

Media Kit

NRSLOVO.COM

NEW
RUSSIAN
WORD

— EST. 1910 —

Our History

New Russian Word is a Russian-American newspaper with **100 years of excellence in journalism.**

It has been the most important printed medium for Russian-speaking immigrants in the USA for more than a century.

Published for the first time in New York in 1910, the newspaper initially carried the title **Russian Word**. Apart from current affairs and analytical pieces, the newspaper published short stories, poems, letters to the editor, and novel excerpts written by Russian-speaking US immigrant authors.

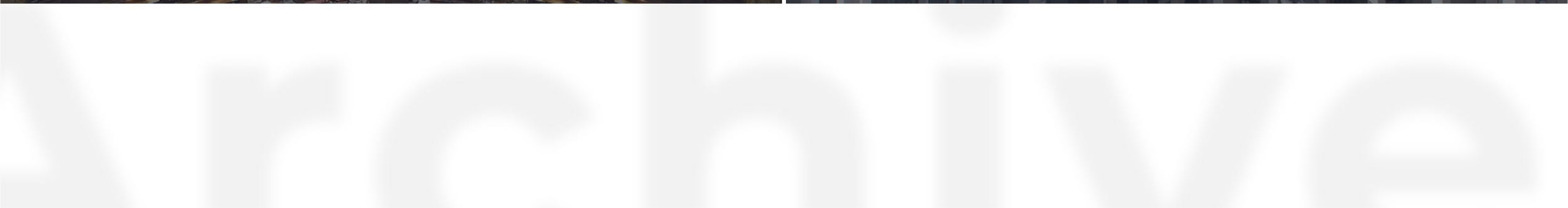
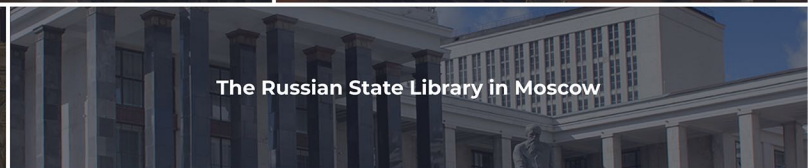
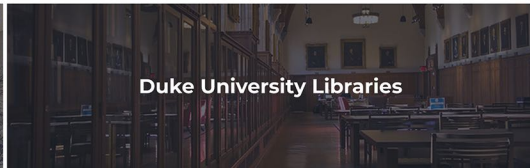
Throughout its history, New Russian Word has featured publications from such prominent writers and journalists as **Vladimir Nabokov, Aleksandr Solzhenitsyn, Ivan Bunin, Sergei Dovlatov, Joseph Brodsky, Vasily Aksyonov, Boris Pasternak**, and others.

New Russian Word has since undergone fundamental transformations to become **the leading daily newspaper of the Russian-speaking immigrant community in America.**



Our Archive

New Russian Word has accumulated a large archive dating back to its earliest printed issues. The copies of New Russian Word are displayed and carefully preserved by the most renowned libraries and archives all over the world, including:





Our Mission

Today, **New Russian Word** is committed to carrying on the **100-year heritage** of its printed predecessor.

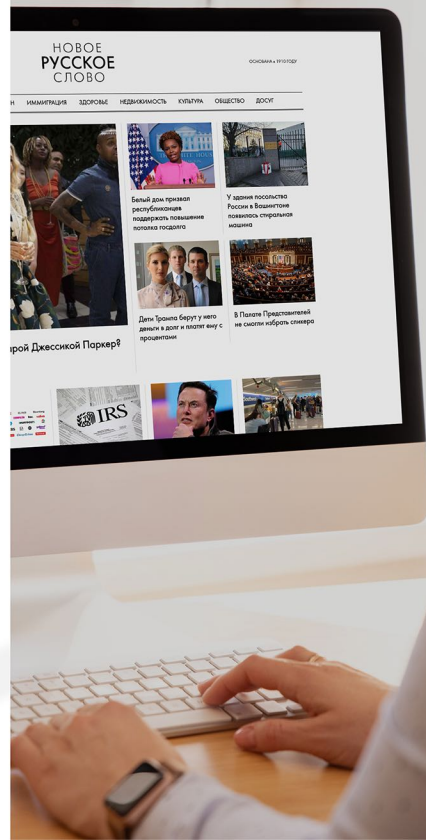
Our mission is to:

- provide **up-to-date, reliable, and independent news** to our readers
- **represent and empower the Russian-speaking immigrant community** in the United States
- **help immigrants assimilate and start a new life** in America

OUR N

Our Commitment

- We make sure to pick out the most useful, transparent, and relevant information
- We deliver facts and objective analysis, bearing no affiliation with any particular political or social agenda
- We give voice to diverse experts, journalists, and personalities to foster a genuine public dialogue in the media space
- We are attentive to our readers' needs and requests and do our best to meet them on a daily basis
- We stay on top of modern media trends to diversify our content strategy and stay competitive





Our Readers

Our readers are a truly diverse audience.

New Russian Word attracts people of all ages, genders, ethnicities, and backgrounds. Our brand is loved and supported by entrepreneurs, purpose-driven consumers, decision-makers and community leaders, family households, and more.

The core cohort of our audience is Russian-speaking immigrants in the USA. Our readers come from Kazakhstan, Ukraine, Kyrgyzstan, Belarus, Russia, and other post-Soviet countries.

Our website is also frequented by people from other locations all over the world. The majority of them are Russian-speaking people interested in immigrating and relocating to the USA and looking for news and knowledge they can rely on.



Today, like yesterday, "modern" in architecture and design indicates a constructive attitude based on the unity of the arts, working together on society's needs, aspirations, and priorities. In this exhibition, garments created for the benefit of many coexist with those made for the delight of a few. What they have in common is their influence on the world over the past one hundred years. We examine them in three tiers: archetype, stereotype, and prototype. Presence in the incarnation that made a particular garment or accessory indicates a constructive attitude based on the unity of the arts, working together on society's needs, aspirations, and priorities. In this exhibition, garments created for the benefit of many coexist with those made for the delight of a few. What they have in common is their influence on the world over the past one hundred years. We examine them in three tiers: archetype, stereotype, and prototype. Presence in the incarnation that made a particular garment or accessory significant—its stereotype—each item is accompanied by a material that traces it back to historical archetypes. Our mission is to show that a designer's stereotype was subjective but drew on the unconscious, when you close your eyes and think of clothes, what do you see? That is the item's stereotype. In the third of these pieces, we are presenting a garment that has a red corner that our pioneer designers have used as a starting point for their own, more flexible approaches, and novel design techniques. The exhibition is organized especially for the exhibition.

Numbered Card

It is surprising that the first exhibition on fashion at the Museum of Modern Art since 1944, when curator Bernard Rudofsky and Anne Collins Mordant's presentation that was intended to encourage museumgoers to reconsider their relationship with the clothing they wear. With today's question—"Is Fashion Modern?"—we invite them to think about the ways in which clothing is made but also the ways in which it might be made. Every item in the exhibition can be seen through which to gain a deeper understanding of the fashion industry's complexity.

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Our Authors and Contributors



Alexander Grant



Igor Slabykh



Yan Veselov



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Utemisova Saniya



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Nelly Anderson



Elina Linderman



Anton Naianzin



Lukova Varvara



Nikita Lyubimov



Yuniya Pugacheva



Irina Proskurina



Sergei Dudin



Maya Pritsker



Vladimir Kozlovsky



Andrey Zakharov



Laura Zaks

Our News Categories

We deliver publications in the following categories:

- New York*
- Politics
- Business
- Law
- Immigration
- Health
- Real Estate
- Culture
- Society
- Recreation

*New York is highlighted as a separate category as a historical courtesy to the origins of the newspaper – it was founded in New York and initially focused on the New York news agenda. Additionally, New York hosts the biggest Russian-speaking community in the country.

However, New Russian Word covers news from all over the US.





Partnerships with New Russian Word

New Russian Word is a media with a competitive edge, a deep understanding of current affairs, and a century-long dedication to providing quality information to readers. **Partnering with New Russian Word drives a multitude of benefits to brands:**

- Featuring your content in the most popular media for the Russian-speaking community in America
- Driving organic traffic to your website via backlinks
- Providing exposure to wide reader audiences
- Ensuring measurable ROI

Partner

Our Partnership Offer

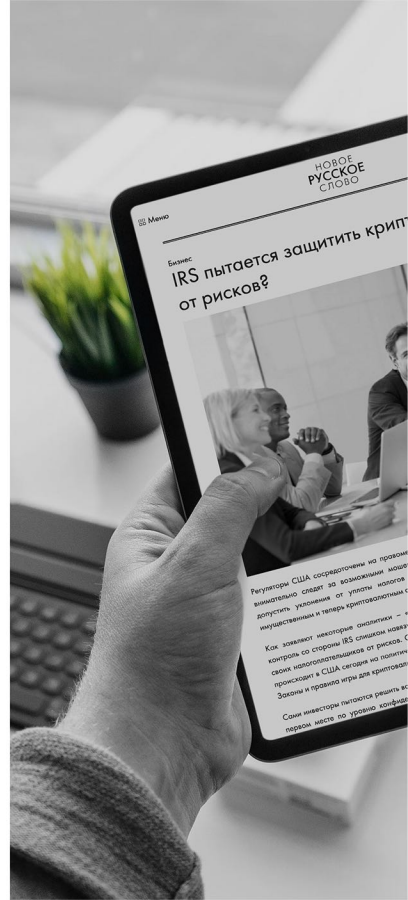
Currently, New Russian Word offers brands and individuals one commercial partnership format:

Commercial article

You can purchase a commercial article in our digital newspaper. The article will be published on our website and featured in the appropriate content category.

- Pitch your article idea to New Russian Word and we will find the best way to deliver your message in the relevant informational environment
- You can publish a success story, a brand profile, a press release, an expert opinion piece, or any other content type with New Russian Word
- You will be working with a dedicated team of our professional copywriters. They make sure to convey the voice, vision, and values of your brand to the media audiences
- Every article goes through a thorough proofreading and quality assurance process before publication
- All the articles are SEO-optimized to ensure maximum audience reach, search engine discoverability, and a boost in organic web traffic

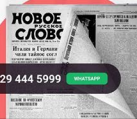
The price of one commercial article placement in New Russian Word is \$500.



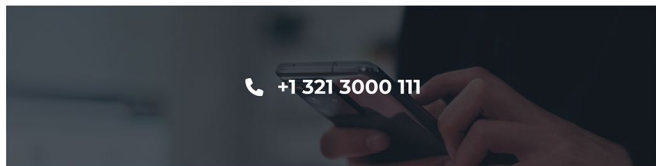
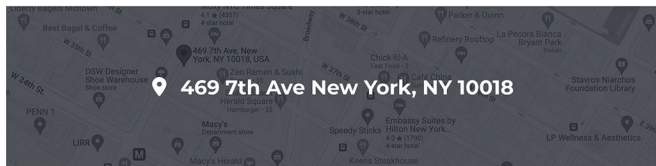
Ad Banner

The price of a banner is **\$500/month**

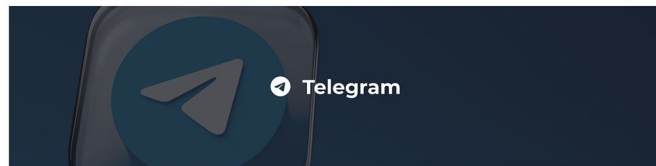
Size **2500x543px**

<p>NY icons: Facebook, Telegram, Instagram, Search</p> <p>NYU NYOR POLITIKA BIZNES ZAKON IMMIGRACIYA ZDOROVYE NEDVIZHIMOSTY KULTURA OBSHCHESTVO DOSUG</p>	<p>НОВОЕ РУССКОЕ СЛОВО</p> <p>ОСНОВАНА в 1910 ГОДУ</p>	
	<p>2500px</p> <p>ГАЗЕТА NEW YORK ИЩЕТ ИНВЕСТОРА-ПАРТНЕРА EST. 1910</p> <p>+1 929 444 5999</p> 	<p>543px</p>

Our Contact Information



New Russian Word on social media



Thank You