



INFORMBUREAU AÜ

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Who We Are

Novaya Gazeta. Baltia is an independent cross-platform socio-political media outlet working for Russian speaking residents of Lithuania, Latvia, and Estonia, as well as to those in the region interested in Baltic affairs. We have been operating since 2015, focusing on several key goals:

- Providing high-quality content in Russian for local Russian-speaking residents, integrating them into the local information space and public life;
- Offering an alternative to Russian propaganda, which perceives the Baltic states as part of its sphere of influence;
- Promoting democratic values and inclusion among Russian-speaking residents of Lithuania, Latvia, and Estonia.

Our Audience

We operate across multiple platforms ([WEB](#), [Facebook](#), [Telegram](#), [Instagram](#), [YouTube](#)), but our primary platforms are our website and Facebook. Our target audience falls into three main groups:

1. Russian-speaking citizens of Lithuania, Latvia, and Estonia who seek quality content about their countries in their native language;
2. Russian-speaking migrants living in the Baltic states who do not speak the official languages but wish to integrate into the local information space, gain useful insights, and integrate into society more quickly;
3. Residents of neighboring countries (Ukraine, Belarus, Russia) who are interested in events in the Baltic region and seek relevant content in a language they understand.

Audience Size and Demographics

Website

Over the past three months (November 2024 – February 2025), our website attracted more than 120,000 unique visitors and recorded over 169,000 content views (Annex 1). Like any media outlet, website traffic fluctuates, but on average, we receive 40,000–50,000 visits per month.

In 2024, our website accumulated 1.2 million page views (Annex 2).

Our website audience primarily consists of users aged 25–34, followed by those aged 35–44 and 45–54. The majority of our website visitors are men (56.4%), while women account for 43.5% (Annex 3).

Facebook

Our Facebook page has over 26,000 followers. In the past month alone, our page reached more than **753,000 people**, with over **2.2 million views** (Annex 4).

Over the last 90 days, our reach exceeded **1.6 million**, with over **5 million views** (Annex 5).

On Facebook, our audience is predominantly female (60.4%), with most followers falling within the 45–54, 55–64, and 65+ age groups (Annex 6). Russian-speaking middle-aged and older audiences in the Baltic states are particularly challenging to reach, as they often prefer and trust Russian content. Therefore, engaging this group is of utmost importance to us.

Geographic Breakdown

The geographic distribution of our audience over the past quarter is as follows:

- Lithuania – 23.7%
- Latvia – 22.7%
- Ukraine – 15.9%
- Russia – 15.2%
- Estonia – 7.7%

The share of other countries in our audience does not exceed 2% (Annex 7).

Our Team

We are a small team led by two women—Maria Epifanova (Director) and Yana Liashkovich (Editor-in-Chief). We also have a permanent website editor and content creator.

Additionally, we collaborate with a network of about 20 freelance journalists across Lithuania, Latvia, and Estonia. We chose this model for two reasons. First, since we operate in three countries, we prefer to have local journalists who understand the context and media landscape of each country. Second, this structure allows us to remain flexible, adjusting budgets and content volume as needed.

Current Situation

Due to the suspension of all U.S. foreign aid, we are on the brink of closure. All of our grant funding was linked in some way to USAID programs. The decision to freeze assistance was made abruptly, without prior notice, leaving us unprepared. Currently, our core team is operating at 50% of its usual capacity.

We fear that if we do not find alternative support, we will have to cease operations after 10 years of publishing.

With great respect, we are reaching out to inquire whether you have any programs supporting independent Russian-language media in the Baltic states, including emergency assistance initiatives. We would be deeply grateful for any form of support.

Contact Persons

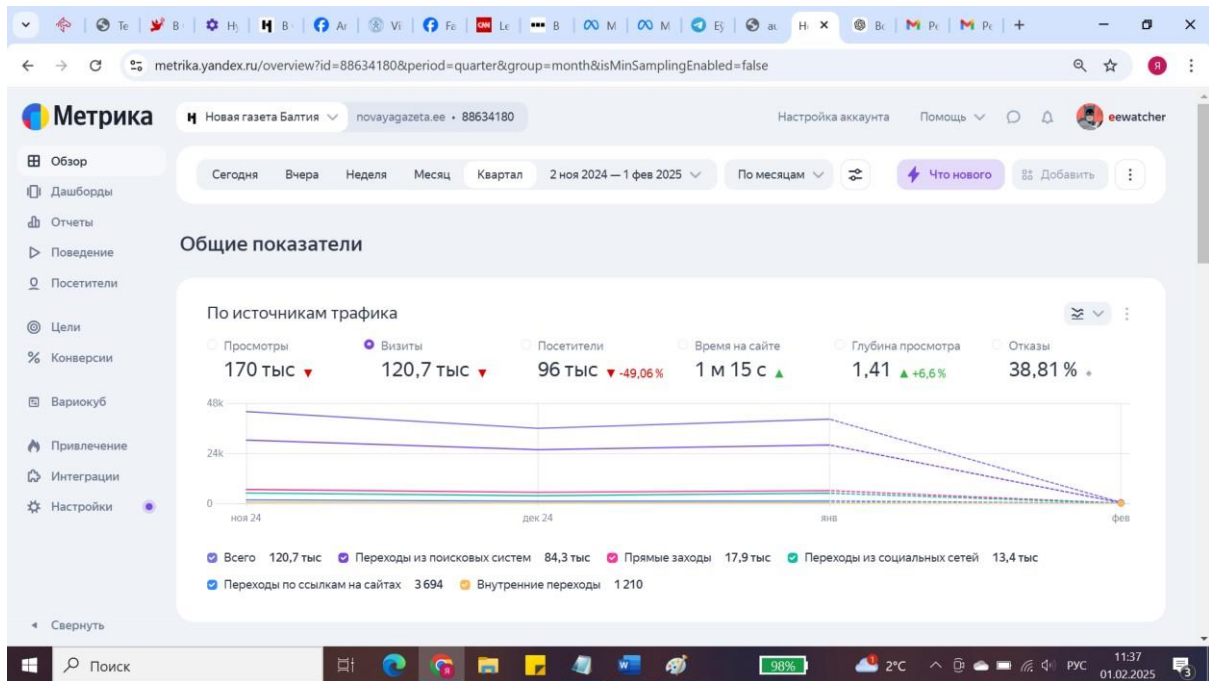
Maria Epifanova, Director of *Novaya Gazeta. Baltia* Riga,
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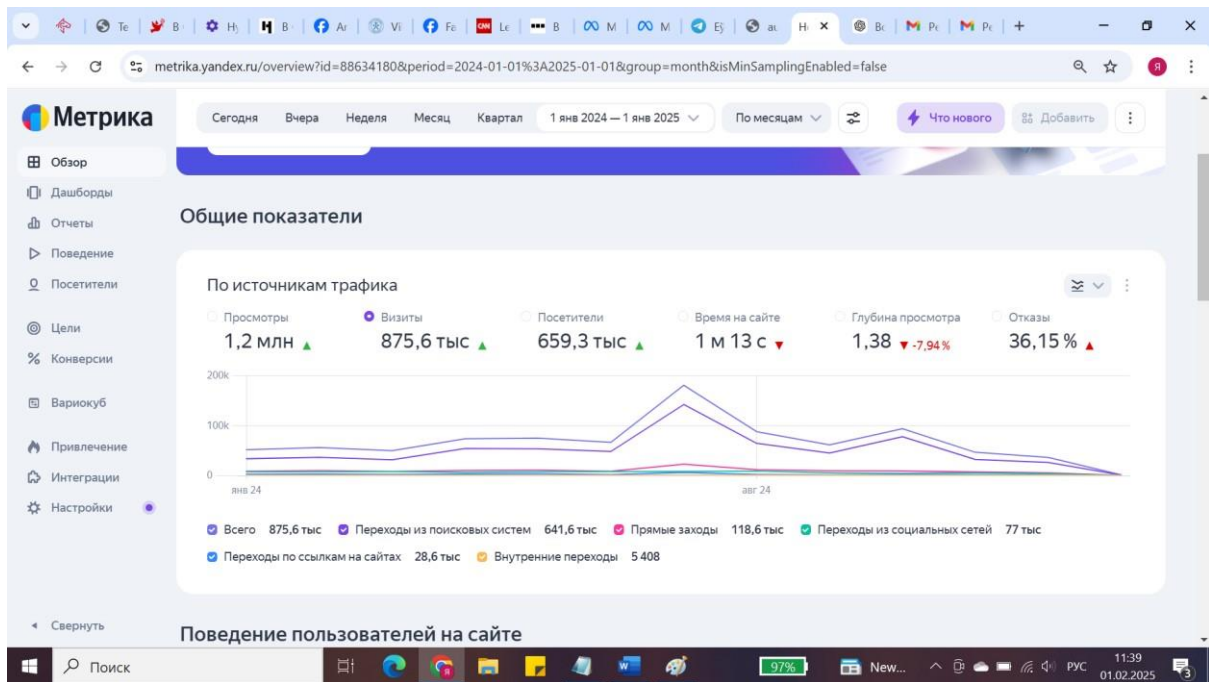
Yana Liashkovich, Editor-in-Chief of *Novaya Gazeta. Baltia* Vilnius,
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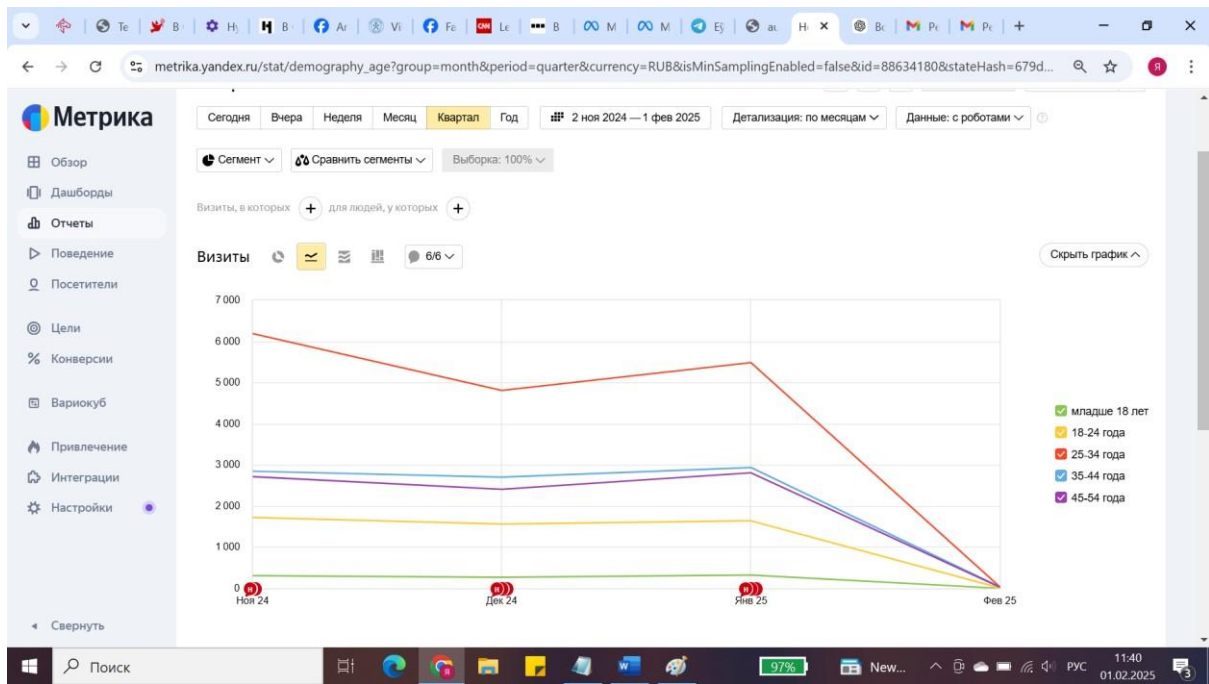
Annex 1.

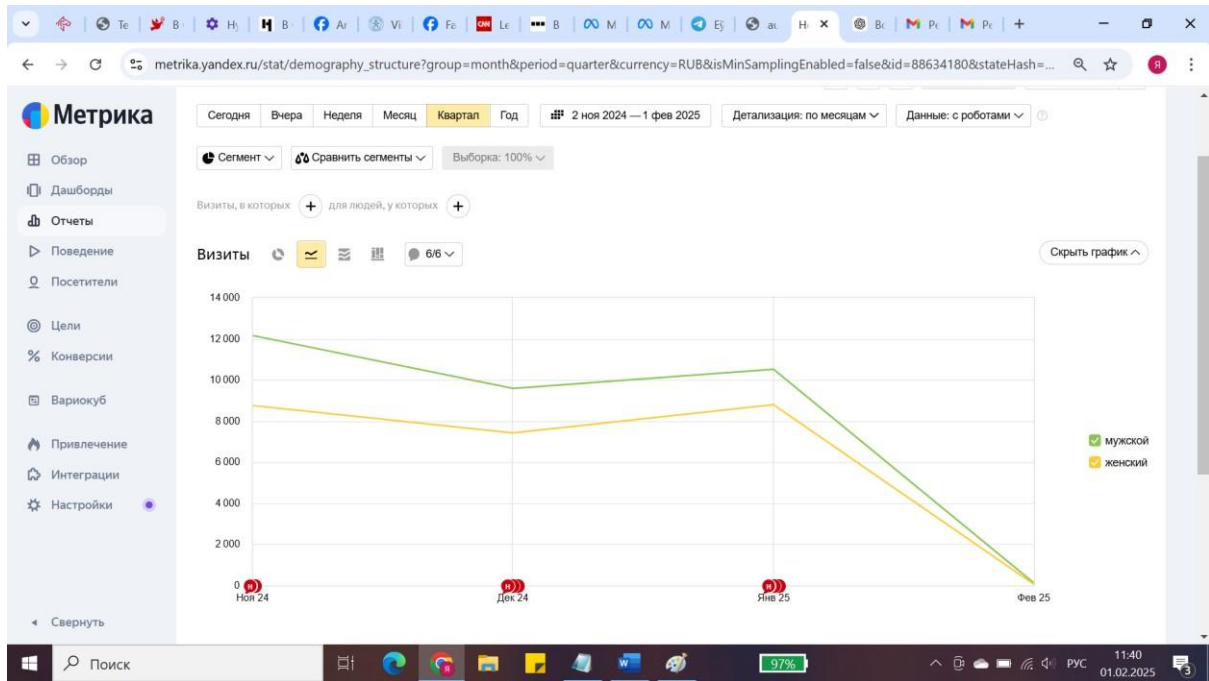


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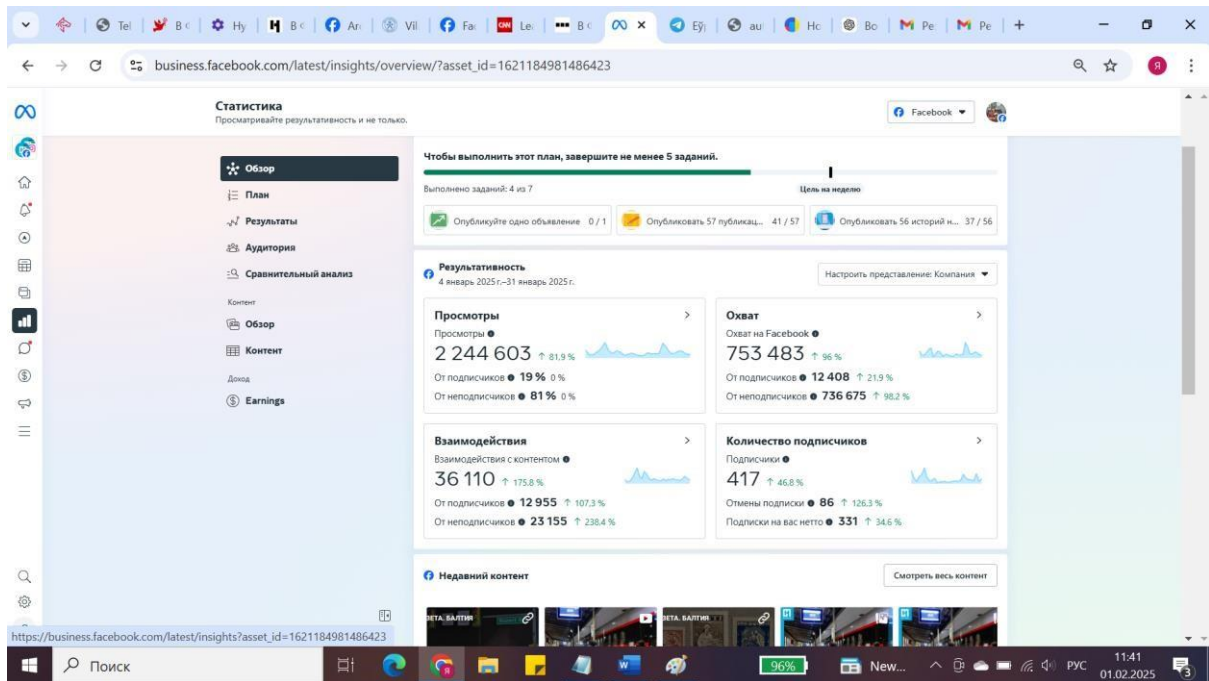


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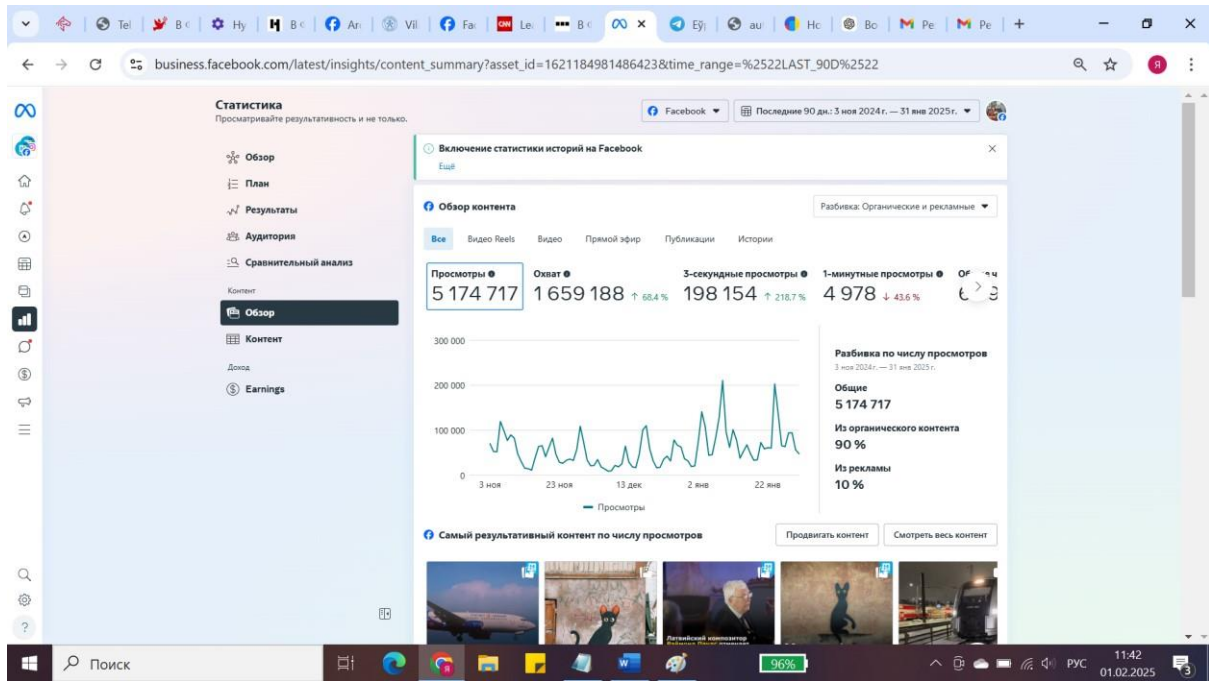




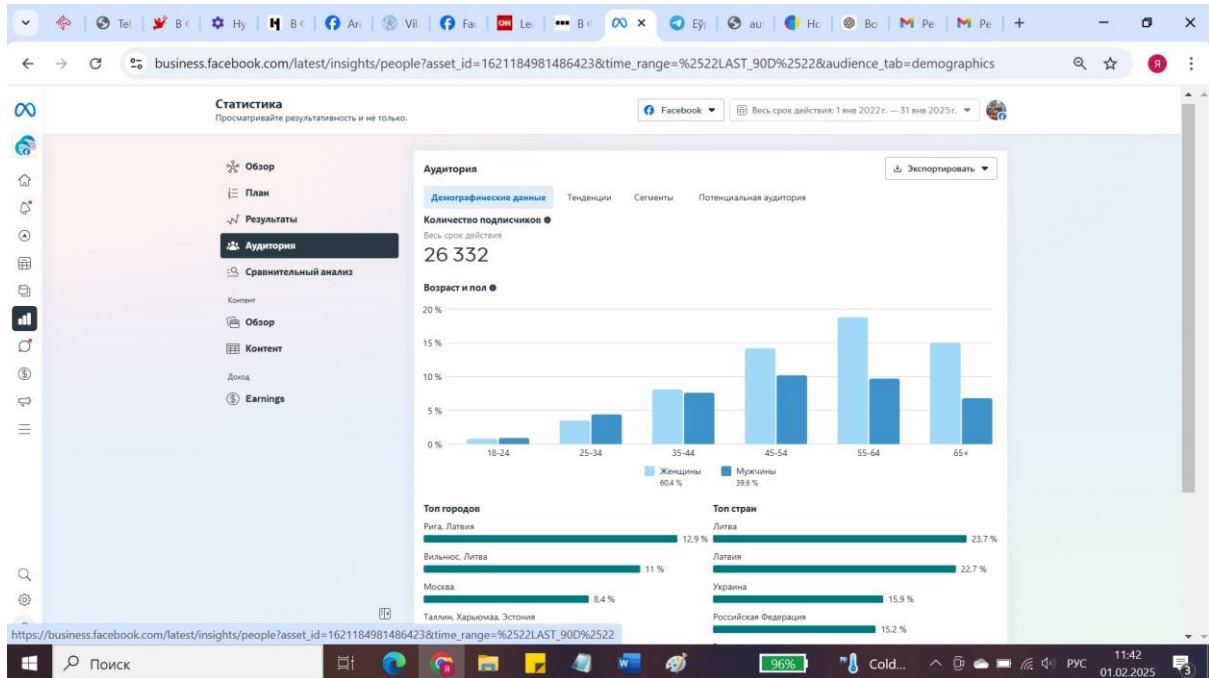
Annex 4.



Annex 5.



Annex 6.



Annex 7.

