

Секрет фирмы

Коммерсантъ технологии успешного бизнеса

The 4-colour monthly business magazine: **Secrets of a successful business**

MARKET POSITION:

Thanks to its market audience, **Secret Firmy** enjoys a very privileged position: 37,9 % of its readers are prosperous and well off, working as executives, specialists and white collars. 56% are aged between 25 and 44 years. 33% have a high income. 16,2% are company (co-) owners our run individual business.

	Secret Firmy
Readership	150 000
Managers, company (co) owners	50 100
Total circulation	50 000

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

EDITORIAL PROFILE:

Secret Firmy appears every fourth Monday and contains 100 pages of unique information on the modern business techniques, success stories and failures of Russian and foreign businesses, the best deals, ingenious solutions, brilliant ideas, relevant business problems, where to find information on business education – everything modern business leader should know, the problems and challenges of business. **Secret Firmy** provides all the necessary information and facts which modern company executives should know in order to best succeed in their field.

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