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Keywords: folding of sheets, process of a folding, a knife folder, elastic-plastic properties of sheets, working capacity of a knife folder, the motion equation of a sheet in a knife folder.

O.A. Kartasheva, Yu.V. Pastuhova

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Keywords: concentric dot, digital mask technology, halftone process, oxygen inhibition, tone rendering.

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Keywords: system approach, edition, indicators of quality, integral indicator.

A.Yu. Linkevitch, V.N. Samokhin, S.V. Spiridonov, G.A. Chechkin

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Keywords: fluid mechanics, boundary layer, the O.A. Ladyzhenskaya modified fluid, microinhomogeneous fluid, homogenization.

S.N. Litunov, Yu.D. Toshchakova

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Keywords: tiksotropny liquid, offset printing, colorful box, paint hashing, activator.

M.A. Savelev, L.Yu. Komarova, A.P. Kondratov

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Keywords: nonwoven material, fibers, heat treatment, wetting angle, capillarity, flaking.

D.A. Tarasov, A.P. Sergeev, A.G. Tyagunov

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Keywords: irregularity, reading speed, text, font, eyetracker.

S.A. Shadrina, A.V. Churkin, A.B. Shashlov

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Keywords: large-format printing, jet printer, UV-curable ink, UV printer, UV-LED technology.

PUBLISHING AND DOCUMENTARY DATA

T.G. Kupriyanova, E.V. Zheludeva

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Keywords: edition, editorial work, belles-lettres, hand-written texts, proofreading, publicism, review, censorship, literary criticism.

E.V. Perevalova

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Keywords: "Moscovskie Vedomosti", M.N. Katkov, Moscow, thematic variety.

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Keywords: methods, strategic economic stability, assessment, strategy, mass media.

V.A. Biryukov

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The article deals the features of pricing for advertising placement in the mass media considering their specifics. The examples of determination of the price for advertising in mass media are considered.

Keywords: pricing, advertising, radio, television, mass media.

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Keywords: development, management structure, structural opportunities and restrictions, equifinality, functional conflict, system and process approaches, trainee organization.

M.V. Livson

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Keywords: advertising, communication, media business, audience, monetization, profitability, television viewing, mass media.

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The article describes actual problems of formation of the income of the TV organizations under the influence of crisis processes during the period 2014-2016. Author proposes innovative methods of income generation that will allow the TV channels to adapt for changing economic conditions.

Keywords: advertising, budgets, mass media, crisis, income, public funding, advertisers, TV channel.

P.N. Sharonin

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Keywords: integration capital, configuration of capitals, capital structure, media organization, media industry.