

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

MOSCOW GUIDE 莫斯科游览指南

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Fall-Winter 2017/2018 • 秋冬2017/2018

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Fall-Winter 2019/2020 • 秋冬2019/2020

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Spring-Summer 2019 • 春夏2019



GUM • 古姆 (国立百货商店)



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. In 2019, GUM will celebrate its126th anniversary. It is likely that every tourist and Muscovite has at least one photo of themselves standing in front of GUM.

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 crunchly waffle cones has been served since 1954, and gracious bridges connect the galleries to Food Store No.1. Every winter since 2006, the GUM skating rink opens in Red Square, and the GUM New Year market has become a traditional destination for Muscovites and tourists alike.

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



Spring-Summer 2019 • 春夏2019

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物,当然也是俄罗斯首都的象征之一。2019年古姆将庆祝开业第126周年。好像每个莫斯科人,每个来过红场的旅客有以古姆为背景的照片。

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。从2006年起在红场每个冬天开古姆冰场,古姆交易会已经成为迎新年的传统。

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。在古姆美术馆经常进行文化活动。在喷水池旁边的走廊可以看戏剧,甚至芭蕾舞剧。

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。运货卡车进入建筑的地下室,在指定的扇形面卸下货物。

SHOPPING • PETROVKA

购物 • 彼得罗夫卡



Vacheron Constantin

第一家Vacheron Constantin 莫斯科时尚精品店位于莫斯科的历史中心,彼得罗夫卡街5号的柏林之家中。352平方米的门店中尽展精品,流露雅致的细节里珍表精饰,都欢迎着顾客的到来。两个楼层中,设有新入VIP区和尊贵顾客的独立空间,为您提供理想的私人氛围,让您体会鉴赏家和收藏家的独到眼光,带您步入最真实的奢华之境。



VACHERON CONSTANTIN,
Ul. Petrovka, 5, Moscow.
+ 7 (495) 937-9041

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STOLESHNIKOV • 斯托雷尼科夫



THE SECOND MOST EXPENSIVE ...

Stoleshnikov 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. At the end of the 19th century, many drapers and mercers opened shops here. At this time, five- to six-storey buildings, housing well-furnished apartments, were built. By the middle of the twentieth century Stoleshnikov street was famous for a shop selling confectionary and for book shops. There were also plenty of antique shops. Now, the ground floor of many buildings on the street are luxury boutiques for world-famous brands. Stoleshnikov Street is the most expensive street not only in Moscow but in the whole world - with only one exception! According to research by Jones Lang LaSalle in 2007, it is second only to the Champs Elysees. The closest metro stations to this famous street are: Tverskaya, Pushkinskaya, Okhotny Road, Teatralnaya and Kuznetsky Most, which are about 500 metres away.

斯托雷尼科夫小巷

斯托雷尼科夫小巷(Stoleshnikov lane)从特维尔广场(Tverskaya square)延伸到彼得罗夫卡街道。17世纪这里织布工街“斯托雷尼科夫”(Stoleshnik),18世纪莫斯科的贵族和富裕的官员也喜欢这个位于莫斯科中心的小巷。一开始这个小巷上的房子都是用木头做的,1812年的大火灾后,政府在那里建筑了一层的石头房子。以前俄罗斯著名的作家古利亚洛夫斯基长时间住在斯托雷尼科夫小巷,并赞赏小巷的美丽:“斯托雷尼科夫小巷反映了整个城市的生活,仿佛太阳光映在水中”。在19世纪和20世纪的交汇时刻,小巷里建了很多商店和商铺,主要出售织物和小百货。同时,在斯托雷尼科夫小巷建了新的设备齐全房子,有五六层高,小巷不仅是莫斯科最昂贵的街道,而且是世界唯一的例外。20世纪中期斯托雷尼科夫小巷以它的糖果点心店和书店而著名。这里的古旧书店提供更广泛更优质的产品。当前著名品牌的专卖店位于斯托雷尼科夫小巷的LaSalle公司进行的研究,位于斯托雷尼科夫小巷商店的物价仅次于香榭丽大道上的商店。离小巷最近的地铁站大概五百米。特维尔地铁站、普希金站、猎人商行站、剧院站、库兹涅茨克桥站都在斯托雷尼科夫小巷附近。

Spring-Summer 2019 • 春夏2019

SHOPPING • PETROVKA

购物 • 彼得罗夫卡

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.
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号
电话号码: + 7 (495) 625-5476.

Marina Rinaldi
地址:库兹涅茨克桥路, 10
电话号码: + 7 (495) 624-2782.

Moschino
地址:库兹涅茨克桥路, 10
电话号码: + 7 (495) 660-0550.

Omega
地址:彼得罗夫卡街, 7
电话号码: + 7 (495) 933-2808.

Panerai
地址:彼得罗夫卡街, 5
电话号码: + 7 (495) 662-7576.

Paul Smith
地址:库兹涅茨克桥路, 10
电话号码: + 7 (495) 660-0550.

Petrovsky Passage
地址:彼得罗夫卡街, 10
电话号码: + 7 (495) 625-3132

Spring-Summer 2019 • 春夏2019



Cartier

现有服务: Set for You by Cartier
卡地亚能够实现您的理想,向您提供经典钻表款式及钻石自由配饰的机会,让您的生活亮起来。这项服务能够让您创造独一无二的艺术作品。钟表维修 在这里卡地亚的专家能够帮您诊断手表故障以及手表现场维修服务。



CARTIER,
Ul. Petrovka, 5, Moscow.
+ 7 (495) 510-5060

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SHOPPING • GUM

购物 • 古姆 (国立百货商店)



Cartier

现有服务: Set for You by Cartier

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

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SHOPPING • GUM

购物 • 古姆 (国立百货商店)

BOSCOPORT. Women, Men, Children, Accessories,
Sports Goods. Red Square, 3, GUM, 2-3 line, 1 floor.
Tel.: + 7 (495) 213-0011

BOSCODOONNA. Women, Accessories. Red Square, 3,
GUM, 1 line, 1 floor. Metro «Okhotny Ryad».
Tel.: + 7 (495) 620-3178

BOSCUOMO. Men, Accessories. Red Square, 3,
GUM, 1 line, 1 floor. Metro «Okhotny Ryad».
Tel.: + 7 (495) 620-3177

BROOKS BROTHERS. Women, Men, Accessories.
Red Square, 3, GUM, 3 line, 1 floor.
Metro «Okhotny Ryad» Tel.: + 7 (495) 620-3023

BRUNELLO CUCINELLI. Women, Men, Accessories,
Footwear. Red Square, 3, GUM, 2-3 line, 1 floor.
Metro «Okhotny Ryad» Tel.: + 7 (495) 620-3454

BURBERRY. Women, Men, Accessories. Red Square, 3,
GUM, 1 line, 1 floor. Metro «Okhotny Ryad».
Tel.: + 7 (495) 951-9592

博斯克的运动 (男女/儿童服装/配件/体育用品)
地址: 红场, 3号, 古姆 (GUM) 1线, 1楼(猎人商行
地铁站) 电话号码: + 7 (495) 213-0011

博斯克家庭: Donna (女装/配件)
地址: 红场, 3号, 古姆 (GUM) 1线, 1楼(猎人商行
地铁站) 电话号码: + 7 (495) 620-3178

博斯克的人 (男装/配件)
地址: 红场, 3号, 古姆 (GUM) 1线, 1楼(猎人商行
地铁站) 电话号码: + 7 (495) 620-3177

布克兄弟 (男女服装/配件)
地址: 红场, 3号, 古姆 (GUM) 3线, 1楼(猎人商行
地铁站) 电话号码: + 7 (495) 620-3023

布鲁奈罗·库奇内利 (男女服装/配件/鞋类)
地址: 红场, 3号, 古姆 (GUM) 2-3线, 1楼(猎人商行
地铁站) 电话号码: + 7 (495) 620-3454

博柏利 (男女服装/配件)
地址: 红场, 3号, 古姆 (GUM) 1线, 1楼(猎人商行
地铁站) 电话号码: + 7 (495) 951-9592

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SHOPPING • STOLESHNIKOV

购物 • 斯托雷尼科夫

BRUNELLO CUCINELLI. Women, Men,
Accessories, Children. Stoleshnikov 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.
Stoleshnikov Pereulok, 11. Metro «Teatralnaya».
Tel.: + 7 (495) 678-1000. Daily from 11 am to 9 pm.

JAEGER-LECOULTRE. Watches. Stoleshnikov
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 7 pm.

HARRY WINSTON. Watches & Jewelry. Stoleshnikov
Pereulok, 7, str. 1. Metro «Teatralnaya».
Tel.: + 7 (495) 139-7500. Daily from 12 am to 9 pm.

HERMES. Women, Men, Accessories. Stoleshnikov
Pereulok, 9. Metro «Teatralnaya».
Tel.: + 7 (495) 933-2833. Daily from 11 am to 9 pm.

HERNO. Women, Men, Accessories. Stoleshnikov
Pereulok, 13. Metro «Teatralnaya».
Tel.: + 7 (495) 664-8159. Daily from 11 am to 10 pm.

布鲁奈罗·库奇内利 (男女/儿童服装/配件)
地址: 斯托雷尼科夫小巷, 13
电话号码: + 7 (495) 664-3698
营业时间: 每天11: 00-22: 00.

汉斯·史登 (手表/珠宝)
地址: 彼得罗夫卡街, 7
电话号码: + 7 (495) 745-8010

芬迪 (男女服装/配件)
地址: 斯托雷尼科夫小巷, 11.
电话号码: + 7 (495) 678-1000
营业时间: 每天11: 00-21: 00.

积家 (手表) 地址: 斯托雷尼科夫小巷, 14
电话号码: + 7 (495) 980-9048
营业时间: 每天11: 00-21: 00.

海瑞温斯顿 (手表和珠宝)
地址: 斯托雷尼科夫小巷, 7号1号
电话号码: + 7 (495) 139-7500.
营业时间: 每天12: 00-21: 00.

爱马仕 (男女服装/配件)
地址: 斯托雷尼科夫小巷, 12
电话号码: + 7 (495) 933-2833
营业时间: 每天11: 00-21: 00.

男女服装/配件
地址: 斯托雷尼科夫小巷, 13
电话号码: + 7 (495) 664-8159
营业时间: 每天11: 00-22: 00.

Spring-Summer 2019 • 春夏2019



Jaeger-LeCoultre

在莫斯科的格列什尼科夫小巷, 您能有一家著名瑞士制表工艺坊——拥有精品表专卖店。店内装饰材料金饰奢侈, 线条设计高雅别致, 采用手工制家具及照明灯, 光线柔和, 一如瑞士或拉沙佩尔家居部独一无二的装修风格。奢侈艺术时代的气息已融入所有的品牌基因, 永远留存在这家制表系列所有腕表表壳上的标志性表壳点阵中。如今在俄罗斯莫斯科最奢侈的落成过程中, 装饰艺术的魅力也将得以重现。



JAEGER-LECOULTRE,
Stoleshnikov Pereulok, 14, Moscow.
+ 7 (495) 980-9048

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ОСНОВНЫЕ РАЗДЕЛЫ / MAIN SECTIONS

- Шоппинг
- Достопримечательности Москвы
- Инвестиции
- Рестораны
- Карты Москвы
- Карта метрополитена
- Shopping
- Moscow attractions
- Investments
- Restaurants
- Map of Moscow
- The metro map

ДАТЫ ВЫХОДОВ / ISSUE DATES

- Весна–Лето (15.04.2020)
- Осень–Зима (14.10.2020)
- Spring–Summer (15 April 2020)
- Fall–Winter (14 October 2020)

DEAD LINES

- Весна–Лето (18.03.2020)
- Осень–Зима (16.09.2020)
- Spring–Summer (18 March 2020)
- Fall–Winter (16 September 2020)

РЕКЛАМНЫЕ МОДУЛИ / ADVERTISEMENT MODULES

- 1/1 полоса 190 × 250 мм (200 × 260 мм до обр.)
/ 1/1 type page 190 × 250 mm (200 × 260 mm full size)
- 1/2 полосы 92 × 250 мм (102 × 260 мм до обр.)
/ 1/2 of type page 92 × 250 mm (102 × 260 mm full size)
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2/1 разворот	DPS	198 000
1/2 страница	1/2 page	55 000

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4-я страница обложки	Cover 4	295 000
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2-й разворот	DPS 2	270 000
3-й разворот	DPS 3	250 000
3-я страница обложки	Cover 3	165 000

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1/1 карта Метро	1/1 page Metro map	150 000

* Все расценки на рекламу даны в рублях без учета НДС. НДС не облагается. *All price rates are indicated in rubles.



РАСПРОСТРАНЕНИЕ ОТЕЛИ / DISTRIBUTION HOTELS

- Ararat Park Hyatt Moscow
- Aurora Marriott
- Azimut Olympic
- Azimut Smolenskaya
- Azimut Tulsкая
- Double Tree by Hilton Vnukovo
- Double Tree by Hilton Moscow – Marina
- Grand Hotel Marriott
- Four Seasons
- Hyatt Regency
- Hilton Moscow Leningradskaya
- Holiday Inn Lesnaya
- Holiday Inn Sokolniki
- Holiday Inn Rizhskaya
- Hotel Mamaison Pokrovka
- Intercontinental Tverskaya
- Lotte Hotel
- Marriott Avrora
- Marriott Tverskaya
- Metropol
- National Hotel
- Ritz-Carlton Moscow
- Renaissance Moscow Monarch
- Royal Radisson Collection
- Radisson Slavyanskaya
- Rooms Boutique Hotel
- Savoy
- St.Regis Nikolskaya
- Sheraton Palace Moscow
- Standart Hotel
- Swissotel Krasnye Kholmy
- Гринвуд Отель (Китайский Индустриальный Парк)
- Петровский Дворец
- Золотое Кольцо

CONCIERGE DESK



IN-ROOM DISTRIBUTION



MARRIOTT
MOSCOW
ROYAL AURORA





MARRIOTT
MOSCOW
GRAND





MARRIOTT
MOSCOW
TVERSKAYA





HOTEL NATIONAL
MOSCOW





Sheraton Palace
HOTEL
MOSCOW





RENAISSANCE
MOSCOW MONARCH CENTRE
HOTEL





THE RITZ - CARLTON
MOSCOW





FOUR SEASONS HOTEL
Moscow





LOTTE
HOTEL MOSCOW





GREENWOOD
HOTEL





HYATT
REGENCY





Holiday Inn
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