

The press in russia

Media



They tend to focus more on the Presidential Administration of Russia and the United Russia Party. Recently they have been known to show the kind of damage that can be caused by the vodka drink (Elder par. 1 &2).

For my target market, the television media would be more appropriate since it is still the most popular information source (TMFAR par. 3). The average cost of media has increased with the print media at a cost of 72. 64 billion rubles. However, these have been raised by the introduction of internet services and social media in the country. It is because they have turned into remarkably significant fast and reliable communication tools with which information reaches a wide range of people within a short period.

Nonetheless, owing to its accessibility the television still holds the first position while the internet comes third (Arapova par. 8).

The means used in promotions and advertising are equally competitive with the television being the main advertising media used to reach the target market. Besides this, the sales promotions that are customarily used in Russia mainly include the internet. Most people in Russia are beginning to use the internet for different reasons (TMFAR par. 1-5).