

# Web-site audience

## Professional audience classification

- Regional businesses: industrial and trade companies
- Private equity fund managers
- Business angels
- Representatives of innovation companies
- Representatives of IT, high technologies companies
- Innovators, research institutes, universities
- Russian and international bank executives
- Financial market brokers
- Government representatives
- Business analysts and experts
- Private entrepreneurs

## Visitors` professional status

Title	%
Company owner	15,16%
Top manager	23,77%
Mid-level manager	29,5%
Specialist	31,5%

## Visitors` age

Age	%
18-25	7,63%
26-40	33,16%
41-50	34,47%
51-65	24,21%
Older than 65	0,53%

**Web-site is visited monthly by more than 200 000 people,  
20%– are regular readers.**

## Visitors' geographical breakdown

(Russian and English versions)

Territory	%
Asia	44%
Southern and Central Americas	24,2%
Russia and the CIS	18,4%
Europe	4,9%
Northern America	4,8%
Africa	3,7%

## Geographical breakdown of regular readers

(Russian and English versions)

Территория	%
Europe	35,57%
Northern America	22,45%
Russia and the CIS	18,95%
Southern and Central Americas	13,70%
Asia	7,58%
Africa	1,75%

By Google analytics and Marchmont surveys