



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

PREDVESTNIK is published monthly and distributed to dozens of locations in Western Massachusetts, including the local immigrant owned ethnic stores, churches, supermarkets, libraries, community organizations, and many other community outlets.

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

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

**Advertising with us is effective,
easy and affordable!**

For rates and information please call us at
413.575.2366 or visit us online at
www.predvestnik.com



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CONNECT

WITH THE RUSSIAN
SPEAKING COMMUNITY!



PREDVESTNIK

THE RUSSIAN LANGUAGE
NEWSPAPER OF PIONEER VALLEY

A strong community **with a great buying power!**

For more than 15 years the Russian speaking community has drastically grown in numbers, and in cities like Westfield they constitute around **10% of the population**. Thousands more are located in West Springfield, Springfield, Chicopee, Agawam and other towns. Information from local municipalities and immigrant agencies suggests that the population is **more than 25,000** in the Pioneer Valley.

The Russian speaking community has been crucial to outstanding economic and infrastructure changes to local towns.

Their financial strength has a great impact on local businesses including **real estate, financial institutions, healthcare, retail, automotive, food and professional services**. Area employers value their work ethic and skills, which translates to high production rates and low turnover.



Most immigrants from the former Soviet Union speak Russian at home. They also favor news media in their own language.

PREDVESTNIK newspaper is the only source for local news and information in their language.

As the primary source for local and world news in Russian language, **PREDVESTNIK newspaper is your connection to this community.**

Throughout these years our newspaper has become essential to this public, but also a crucial bridge that connects local businesses and agencies with this powerful community.

Our services do not stop at just printing the ad in our superior quality, full color, broadsheet newspaper. Our highly experienced staff will create and design an ad that can have a high impact, free of charge.

Remember, if you would like to market your products or services to the Russian speaking community, **we are your connection.**

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the Russian language newspaper

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