



# AIR

connections

Magazine for  
Russian-speaking customers  
of Lufthansa Group airlines  
**Mediakit 2015**



Lufthansa Group

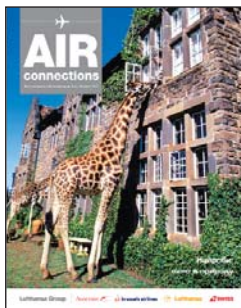
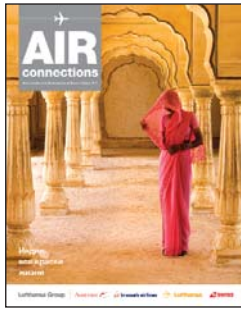
Austrian 

 brussels airlines

germanwings 

 Lufthansa

 SWISS



# Lufthansa Group: Over 2.5 million passengers a year in Russia

**Lufthansa Group (Austrian Airlines, Brussels Airlines, Germanwings, Lufthansa, SWISS) offers passengers an unique service – the **Air Connections magazine** in Russian, which contains a lot of useful, entertaining and well-illustrated information. The magazine has **4 issues a year. Circulation: 60,000 copies.****

## Distribution:

### Moscow airports

- VNUKOVO and DOMODEDOVO: Airport lounges and check-ins;
- DOMODEDOVO: on board Brussels Airlines.

### Russian cities

- Rostov-on-Don Airport (departure area of AUSTRIAN and LUFTHANSA);
- St. Petersburg Pulkovo Airport (the departure area of AUSTRIAN, LUFTHANSA, SWISS);
- Ekaterinburg Koltzovo Airport;
- Krasnodar Pashkovsky Airport (Lufthansa departure area);
- Nizhniy Novgorod Strigino Airport (Lufthansa departure area);
- Samara Kurumoch Airport (Lufthansa departure area).

### The magazine is also distributed:

- During Lufthansa Group events in all Russian cities;
- Corporate clients (over 160);
- 52 Travel Agencies (list could be sent upon request).

## Audience

The magazine's audience includes members of the business elite, statesmen and public figures, senior executives of big and medium-sized businesses, and members of their families.

An average of seven passengers read every copy. Given the circulation of 60,000 copies, each issue of the magazine has an audience of **over 420,000**. Information available in a magazine of this kind commands special attention. According to sociological research, information obtained from an in-flight magazine is approximately twice as effective as anything found in other illustrated periodicals.

## Flight Destinations

The aircraft of the five airlines make more than 400 flights a week, connecting Berlin, Bonn, Brussels, Cologne, Dusseldorf, Geneva, Innsbruck, Munich, Stuttgart, Frankfurt, Vienna and Zurich with the largest cities in Russia: Moscow, St. Petersburg, Ekaterinburg, Krasnodar, Nizhny Novgorod, Rostov-on-Don and Samara.

# Lufthansa Group.

## It's now easier to conquer the world!



### **Austrian**

Austrian Airlines comprises three companies: Austrian, Austrian Arrows and Lauda Air. Today Austrian's regular flights connect the Austrian capital with five Russian cities. The airline is known for a high level of service, the best price and quality ratio, an extensive route network, and an individual approach to every passenger. Austrian Airlines connects Austria to the entire world.

For more information visit [www.austrian.com](http://www.austrian.com)



### **brussels airlines**

Brussels Airlines, the leading airline of the Kingdom of Belgium, offers the most extensive network of routes arriving or departing from Brussels Airport. The airline connects the capital of Europe to over 70 destinations in Europe and Africa.

For more information visit [www.brusselsairlines.com](http://www.brusselsairlines.com)



### **germanwings**

In October 2002 the first Germanwings Airbus took off to the skies. Since then your low cost airline based in Cologne/Bonn has seen many developments.

Currently we have around 1,900 members of staff on the ground and in the air looking after our passengers wherever in Europe they are flying to.

Since 1 July 2013, we have been offering 'a la carte flying'.

For more information visit [www.germanwings.com](http://www.germanwings.com)



### **Lufthansa**

Lufthansa is one of the world's largest airlines. Over 138,000 passengers use its services every day. Lufthansa is the main cofounder of Star Alliance, the world's largest global airline alliance. The Lufthansa Group comprises five dynamically developing subdivisions which offer services to other related enterprises. Lufthansa steadily expands its route network and introduces changes striving to meet every need of its passengers.

For more information visit [www.lufthansa.com](http://www.lufthansa.com)



### **SWISS**

Switzerland's national airline was founded in 1931. In April 2002, it began to be called Swiss International Air Lines, or SWISS for short. The airline is known for such traditional Swiss values as personal attention, hospitality, and high quality standards. SWISS operates flights to 72 destinations in 39 countries around the world.

For more information visit [www.swiss.com](http://www.swiss.com)



# Columns

## region



Acquaintance with the points of interest and the traditions of Austrian, Belgium, German, Switzerland

## culture



Austrian, Belgium, German, Switzerland history in personalities and monuments of culture

## taste



Austrian, Belgium, German, Switzerland cuisine

## health



Wellness and healthcare of Austrian, Belgium, Germany and Switzerland



# Advertisement 2015

## Schedule for submitting advertisements

Issue	Booking deadline	Materials deadline	Publication date
Winter 2014/15	14.11	21.11	03.12
Spring	13.02	20.02	05.03
Summer	15.05	22.05	03.06
Autumn	14.08	21.08	02.09
Winter 2015/16	20.11	27.11	09.12

## Advertisement Prices

Spread	\$ 15 400
Full page	\$ 7 850
1/2 page	\$ 4 030
2nd cover	\$ 14 300
3d cover	\$ 14 300
4th cover	\$ 19 300

## Special positions

1st AD position	\$ 11 370
2nd AD position	\$ 10 990
3d AD position	\$ 10 200

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

The prices given are valid only if a ready advertisement is submitted. There must be additional payment for editing the text, designing and making up.

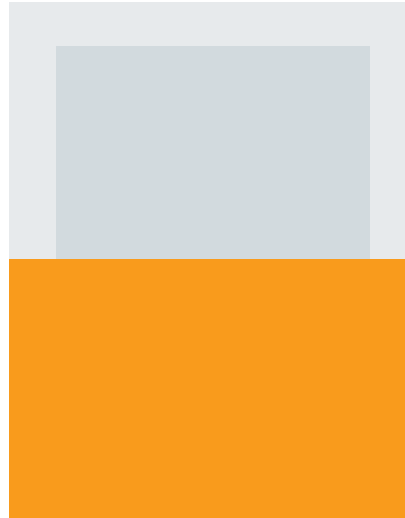
## Discounts

in 2 issues a year	10%
in 3 issues a year	15%
in 4 issues a year	20%

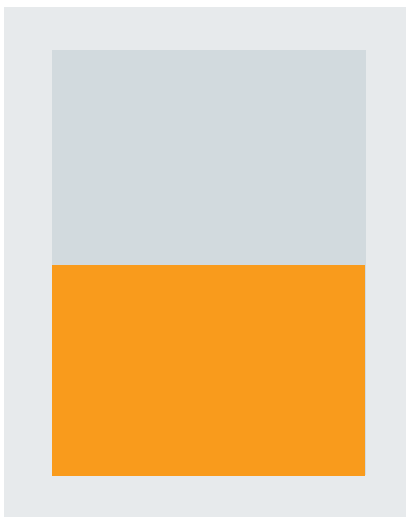
# Advertisement Modules



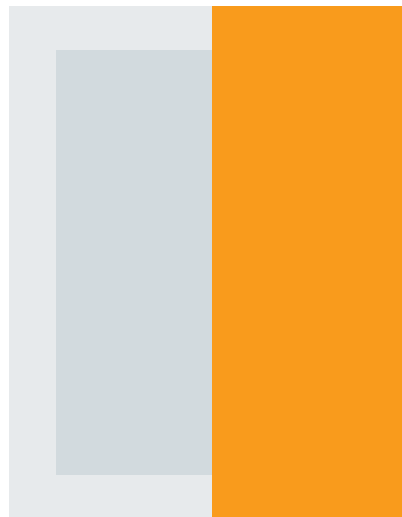
1/1 type page 210 × 264 mm  
(220 × 274 mm full size)



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



1/2 of type page 172 × 111 mm  
horizontally



1/2 of type page 117 × 264 vertically  
(122 × 274 mm full size) only right page  
and only in article

# Technical Requirements

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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