



MEDIA KIT



# **RUSSIAN** **BAZAAR**

WEEKLY

**1.**

**Where Today's Russian-americans  
Gather For Information?**

**2.**

**Russian Bazaar Information**

**[www.Russian-Bazaar.com](http://www.Russian-Bazaar.com)  
Information**

**3.**

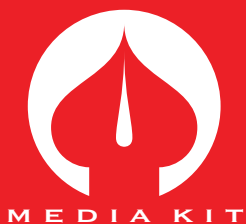
**Rate Card**

**4.**

**Mechanical Requirements (Specs)**

**5.**

**Contact Us**



# RUSSIAN BAZAAR

## Where Today's Russian-Americans Gather for Information.

Established in 1996 as the first Russian language newspaper of free classified ads in the U.S.

By 1997, *Russian Bazaar* had developed into a comprehensive news source that featured breaking news, compelling analysis of hot issues, and special interest articles particularly relevant to the daily lives of our readers.

Today, you will find breadth and depth in our reporting of key domestic and international political and economic issues, as well as thorough coverage of Russian culture, entertainment and our community.

Our headquarters are located conveniently in the heart of Brooklyn on 86th Street in Bensonhurst.

*Russian Bazaar's* advertising department offers a full range of services including English-to-Russian translations, creative ad design, and development of specialized marketing strategies.

In America, *Russian Bazaar* holds the distinction of being the first Russian language newspaper to publish their news on the Internet.

Russian Bazaar is the first and only Russian language to publish entirely in color.

### Information about Russian Bazaar Newspaper

Russian Bazaar is a comprehensive news source that features Current News, reporting of key domestic and international political and economical issues, compelling analysis of important issues and special interest articles particularly relevant to the daily lives of our readers. Russian Bazaar was established in 1996 and was the first Russian-Language newspaper to publish news articles and our Digital Edition online on our website. Russian Bazaar is the first and only Russian-language newspaper to print entirely in color.

The total distribution is 31,700 weekly including print circulation, print subscribers and PDF (Full-Version) downloads. Our primary distribution area is NY (5 boroughs + LI +NJ) accumulating 21,500 of the total readership.

Russian Bazaar's advertising department offers a full range of services including Print and Online Advertising, English to Russian Translations, Creative Ad Design and Development of Specialized marketing strategies.

### Information about [www.Russian-Bazaar.com](http://www.Russian-Bazaar.com)

Russian Bazaar Newspaper's website is a unique online marketplace; it is one of the most popular Russian language websites in USA and Canada. Last month our website received 106,194 unique visits. In other words - app. 3,540 unique visitors daily. The number of page-views was approximately 213,000 which is approximately 7,100/daily.

On our website we integrated our two most popular sections: Editorial Section and Classified Section.

**Editorial section** of the newspaper includes such sections as Latest News, World News, US News, New York News, Culinary, Beauty & Style, Art & Culture, Calendar Events, Sports, etc.

**Classified section** features following subsections: Help Wanted, Real Estate, Law offices, Medical offices, Travel, Home Services, SPA & Beauty, Upcoming Events, and many more.

## Color Display Advertisement Rates (per week)

Effective January 1, 2019

Weeks run:

	1-2 weeks	4 weeks	8 weeks	13 weeks
Full Page	\$600	\$500	\$450	\$425
Junior Page	\$500	\$400	\$350	\$325
Half Page	\$350	\$300	\$250	\$225
Quarter Page	\$200	\$150	\$125	\$110
1/6 Page	\$145	\$115	\$95	\$85
1/8 Page	\$90	\$80	\$70	\$60
3.3"x4"	\$80	\$70	\$60	\$50
3.3"x3"	\$55	\$50	\$45	\$40
3.3"x2" (business card size)	\$40	\$35	\$30	\$25
1.6"x2"	\$22	\$20	\$17	\$15
1.6"x1.3"	\$18	\$16	\$14	\$13

## Special Advertisement Options

Back Cover	\$850	\$800	\$750	\$700
Inside Cover	\$700	\$650	\$600	\$550
Front Page Banner	\$550	\$500	\$450	\$400

## Mechanical Requirements

### Reservations and Material Deadlines

All camera-ready ads must be submitted by Monday, 6pm  
 for publication on Thursday of the same week.

Ads that require translation must be submitted  
 by Monday, noon for publication on Thursday of the same week.

### Mechanical Requirements

Size	Width	Height	Comment
Full pg.	9.0"	11.0"	
1/2 pg.	9.0"	6.5"	Horizontal
1/2 pg.	4.3"	11.0"	Vertical
1/3 pg.	9.0"	3.5"	
1/4 pg.	9.0"	2.5"	Horizontal
1/4 pg.	5.3"	6.5"	Vertical
1/6 pg.	5.3"	4.8"	
1/8 pg.	5.3"	3.3"	Horizontal
1/8 pg.	3.3"	5.3"	Vertical
2x Business Card	3.3"	4.0"	
1x Business Card	3.3"	2.0"	

### Minimal Resolution

BW: Min 100 dpi; Min 50 lpi

Color: Min 170 dpi; Min 85 lpi

### File Formats Accepted

pdf, cdr, tiff, jpg.

### Transmission of Ads

E-mail your artwork to:

[rusbazaar@yahoo.com](mailto:rusbazaar@yahoo.com)



**RUSSIAN  
BAZAAR**



# **RUSSIAN BAZAAR**

WEEKLY

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www.russian-bazaar.com • rusbazaar@yahoo.com

## **Contact Us**

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Director of Advertising & Marketing

Phone (718) 266-4444

### **Our location:**

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Fax (718) 266-5429

rusbazaar@yahoo.com

### **Important e-mail address**

for General & Advertising Inquiries:

rusbazaar@yahoo.com

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