



The legendary weekly magazine issued on Monday
Ogoniok: a Russian social and political magazine

MARKET POSITION:

Launched in 1899, this magazine is distributed in all biggest Russian cities. **Ogoniok** is a social and political magazine generously illustrated with photos and graphic elements. The readership is brightly represented by “socially responsible innovators”, “individualists”, and “inclined to risk” with a high consumer activity. They are also anxious for ecology and society’s problems. 57.4% of the Russian readers are women and 35.5% have a high level of education.

	Ogoniok
Readership	858 100
Managers, company (co) owners	89 200
Total circulation	90 000

Source: NRS-Russia (+Zodiac). October 2012

EDITORIAL PROFILE:

Ogoniok is a 64-80 pages magazine with an A4 format. Various topics are covered such as news, striking events, caricature, society life, science, Russia and the world... Many of these articles are written by the Russian intellectual social elite and it is the reason why **Ogoniok** is still considered as a highly valued magazine.

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