

Austrian 

Austrian Style

MAGAZINE FOR PASSENGERS MEDIAKIT 2010



OFFICIAL EDITION FOR RUSSIAN PASSENGERS OF AUSTRIAN AIRLINES



Luxury Inflight Collection

Austrian Style, illustrated magazine for Russian passengers of Austrian Airlines, 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);

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

Deutsche Vita – for Russian passengers of Lufhansa (Germany);

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.





Austrian airlines

Austrian along with Lauda Air and Austrian Arrows comprise the Austrian Airlines Group. Austrian focuses on regular flights; Austrian Arrows specializes in regional flights; while Lauda Air carries out the Group's charter flights program.

In 2009 the Austrian Airlines Group carried 10.8 million passengers to 130 destinations. Having aircraft of different types, the company can make economic calculations for its flights taking into account the length of flights. The flights are coordinated so as to provide the most convenient connections at Vienna Airport.

The fleet of the Austrian Airlines Group is increased and updated every year. Its aircraft's average age is 6.2 years, which is approximately three years younger than that of other European airline companies. The fleet consists of the aircraft types Airbus 330/321/320/319, Boeing 777/767/737, Fokker 100/70, Bombardier Q400/Q300 and Canadair Jet.



Your Personal Copy

Austrian Airlines offers passengers a new service – Austrian Style, a Russian-language magazine that supplies passengers with a lot of useful, entertaining and well-illustrated information.

The magazine is distributed:

- in the offices of Austrian in Russia;
- among Austrian clients;
- in the departure lounges of the Domodedovo Air Terminal (Moscow) and Pulkovo (St. Petersburg), as well as in airport terminals of Yekaterinburg, Nizhny Novgorod, Sochi, Rostov-on-Don, Krasnodar.
- on trolleys for press before departure of Austrian aircraft from Russia to Austria

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

Information available in Austrian Style commands special attention.

According to sociological analysis, information obtained from a magazine on board an aircraft is approximately twice as effective as information found in any other illustrated magazine.

Austrian Style is free, and every passenger can take his/her copy away.

Columns

events



panorama



Announcements of forthcoming holidays, festivals, carnivals, fairs and exhibitions

News, highlights, events

city



Tours of old and modern streets of the Austrian cities

region



Acquaintance with the points of interest and the traditions of Austria

sport



Active recreation and sports at the Austrian resorts

Columns

culture



Austrian history in personalities and monuments of culture

taste



Austrian drinks and cuisine

resorts



Austrian famous resorts

destination



The most popular routes of Austrian Airlines

Advertisers

ALTUS TOUROPERATOR, ARCOTEL HOTELS & RESORTS GMBH, AUSTRIA HOTELS INTERNATIONAL, HOTEL ZEDERN KLANG, KAERNTEN WERBUNG, MAYRHOFENER BERGBAHNEN, MICROSOFT, MR-GROUP, RAIFFEISENBANK, VIENNA INTERNATIONAL AIRPORT, WIENER BALL IN MOSKAU, WORTHERSEE TOURISMUS, GARAGE № 1, CAPSIS ELITE RESORT

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Авиакомпания: Austrian Airlines

Адрес: Flughafen Wien-Schwechat, 1150 Wien, Austria

Озеро Вёртерзее: традиции гостеприимства!

Видеоролик о традициях гостеприимства в регионе Вёртерзее.

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Высшая степень ухода и роскоши за вашим автомобилем. Часы работы: с 9:00 до 19:00.

Адрес: 1000 Wien, Austria

WHITE GORGE

Незабываемая ночь на высоте 2000 метров.

Адрес: 1000 Wien, Austria

Отели ARCOTEL

Видеоролик о гостиницах ARCOTEL.

Адрес: 1000 Wien, Austria

KÄRNTEN

Каринтия, Солнечный юг Австрии

HOTEL ZEDERN KLANG

Адрес: 1000 Wien, Austria

Программа Feel-good

Адрес: 1000 Wien, Austria

Advertisement 2010

Schedule for submitting advertisements

Issue	Booking deadline	Materials deadline	Publication date
Spring	February 22	February 25	March 09
Summer	May 31	June 03	June 15
Autumn	August 30	September 03	September 14
Winter 2010/11	December 01	December 05	December 17

Advertisement Prices

Spread	Euro 9,700
Full page	Euro 5,400
1/2 page	Euro 2,750
2nd cover	Euro 8,500
3d cover	Euro 8,500
4th cover	Euro 10,900

Special positions

1st AD position	Euro 8,150
2nd AD position	Euro 7,600
3d AD position	Euro 7,100

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.

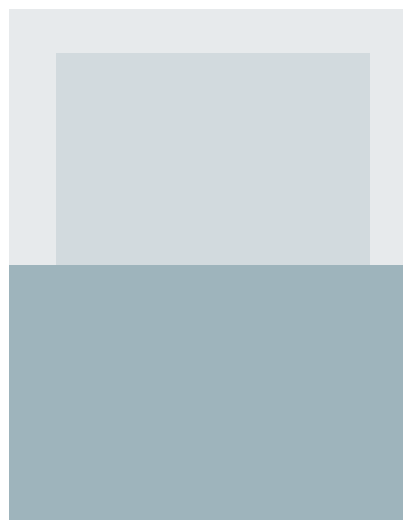
Discounts

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

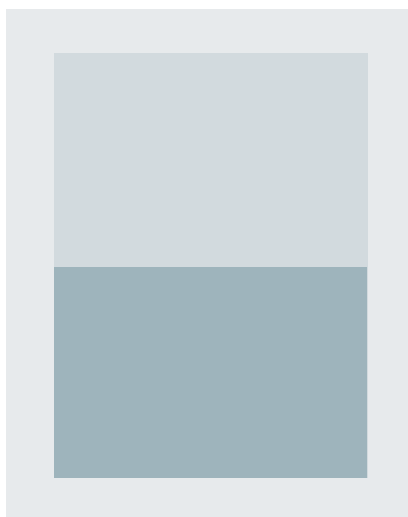
Advertisement Modules



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);
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, PageMaker, InDesign or 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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