

“Kstati” (*“To the Point”* in Russian) delivers high quality local, national and international articles, analysis, and independent views to English and English-speaking San Franciscans since 1994. Professionalism, honesty, and excellent journalism are our hallmark, and what distinguishes us from other notable news publications in the area. Our writers are irreverent, cultured, and opinionated... our mission, and motto, is to provide intelligent reading for the “Politically Incorrect”.

Your business is missing a revenue opportunity. There is a remedy...

Dear Business Owner,

We’ve sent you this letter because your business remains virtually unknown to a large ethnic group of people that live or work in your area. This market, quite simply, is TERRA INCOGNITA!

There are about 400,000 Russian-speaking people living in Northern California, and the Bay Area has one of the largest Russian-American communities in the US. Russian-speaking people are not just Russians. This group includes Armenians, Ukrainians, and several other ethnic communities that came to the US from the fifteen now-independent countries of the former Soviet Union.

This demographic segment is highly educated and aggressive. They tend to be high achievers, earning six figure yearly incomes, and **they could become your customers.**

Our mission at **“Kstati” (To the Point)**, the largest Russian-language weekly newspaper in Northern California, is to deliver high quality local, national, and international news to this growing community, and we’ve been doing it successfully for over 20 years. We’ve grown because local businesses advertise with us. They place ads in *Kstati (To the Point)* for one reason: **results**. Simply put, we can tap your business into a new market of loyal, stable consumers that can add revenue to your bottom line. We are confident you will be amazed by our exciting FLEXIBLE SYSTEM and ADDED BONUSES, a package designed to give your business a real boost. Described in the attached media kit, this package is much more than just an ad. It features what makes us truly different from other media sources.

We invite you to contact our Advertising Sales Experts at (415) 750-1417 to help you develop a strategy that will maximize your business visibility in our community, and gain revenue for your business.

Thank you,

*Janna Sundeyeva,
Publisher*

Russian-American Weekly Newspaper "KSTATI" welcomes you and your business to the Russian market

Over twenty years, "Kstati" has given hope, dignity, and respect to hundreds of thousands of Russian-speaking readers – recent immigrants. In the course of the time that "Kstati" has been around, it has become the leader of the service of its community among Russian newspapers in all areas. Our publication delivers a very informative, up-to-date portfolio of news that includes local, national, and international events, and professionally written articles on economy, politics, feature stories, career, health, personal finance, travel, and many others.

The distinguishing features of the newspaper are the professionalism and high level of journalism. Many famous Russian writers, economists, politicians, and actors have appeared and represented themselves in "Kstati." These unique characteristics assure the holding power of the newspaper.

By placing ads in "Kstati," your business can :

1. Reach more than 400,000 potential customers in Northern California, not only those in the Russian community, but in the Armenian, Ukrainian, and other Russian-speaking communities.
2. Add those clientele who are otherwise unreachable by ordinary marketing tools to your existing market.

The advertising section of our weekly newspaper contains about 28-35 pages and is constantly expanding due to the effectiveness of the advertisements, its reasonable prices, and the popularity of this vehicle in the Russian speaking community.



Our Services

“Kstati” offers you the following services and exciting bonuses:

A. ADVERTISEMENTS

- A professional will implement the design of your announcement. Editing and translations of small text volumes are done **free** of charge.
- If you have flyers, we can distribute them **free** throughout our Northern California locations.
- For those who place an order for several months, there is a **decreasing discount rates scale**.
- Convenient payment system - depending on customer's preference - monthly, quarterly etc.
- Price includes taxes

B. ADVERTISING CAMPAIGN

Besides the advertisements described above, the advertising campaign may include the following:

- We work closely with every customer. We study the nature, logic, and requirements of the business. Based on this study, we suggest several strategies for the advertising campaign with various degrees of aggression.
- We may publish an article about a business or an interview with the owner written by a skilled journalist.
- Free** publication of an article offered by the advertiser or of thank-you letters from customers.
- We offer you “hidden” advertising. It may be a column that you sponsor, in which you can give advice and recommendations.
- We can help you to place your advertisement in Russian TV programs. If interested, we can also place your ad in Spanish, Chinese, and Vietnamese media, and in Russian newspapers of the USA and Canada. The cost would be significantly reduced, compared to the cost of dealing with each media source separately.

If you are interested in this offer, we will be very glad to have you as our Partner.



A short list of current advertisers you might want to join:

- Law offices, Legal services
- Doctors, Medical Care, Day Care Centers
- Casinos
- Colleges, Universities, Computer Schools
- Travel Agencies
- Shipping Companies, Money Transfer
- Restaurants
- Stores
- Real Estate/Mortgage
- Life, Health, and Auto Insurance
- Social Services (matrimonial, dating, etc.)
- Non-profit organizations
- TV Channels

WE BELIEVE IN MAKING EVERY ADVERTISING DOLLAR AN INVESTMENT.

Frequently Asked Questions:

Q.: What is my target audience and target market?

A.: With about 400,000 Russian-speakers, Northern California has become a home to the third-largest Russian-American community in the USA. There are three cities at the center of this fast growing community: San Francisco, San Jose, and Sacramento, where about 70% of this population resides and where hundreds of Russian-owned businesses and community organizations are located.

Q.: Tell me more about Russian community in USA.

A.: The Russian community has always been considered highly educated and aggressive; they tend to be high achievers, and on the larger scale, they are high-bracket earners. The political and social system in Russia had restricted people from freedom of earning, so their buying power was limited. The Soviet Union was behind the iron curtain, and people could not travel outside of Russia. Here in the USA, Russians are willing to compensate for their missed opportunities. Now they enjoy spending money not only for comfortable living, travelling, and buying houses, but they also invest in their children's education. Whether you want to

reach a broad-based or an upscale market, if you are thinking about the Russian market, you should be talking to "Kstati."

Q.: Are you member of any periodical directory?

A.: Yes, we are listed in Ulrich's™, Ulrich's International Periodicals Directory™ Title Id : 708098

Q.: Why "Kstati"?

A.: People take our newspaper and read the articles for several reasons: **first**, our articles can't be found anywhere else on the web but on our website. We do not copy and paste articles from the Russian web. We were able to gather a great professional team: journalists, writers, critics, **who write for our paper exclusively** (they are in the U.S., Russia, Germany, and the former Soviet Union Republics). Our writers cover events in the community as well as analyzing world events. We have open discussions, interviews, forums, and opinions in the paper. We receive a lot of feedback from the community here in Northern California. For the youngest members of the Russian-American community, we offer a place where they can discuss their thoughts in English (for some of them, it is their first language).

Second, our readers sense that we are not primarily focused on money—we care—because we write about what is important to them. **We offer our readers space where they can freely express their concerns, show their creativity, and so on. We deeply respect our readers (even if we don't always agree with their opinions), and they feel it. Third**, we are nice people, too.

Frankly, very few Russian-language papers in the USA can say the same about their mission and having this kind of vision. **This mission and this vision make Kstati (To the Point) the most popular Russian vehicle in the Northern California.**

Circulation: 9,000 copies, 52 pages, 8-12-16 colored page. For now, our circulation can be verified in the Anschutz Printing House. The general manager is David Ceralli and his phone number is (415) 850-6151.

Areas of distribution in CA: 95 Russian-owned businesses, agencies, and community organizations in San Francisco and Bay Area, San Bruno, San Mateo, San Jose, Palo Alto, Mountain View, Cupertino, Campbell, Sunnyvale, Walnut Creek, Concord, Hayward, Fremont, Castro Valley, San Ramon, and Sacramento.

Frequency: Friday weekly in CA.

“Kstati” is the most readable newspaper of businessmen and active people. Readership (including primary and pass-along readers):

Men – 48%

Women – 52%

Businessmen and professionals – 65%

Average household income - \$130,000-\$160,000

Russian-American Market Overview

Spending Power. Overall, the Russian market, based on 1999 income as reported in the 2000 census, represents a \$142 billion opportunity.

The high degree of educational attainment has translated into an economic advantage. Russian-American households are 50% more likely to report an income of \$75,000 or more.

Households Income 1999	Russian Market	United States
Less than \$10,000	7.2	9.5
\$10,000 to \$14,999	5.2	6.3
\$15,000 to \$24,999	9.5	12.8
\$25,000 to \$34,999	9.7	12.8
\$35,000 to \$49,999	13.8	16.5
\$50,000 to \$74,999	18.7	19.5
\$75,000 to \$99,999	12.4	10.2
\$100,000 to \$149,999	12.3	7.7
\$150,000 to \$199,999	4.8	2.2
\$200,000 or more	6.6	2.4

High income combined with small households makes for an attractive per capita income.

Where the Russians Live

Historically, the Russian-American market has been thought of by corporate marketers as a local market. The Russian population is concentrated in California and the tri-state area. New York, Pennsylvania and New Jersey are home to the largest numbers. Russians have been on the move, however, migrating between states. Census 2000 data reveals that Russians can be found nationwide.



Russian-American Market Definition

Russian ancestry is a product of world migration patterns. The Soviet Union dissolved in 1991 and at that time over 25 million Russians lived in the 14 non-Russian republics. In addition, Russian is widely spoken even among non-Russians living in these CIS and Baltic countries. We defined the Russian market as the population that on the Census 2000 form, self-reported ancestry as Russian, Ukrainian, Lithuanian, Latvian or Armenian. Not counted are those that the census classified as “Eastern European” although an unknown portion would qualify as Russian.

Russian American Market Growth

There are two key drivers of Russian market growth: population growth from families having children and immigration.

Youth: Russian-Americans, in a continuation of overseas patterns, have small families. Still, as of 2000, there are over one million Russians under 21 years of age that will become adult consumers.

Immigration: In addition, a half a million people were admitted to the United States from Russia and former Soviet Union nations during the last decade. Specifically, INS data indicates 501,883 admitted between 1990 and March 2000; closely corresponding to 517,827 according to the Census. Since 2000 we had much more people who legally immigrated from former USSR.

Strong Emphasis on Education

The Russian culture places a strong emphasis on educational accomplishment. In fact, business cards used in Russia will often include educational degrees attained. More than nine in ten Russian-Americans 25 years and older have graduated from high school (92% versus 80% of the total US population). Similarly, Russian-Americans are twice as likely to have graduated from college (48% versus 24% of the total US population 25 years and older).

Russian education strongly emphasizes science. Russians immigrating to America have found an economic niche as scientists, professors and engineering technical specialists where their skill sets are advantageously utilized.



Please feel free to contact us at (415) 750-1417
or js@kstatinet.net