



# DOMODEDOVO

MOSCOW INTERNATIONAL AIRPORT



Inflight Magazine / 2009



# *DOMODEDOVO*

MOSCOW INTERNATIONAL AIRPORT

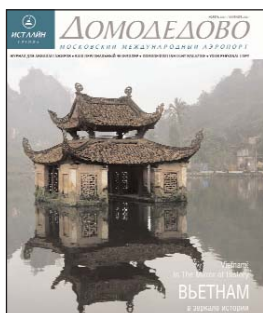
Illustrated inflight monthly for passengers of air companies flying  
from Domodedovo Airport (Moscow)



*EAST LINE*

Official Publication of the EAST LINE Group,  
the managing company of Domodedovo Airport

# YOUR PERSONAL COPY



The first issue of the monthly «Domodedovo. Moscow International Airport» was released in November 2001. Since then it has more than doubled in size, increased its circulation to 85,000 copies, and greatly extended the geography of flights.

Today the magazine is distributed:

- on board the airliners of 34 companies carrying out regular flights from Domodedovo Airport;
- in the departure areas of the Domodedovo Air Terminal;
- in the lounges for official delegations and VIP areas of Domodedovo Airport;
- in the lounges for official delegations, VIP and business lounges of the airports of Astrakhan, Kazan, Kaliningrad, Krasnoyarsk, Nizhny Novgorod, Novosibirsk, Samara, Saratov, Tyumen, Ufa, Chelyabinsk.

This illustrated monthly seeks to entertain passengers during flight with interesting and useful information.

The monthly is free and can be taken away.

**Information available in «Domodedovo. Moscow International Airport» commands special attention. Sociological research suggests that information obtained from an in-flight magazine is twice as effective as anything to be found in other illustrated periodicals.**

# DOMODEDOVO AIRPORT



«Domodedovo. Moscow International Airport» is the largest and most promising airport in Russia.

Domodedovo ranks among the leading air carriers for facilities and developed infrastructure.

According to the poll conducted by Skytrax, a leading international consulting company specializing in aviation industry research, Domodedovo Airport took second place as best airport in Eastern Europe in the competition «The World's Best Airport 2006.»

The result was obtained by analyzing over 40 criteria for determining the level of passenger satisfaction with the services available at the airport.

Domodedovo has a traditionally vast geography of destinations: the Caucasus, the Ural region, Central Asia, Siberia, the Far East, Russia's central areas, and C.I.S. countries.

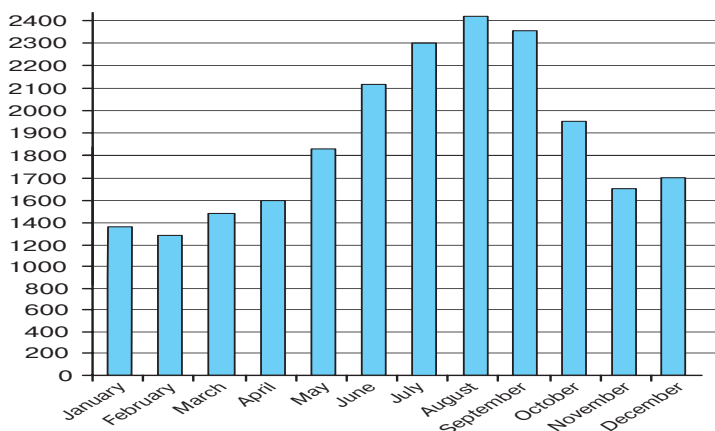
Today Domodedovo handles flights to many countries in Asia and Europe.

Its passenger traffic in 2008 amounted to some 22 million people – 18% more than in 2007.

Some 130 air companies make flights from Domodedovo, among them the Bashkiria Airlines, Kogalymavia, Omsk Avia, Primair, Pulkovo Airlines, Samara, Sibaviatrans, S7 Airlines, Transaero, Chelyabinsk Airlines, air companies of Azerbaijan, Armenia, Kazakhstan, Turkmenia, Tadjikistan and others.

Many well-known foreign air companies make regular flights from Domodedovo Airport, among them British Airways, bmi, Carthago Air, Emirates, Egypt Air, German Express, Hamburg Airlines, Lufthansa, SN Brussels Airlines, Spain Air, SWISS, Singapore Airlines, Thai Airways, Vietnam Airlines.

**Passenger traffic, monthly 2008 (in thousands)**

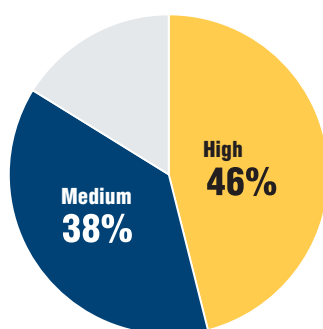


# PASSENGERS PROFILE

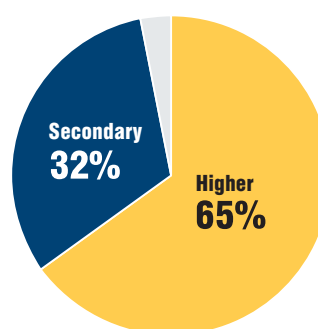


Audiences of the monthly «Domodedovo. Moscow International Airport» are members of the Russian regional business elite, managers of big and medium-size business, their family members and Muscovites who maintain business contacts with regional partners. A poll of the staffs of airports and air companies shows that 10 to 15% of passengers carry the magazine away. An average of four passengers read every copy. Given the circulation of 85,000 copies, each issue has an audience of nearly 350,000. Many air companies conduct sociological polls of passengers. Using their data, we can draw a generalized portrait of our reader.

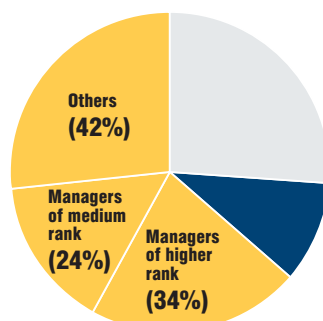
**Income level**



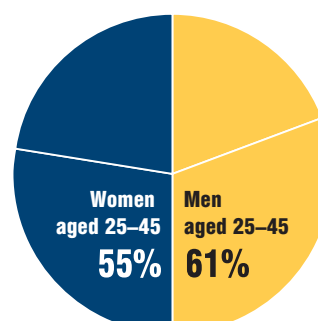
**Education**



**Occupation**



**Age**



■ business owners 10%  
■ employees 64%  
■ not working 26%

■ men 50%  
■ women 50%

# GEOGRAPHY

Our audience is all of Russia and the C.I.S.



The magazine's geography of flights is extensive: the Caucasus, the Urals region, Central Asia, Siberia, the Far East, Russia's central regions, and the C.I.S. countries. Some 130 air companies fly from Domodedovo, among them the Bashkiria Airlines, Domodedovo Airlines, East Line, Kogalymavia, Omsk Avia, Primair, Pulkovo Airlines, Samara, Sibaviatrans, S7 Airlines, Transaero, Chelyabinsk Airlines, and the air companies of Azerbaijan, Armenia, Kazakhstan, Turkmenia, Tadzikistan and others. It will be no exaggeration to say our audience is all of Russia and the C.I.S.

# DISTRIBUTION

**The monthly  
is distributed  
on regular flights  
of 34 air  
companies**

Aviaprad  
Alrosa Avia  
Astrahan Airlines  
Centr Avia  
Donbass Avia  
Izhavia  
Inter Avia  
Kaliningradavia  
Kogalymavia,  
Kuban Airlines  
Lvov Avia  
AC «Moscoviya»  
Perm Airlines  
Polet  
Saransk Avia  
Severstalavia  
TambovAvia  
Tatarstan  
Volga-Aviaexpress  
Yamal  
Aeromost Kharkov (Ukraine)  
Arhal (Turkmenia)  
Atyrau Aue Zoly (Kazakhstan)  
Azerbaijan Hava Yollary  
Belavia (Belarus)  
Dnepr Avia (Ukraine)  
Donbassaero (Ukraine)  
Roza Vetrov (Ukraine)  
Itek Air (Kirgizia)  
Air Kazakhstan  
Tajik Air  
Turan Air (Azerbaijan)  
Turkmenistan Ahal NUGA  
Uzbekistan Havoyullari

## **Domodedovo Air Terminal**

The VIP lounges (flights of British Airways, Swiss, Emirates, Air Malta, Adria, S7 Airlines and Transaero); lounge for passengers of first and business class; boarding areas; stand of the airport's administrator; Aeroexpress.

## **The VIP lounges of the airports in other cities:**

Astrakhan, Kazan, Krasnoyarsk, Nizhny Novgorod, Saratov, Novosibirsk (Tolmachevo), Samara (Kurumoch), Tyumen, Ufa, Kaliningrad (Khrabrovo), and Chelyabinsk.

# COLUMNS

**Panorama** – Society column, the arts, science and engineering.

**Country** – Past and present, culture and everyday life of different countries.

**City** – Tours of world capitals and major attractive cities.

**Tourism** – The world's best resorts and tourist routes.

**Exotics** – Little-studied corners of the world.

**Legend** – Human history in personalities and monuments of culture, science and engineering.

**Gift** – Gifts for every occasion.

**Cuisine** – Culinary of different nations.

**Alcohol** – Strong drinks and wines.

**Hobby** – The world of favorite occupations.

**Fauna/Flora** – The world of wildlife.

**Sport** – Popular and exotic sports.

**Auto** – Foremost trends in the world of engines.

**Cinema** – Life and art of movie stars.

**Real estate** – apartments, houses, mansions, and villas in Russia and abroad.

## Countries



## Exotics



## Auto



## Hobby



## Cuisine



# STATE



**State Column: stories about interesting spots in Russia; exclusive photos by our correspondents.**

Altai



Our readers have learned about the wildlife and peoples of the Altai Mountains, the region of Lake Baikal, the Kurile Islands and the Maritime Region (the Far East), have seen the churches and monasteries of Central Russia, the imperial glamour of Petergoff (near St. Petersburg), and historical spots in Moscow.

Kuril Islands



Petergoff



Primorski Krai



# MY MOSCOW

My Moscow section is your guide to the landmarks, museums, theaters, hotels, restaurants, shops and boutiques in Moscow.



**Map of the city center and map of the Moscow underground**

**Culture in Moscow**

Museums, theaters, memorial complexes, parks and recreational areas

**Business Moscow**

Banks, business centers, exhibition centers, legal aid

**Hotels**

Addresses, telephones, approximate cost of a standard single.

**Shops**

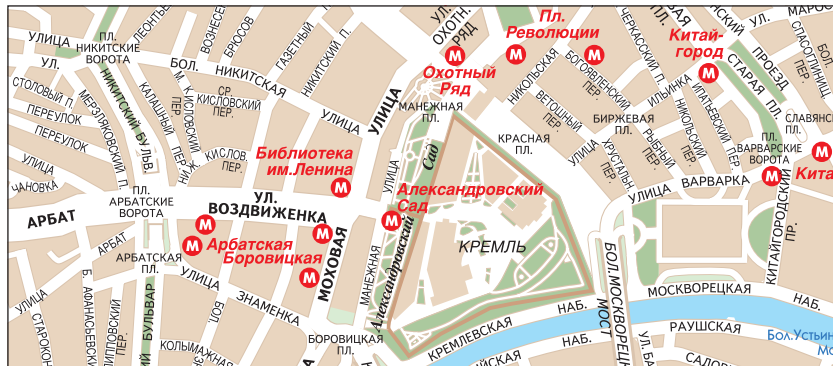
Major shopping centers, boutiques, fashion salons

**Restaurants**

Addresses, telephones, approximate cost of dinner per person without alcohol

**Beauty and Health**

Beauty salons, medical centers, fitness centers, dance clubs



# ADVERTISERS

## Main Block

### Brands and Companies

AEG, ALDO,  
Alfa-bank, Ararat,  
Asus, Beefeater,  
Camel, Canon,  
Chivas Regal,  
Citroen, Courvoisier,  
Credit Suisse,  
Dell, DHL, Ecco,  
FRAPORT AG, Berliner  
Flughafen, Berlin  
Tourismus Marketing  
GmbH, Tourismus+  
Congress GmbH  
Frankfurt am Main,  
Epson, Habanos,  
Hitachi, Hyundai,  
IBM, Lexus,  
Martell, Mild Seven,  
Mitsubishi, NEC,  
Nissan, Nobile Coffee,  
Nokia, Omega,  
Otard, Parex banka,  
R2, Samsung,  
Sanyo, Siemens,  
Solingen, Sony,  
Toyota, Vana Tallinn,  
Western Union,  
Winston, Esse,  
Zanussi

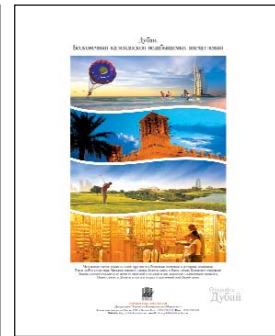
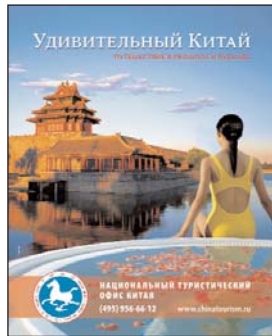


# ADVERTISERS

## Main Block

### State tourist offices of

Chine,  
Croatia,  
Dubai,  
Hungary,  
Malaysia,  
Malta,  
Singapore,  
Turkey



# PRICES

Extra payment for a specific place in the magazine – 20%.

Cost of placement is given without VAT.

Prices are valid only if a ready advertisement is submitted. Additional payment for editing, designing and making up.

## Main Block

Spread	\$ 17000
Full page	\$ 9000
1/2 page	\$ 4600
1/3 page	\$ 3100
1/4 page	\$ 2300
2nd cover	\$ 14500
3rd cover	\$ 14500
4th cover	\$ 17900

## My Moscow

Only for advertisements of Moscow hotels, restaurants, casinos, clubs, theaters, shops, sports and medical centers, beauty salons

1/2 page	\$ 1500
1/3 page	\$ 900
1/4 page	\$ 750
1/6 page	\$ 500
1/9 page	\$ 300
1/12 page (only for 12-month contracts)	\$ 250

## Discounts

<b>2 issues</b> a year	– 5%
<b>3–4 issues</b> a year	– 10%
<b>5–6 issues</b> a year	– 15%
<b>7–8 issues</b> a year	– 20%
<b>9–10 issues</b> a year	– 25%
<b>11 issues</b> a year	– 30%

## Special positions

1st AD position	\$ 13 500
2nd AD position	\$ 12 500
3d AD position	\$ 11 700

# ADVERTISEMENT 2009

## Deadlines

<b>Issue</b>	<b>application deadline</b>	<b>submission deadline</b>	<b>publication date</b>
1 January-February	December 08	December 11	December 23
2 March	February 09	February 11	March 1
3 April	March 16	March 18	April 1
4 May	April 13	April 15	April 29
5 June	May 11	May 13	June 1
6 July	June 15	June 17	July 1
7 August	July 13	July 15	August 1
8 September	August 10	August 12	September 1
9 October	September 14	September 16	October 1
10 November	October 12	October 14	November 1
11 December	November 09	November 11	December 1

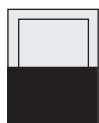
# ADVERTISEMENT MODULES

## Main Section

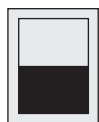


**1/1** type page 210 × 264 mm (220 × 274mm full size)

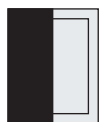
## In Panorama



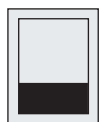
**1/2** of type page 210 × 130 mm horizontally (215 × 135 full size)



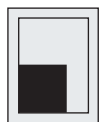
**1/2** of type page 179 × 115 mm horizontally



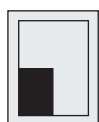
**1/2** of type page 104 × 264 vertically (109 × 274 mm full size)



**1/3** of type page 179 × 74 mm horizontally (only left type page)



**1/3** of type page 133 × 115 mm «square» (only left type page)



**1/4** of type page 87 × 115 mm vertically (only left type page)

## In Articles



**1/1** type page 210 × 264 (220 × 274 mm full size)

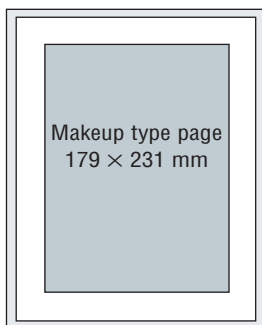


**1/2** of type page 127 × 264 mm vertically (132 × 274 mm full size)



**1/3** of type page 81 × 264 mm vertically (86 × 274 mm full size)

# TECHNICAL REQUIREMENTS



## **Type page of the magazine**

Nonbleed format  
220 × 274 mm  
Bleed format  
210 × 264 mm

1. Materials are accepted:  
on CDs (PC);  
on external SCSI and USB devices of the advertiser (PC);  
on 3.5» diskettes (PC)
  2. The makeup page must strictly correspond to the size of declared advertisement.
  3. The electronic makeup page of 2/1 (center spread) format must be submitted in the form of a two-page document of bleed format.
  4. If the composition of the makeup page has units standing through, the nonbleed format of the type page equals the bleed format plus 5 mm on each side.
  5. In the composition of the makeup page it is not recommended to place text information and logos closer than 5 mm to the edge of the bleed format.
  6. The carrier must contain all the files (EPS, ASCII, TIFF, Adobe Illustrator) used in the final document. Color models must be done in CMYK, black-and-white in Grayscale. Black types and shaded-type models must be 100% black.
- Supported formats of files (in order of preference):  
QuarkXPress 4x (PC), EPS ASCII (except QuarkXPress EPS), TIFF,  
Adobe Illustrator (v8.x – 9v).  
In vector files all the types must be converted to curves.  
The resolution of all pixel files must be not less than 300 dpi.  
If the raster images have text, resolution must be 300 dpi for CMYK and grayscale,  
and 1,200 dpi for bitmap.
7. The texts of articles that have «the rights of advertisement» are accepted in QuarkXPress or MS Word (files must not contain information about styles, only tabulators are used to make tables).
  8. Advertisement makeup pages composed on PC in the CorelDraw or MS Word programs shall not be accepted (converting to TIFF CMYK 300 dpi is possible).
  9. Advertisement makeup pages composed on Macintosh in the QuarkXPress, CorelDraw, PageMaker and other programs shall not be accepted (converting to TIFF CMYK 300 dpi for IBM PC is possible).

## **Notes:**

The control printout of the makeup page on paper is required. The printout must fully correspond to the makeup page on the client's carrier. No Xerox copy of the printout shall be accepted as a control printout.

The publishing house reserves the right to introduce supplements to the technical requirements for advertisement makeup pages.

Placement of the advertisement text in printed periodicals must be accompanied by the note «advertisement» or «the rights of advertisement.»  
(Advertisement Law, March 13, 2006. No. 38-F3).

# CONTACTS



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