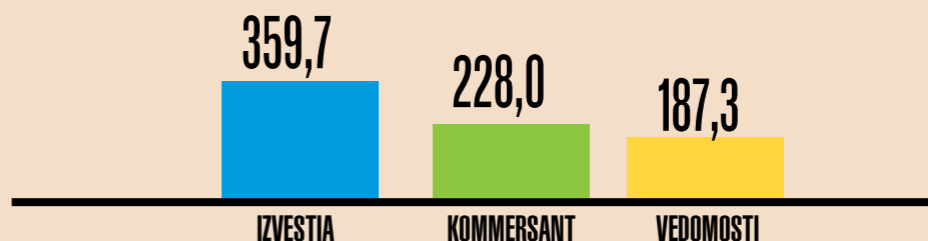
comparison of readerships of daily newspapers

financial status

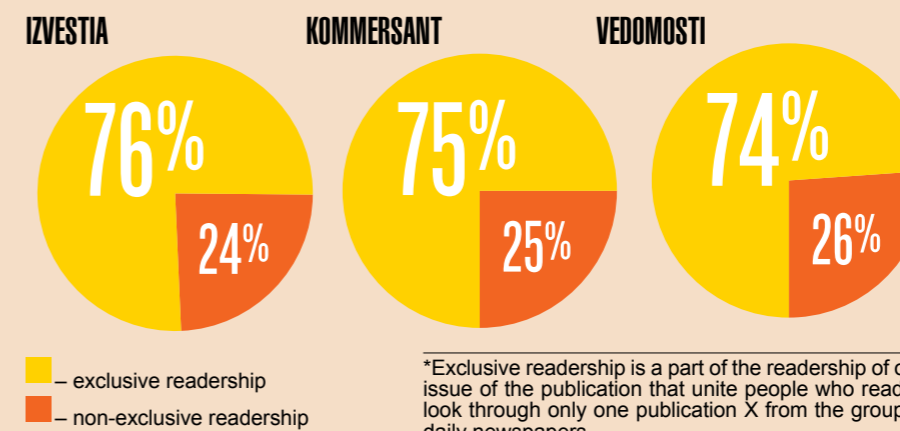
% from readership of one issue of each publication separately



Readership of one issue, or Average Issue readership (AIr) averaged quantity of readers of one issue of a newspaper (thous. per.)



Exclusive readership* of daily newspapers



*Exclusive readership is a part of the readership of one issue of the publication that unite people who read or look through only one publication X from the group of daily newspapers.

The advertising in «Izvestia» can be maximum informative. You can choose a block of commercials suitable for volume and put a full offer. For some groups of goods the important condition is to give the detailed information for the customer.

According to TNS Gallup NRS (March, 2011)

The placement of advertising materials in the newspaper "Izvestia" (Format D2 with 12 pages)

format	quant.	size (mm)		quant. of char.
		horizontal	vertical	
1/1	96	264.5x541		20000
1/2	48	264.5x268.6	130.5x541	11000
1/3	32	-	175.2x268.6	7000
1/4	24	264.5x132.5	175.2x200.6	4700
			130.5x268.6	
1/6	16	175.2x132.5	85.8x268.6	3200
1/8	12	264.5x64.5	130.5x132.6	2100
		175.2x98.5	85.8x200.6	
1/16	6	130.5x64.5	85.8x98.5	1200
1/24	4	85.8x64.5		800
1/32	3	130.5x30.5	41x98.5	550
1/48	2	85.8x30.5	41x64.5	350
1/96	1	41x30.5		250
90 mm x 47 mm		Notice on the front page		

И

BRIEFLY ABOUT ADVERTISING MATERIALS IN "IZVESTIA"



Армия терпит сокращение

Военнослужащих в ближайшие два года станет на 150 тысяч меньше, сообщил «Известиям» источник в Минобороны



Боевой десантный батальон на ТВД

Военнослужащих в ближайшие два года станет на 150 тысяч меньше, сообщил «Известиям» источник в Минобороны

Из представителей — в председатели

Михаил Маргелов может возглавить Совет Федерации

Михаил Маргелов может возглавить Совет Федерации. В настоящее время он занимает пост заместителя председателя Совета Федерации. Его кандидатура рассматривается в качестве возможной кандидатуры на пост председателя Совета Федерации.

«Счет шел не на секунды, а на вздохи»

Николай Тихонов

Николай Тихонов о том, как тяжело было пережить распад СССР. Он вспоминает моменты, когда казалось, что счет идет не на секунды, а на вздохи.



Завод в Челябинске

«Зениту» не дадут государственных средств на стадион

Александр Саввин

«Зениту» не дадут государственных средств на стадион. Это связано с тем, что клуб не соответствует требованиям для получения государственной поддержки.

Иностранных туристов пугают российские дороги и сервис

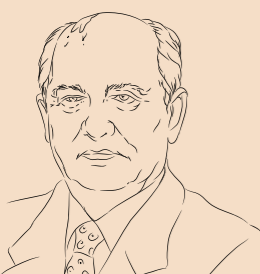
Александр Писарев

Иностранных туристов пугают российские дороги и сервис. Многие туристы отказываются от поездок в Россию из-за плохих дорог и низкого уровня сервиса.

Обезболивающие будут продавать по рецептам

Дарья Чернышова

Обезболивающие будут продавать по рецептам. Это мера, направленная на борьбу с злоупотреблением наркотическими веществами.



Mikhail GORBACHEV

I read «Izvestia» everyday - the newspaper has its own style, its readership. I think that there will be more readers if the newspaper continues to reflect all variety and the pluralism of our society

ADVERTISERS ARE INTERESTED IN A UNIQUE PACKAGE OFFER OF «Izvestia». To increase the efficiency of advertising messages «Izvestia» is ready to put your advertisement at the same time in all or some mass media that is published by the united staff: in the newspaper «Izvestia», in the site **Izvestia.ru**, in the appendixes «Marker weekly» and «Week», on pages of all color theme appendixes. The advertising materials can be put in any places* of PH «Eyenevs».

Placement of ad run-of pages in the publication IZVESTIA-WEEK

Format	Sizes
2/1	560 x 300
1/1	280 x 300
1/2	248 x 124/248 x 84
1/4	122 x 124
1/8	122 x 84
1/16	61 x 42
Cover (280x300):	
3th page	1/1
4th page	1/1
The first double-page	2/1
The last double-page	2/1
Rubric «Placard»	1/1
Rubric «Life style»	1/1



* LifeNews, «Zhizn», «Tvoi den», Buble, LifeTV, «Zhara».

И

BRIEFLY ABOUT ADVERTISING MATERIALS IN "IZVESTIA"

Спортфедерации будут лишать аккредитации «Шапито» накрыло Московский кинофестиваль

ИЗВЕСТИЯ

ПОНЕДЕЛЬНИК, 27 ИЮНИ 2011 ГОДА

www.izvestia.ru

Юрий Любимов опять сыграл уход из театра

Руководитель Таланки не впервые говорит о желании покинуть свой пост, но всякий раз остается

Мирьяна Шендава

Профессор и театральный деятель Юрий Любимов в этот раз не стал отвечать на вопросы журналистов. Он лишь коротко сказал, что не собирается покидать свой пост. Любимов возглавляет Таланку с 1991 года. В последние годы он неоднократно говорил о желании уйти, но каждый раз оставался на своем посту.

Возвращение Бергова

Возвращение в театр артиста-исполнителя Алексея Бергова. Он вернулся в Таланку после длительного отсутствия. Бергов работал в театре с 1970-х годов.

Россиян в избирательных правах уравнивают с немцами

Совсем недавно в Германии были приняты законы, которые уравнивают в избирательных правах иностранцев, в том числе россиян.

Прохоров выкинул имперский флаг

Владимир Прохоров выкинул имперский флаг на сцене во время выступления. Это произошло во время концерта в Москве.

НАШИ КЛИЕНТЫ ДОСТИГАЮТ УСПЕХА

АЛЕКСЕЙ МОРЗОВ КООРДИНАТОР

СОГАЗ

СТРАХОВАЯ ГРУППА «СКОЙНОЙ ЛИГИ»

ПРИСОЕДИНЯЙТЕСЬ

Любовь найдет Вас здесь, в Малайзии. Добро пожаловать в Малайзию.

Координаты бл. Вы можете

ЭкоЛогикш

Здоровье можно построить!

Ваше здоровье и благополучие зависят от качества воздуха, который вы дышите. ЭкоЛогикш предлагает вам экологически чистые и безопасные материалы для вашего дома. Постройте здоровый дом вместе с ЭКОЛОГИШ!

www.eko-logiksh.ru

Malaysia Truly Asia

Moosbe

Воробьевы Горы, 04.09.11

Вход с 19.00 с ул. Косыгина и смотровой площадки

Начало в 22.00

Вход свободный

Станьте свидетелем самой большой видеопроекции в истории!

www.alfabank.ru/4D

Альфа-Банк



Since the time of Adjubei I used to think that it's "my" newspaper: independent, intelligent, without any yellowness and other coloration.

It's IMPOSSIBLE TO ENUMERATE ALL PARTNERS OF «Izvestia» IN THIS PAGE. Federal agencies and authorities of regions, big Russian companies and communications agencies trust and cooperate with «Izvestia»: Ministry of Defense of the Russian Federation and Moscow city government, "Norilsk Nickel" RJSC and "Lukoil" JSC, the trading house SDS and the group of companies "CROS"

The following partners consider the placement of advertisements in «Izvestia» as effective: "Alfa-Bank" and the international financial group "VTB", the insurance company "SOGAZ" and EurAsEc, the company-manufacturer of materials and systems "Knauf" and the international chemical-pharmaceutical concern "Bayer", the electric company "InterRAOUES" and the holding management company "IDGC", the embassies of the Republic Cyprus and of Malaysia.

И

BRIEFLY ABOUT ADVERTISING MATERIALS IN "IZVESTIA"

Третьяковка не расстанется со Свенской иконой
Денис Мацуев: «Классика — моя жена, джаз — любовница»

ИЗВЕСТИЯ

Вторник, 28 июня 2011 года
Выпуск № 113 (38572)
www.izvestia.ru

Инвестпрограмма столицы недовыполнена на треть

Ксения Савинова
Строительная программа столицы недовыполнена на треть. В первом квартале 2011 года в Москве было введено в эксплуатацию 1,2 млн кв. м жилья, что на 30% меньше, чем планировалось.

«Аэрофлот» улетит в частные руки

Выгодный момент для продажи возникнет после Олимпиады в Сочи, если руководство авиакомпании удачно проведет ее реорганизацию



Плановая продажа акций «Аэрофлота» состоится в июле 2011 года. Компания планирует продать 10% акций на бирже.

Банк Москвы покидают последние менеджеры из старой команды

Милана Савинова, Ксения Савинова
Директор по развитию банка Сергей Шабалов покинул должность. Это последний уход из старой команды.

Потеев предал разведку за 55 миллионов долларов

Александр Андреевич
Бывший сотрудник разведки Александр Потеев был осужден за шпионаж в пользу США.

МВД доплатит «стучачкам»

Александр Гусев
Министерство внутренних дел обязано выплатить вознаграждение информаторам.

ИЗВЕСТИЯ СОВЕТОВ ДЕПУТАТОВ ТРУДЯЩИХСЯ СССР

Выше знамя социалистического соревнования на работе!
Волной гнева и возмущения встретил весь советский народ сообщение о наглом вторжении японских войск на советскую землю.



ИЗВЕСТИЯ СОВЕТОВ ДЕПУТАТОВ ТРУДЯЩИХСЯ СССР

От Центрального комитета Коммунистической партии Советского Союза, Совета Министров Союза ССР и Президиума Верховного Совета СССР.
Каждому члену партии, каждому труженику Советского Союза.

ИЗВЕСТИЯ СОВЕТОВ ДЕПУТАТОВ ТРУДЯЩИХСЯ СССР

Навстречу 1974-му
Счет на дни и часы

Уверенная поступь пятилетки



1973

АКЛЮЧЕНИЕ И. В. Сталина

Великий Сталинский план пятилетия — это план победы над капитализмом и построения коммунизма.



For «Izvestia» there are no small people and little problems. For me this newspaper is the barometer of the social weather in the country.

Today the newspaper is 94 years. It follows the trends of modern times, has changed the format and started to publish new appendices. But it keeps the values and the traditions of the past, which the documentary witness is the photoarchive of the newspaper that has been collected since 1917.

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I WORK IN THE
NEWSPAPER
"IZVESTIA"**Sergei Smirnov,
has been working in "Izvestia" since 1959:**

I've been working in «Izvestia» for 52 years - no, I haven't been working but serving. To work in "Izvestia" was the same dream as to fly to Mars. Alexei Ivanovitch Adjubei offered me a job in the newspaper. It was an incredible happiness, I had an occasion to photograph all important events of the second half of the XXth century. I photographed everything: theater and sports, Mariinsky theater and Olympic Games in Munich. In Kremlin I've been working for 45 years. There were party conventions, two sessions of the Supreme Soviet of USSR and RSFSR every year. How much is it? That's what «Izvestia» is about.

**Sergei Leskov,
has been working in "Izvestia" since 1989:**

«Izvestia» is still the brand that has the professional quality, the reliability and the reputability. These characters seem to me the quality label of «Izvestia» and our tradition. There is another outstanding feature that is the appeal not to the faceless mass but to a clever reasonable reader who tries to get at the heart of the matter by means of his mind and knowledges. In all turning points of the Russian history «Izvestia» was always on the wave of reforms and modernizations. If you wish, this feature of «Izvestia» can be called the root tradition of the newspaper. If you read «Izvestia» you're on the wave of the time.

**Elena Yampolskaya,
has been working in "Izvestia" since 1995:**

«Izvestia» is my youth. Yesterday's graduating student of GITIS was offered a job in the newspaper that these days seemed to me a "monster" and "a reserve" but it happened to be my destiny and home for many years. «Izvestia» was formed in a tragic break of one empire, and got a power and a scale in a new empire and is still a part of Russia. It's a big piece of the history of one big country. My country. For me «Izvestia» is Igor Golembiovsky, the standard of a chief editor, a man. That's a lot of love, happiness and pain. A big piece of a single life. My life. «Izvestia» is forever.

**Vladislav Vdovin,
has been working in "Izvestia" since 2011:**

The current purpose of «Izvestia» results from its history. We must return to «Izvestia» its deserved place of the main publication of the country. For this in our times it's necessary to develop a new language, new forms, new relationships with readerships. We're searching for it and working.

**Alexandr Malyutin,
has been working in "Izvestia" since 2011:**

For me «Izvestia» today is just 24/7. There's no time to philosophize, we're carrying out reforms, changing many things. What for? We want our pages to look good in one gallery with the pages of the war years, the industrialization or the space exploration. We want our reader, when he's in our site, to feel that he's reading a newspaper - the best one, yours, ours, mine.

