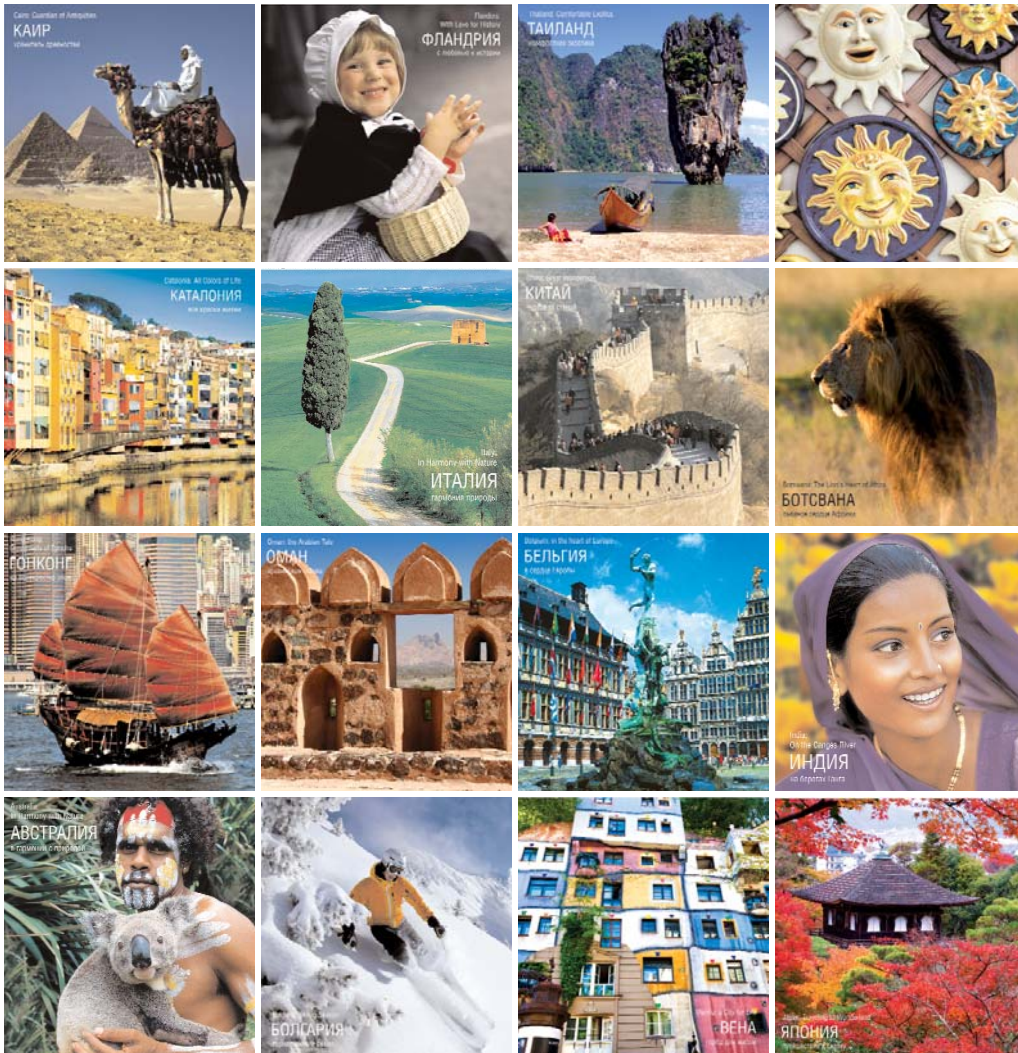




DOMODEDOVO

M O S C O W A I R P O R T



Inflight Magazine / 2014

Illustrated official magazine of Moscow Domodedovo Airport for passengers of the airlines flying from Domodedovo Airport.

MAGAZINE MOSCOW DOMODEDOVO AIRPORT



Frequency: **11 issues a year.**
Monthly circulation: **85,000 copies.**

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

DISTRIBUTION

- on board the airliners of **26 companies** carrying out regular flights from Domodedovo Airport;
- in the departure areas of Domodedovo Air Terminal;
- in the lounges for official delegations and VIP areas of Domodedovo Airport;
- in the lounges for official delegations, the VIP and business lounges of the airports of Astrakhan, Kazan, Kaliningrad, Krasnoyarsk, Nizhny Novgorod, Novosibirsk, Samara, Saratov, Tumen, Ufa, Chelyabinsk.

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

The monthly is free, and passengers can take their copy away.

Information available in the magazine commands special attention.

Sociological research suggests that information obtained from an in-flight magazine is approximately twice as effective as anything to be found in other illustrated periodicals.

MOSCOW DOMODEDOVO AIRPORT

**Moscow
Domodedovo
Airport –
the largest airport
in Russia
and Eastern Europe
in terms
of passenger
traffic.**

Domodedovo is the largest and most potential airport in Russia. It handles a total of more than **30 million passengers a year**.

The flights are operated to **239 destinations** across Russia and abroad.

Domodedovo is the base airport in Russia for of the world's two major aviation alliances – **Star Alliance and Oneworld**. Domodedovo is a member of the Airport Council International.

Since 2007 Domodedovo has been the leader in the category «**Best Russian Airport**» of the StarTravel.ru consumer award.

Since 2009 the independent British consulting company Skytrax has been ranking **Domodedovo among the three best airports in Eastern Europe**.

The airport has a long-established vast geography of air connections **inside Russia and in the neighboring countries:**

Central Russia, the Caucasus, Ural Region, Central Asia, Siberia, the Far East and others.

Direct **international flights** to Europe, Asia and the Americas.



PASSENGER TRAFFIC OF AIRPORT

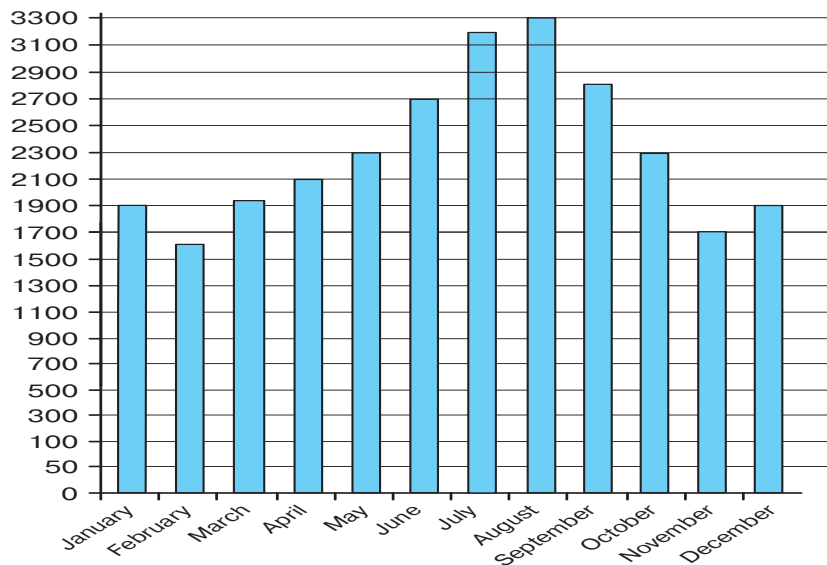


The **passenger traffic** in 2013 amounted to **over 30 million**.

93 airlines make flights from Domodedovo, among them: AK BRS, Alrosa, ATRAN, Bashkortostan, Volga Dnepr, Izhavia, Kolavia, Mordovia Airlines, Moskovia, Polyot, Pskovia, Rusline, Saratov airlines, Severstal, S7 Airlines, Taimyr, Tatarstan, Taimyr, Transaero, Ural Airlines, Yutair, Yamal, ORENAIR, the airlines of Azerbaijan, Armenia, Kazakhstan, Turkmenia, and Tadjikistan.

Regular flights from Domodedovo are operated by the following **well-known foreign airlines**: Air Baltic, Air Berlin, Austrian Airlines, Air Arabia, British Airways, Brussels Airlines, Cathay Pacific, EL AL, Egypt Air, Emirates, Etihad, Iberia, Israir, Lufthansa, Montenegro, Niki, Qatar Airways, Singapore Airlines, SRI Laukan, SWISS, Tap Portugal, Thai Airways, Turkish Airlines, United, Vietnam Airlines.

Passenger traffic by month 2013 (in thousands)

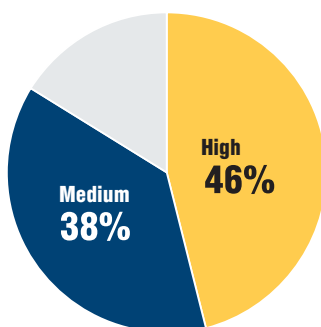


PASSENGERS PROFILE

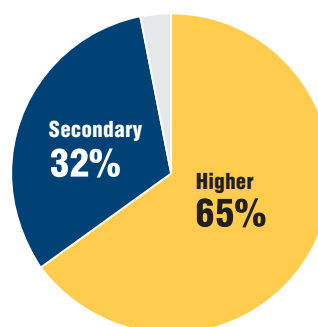


Audiences of the monthly «Moscow Domodedovo Airport» are members of the Russian regional business elite, managers of **big and medium-size businesses**, their family members, and Muscovites who maintain business contacts with their regional partners. A poll of the staffs of airports and airlines shows that 10-15% of passengers carry their copy 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 airlines conduct sociological polls of their passengers. Using their data, we can draw a generalized portrait of our reader.

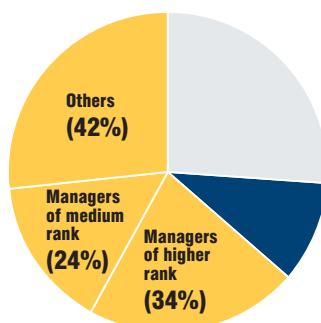
Income level



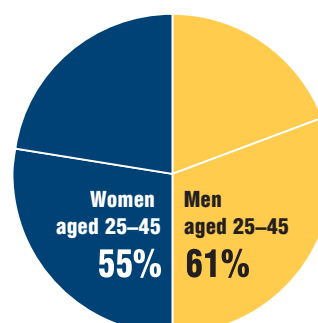
Education



Occupation



Age



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

■ men 50%
■ women 50%

GEOGRAPHY

**Our audience is all of Russia
and the neighboring countries.**



The magazine has an extensive geography of flights:
**Central Russia, Ural Region, Siberia, the Far East,
the Caucasus, Central Asia, and the neighboring countries.**

**It would be no exaggeration to say our audience is all of Russia
and the neighboring countries.**

DISTRIBUTION



26 airlines with a total annual passenger traffic of 8,910,000

The magazine flies to 36 Russian cities

29 cities of the neighboring countries

Airline	Annual Passenger Traffic
Ak Bars	500,000
Izhavia	280,000
Kolavia	1,500,000
Kostromskoye a/p	200,000
Mordovia Airlines	300,000
AC Moskoviya	450,000
ORENAIR	2,600,000
Polyot	350,000
Pskov Avia	300,000
Rusline	380,000
Saratov Airlines	500,000
Severstal	250,000
Nordstar (Taimyr)	600,000
Yamal	700,000

Airlines of the neighboring countries:

Air Moldova (Moldova)
 Arm Avia (Armenia)
 Belavia (Belorussia)
 East Air (Tadzhikistan)
 Kyrgyzstan
 SCAT (Kazakhstan)
 Somon Air
 Tadzhik Air (Tadzhikistan)
 Turkmenhovaellary (Turkmenistan)
 Uzbekiston Havo Yullari (Uzbekistan)
 Ukrainian International a/p
 Air Bishkek

Russian cities:

Belgorod, Bugulma, Volgograd, Vorkuta, Voronezh, Grozny, Izhevsk, Yoshkar-Ola, Kazan, Kaliningrad, Kirov, Kostroma, Krasnoyarsk, Kurgan, Lipetsk, Magnitogorsk, Makhachkala, Nadym, Nalchik, Nizhnekamsk, Novy Urengoy, Norilsk, Orenburg, Orsk, Penza, Petrozavodsk, Pskov, Salekhard, Saransk, Saratov, Stavropol, Tyumen, Ufa, Cheboksary, Cherepovets, Elista.

Cities in the neighboring countries:

Aktau, Aktyubinsk, Almaty, Andizhan, Astana, Ashkhabad, Baku, Bishkek, Bukhara, Dushanbe, Yerevan, Karshi, Kiev, Kishinev, Kulyab, Kurtan-Tyube, Minsk, Navoi, Namatan, Nukus, Odessa, Osh, Samarkand, Simferopol, Tashkent, Termez, Turkmenbashi, Fergana, Chimkent.

Domodedovo Airport Terminal

VIP lounges; first- and business-class lounge; passenger loading area.

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.

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



COLUMNS

Discovering Russia – this brings traveling Russians in touch with tourist, cultural and investment opportunities available in Russian regions. The project is meant to support the Federal Target Program «Development of Domestic and Foreign Tourism in the Russian Federation (2011–2018)» No. 644, dated August 2, 2011, and to promote the regional tourist and hotel businesses. Reference and advertising materials about the main landmarks, hotels, cultural and health centers.

Discovering Russia



Business Russia – your guide of the services rendered by Russian hotels, exhibition centers, and conference rooms.

Business Russia



Style – a joint project of «Moscow Domodedovo Airport» and «World Fashion Channel.» Themes: season's trends in clothing, footwear, accessories; presentation of fashion collections; reviews of the season's highlights, from the opening of new boutiques to the appearing of new brands.

Style



Afisha – news and reviews of cultural life in Russia. Addresses of cultural and entertainment centers. Theater repertoires, movie schedules; information about concerts and similar events.

Afisha



MY 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.

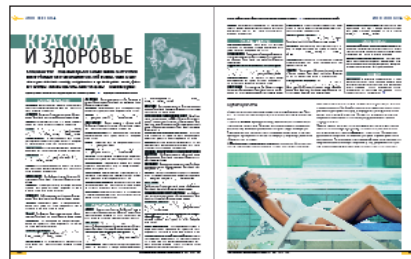
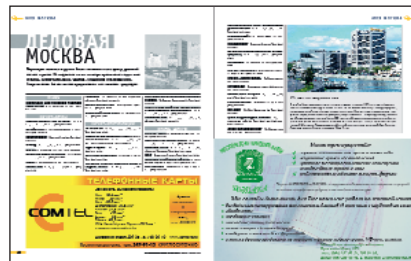
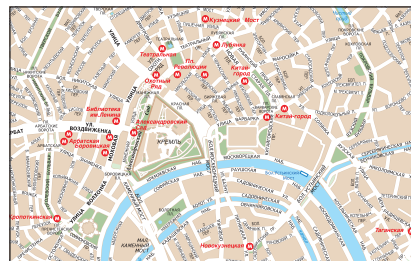
Shops
Major shopping centers, boutiques, fashion salons

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

Beauty and Health
Beauty salons, medical centers, fitness centers, dance clubs

Tourism and Leisure
Tour companies and operators

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



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

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

Special positions

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

SPECIAL PROJECTS 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.

Discounts

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

Discovering Russia

<u>2 spreads (4 pages)</u>	\$ 3300
Spread (2 pages)	\$ 1650

Business Russia

<u>1 page</u>	\$ 2600
<u>1/3 pages</u>	\$ 1000
1/6 pages	\$ 520

Style

<u>Spread (2 pages)</u>	\$ 3300
1 page	\$ 2000

Afisha

<u>Spread (2 pages)</u>	\$ 3900
1 page	\$ 2300

ADVERTISEMENT 2014

Deadlines

Issue	application deadline	submission deadline	publication date
1 January-February	December 9	December 16	December 25
2 March	February 7	February 14	March 1
3 April	March 14	March 21	April 2
4 May	April 11	April 18	April 30
5 June	May 12	May 16	June 1
6 July	June 16	June 20	July 1
7 August	July 11	July 18	August 1
8 September	August 8	August 15	September 1
9 October	September 12	September 19	October 1
10 November	October 10	October 17	November 1
11 December	November 10	November 14	December 1

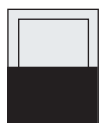
ADVERTISEMENT MODULES

Main Section

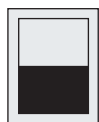


1/1 type page 210 × 264 mm (220 × 274mm full size)

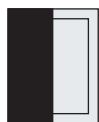
In Panorama



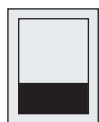
1/2 of type page 210 × 130 mm horizontally (215 × 135 full size)



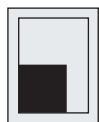
1/2 of type page 179 × 115 mm horizontally



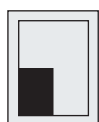
1/2 of type page 104 × 264 vertically (109 × 274 mm full size)



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)

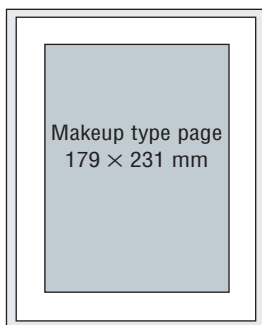


1/2 of type page 127 × 264 mm vertically (132 × 274 mm full size)



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).
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, PageMaker, InDesign and other 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, InDesign and other programs shall not be accepted (converting to TIFF CMYK 300 dpi for IBM PC is possible).

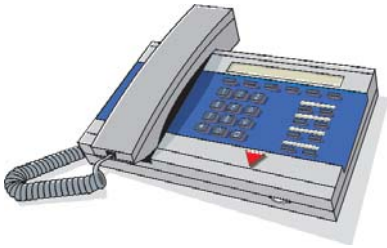
Notes:

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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