

The roots of *Vesti Segodnya* newspaper date back to March 1945, when the Comsomol (Communist Youth Union) newspaper “Sovetskaja Molodjozh” (Soviet Youth) was started in Riga. In 1984, Alexander Blinov became its editor-in-chief. During Perestroyka, the newspaper was very popular throughout the Soviet Union, and about 900,000 copies were printed. After the collapse of USSR and Latvian independence, the newspaper was renamed SM-Segodnya and owned by a collective of journalists. Since 1999 it has been owned by the private company FENSTER (under President Andrey Kozlov). A. Blinov has been editor-in-chief for about 20 years, with a few breaks.

In terms of circulation, *Vesti Segodnya* is the largest daily newspaper in Russian in the European Union. It covers politics and news in Latvia and Russia from the position of maintaining and strengthening Russian language and culture. The newspaper is colorful like a tabloid, but its articles are often profound and analytical. The life of the common people is one of the paper’s primary concerns.



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Published in	<b>Riga, Latvia</b>	Proportion of subscription/ kiosk sales	<b>2/1</b>
Since	<b>1999</b>	Total staff	<b>40</b>
Language	<b>Russian</b>	Journalists	<b>25</b>
Editor-in-chief	<b>Alexander Blinov</b>	Freelancers	<b>10</b>
Printed circulation	<b>40.000</b>	Supplements, format and frequency	<b>6 weekly A3 supplements</b>
Frequency	<b>Daily from Monday through Saturday</b>	Address	<b>Mukusalas 41 1004 Riga, Latvia</b>
Ø Total number of pages	<b>16</b>	Phone	<b>+371 7063230</b>
Format	<b>A2</b>	Fax	<b>+371 7063232</b>
Page layout system	<b>Color Draw</b>	E-mail	<b>sm@fenster.lv</b>
Printing press	<b>Solna</b>	Internet	<b>www.sm.lv</b>
Paper	<b>45 g</b>		

\* Population over 14 who reads the product daily

\*\* Population over 14 who reads the product at least once a week