

# Businesses yet to target city's Russian population

By Jim Lovel  
STAFF WRITER

The most overlooked marketing opportunity in Atlanta just might be the area's burgeoning Russian population.

Since the fall of the Soviet Union more than a decade ago, more than 50,000 and perhaps as many as 60,000 Russians have immigrated to the metro area. More than half of them have college degrees and their average annual income is near the national average for Americans.

Yet, most American-owned Atlanta businesses aren't targeting Russian consumers. Almost all of the advertising in the area's three Russian-language newspapers and one magazine are from Russian-owned businesses.

"Maybe American people in Atlanta don't know about the market potential of the Russian people here," said Dmitriy Goroshin, co-founder and co-publisher of RussianTown, a monthly magazine he and his partner, Svetlana Kats, started in May.

Atlanta has the second-largest Russian population in the Southeast, behind the estimated 70,000 to 100,000 who live in Miami, and the fifth-largest in the nation, Goroshin said.

The total number of Russian-speaking people who have moved to the United States from the former Soviet Union is elusive because they aren't counted as a separate minority in the national census. But most experts estimate it is between 3 million and 4 million. Most of them, about 500,000, live in New York. Chicago ranks second followed by Los Angeles, Miami and Atlanta.

Atlanta became a destination for Russian immigrants after the Olympic Games made the city a recognizable name internationally, Goroshin said. Its mild climate, booming economy and racial diversity also attracted the immigrants, he said.

The growing population has brought a proliferation of Russian-language media

## Atlanta's Russians at a glance

### Education

Bachelor's degree: 36 percent  
Master's degree: 17 percent  
Doctorate degree: 6 percent  
Technical school: 33 percent  
High school: 8 percent

### Average household income (annual)

New immigrants: \$26,400  
After six years  
in the United States: \$35,300

### Occupation

Professionals: 22 percent  
Business owners: 26 percent  
Service industry and  
skilled trades: 44 percent

### Sex

Men: 49 percent  
Women: 51 percent

### Age

0-16: 20 percent  
17-24: 8 percent  
25-49: 60 percent  
50-older: 12 percent

Source: RussianTown Inc. and the Research Institute for New Americans.



BYRON E. SMALL

**Living in Atlanta:** Victor Goroshin, from left, Dmitriy Goroshin and Svetlana Kats are tapping into the economic potential of Russian immigrants in Atlanta.

outlets. Currently, there are more than 90 Russian-language newspapers and magazines across the nation, more than a dozen radio stations and four television stations.

Goroshin and Kats started RussianTown, a Russian-language magazine, in Atlanta in May. The magazine has grown from 40 pages in its first issue to 52 pages in the September issue. The two also own and operate a Web site, [www.russiantown.com](http://www.russiantown.com), which they launched in April 2002.

They print 5,000 copies of the magazine and distribute it free at Russian-owned stores, restaurants, community centers, churches and doctors' offices throughout the metro area. Goroshin's father, Alexander, a veteran journalist from Russia, is the editor of the magazine. The staff also includes five staff writers, a graphic designer and several freelance writers.

Dmitriy Goroshin said he sells enough advertising to cover the cost of printing and distributing the magazine.

A veteran television journalist who immigrated to Atlanta in 1998, he and his brother, Victor, also a veteran journalist in Russia, own **N & V Video Inc.**, which they opened in November 2000. They produce several stories each week about Atlanta that air on RTVI-TV, a New York-based Russian-language satellite network that is available to more than 50 million viewers worldwide.

Goroshin and his brother have reported more than 200 stories from Atlanta about the city's politics, cultural events, celebrities and sports. The coverage of Atlanta, while not always flattering, makes Russians across the nation more aware of the city and attracts some of them to the area, he said.

"We are really proud if we can do something for this beautiful city," he said.

Goroshin said he plans to remain in Atlanta and continue to expand his businesses here. He is scheduled to become a U.S. citizen in December.

"It will be one of the greatest moments in my life."

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