

НАША ГАЗЕТА

 nashagazeta.ch

Swiss news in Russian. Every day.

Actualité suisse en russe. Tous les jours.



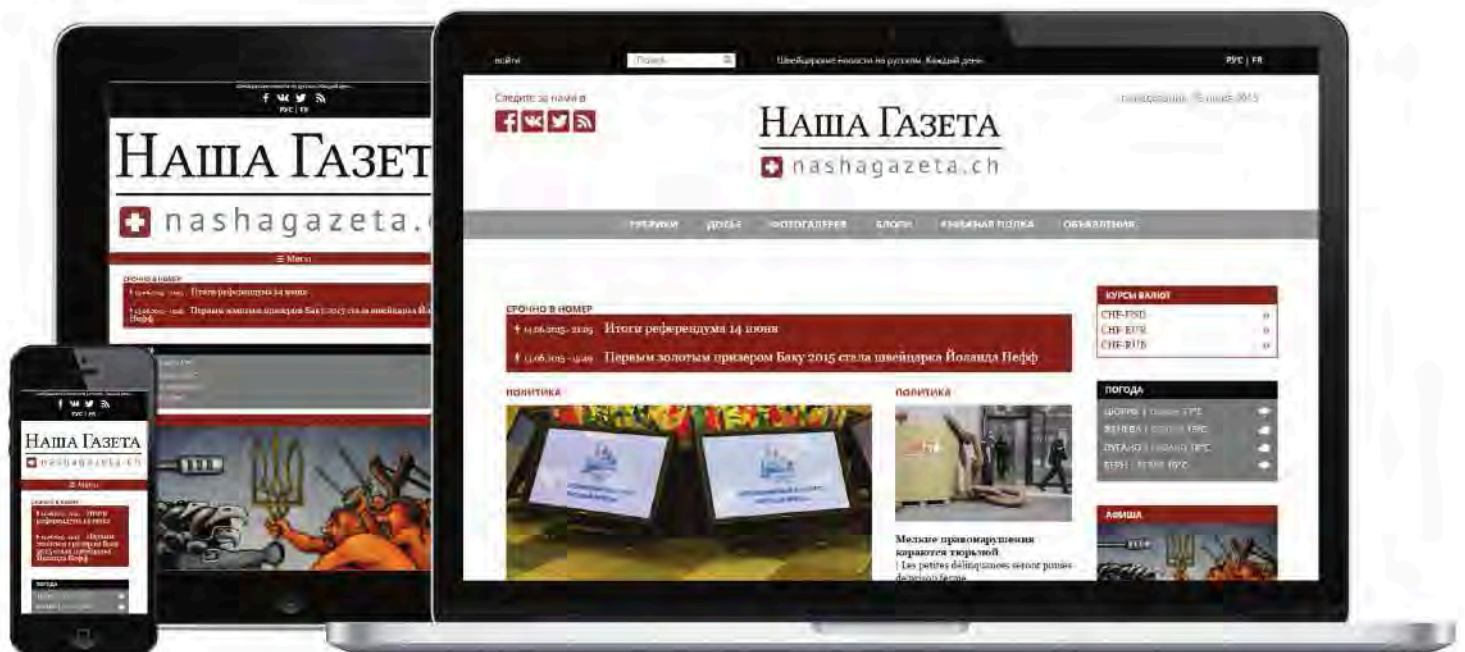
Nasha Gazeta.ch is the **first online Swiss daily** in Russian. Launched in **November 2007**, our website is designed for a large and very diverse public. It is a credible source of information for those who either live here, intend to visit or are just interested in Switzerland. Through its five years of existence, the portal has managed to become a reliable source of reference for the leading Russian media and to attract readers from over 40 countries. Media in Russia, Kazakhstan, Ukraine and the Baltic states frequently reference our articles and over **6000 readers** visit the Nasha Gazeta.ch website daily (up to 9000 on special days). Geographically our readership is divided mainly between Russia, Switzerland, Germany, Ukraine, Kazakhstan, and the United States, but also Azerbaijan, Israel, France, Baltic States.

A small but dynamic team of three journalists covers all significant events in Switzerland in the areas of politics, economics, luxury lifestyle, education, culture and health. We publish from Monday to Friday and have a network of correspondents in Geneva, Zurich, Berne, Lausanne, Aarau, Basel and Neuchatel.

A subscription to **Nasha Gazeta.ch** allows receiving all new articles daily and free of charge. Over 4000 people are currently benefiting from this service. Some 7000 persons “like” our page on **Facebook**.

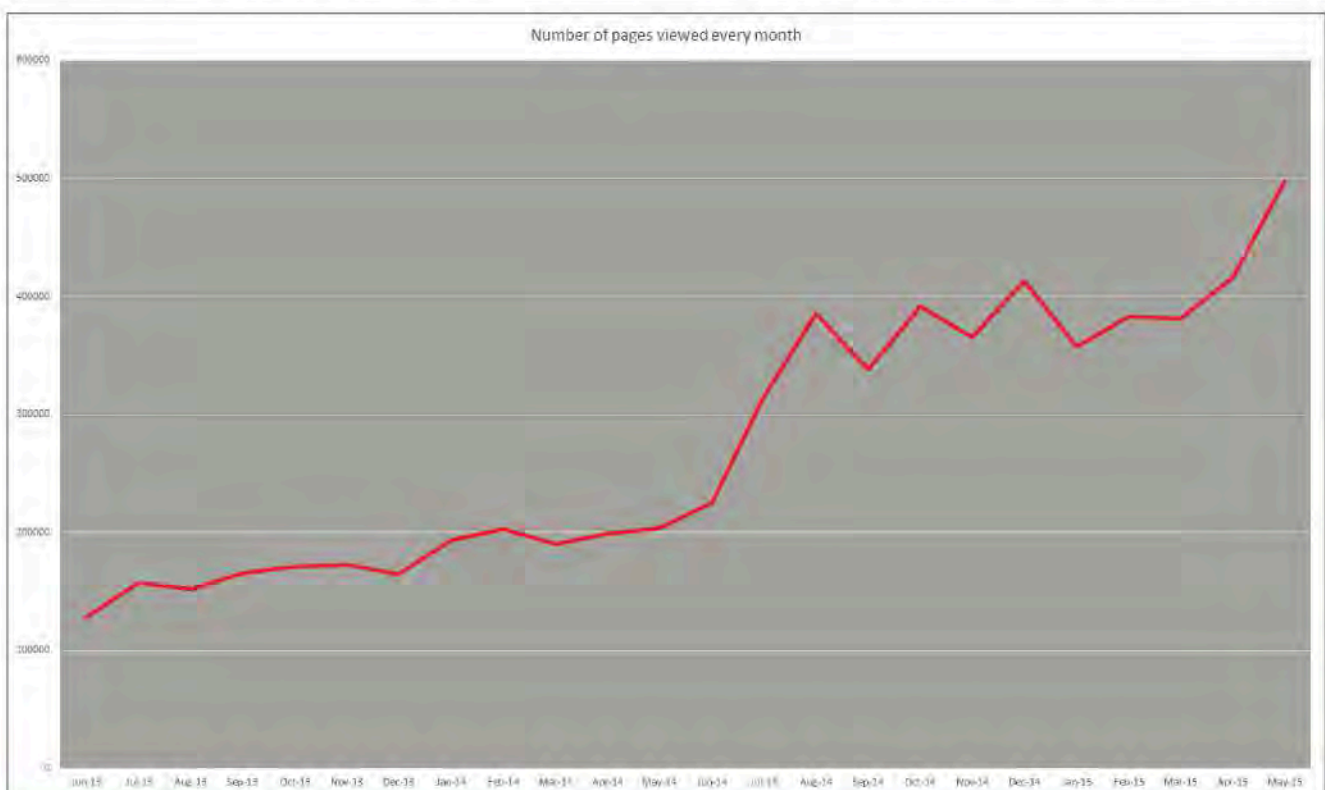
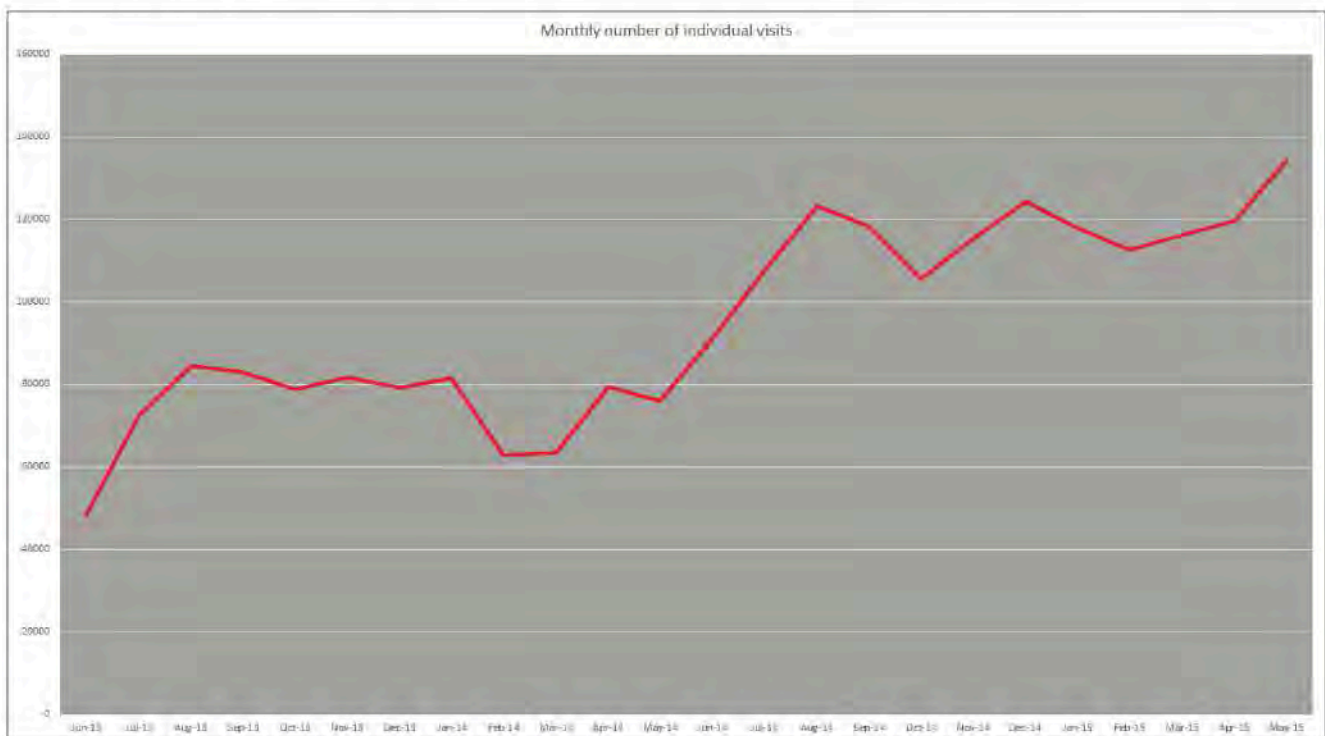
In 2011 **Dmitry Medvedev** by his presidential decree **awarded** editor-in-chief Nadia Sikorsky with the Pushkin Medal for her contribution to the promotion of Russian culture and the cooperation between Russia and Switzerland. In September 2012, **Nasha Gazeta** became the winner of a social media contest organized by the Russian Engineering Union.

In December 2013, the website became one of the winners of the **1st International contest “Russian compatriots: “We have the right!”** organised by the Compatriots Living Abroad Support Fund, set up by President Putin. The Minister of Foreign Affairs of the Russian Federation, Mr Sergei Lavrov, heads its board.

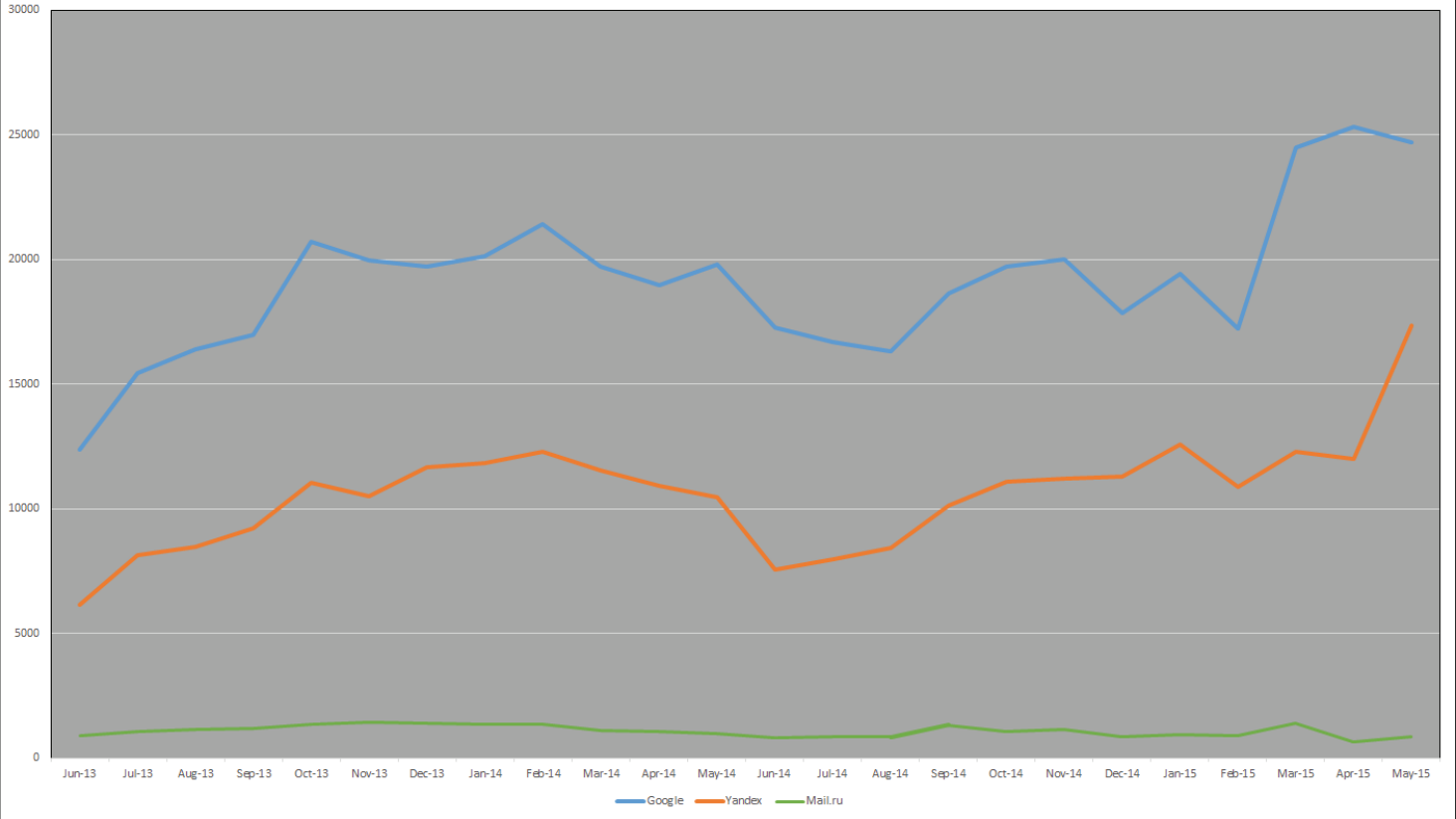


• DEVELOPMENT IN FACTS AND FIGURES •

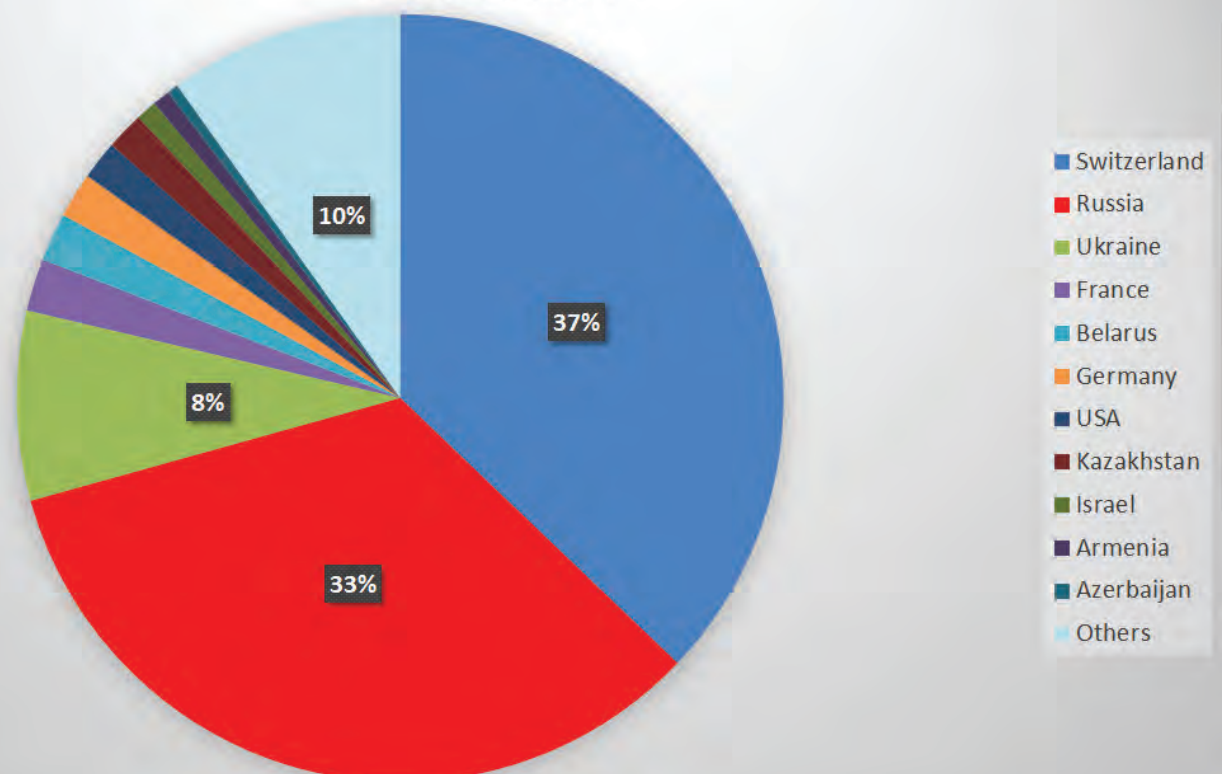
The audience of Nasha Gazeta.ch grows steadily. Here are some statistics: In 2008, 27 647 thousand readers were registered on the website. By 2009 this number had grown to 86 767; in 2010 it reached 334 696 and in 2011 it went over 400 000. In 2013, we registered over 1, 5 million readers and the audience continued to increase in 2014 and 2015.



Transfers to NashaGazeta.ch from search engines

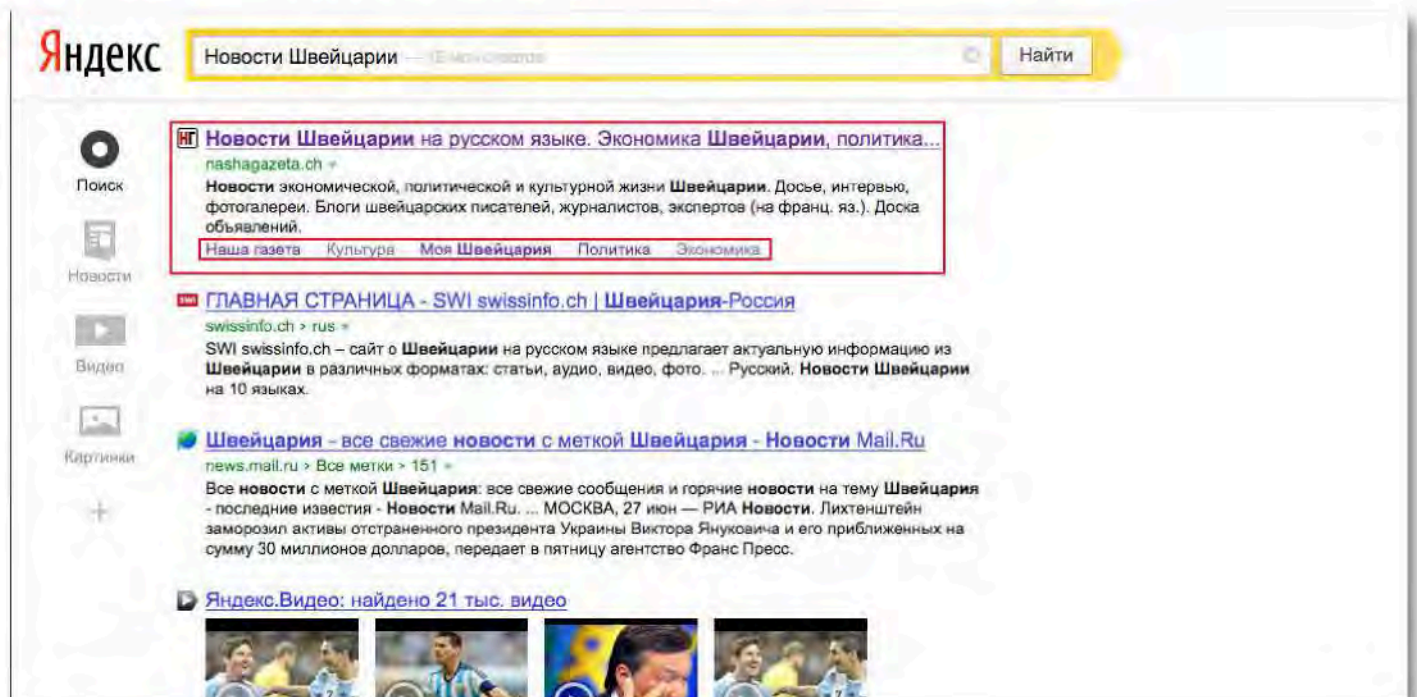


Audience by country



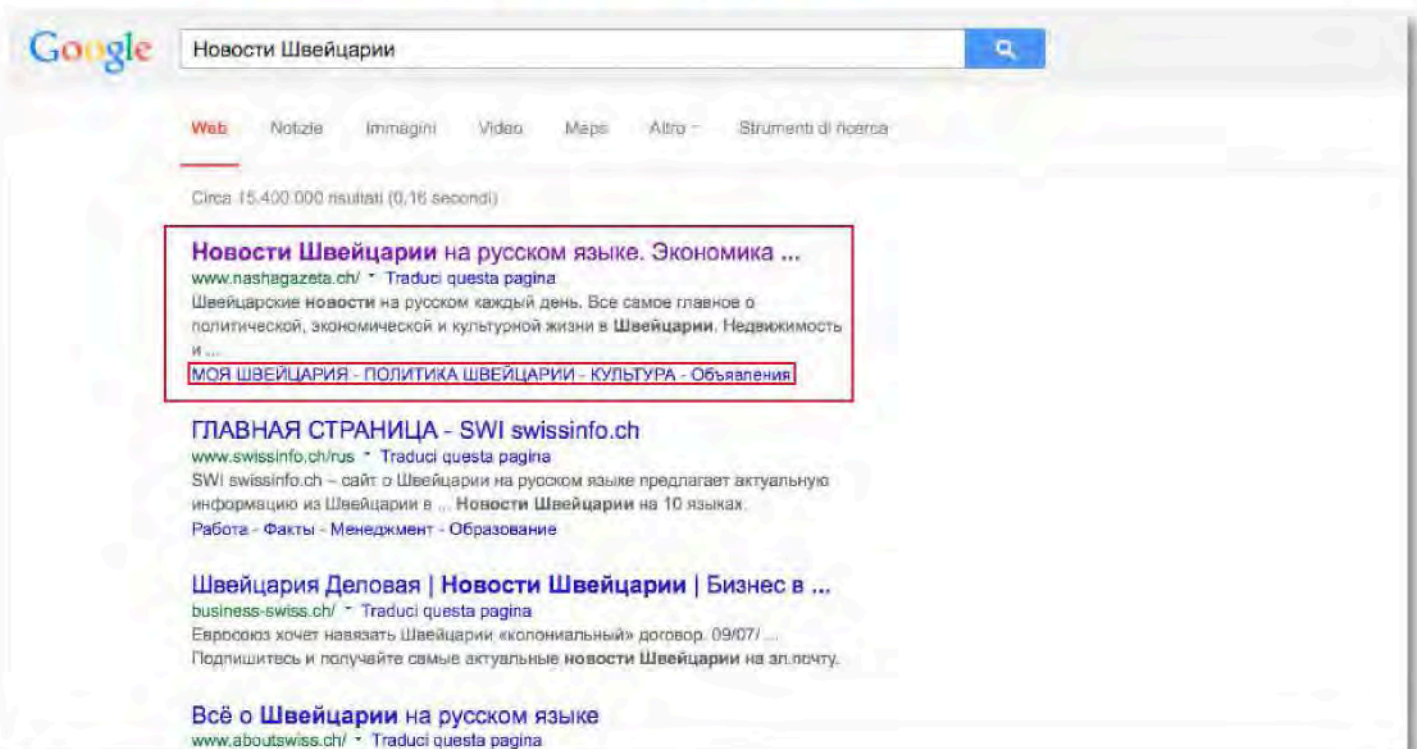
All Russian language search browsers place the link to **Nasha Gazeta.ch** as the first result for 'Swiss news in Russian' request.

• POSITION IN WEB-SEARCH ENGINE RESULTS •



The screenshot shows the Yandex search engine interface. The search bar contains the text "Новости Швейцарии" and the search button says "Найти". The search results are as follows:

- 1st result:** nashagazeta.ch - **Новости Швейцарии на русском языке. Экономика Швейцарии, политика...** - **Новости** экономической, политической и культурной жизни Швейцарии. Досье, интервью, фотогалереи. Блоги швейцарских писателей, журналистов, экспертов (на франц. яз.). Доска объявлений. [Наша газета](#) [Культура](#) [Моя Швейцария](#) [Политика](#) [Экономика](#)
- 2nd result:** swissinfo.ch - **ГЛАВНАЯ СТРАНИЦА - SWI swissinfo.ch | Швейцария-Россия** - SWI swissinfo.ch – сайт о Швейцарии на русском языке предлагает актуальную информацию из Швейцарии в различных форматах: статьи, аудио, видео, фото. ... Русский. **Новости Швейцарии** на 10 языках.
- 3rd result:** news.mail.ru - **Швейцария – все свежие новости с меткой Швейцария - Новости Mail.Ru** - Все **новости** с меткой **Швейцария**: все свежие сообщения и горячие **новости** на тему **Швейцария** - последние известия - **Новости Mail.Ru**. ... МОСКВА, 27 июн — РИА Новости. Лихтенштейн заморозил активы отстраненного президента Украины Виктора Януковича и его приближенных на сумму 30 миллионов долларов, передает в пятницу агентство Франс Пресс.
- 4th result:** **Яндекс.Видео: найдено 21 тыс. видео**



The screenshot shows the Google search engine interface. The search bar contains the text "Новости Швейцарии". The search results are as follows:

- 1st result:** www.nashagazeta.ch/ - **Новости Швейцарии на русском языке. Экономика ...** - **Новости Швейцарии** на русском каждый день. Все самое главное о политической, экономической и культурной жизни в Швейцарии. Недвижимость и ... [МОЯ ШВЕЙЦАРИЯ](#) - [ПОЛИТИКА ШВЕЙЦАРИИ](#) - [КУЛЬТУРА](#) - [Объявления](#)
- 2nd result:** www.swissinfo.ch/rus - **ГЛАВНАЯ СТРАНИЦА - SWI swissinfo.ch** - SWI swissinfo.ch – сайт о Швейцарии на русском языке предлагает актуальную информацию из Швейцарии в ... **Новости Швейцарии** на 10 языках. [Работа](#) - [Факты](#) - [Менеджмент](#) - [Образование](#)
- 3rd result:** business-swiss.ch/ - **Швейцария Деловая | Новости Швейцарии | Бизнес в ...** - Евросоюз хочет навязать Швейцарии «колонизальный» договор. 09/07/ ... Подпишитесь и получайте самые актуальные **новости Швейцарии** на эл.почту.
- 4th result:** www.aboutswiss.ch/ - **Всё о Швейцарии на русском языке**

• PRINTED VERSION •

2012 marked the fifth anniversary of Nasha Gazeta.ch. To celebrate this occasion, we launched our first paper edition. Its success among the readers proved the viability of this project.

Today, the magazine Nasha Gazeta is issued bi-annually. It is a high-quality publication mainly for Russian-speakers who live or visit Switzerland, but it also attracts a vast non-Russian speaking audience thanks to summaries of every article provided in French.

The content of the magazine consists exclusively of articles written by the members of our editorial board and invited authors. They are mainly dedicated to culture, history, economic, politics, medicine and luxuries – all in all, the topics that unite Switzerland with the Russian-speaking world.

Printed in **9000 copies**, every issue is sold in kiosks and is distributed free of charge in selected hotels, restaurants, tourist offices, as well as on board (First and Business class) SWISS flights to Moscow and St Petersburg. The high-quality standards in both life and reading.



• COLLABORATION •

Nasha Gazeta.ch offers various partnership and advert publishing opportunities: long-term collaboration, column sponsorship, standard-format advertisements, advertising articles, or advertisement banner, inserted in our daily Newsletter or in the Events column. We always find the most beneficial and profitable form of cooperation for each partner.

• CONCLUSION •

Nasha Gazeta.ch is a collaborative project for all those who are interested in Switzerland and aim at developing its ties with the Russian-speaking world. Our editorial staff is willing to increase the scope of its activities through new cooperative projects and partnerships.

For any further information, please contact Nadia Sikorsky, Editor-in-chief, at nadia.sikorsky@nashagazeta.ch