

Advertise With Us

Since the end of the Soviet Union in 1991, American companies have spent billions of advertising dollars to reach consumers in Russia (alone in 1999, Proctor and Gamble spent 297 million dollars, Wrigley spent 87 million dollars, and Coca Cola – 54 million), while the Russian-speaking market in the United States still remains virtually untapped.

In the past, most companies with multicultural marketing programs tended to focus their efforts solely on Hispanic, African-American, and Asian consumers. In recent years however, progressive American companies began to turn their attention to consumers of Eastern European origin.

Russian-American consumers are aspirant and brand loyal, with a strong tendency to “keep up with the Jones.” These consumers are adverse to propaganda tactics, such as hard-selling and direct testimonial advertising. Russian culture has disposed them to value advertising that draws on humor, irony, and Russian themes.

Facts on Russian Speakers in the United States

- There are currently more than 3,5 million Russians in the United States
- Over 66% of the Russian speaking population are in between the ages of 18 and 65
- More than 50% of Russian speakers earn more than 50K per annum
- More than 60% have Bachelor’s degree or higher, which far out weighs the all other ethnic groups with the exceptions of Oriental and East Indian
- More than 90% of all Russian speakers live in metro urban areas

Companies that do not target Russian Americans are leaving considerable bottom-line value on the table.

Our goal is to help you reach the Russian speakers. Advertise with us!