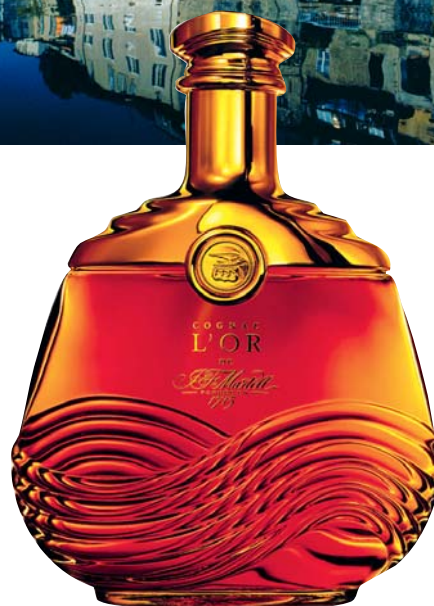


ВЫСОКИЙ ПОЛЕТ

PERFECT FLIGHT



Illustrated magazine for Russian passengers
of foreign airlines and business aviation

2010



Luxury Inflight Collection

Perfect Flight (Vysokiy Polyot), illustrated magazine for Russian passengers of foreign airlines and business aviation, belongs to a set of elite publications for air passengers - the **Luxury Inflight Collection (LIC)**.

The Luxury Inflight Collection is targeted at the most well-to-do Russians, those who regularly use the services of foreign air lines and business aviation companies. Over 60 per cent of passengers flying out of Russia with foreign air lines are Russian speaking.

The **Luxury Inflight Collection** consists of the following magazines:

Austrian Style - for Russian passengers of Austrian (Austria);

Deutsche Vita - for Russian passengers of Lufthansa (Germany);

Fly Italian - for Russian passengers of Alitalia (Italy);

Scandinavian Style - for Russian passengers of SAS (Denmark, Norway, Sweden);

Singapore Style - for Russian passengers of Singapore Airlines (Singapore);

Swiss Style - for Russian passengers of Swiss International Air Lines (Switzerland);

Vysokiy Polyot (Perfect Flight) - for passengers of business aviation companies and Russian passengers of foreign air lines.

Advantages of **Luxury Inflight Collection**:

- the unique way in which the magazines are distributed guarantees that they reach members of the business elite and high-income Russians;
- the opportunity to place advertisements both in one issue and by package, and also the flexible discount system make it possible to carry information to its target audience with minimal costs.

ВЫСОКИЙ ПОЛЕТ

DeutscheVita

Austrian Style

SAS Scandinavian Style

FLY Italian

swiss style

Singapore style

Your Personal Copy



Perfect Flight was first released in April 2001. Since then it has more than doubled in size, increased its circulation to 65,000 copies, and greatly extended the geography of flights.

Today the magazine is distributed:

- on flights out of Moscow and at check-ins of more than 30 foreign air companies;
- in the offices of seven foreign air companies;
- in the lounges for official delegations, VIP and business lounges, and business terminals;
- on the flights of over 20 companies providing VIP and business services.

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

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

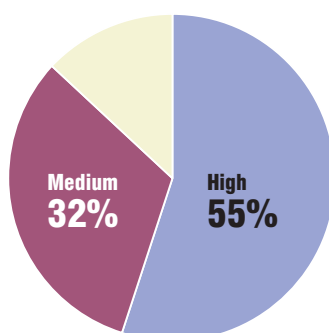
Audiences



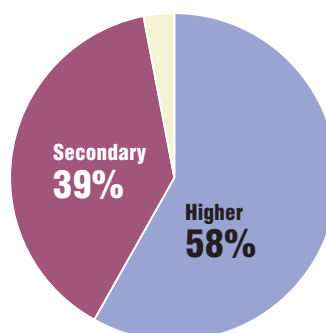
Perfect Flight audiences are members of the Russian business elite, managers of big and medium-size business, their family members and Muscovites who maintain business contacts with foreign partners. A poll of the staffs of airports and air companies shows that 10 to 15% of passengers carry the magazine away. An average of three passengers read every copy. Given the circulation of 65,000 copies, each issue has an audience of over 200,000.

Many air companies conduct sociological polls of passengers. Using their data, we can draw a generalized portrait of our reader.

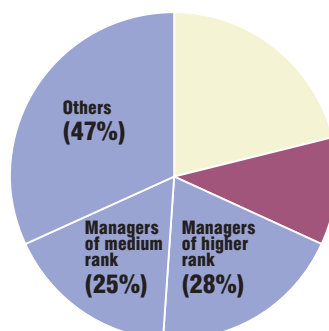
Income level



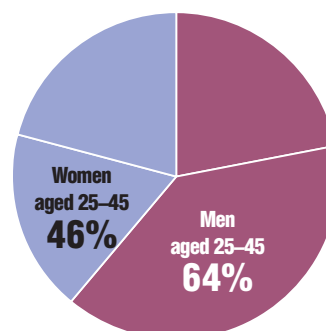
Education



Occupation



Age



■ business owners 11%
 ■ employees 68%

■ men 50%
 ■ women 50%

Geography



The magazine's geography of flights is extensive: the countries of Eastern and Western Europe, Asia, Africa, North and South Americas, the C.I.S., and Australia. It is no exaggeration to say our audience is the whole world.

Amman	Ho Chi Minh	Prague
Amsterdam	Hong Kong	Riga
Athens	Houston	Rio de Janeiro
Bangkok	Geneva	Rome
Berlin	Istanbul	Seoul
Bratislava	Johannesburg	Singapore
Brussels	Karlovy Vary	Shanghai
Budapest	Larnaca	Sofia
Chicago	London	Stockholm
Copenhagen	Lubljana	Sydney
Doha	Madrid	Tel Aviv
Dubai	Malta	Tokyo
Dusseldorf	Mauritius	Ulan Bator
Frankfurt	Milan	Vienna
Hamburg	Munich	Vilnius
Hanoi	New York	Warsaw
Helsinki	Paris	Zurich



Distribution

Flights, check-ins, offices of air companies

Adria, Air Malta, Alitalia, Austrian, Balkan, bmi, British Airways, Brussels Airlines, CSA, Cyprus Airways, Egypt Air, El Al, Emirates airline, Finnair, IBERIA, Japan Airlines (JAL), KLM, Korean Air, LOT, Lufthansa, Malev, MIAT-Mongolian, Olympic Airlines, Qatar Airways, Royal Jordanian, bmi, SAS, Singapore Airlines, Slovak Airlines, Swiss, Thai Airways, Turkish Airlines, Vietnam Airlines; at offices of Air Mauritius, American Airlines, Cathay Pacific, Qantas, South-African Airlines and Varig.

Lounges for official delegations, VIP and business lounges, business terminals

The monthly is available in the lounges for official delegations and VIP and business lounges of international and domestic airlines of the Domodedovo Airport; in the business lounges of British Airways and the Swiss company; in the lounge for official delegations, VIP lounges and Date first-class salon of Sheremetievo-2 Airport (for passengers of first-class and business-class salons, for cardholders of Diners Club and Priority Pass); at the business terminals of the Avcom Co.; at the Vnukovo-3 business terminal; and in the VIP and business lounges of the airports of Astrakhan, Kazan, Kaliningrad, Krasnoyarsk, Nizhny Novgorod, Novosibirsk, Samara, Saratov, Tyumen, Ufa and Chelyabinsk.

VIP and business aviation

ABT Charter, AviaPartner, AviaEnergo, Agency of Business Carriage, Alrosa Avia, Atlant- Soyuz, AirBusinessService, VIP Service, Denzy, East-Line, InturMarket, Clintondale Aviation, Comlux Aviation, Comandor Aviation, Lukoil Avia, National Service, RussAir, Service 11, Travers AviaService, Chance Avia

Columns

Panorama – News column

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

City – Tours of world capitals and major cities

Tourism – The world's best resorts and tourist routes

Exotics – Little-studied corners of the world

Luxury – Luxury goods and services

Alcohol – Strong drinks and wines

Sport – Popular and exotic sports

Speed – Foremost trends in the world of cars

Cinema – Life and art of movie stars

Hotel – The world's most fashionable hotels

Country



City



Luxury



Speed



Hotel



Columns

Cuisine – Perfect Flight gourmets are invited to choose any country on the world's gastronomic map and start on an exciting trip.

Alcohol – Strong drinks and wines

Real Estate – Where and how can you buy foreign real estate at a profit? Turn to the Real Estate column.

Health – The finest health resorts of worldwide open their doors to readers.

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

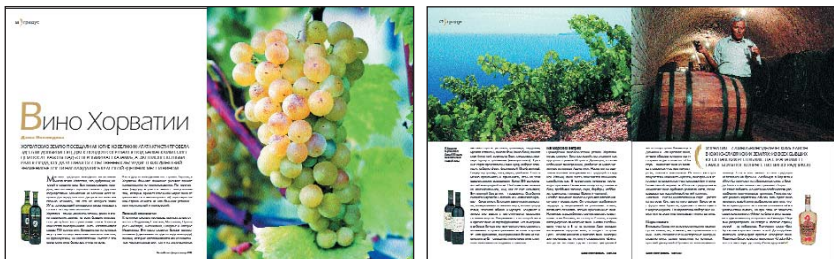
Success – Past and present of legendary companies

Calendar of Events – Readers can acquaint themselves with the customs and traditions of nations all over the world and learn about the most popular international exhibitions, fairs and fashion shows.

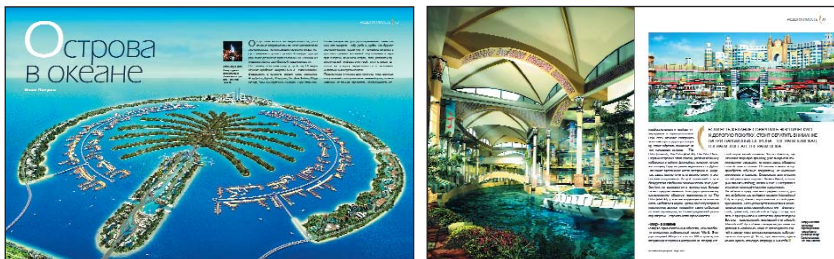
Cuisine



Alcohol



Real Estate



Health



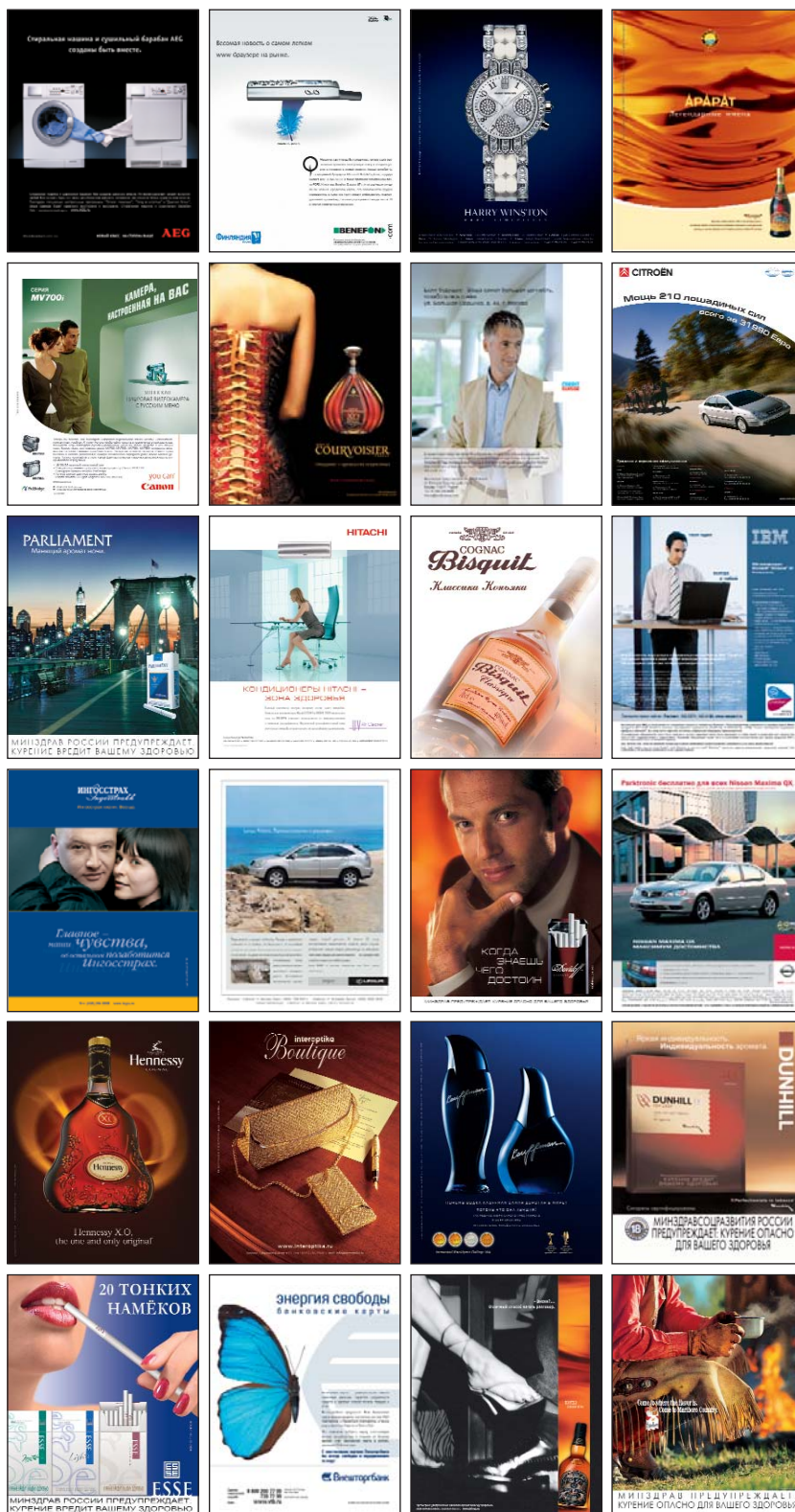
Calendar of Events



Advertisers

Companies and brands

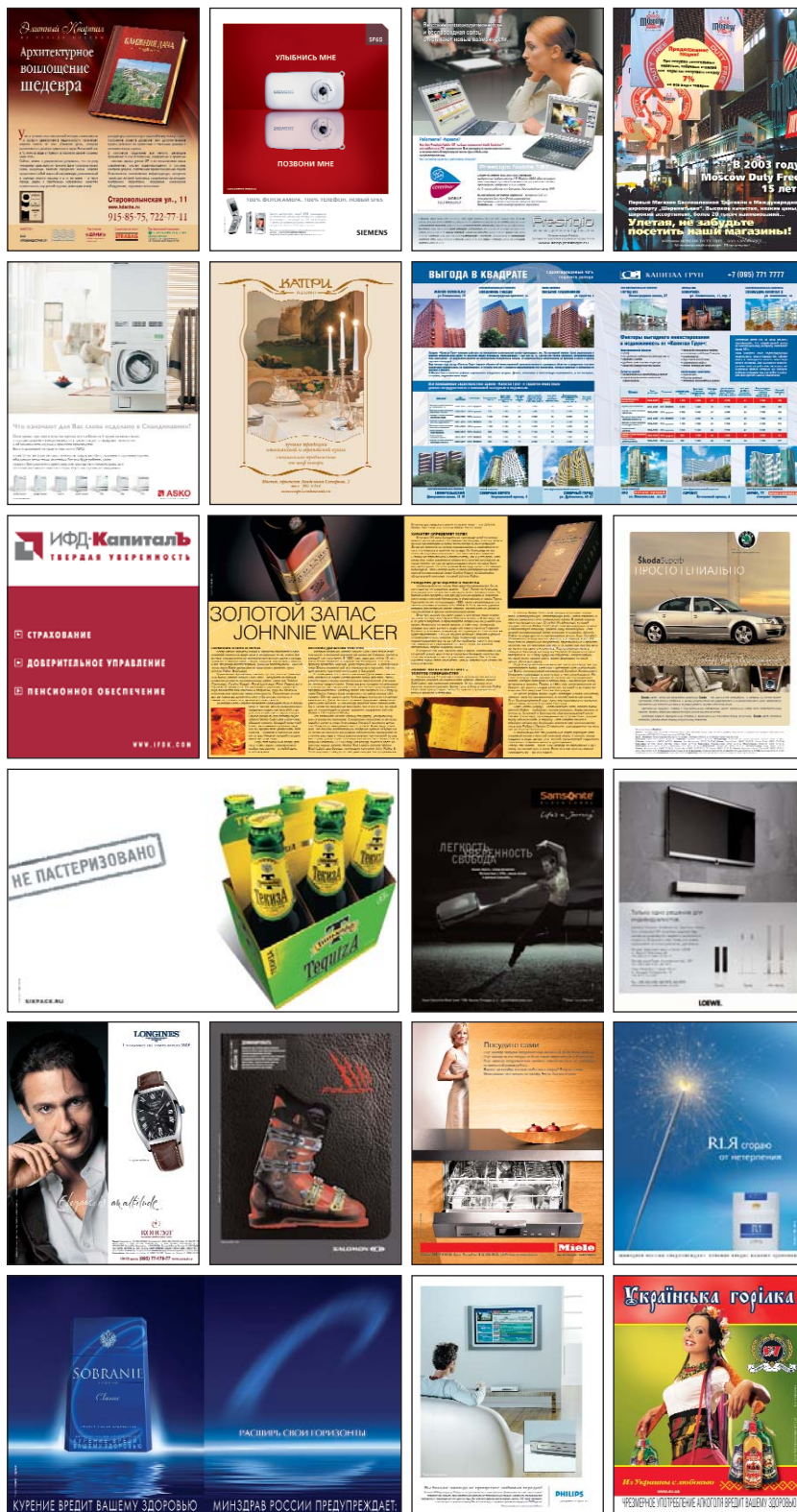
AEG
 ASKO
 Baileys
 Benefon
 Bisquit
 Cadillac
 Canon
 Capsis hotels
 Chivas Regal
 Citroen
 Courvoisier
 Credit Suisse
 Davidoff
 DHL
 Dubey & Schadebrand
 Harry Winston
 Hennessy
 Hitachi
 IBM
 Interoptica
 Johnnie Walker
 Kent
 Kauffman
 Le Meridien
 Lexus
 Marlboro
 Martell
 Mercedes-Benz
 Miele
 Moscow Duty Free
 Nissan
 Philips
 Prestigio
 Prology
 Samsung
 Sheraton Palace
 Siemens
 Skoda
 Sobranie
 Solingen
 Автодина спорт
 Анелик



Advertisers

Companies and brands

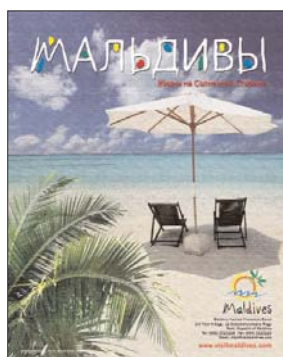
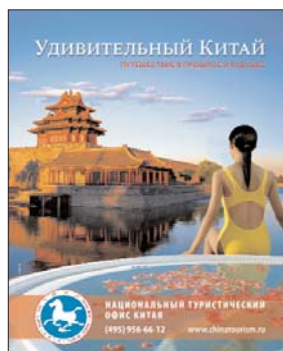
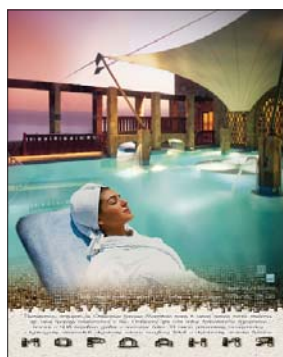
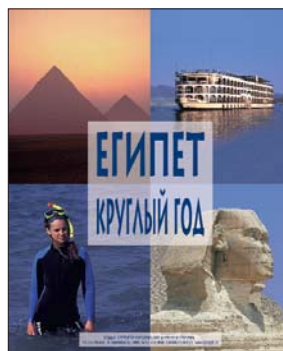
Ахтамар
 Банк Москвы
 Ближняя дача
 Вега-риэлти
 Визави
 Внешторгбанк
 ВСК страховой дом
 Даниэль
 ДОН-Строй
 Европейский
 трастовый банк
 Ингосстрах
 ИФД «Капиталь»
 Капитал-груп
 Капри
 Квартал
 Консул
 Кузнецкий мост
 Московский
 индустриальный
 банк
 Московский
 муниципальный банк
 Новый мир
 Новый свет
 Парламент
 Промсвязьбанк
 Строймонтаж
 Тамада
 Технотрейд
 Тинькофф
 Украинская горилка
 Фонмежсвязь
 Эдельвейс
 Эктакто



Advertisers

State tourist offices of:

China,
Egypt,
Hungary,
Jordan,
Korea,
Malaysia,
Maldives,
Singapore



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 issues a year	– 10%
4–5 issues a year	– 15%
6 issues a year	– 20%

Prices

Covers

2nd cover	\$ 11900
3rd cover	\$ 11900
4th cover	\$ 14900

Special positions

1st AD position	\$ 11400
2nd AD position	\$ 10640
3d AD position	\$ 9880

In Panorama section

Spread	\$ 14900
Full page	\$ 7600
1/2 page	\$ 3900
1/3 page	\$ 2600
1/4 page	\$ 1950

In Articles section

Full page	\$ 7600
1/2 page	\$ 3900

In Calendar of Events

Full page	\$ 2800
1/2 page	\$ 1500
1/3 page	\$ 1000
1/4 page	\$ 800
1/6 page	\$ 550

Advertisement



Deadlines

Issue	Booking deadline	Materials deadline	Publication date
February–March	January 21	January 25	February 5
April–May	March 22	March 25	April 6
June–July	May 17	May 20	June 2
August–September	July 15	July 19	July 30
October–November	September 20	September 23	October 5
December–January	November 29	December 2	December 14

Advertisement modules

In Panorama section

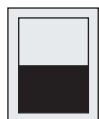
Panorama



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



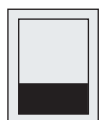
1/2 of type page 210 × 130 mm horizontally, **only left type page** (215 × 135 full size)



1/2 of type page 177 × 111 mm horizontally, **only left type page**



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



1/3 of type page 172 × 73 mm horizontally, **only left type page**



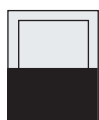
1/4 of type page 84 × 111 mm vertically, **only left type page**

In Articles section

Articles



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



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

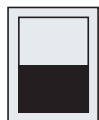
Advertisement modules

In Calendar of Events

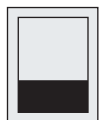
Calendar of Events



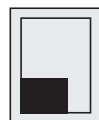
1/1 type page 210 × 264 (220 × 274 mm full size)



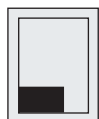
1/2 of type page 177 × 111 mm horizontally



1/3 of type page 177 × 73 mm horizontally



1/4 of type page 115 × 88 mm

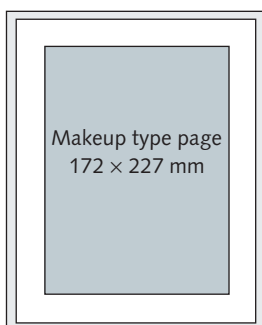


1/6 of type page 115 × 58 mm horizontally



1/6 of type page 54 × 120 mm vertically

Technical Requirements



**Type page
of the magazine**

Nonbleed format
220 × 274 mm

Bleed format
210 × 264 mm

1. Materials are accepted on CDs (PC) and DVDs (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 makeup page has elements 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, 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:
EPS (except QuarkXPress EPS), TIFF, Adobe Illustrator (v8.x).
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 QuarkXPress, 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 advertising 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



**We'll be happy
to answer your questions**

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www.vpolet.ru

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Perfect Flight