

Internet Advertising Rises

By [The Moscow Times](#)

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Internet advertising surpassed print ad revenues in Russia for the first time in the third quarter and outperformed American companies in percent of budget expenditures, Vedomosti reported Wednesday.

According to the Association of Communications Agencies of Russia, advertisers spent 10.5 billion rubles (\$340 million) in the third quarter, an increase of 57 percent year on year.

If Internet advertising retains this pace, it will hold second place in terms of income for the entire year, said AdWatch Isobar Russia general director Andrei Chernyshov. Television remains the dominant medium for advertisements in the country at 27.2 billion rubles, while print moved to third place, earning 8.6 billion rubles.

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