

# About our Newspaper



PREDVESTNIK, the Russian Language Newspaper, is currently the leading newspaper and media company in the growing Russian speaking community in the Pioneer Valley.

Since June 2004 PREDVESTNIK is published monthly with a circulation of 4000 copies and distributed to more than 45 locations in Western Massachusetts, including the local Russian/Ukrainian owned ethnic stores, churches, supermarkets, libraries, community organizations, and many other community outlets.

This high quality, full color, broadsheet newspaper is distributed free of charge to the public.

**PREDVESTNIK's core purpose is to enhance society by creating, collecting and distributing balanced news, information and inspiration.**

**PREDVESTNIK**

# The market **you** need to succeed

PREDVESTNIK Newspaper provides local coverage with heavy penetration of Western Massachusetts's new and extremely influential market: **the Russian speaking community.**

Only in Westfield Massachusetts there are more than 14000 Russian immigrants. Thousands more are located in West Springfield, Springfield, Chicopee, Longmeadow, Agawam and other towns in Western Massachusetts.

Hundreds of area businesses have obtained constant business and increased their revenues considerably

by marketing their services to this community. They range from real estate firms and auto dealerships to banks and attorneys.

As the **leading media company** in this growing community, Predvestnik gives you the opportunity to advertise your services to this crucial market. With a circulation of about 4000 each month, Predvestnik is distributed to more than 40 locations in Western Massachusetts, including the local Russian/Ukrainian owned ethnic stores, churches, supermarkets, libraries, community organizations, and many other community outlets.

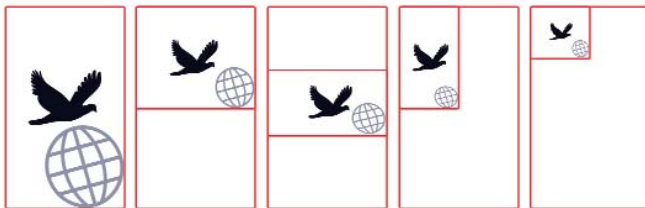
## TIP

Get your business listed in our Russian Business Directory! **It's Free!**

## ADVERTISEMENT RATES

Ad Size	Black & White	Full Color
Full Page	\$459	<b>\$499</b>
3/4 Page	\$369	<b>\$389</b>
1/2 Page	\$269	<b>\$289</b>
1/3 Page	\$179	<b>\$199</b>
1/4 Page	\$139	<b>\$159</b>
1/6 Page	\$105	<b>\$115</b>
1/8 Page	\$65	<b>\$75</b>
Ad Inserts	Contact us for details	

Rate Table Revised on April 16, 2006



If you have any questions or need additional information regarding your advertising options, please contact us at 413-575-2366, or e-mail us at [info@predvestnik.com](mailto:info@predvestnik.com).

PREDVESTNIK, P.O. Box 542, WESTFIELD, MA 01086  
 TEL: 413.575.2366 FAX: 208.247.5969  
 EMAIL: [INFO@PREDVESTNIK.COM](mailto:INFO@PREDVESTNIK.COM) WEBSITE: [WWW.PREDVESTNIK.COM](http://WWW.PREDVESTNIK.COM)

<sup>1</sup> U.S. Census Bureau and local Immigration Agencies' data.

## EXTRAS

**Business Directory**  
*additional options!*

**HIGHLIGHT** option: \$69/month

Capitalized & Bolded  
**COMPANY NAME:** \$39/month

*Yearly subscriptions only!*  
*These prices are for current customers only!*

SAMPLE:

### Insurance Agencies

**ABC INSURANCE AGENCY**  
 200 Main Street,  
 Springfield, MA  
 (413) 531-2605

**MAIN INSURANCE**  
 562 Broad St.  
 Northampton, MA  
 (413) 567-3122

## CIRCULATION

Predvestnik is distributed free of charge at local ethnic stores, shopping outlets, churches and other locations where this community frequently visits.

