

МЕДИА-КИТ / MEDIA KIT

ПУТЕВОДИТЕЛЬ ПО МОСКВЕ
MOSCOW VISITORS GUIDE

莫斯科游览指南



ПУТЕВОДИТЕЛЬ ПО МОСКВЕ / MOSCOW VISITORS GUIDE

Редакция журнала «Высокий Полет» выпускает гид по Москве на английском и китайском языках.

Москва всегда привлекала туристов со всего мира и российских регионов. В последнее время все больше китайских туристов посещают Москву. Для них представляют интерес московские достопримечательности, а также магазины и бутики, продающие товары категории «люкс». Эти магазины также привлекают приезжих из ряда регионов России.

Все эти приезжие прибывают в Москву, пользуясь услугами российских и китайских авиаперевозчиков. Редакция «Высокого Полета», используя богатый опыт в создании журналов для авиапассажиров, а также партнерские отношения с российскими и китайскими авиакомпаниями предлагает новый продукт: Гид-путеводитель по Москве на русском и китайском языках.

Гид содержит полезную информацию о магазинах и торговых центрах, предлагающих товары категории «люкс», ресторанах русской и китайской кухни, основных достопримечательностях, а также подробную двуязычную карту Москвы и московского метрополитена.

Гид распространяется среди гостей лучших отелей Москвы.

Publishers of Perfect Flight Magazine present Moscow Visitors Guide on English and Chinese.

Moscow always attracts foreign tourists from all over the world and Russians from regions. Last years more and more Chinese tourists visit Moscow. They are interested in Moscow tourist attractions as well as shops and boutiques selling luxury brands. These shops attract also Russian visitors from several regions.

All these visitors are arriving to Moscow using Russian and Chinese airlines. The publishers of Perfect Flight Magazine with their huge expertise in making magazines for air passengers as well as partnership with Russian and Chinese airlines propose new product: Moscow Visitors Guide in Russian and Chinese.

The Visitors Guide contains useful information on shops and shopping centers offering luxury brands items, restaurants on Russian and Chinese cuisine, major Moscow tourist attractions, two-language Moscow Map and Moscow Metro Scheme.

The Visitors Guide will be distributed in the best Moscow hotels.

MOSCOW GUIDE 莫斯科游览指南

Tourist Attractions and Shopping
Supplement to Perfect Flight Magazine
PERFECT FLIGHT

游览景点于购物
完美飞行杂志的补充
PERFECT FLIGHT



Spring-Summer 2017 • 春夏2017

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Fall-Winter 2017/2018 • 秋冬2017/2018

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Spring-Summer 2019 • 春夏2019



THE MAIN DEPARTMENT STORE

GUM is in the very centre of Moscow, occupying almost the entire side of Red Square opposite the Kremlin. It is designated as a federal architectural monument as it is deemed to be one of the symbols of Moscow.

GUM could be said to be a city or country in its own right, with its own special attractions. For example, the famous fountain appears in many 20th century documentaries, the scoops of ice-cream served in crunched waffle cones has been served since 1954, and gracious bridges connect the galleries to Food Store No 1.

Of course, being at the centre of shopping in Moscow, you can buy almost anything: from wedding dresses to vitamins, training apparatus to electronics. And you can take a break from shopping in one of the many cafes and restaurants. Or, if you fancy some culture, GUM has its own art gallery and you can watch theatre pieces and even ballet in the walkways around the fountain.

In total there are 155 shopping outlets and companies in GUM and 200,000 visitors per day. You could fit 500 railway carriages into the stock rooms. Containers from delivery trucks go straight down into the stock room area, where they can be moved to wherever they are needed.

Spring-Summer 2019 • 春夏2019



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古姆 (国立百货商店)

大百货商场“古姆” (国立百货商店) 位于莫斯科市中心, 在红场和克里姆林宫对面。古姆的建筑是联邦级的建筑遗产, 当然也是俄罗斯首都的象征之一。

说来有趣, 古姆象一个城市一样也有自己的名胜。譬如, 在20世纪纪录片拍的喷水池, 著名的蛋筒冰淇淋 (从1954卖的), 链接游廊的优雅桥, 一号食品店。

现在古姆是很大的百货商场, 这里可以买各种的货物 (从一束花儿, 和婚纱到健身器材, 电器等等)。逛累了, 可以在不计其数的餐厅和咖啡馆中选择一个吃点东西, 休息一下。

古姆共有超过155多家商店和公司的代表处。每天二十万多人来古姆购物。古姆的仓库能容五百车货物。进货卡车进入建筑的地下室, 在指定的扇形面卸下货物。



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CARTIER, GUM, 1 line, 1 floor, Red Square 3, Moscow. +7 (495) 795-0340

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- VAN CLEEF AND ARPELS. Watches & Jewelry. Red Square, 3, GUM, 1 line, 1 floor. Metro «Okhotny Ryad». Tel.: +7 (495) 363-2064
A.TESTONI. Footwear, Accessories. Red Square, 3, GUM, 1 line, 2 floor. Metro «Okhotny Ryad». Tel.: +7 (495) 783-4961
ALBERTA FERRETTI. Women, Accessories. Red Square, 3, GUM, 1-2 line, 1 floor. Metro «Okhotny Ryad». Tel.: +7 (495) 620-3287
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BALLIN. Footwear, Accessories. Red Square, 3, GUM, 1 line, 2 floor. Metro «Okhotny Ryad». Tel.: +7 (495) 783-4963
BOSCOFRESH. Women, Men, Children, Accessories. Red Square, 3, GUM, 1 line, 1-2 floor. Metro «Okhotny Ryad». Tel.: +7 (495) 620-3021

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- BOSCOSPORT. Women, Men, Children, Accessories, Sports Goods. Red Square, 3, GUM, 2-3 line, 1 floor. Tel.: +7 (495) 213-0011
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ECCO. Footwear, Accessories. Ul. Petrovka 17, Metro «Kuznetsky Most». Tel.: +7 (495) 933-5664.
ERMANNO SCERVINO. Women, Men, Accessories, Petrovsky Passage. Ul. Petrovka 10, Metro «Kuznetsky Most». Tel.: +7 (495) 624-2782.
ETRO. Women, Men, Accessories, Petrovsky Passage. Ul. Petrovka 10, Metro «Kuznetsky Most». Tel.: +7 (495) 624-5423.
IWC. Watches. Ul. Petrovka, 5. Metro «Kuznetsky Most». Tel.: +7 (495) 660-1868.
GUCCI. Women, Men, Accessories. Ul. Petrovka, 16, Metro «Kuznetsky Most». Tel.: +7 (495) 785-5665.
LONGINES. Watches & Jewelry. Ul. Kuznetsky Most, 17. Metro «Kuznetsky Most». Tel.: +7 (495) 628-1548.

- De Beers 地址: 彼得罗夫卡街, 11 电话号码: +7 (926) 571-1118
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Ermanno Scervino 地址: 库兹涅茨基桥路, 10 电话号码: +7 (495) 624-2782
Etro 地址: 库兹涅茨基桥路, 10 电话号码: +7 (495) 624-5423
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Jaeger-LeCoultre 在莫斯科的埃列什尼科夫小巷, 坐落着一家著名瑞士制表业品牌——制表师兄弟公司。店内收存材料非常奢侈, 线条设计高雅别致, 选用手工制表器具及原料, 完成杰作。

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STOLESNIKOV • 斯托雷尼科夫



Stolesnikov street runs between Tverskaya Square and Petrovka street. In the 17th century, a settlement of weavers, called Stoleshnik, lived there. The small street was then popular among aristocrats and rich high-ranking clerks. The street originally comprised wooden houses, but after the great fire of 1812 one- to two-storey stone buildings were built.

斯托雷尼科夫小巷(Stolesnikov lane)从特维尔广场(Tverskaya square)延伸到彼得罗夫卡街。17世纪这里居住着工匠“斯托雷尼科夫”(Stoleshnik), 18世纪莫斯科的贵族和富裕的官员也喜爱这个位于莫斯科中心的小巷。

- LITZ. Women, Men, Accessories. Ul. Petrovka, 15/13. Metro «Kuznetsky Most». Tel.: +7 (495) 625-5476.
MARINA RINALDI. Women, Accessories. Petrovsky Passage, Ul. Petrovka 10, Metro «Kuznetsky Most». Tel.: +7 (495) 623-2781.
MOSCHINO. Women. Petrovsky Passage, Ul. Petrovka, 10, Metro «Kuznetsky Most». Tel.: +7 (495) 660-0550.
OMEGA. Watches & Jewelry. Ul. Kuznetsky Most, 7. Metro «Kuznetsky Most». Tel.: +7 (495) 933-2808.
PANERAI. Watches. Petrovsky Passage, Ul. Petrovka, 5. Metro «Kuznetsky Most». Tel.: +7 (495) 662-7576.
PAUL SMITH. Women, Men, Accessories, Petrovsky Passage, Ul. Petrovka, 10, Metro «Kuznetsky Most». Tel.: +7 (495) 660-0550.
PETROVSKY PASSAGE. Shopping Center. Ul. Petrovka, 10, Metro «Kuznetsky Most». Tel.: +7 (495) 625-3132.

- Litz 地址: 彼得罗夫卡街, 15/13号1楼 电话号码: +7 (495) 625-5476
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- BRUNELLO CUCINELLI. Women, Men, Accessories, Children. Stolesnikov Pereulok, 13. Metro «Teatralnaya». Tel.: +7 (495) 664-3698. Daily from 11 am to 10 pm.
DIOR. Watches & Jewelry, Accessories. Ul. Petrovka, 11. Metro «Teatralnaya». Tel.: +7 (495) 745-8010. Daily from 11 am to 9 pm.
FENDI. Women, Men, Accessories. Stolesnikov Pereulok, 11. Metro «Teatralnaya». Tel.: +7 (495) 678-1000. Daily from 11 am to 9 pm.
JAEGER-LECOULTRE. Watches. Stolesnikov Pereulok, 14. Metro «Teatralnaya». Tel.: +7 (495) 980-9048. Monday - Friday from 11 am to 9 pm, Saturday from 12 am to 9 pm, Sunday from 12 am to 9 pm.
HARRY WINSTON. Watches & Jewelry. Stolesnikov Pereulok, 7, str. 1. Metro «Teatralnaya». Tel.: +7 (495) 139-7500. Daily from 12 am to 9 pm.
HERMES. Women, Men, Accessories. Stolesnikov Pereulok, 9. Metro «Teatralnaya». Tel.: +7 (495) 933-2833. Daily from 11 am to 9 pm.
HERNO. Women, Men, Accessories. Stolesnikov Pereulok, 13. Metro «Teatralnaya». Tel.: +7 (495) 664-8159. Daily from 11 am to 10 pm.

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- Магазины / Shops
- Достопримечательности Москвы / Moscow attractions
- Рестораны / Restaurants
- Карты Москвы / Map of Moscow
- Карта метрополитена / The metro map

ДАТЫ ВЫХОДОВ / ISSUE DATES

- Весна–Лето (Апрель) / Spring–Summer (April)
- Осень–Зима (Октябрь) / Fall–Winter (October)

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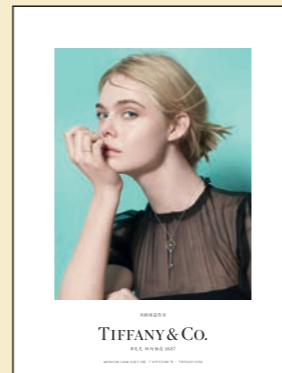
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CONTACTS

SK PRESS Publishing House

Phone.: +7 (495) 974-2260

Email: ad@vpolet.ru

Website: www.vpolet.ru

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Marksistskaya st., 34/10

