

Deutsche**Vita**

OFFICIAL EDITION FOR RUSSIAN CUSTOMERS OF LUFTHANSA • MEDIKIT 2010





Luxury Inflight Collection

Deutsche Vita, illustrated magazine for Russian customers of Lufthansa, 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 Alitalian – for Russian passengers of Alitalia (Italy);

Deutsche Vita – for Russian passengers of Lufthansa (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 losses.





Lufthansa

The Lufthansa airline company was founded in 1955. It carries over 50 million passengers annually.

The Lufthansa Group fleet has more than 400 modern aircraft.

The Lufthansa liners connect Berlin, Hamburg, Dusseldorf, Munich and Frankfurt with the most important cities in Russia - Moscow, St. Petersburg, Ekaterinburg, Kazan, Samara, Nizhny Novgorod, Perm, Rostow-on-Don, making more than 200 flights a week.

Annually, Lufthansa carries more than one million passengers on these routes.



Your Personal Copy

SK Press has launched Deutsche Vita – a Magazine for Russian-speaking customers of Lufthansa. The magazine is a new title in the LUXURY INFLIGHT COLLECTION, series of magazines for air passengers (Perfect Flight, Austrian Style, Fly Italian, Scandinavian Style, Singapore Style, SWISS Style).

The Deutsche Vita Magazine is distributed:

- in Lufthansa offices in Moscow, St. Petersburg, Ekaterinburg, Kazan, Samara, Nizhni Novgorod, Perm, Rostow-am-Don;
- among the Lufthansa clients at selected events;
- via selected travel agencies on request;
- on trolleys for press at the departure lounges of Domodedovo International Airport in Moscow, Pulkovo Airport in St. Petersburg, airports of Ekaterinburg, Kazan, Samara, Nizhni Novgorod, Perm, Rostow-am-Don
- in the lounges for official delegations, VIP-Lounges and Business Class-Lounges in Domodedovo International Airport;
- In the LH lounge in Domodedovo.

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

Deutsche Vita is free – every passenger can take his or her copy away.

Columns

Lufthansa news



Lufthansa news

panorama



News, highlights, events

events



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



cities



Tours through old and modern streets of the German cities



region



Acquaintance with the points of interest and the traditions of Germany

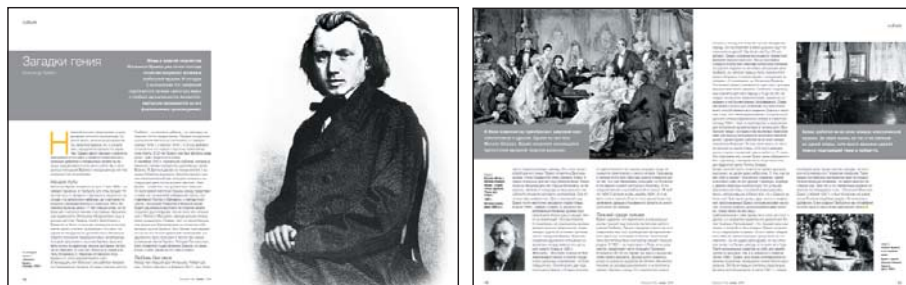
Columns

company



Popular German brands

culture



German history in personalities and monuments of culture

taste



German cuisine

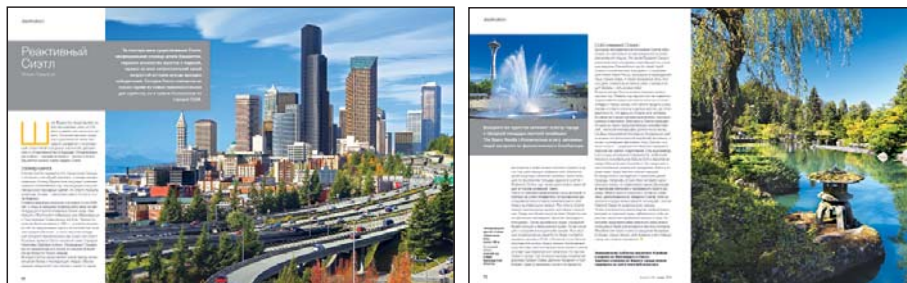
health



Traditions of German hospitality and SPA

Columns

destination



The most popular routes of Lufthansa

castles



Architectural traditions of Germany

hotel



German famous hotels

moda



Celebrated German fashion events and designers

Advertisers

BAYERN TOURISMUS MARKETING GMBH, DUESSELDORF AIRPORT, DUESSELDORF MARKETING UND TOURISMUS GMBH, DER EUROPÄISCHE HOF – HOTEL EUROPA GMBH, HEIDELBERG MARKETING GMBH, HOTEL BAYERISCHER HOF, MANDARIN ORIENTAL, MIELE DESIGN STUDIO, UNIVERSITY MEDICAL CENTER HAMBURG-EPPENDORF, VOLKSWAGEN, WIESBADEN MARKETING.



Ваш бизнес всегда в движении

Компактный, экономичный и удобный Volkswagen Polo – это идеальное решение для вашего бизнеса. Благодаря своей компактности и маневренности Polo легко маневрирует в пробках и на узких улицах. Благодаря своей экономичности Polo снижает ваши расходы на топливо. Благодаря своей надежности Polo прослужит вам долго и без проблем.

Des Auto.



Ваше путешествие начинается здесь. Lufthansa – это комфорт, безопасность и отличное обслуживание. Мы предлагаем вам лучшие маршруты и самые современные самолеты. Выберите Lufthansa для вашего следующего путешествия.

Lufthansa



University Medical Center Hamburg-Eppendorf

Мы предлагаем вам лучшие медицинские услуги и оборудование. Наши специалисты – это лучшие в своем деле. Мы предлагаем вам самые современные методы лечения. Выберите нас для вашего следующего визита.



ДЮССЕЛЬДОРФ
БИЗНЕС, МОДА, ИСКУССТВО И СТИЛЬ ЖИЗНИ

В Дюссельдорфе вы найдете все, что нужно для успешного бизнеса, моды, искусства и стильной жизни. Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите Дюссельдорф для вашего следующего визита.

www.duesseldorf-tourismus.de



Miele Design Studio

Мы предлагаем вам лучшие кухонные приборы и оборудование. Наши специалисты – это лучшие в своем деле. Мы предлагаем вам самые современные методы лечения. Выберите нас для вашего следующего визита.



Mandarin Oriental München

Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите Mandarin Oriental München для вашего следующего визита.



Düsseldorf International

В Дюссельдорфе без пересадки. Каждый день самолетами Lufthansa. Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите Düsseldorf International для вашего следующего визита.



Бавария

Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите Баварию для вашего следующего визита.

Омель Residenz Heinz Winkler

Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите Омель Residenz Heinz Winkler для вашего следующего визита.

Шопинг на юге Германии – Chic Outlet Shopping®

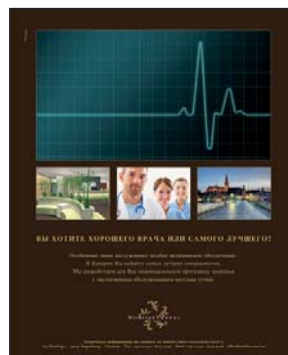
Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите Chic Outlet Shopping® для вашего следующего визита.

Добро пожаловать в LENBACH – рестораны – бар – музыка – развлечения – развлечения и развлечения

Мы предлагаем вам лучшие условия для вашего бизнеса и самые интересные мероприятия. Выберите LENBACH для вашего следующего визита.

Advertisers

ARCOTEL JOHN F, ARCOTEL RUBIN, BETA KLINIK, BLICKFANG MESSE, BORK, CITIBANK, CLINICAL SOLUTIONS, DUESSELDORF MARKETING UND TOURISMUS GMBH, DER EUROPÄISCHE HOF – HOTEL EUROPA GMBH, ENGEL-VOELKERS, INTERCONTINENTAL BERCHTESGADEN RESORT, GERMAN NATIONAL TOURIST BOARD, HEIDELBERG MARKETING GMBH, HOTEL BAYERISCHER HOF, JENA KULTUR, LUFTHANSA, MIELE DESIGN STUDIO, MUNICH TOURIST OFFICE, NOBILIS TRAVEL, NIVEA, VINOTECA DISSIDENT, VOLKSWAGEN, WIESBADEN MARKETING.



Advertisement 2009

Schedule for submitting advertisements

Issue	Booking deadline	Materials deadline	Publication date
Spring	18.02.09	23.02.09	05.03.09
Summer	26.05.09	29.05.09	09.06.09
Autumn	19.08.09	22.08.09	07.09.09
Winter 2009/10	25.11.09	29.11.09	08.12.09

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.

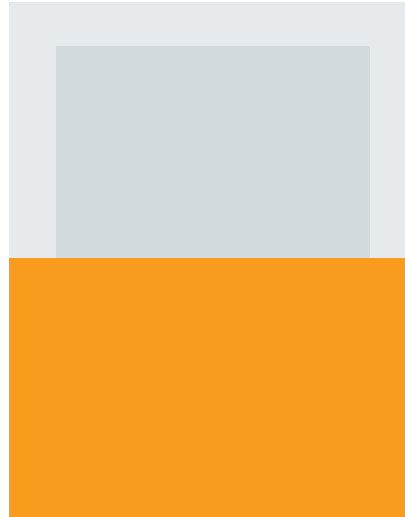
Discounts

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

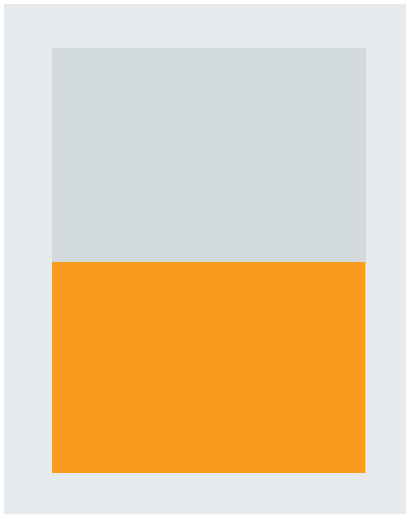
Advertisement Modules



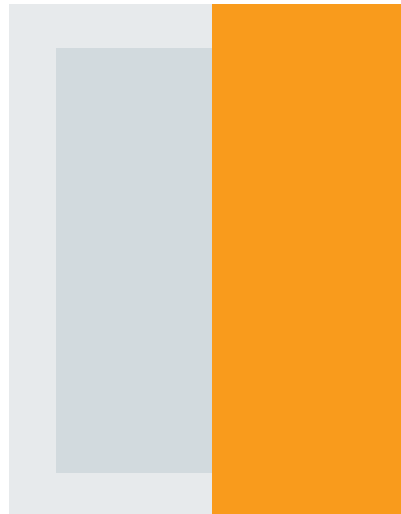
1/1 type page 210 × 264 mm
(220 × 274 mm full size)



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 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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SK Press Publishers
Deutsche Vita