



- 525 addresses are e-mails of paper authors and interested readers.

The word cloud in the beginning of this article has been created using the names of these 525 readers subscribed to our journal. The most frequent ones are visualised using large font size. Based on the names distribution, a round chart showing the breakdown of readers of “Almaz – Antey” Air and Space Defence Corporation Journal by gender was created: it can be seen that the majority of our readers are male (84 %), but we do have a high percentage of female readers – 16 % (Figure 3).

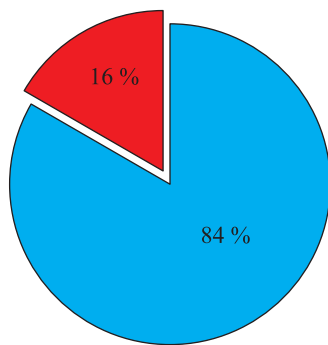


Fig. 3. Breakdown of “Almaz – Antey” Air and Space Defence Corporation Journal readers by gender:
■ – male; ■ – female

We work hard to deliver interesting information in every new issue of the Journal. The journal covers practically all of the Corporation activities,

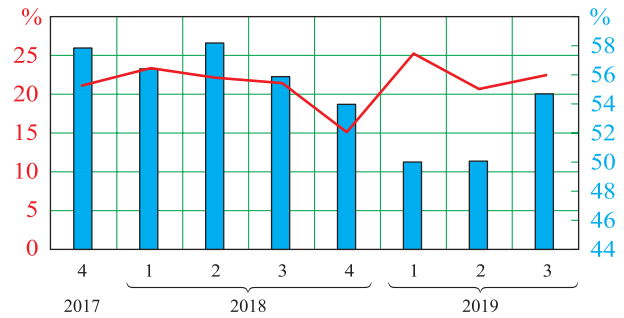


Fig. 4. Readers’ e-mail viewing activity (■) and click-through rate (—)

though it is impossible to reflect all of them at once in one issue due to the wide range of these activities. Besides, No. 2–2018 of the Journal includes articles dedicated to such topics as theory of gases, ceramic research and engineering, but it has not a single article on such topic as “Radio Engineering. Electronics”, which is a field-specific topic of the Journal. Even so, our readers are sure to find their topics of concern due to the wide range of topics being discussed. Figure 4 shows the statistics on e-mail viewing activity by our readers for the last two years.

As you can see on Figure 4, the average e-mail viewing activity is 55 % and the click-through rate is 21 %. It means that more than half of our readers opens the newsletters and every fifth subscriber submits at least one article. “More than half” refers to 500 e-mail addresses that



Fig. 5. Journal readers geography



exceeds the print circulation, which is 100 copies. All of these readers receive the Journal on their corporate or personal email accounts.

We have analysed the newsletter service database and defined the geography of our readers (Figure 5).

As you can see on Figure 5, the geography is wide enough and covers 50 of 87 regions of Russia, which is 8 regions more than those of the mailing list for print version issue. Moscow and St. Petersburg have the greatest concentration of Corporation enterprises – 12 and 5, respectively, and therefore the largest amount of our readers live there.

The editorial team of the scientific and technical journal of “Almaz – Antey Air and Space Defence Corporation is permanently studying and using up-to-date methods of promotion on the Web.

We are open for dialogue with our readers. Please send your proposals concerning expansion of journal distribution, promotion on the Internet, social media and international reference databases, improvement of quality and content to the Editorial Office’s mailbox: press@almaz-antey.ru

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