

FLY *Italian* Alitalia SKYTEAM

MAGAZINE FOR PASSENGERS

MEDIAKIT 2009



Official edition for Russian passengers of Alitalia



Luxury Inflight Collection

Fly Italian, illustrated magazine for Russian passengers of Alitalia, 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);

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

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

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.

ВЫСОКИЙ ПОЛЕТ

DeutscheVita

Austrian Style

SAS Scandinavian Style

FLY Italian

swiss style

Singapore style



Magazine for passengers of Alitalia

Alitalia Airlines has been operating passenger and cargo services around the world since 1947. Its other functions include providing on-ground services, marketing, devising business strategies, and selling air tickets. Its fleet consists of 173 liners, which carry some 25 million passengers annually, connecting 728 cities in 130 countries. In Italy, the company makes 2,384 flights a week, flying to 25 airports across the country. In Europe, North Africa and the Middle East, Alitalia makes 1,836 weekly flights to 45 destinations. Its aircraft also carry out 202 intercontinental flights a week, taking off from and landing at 14 points around the world. In 2001, Alitalia joined SkyTeam, one of the world's three major airline alliances, which unites AeroMexico, Air France, China Southern, Continental, CSA Czech Airlines, Delta Air Lines, Korean Air, KLM, Northwest Airlines and Aeroflot, along with associate members: Air Europa, Copa Airlines and Kenya Airways. SkyTeam aircraft carry about 370 million passengers annually to 641 destinations in 162 countries. It is 40 years now that Alitalia has been playing an important role on the Russian market, beginning with one regular evening flight to Milan, which became daily in 1990. Since April 2003, Alitalia has been carrying out a regular daily flight connecting Rome with Moscow. Besides its Moscow representation in Russia, in November 2005 it opened an office in St. Petersburg. Today Alitalia connects Rome and Milan to Russia's two major cities - Moscow and St. Petersburg - making 60 flights weekly and carrying about 400,000 passengers annually.



Your personal copy

Alitalia offers passengers a new service – Fly Italian, 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 Alitalia and its partners;
- among Alitalia clients;
- in the departure lounges of the Sheremetievo-2 Air Terminal (Moscow) and Pulkovo (St. Petersburg);
- on trolleys for press at the departure areas before departure of Alitalia aircraft from Moscow and St. Petersburg;
- in the VIP lounges of the airports of Rome and Milan.

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 Fly Italian 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.

Fly Italian is free, and every passenger can take his/her copy away.

Columns

events



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

panorama



News, high lights, events

city



Tours of old and modern streets of the Italian cities

russia



Famous Italians in Russia and Russians in Italia

style



Celebrated Italian Fashion house

Columns

anniversary



Famous Italians

company



Popular Italian brands

taste



Italian cuisine

wine



Italian drinks

resorts



Italian famous resorts



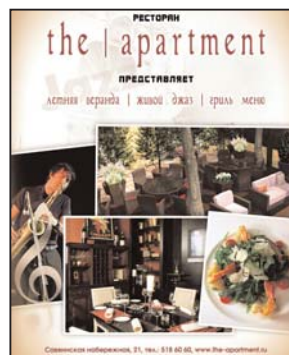
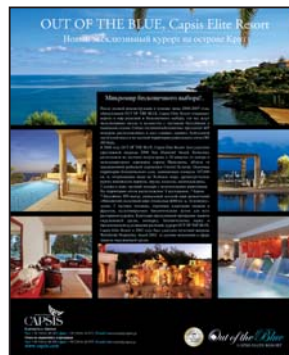
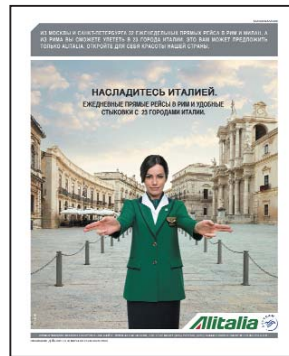
destination



The most popular routes of Alitalia

Advertisers

APARTMENT, AQUARIUS, BAON, BAUER, DA GIACOMO, DISSIDENT, CAPSIS, HOTEL DE RUSSIC, LINDAL, MR GROUP, NINO BRUTTI, SAVOY, SONY, GARAGE №1, СЕТЬ РЕСТОРАНОВ «СИМ-СИМ».



Advertisement 2009

Schedule for submitting advertisements

Issue	Booking deadline	Materials deadline	Publication date
Spring	04. 03. 09	09. 03. 09	19. 03. 09
Summer	08. 06. 09	11. 06. 09	23. 06. 09
Autumn	02. 09. 09	07. 09. 09	17. 09. 09
Winter 2009/10	07. 12. 09	11. 12. 09	22. 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
2ed AD position	Euro 7,600
3d AD position	Euro 7,100

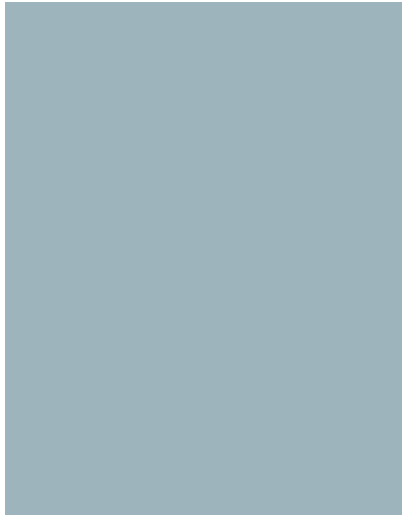
Extra payment for a specific place in the magazine – **20%**

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.

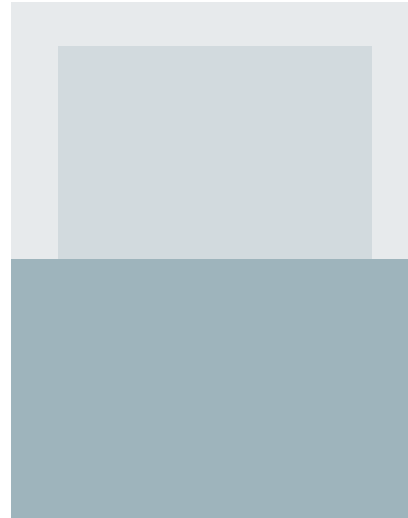
Discounts

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

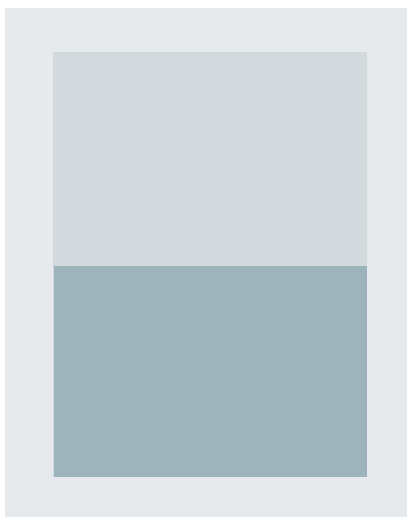
Advertisement Modules



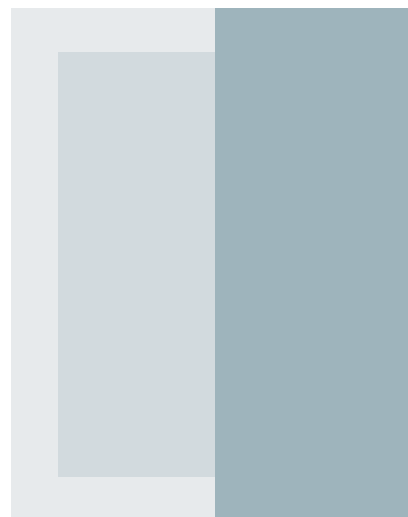
1/1 type page 210 × 264 mm
(220 × 274 mm full size)



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 or MS Word 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 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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Austrian Style