

ВЕДОМОСТИ

Target audience

Average Issue

March – July 2018

March – July 2019

184 900 → 207 800
Russia

March – July 2018

March – July 2019

124 500 → 146 800
Moscow

Gender



Age



86,1%

has a job



37%

top-managers



74%

high-income



62%

income CC+*

*People who can buy expensive goods, but not everything they want, and financially secure people who have unlimited resources

Source: NRS Russian readership. Russia, Moscow, Saint-Petersburg 2019/3 (March – July 2019)