

METROJET **BLUE SKY**

METROJET BLUE SKY INFLIGHT MAGAZINE • YOUR PERSONAL COPY

OFFICIAL PUBLICATION FOR METROJET AIRLINE PASSENGERS



MEDIA KIT 2014



Company History

METROJET airlines was founded in 1993.

The airline has been operating charter flights to popular tourist destinations for over 20 years. The METROJET company is an associative member of the International Air Transport Association (IATA).

The airline's fleet consists of 9 modern aircraft manufactured by the European consortium Airbus: two A320 and seven A321 models.

The company's partners are major tour operators: BRISCO, TUI, Coral Travel.

The year 2013 is the beginning of a new stage in the airline's history: METROJET airlines joined the international Tourism Holding and Consulting (TH&C).

METROJET is a member of the European Tourism Association.

The airline's policies are based on the principles of high quality service and safety. METROJET today is a rapidly growing airline serving more than one million passengers a year.

Awards and Achievements

1998 – winner of the national «Wings of Russia» award: winner in the category «Most effective airline of the year».

1999 – laureate in the «Airline of the year – passenger carrier on domestic routes (group2)» category.

2003 – the airline holds a leading position among such air companies as Aeroflot, Siberia, UTair by the number of transferred passengers per employee (in Aeroflot this indicator is 386 passengers per employee, in Siberia – 680 passengers per employee, in UTair – 257 passengers per employee, while in METROJET (KOLAVIA) the number is 720 passengers per employee).

2005 – the company is among 20 leading Russian airlines by the number of passengers transferred.

2012 – the airline was awarded the title of «Most Accurate Airline» as a result of a competition organised by Moscow Domodedovo Airport.

2013 – METROJET ranked 14th among Russian airlines by number of passengers transferred according to the Federal Air Transport Agency.

2013 – carried its millionth passenger in 10 months of work.

2014 – became one of Russia's 11 leading airlines.

2014 – entered the European Tourism Association.

TH&C Holding

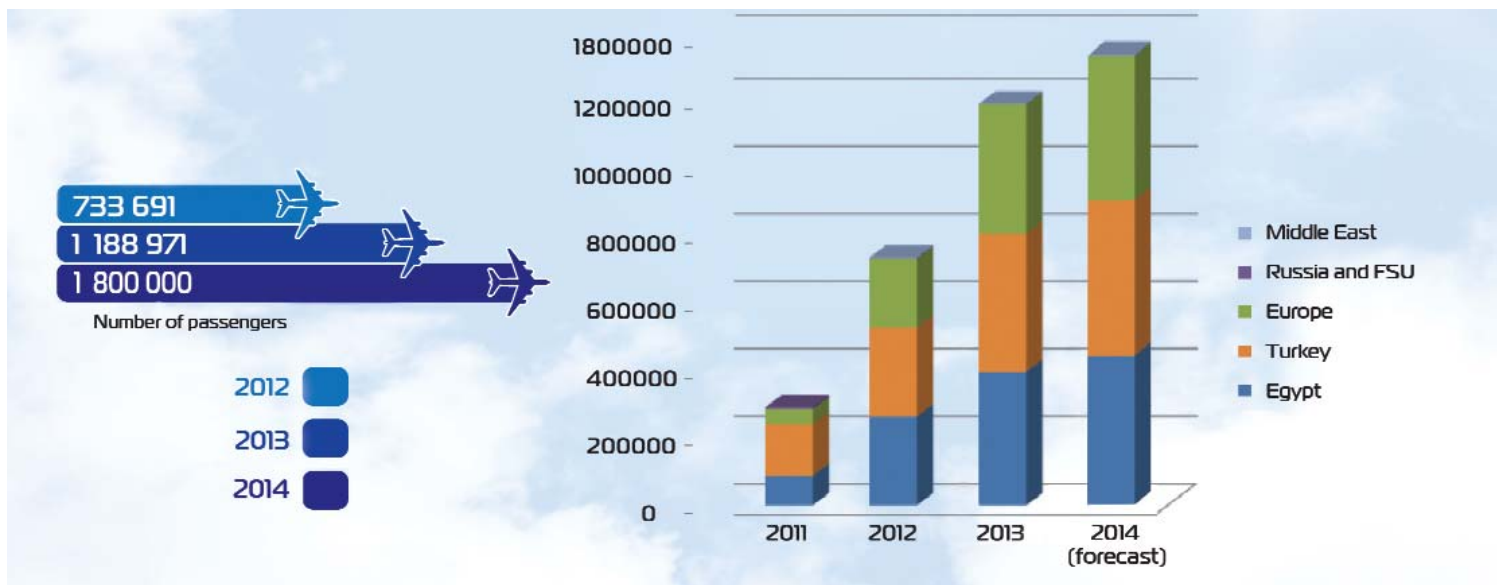
TOURISM HOLDING & CONSULTING (TH&C) – is an international multi-profiled vertically integrated holding that incorporates more than 35 financially successful companies operating in tourism and related fields on five continents. The holding was founded in 2004. Besides METROJET, it includes the tour operators Brisco, On Travel and Evelina Travel in Russia, GoAdventure in the Baltic states, the largest hosting company in Antalya the Prince Group, also the international hotel chain Euphoria, a network of niche agencies in Russia and Europe, a number of manufacturing companies in Turkey, and several minor assets. In 2013 the companies of the holding serviced more than 2 million clients from all over the world while remaining consistently faithful to the quality of its services at all stages. Care for its clients and partners combined with effective management and creation of a reliable network of affiliates are the holding's top priorities and vital instruments in achieving long-term strategic goals. The turnover of the holding in 2013 amounted to \$650 million, TH&C gives employment to 10,000 people around the world.

The website of the holding: www.thc.ru

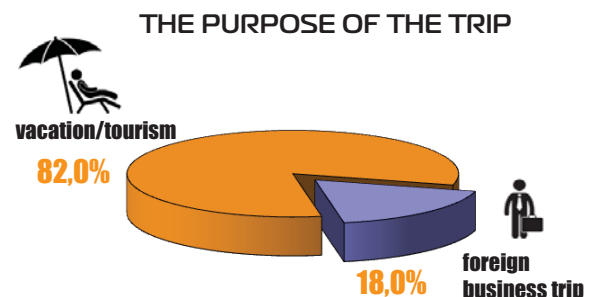
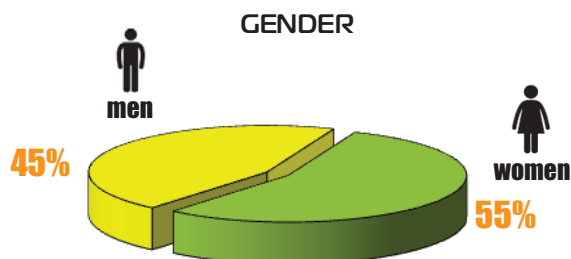
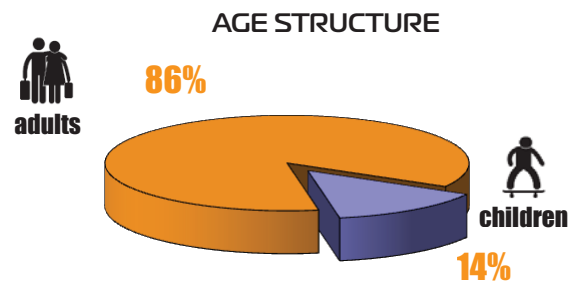
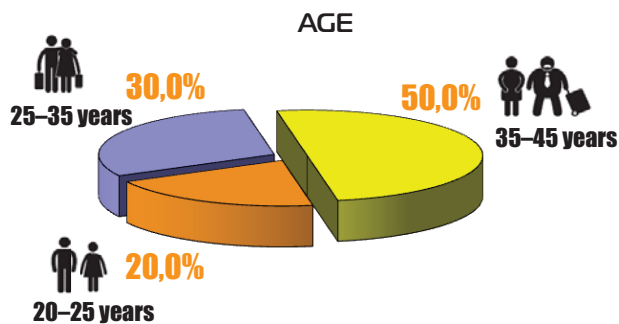
Passengers of METROJET Airlines

Number of passengers on routes

In 2013 METROJET was 14th by number of passengers transferred, and thus entered the top 15 largest airlines of the country. The company is ranked 3rd in terms of passenger growth, with 163% in 2013 against 2012.



Our Readers



* According to the airline Metrojet.

Fleet

The METROJET fleet consists of nine modern aircraft manufactured by the European consortium Airbus: two A320s and seven A321s. Forming the basis of the airline's fleet, the Airbus A320 and Airbus A321 are today the most popular types of aircraft in civil aviation. With their economical fuel usage, environmental friendliness and noise sensitivity, these models rank at the top of aircraft of the same class for air travel. **Main airport – Domodedovo.**



Aircraft Characteristics

Airbus 320

Passenger Capacity – 180
Number of pilots – 2
Cruise Speed – 840 km/h
Flight Range – 4600–5500 km
Maximum Takeoff Weight – 77 000 kg

Airbus 321

Passenger Capacity – 220
Number of pilots – 2
Cruise Speed – 840 km/h
Flight Range – 5600 km
Maximum Takeoff Weight – 89 000 kg

Aircraft Fleet

	2011	2012	2013	2014
A 320	2	2	2	2
A 321	1	4	7	7

Dynamics of Development

Operational Results 2012–2013

3 971

6 410

Number of flights

44

68

Number of Directions

14 076

23 252

Flight Hours

10 517, 56

18 139, 27

Aircraft-kilometers

1 967 854, 76

3 403 398, 81

Passenger Traffic
(thousands passengers kilometers)

177 106, 92

306 305, 90

Ton-kilometers
(thousands tons kilometers)

Passenger traffic reached 1,187,785 people

Geography of Flights

The main directions of flights from the Russian Federation – popular tourist destinations from Europe and the Russian Federation

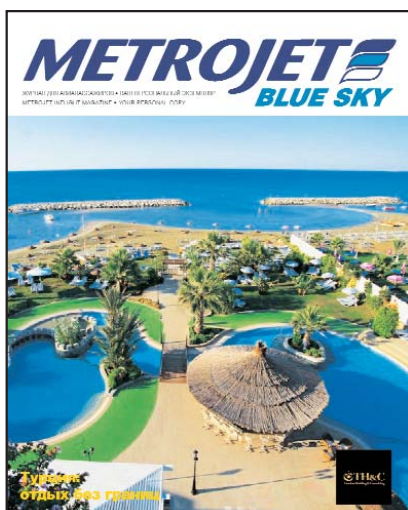


● Airports of departure: (15 cities of Russia)

Moscow (Domodedovo), St.Petersburg, Volgograd, Yekaterinburg, Krasnodar, Mineral Waters, Murmansk, Nizhny Novgorod, Omsk, Perm, Samara, Sochi, Ufa, Khanty-Mansiysk, Chelyabinsk.

● Main directions: (14 countries)

Austria: Salzburg; **Bulgaria:** Burgas, Varna; **Hungary:** Sármellék; **Greece:** Crete, Corfu, Rhodes; **Egypt:** Hurghada, Sharm el Sheikh, Marsa Alam; **Israel:** Tel Aviv; **Spain:** Barcelona, Ibiza, Palma de Mallorca; **Italy:** Verona, Rimini; **Norway:** Alesund; **UAE:** Dubai, Ras al-Khaimah, Fujairah; **Turkey:** Antalya, Bodrum, Dalaman; **Croatia:** Pula, Split; **Montenegro:** Tivat, Podgorica; **Czech Republic:** Pardubice.



METROJET *Blue Sky* Magazine

Circulation: 65,000 copies

12 issues per year

Number of pages: 128

Format: 210x264 mm

Audience: 150,000 people

METROJET Blue Sky – METROJET airline passenger magazine.

Distribution:

Onboard the METROJET airplanes, in Brisco tour agency sales office network, at the listed hotels' lobbies and reception desks:

**Euphoria Tekirova Hotel 5* (Kemer); Euphoria Aegean 5* (Izmir);
Euphoria Palm Beach 5* (Side); Euphoria Excelsior 5* (Side);
Euphoria Ostende 4* (Karlovy Vary).**

The METROJET Blue Sky illustrated magazine offers airline passengers an opportunity to enjoy their flight time while learning a lot of useful and interesting information.

METROJET Blue Sky magazine is free of charge, every passenger can take his or her copy away.

The information published in the METROJET Blue Sky magazine commands special attention. According to sociological studies, information received onboard an airplane is approximately twice as effective as anything to be found in an illustrated periodical elsewhere.

Columns

country



History and today, culture and current situation in different countries around the world

health



Wellness and SPA resorts

style



Celebrated designers and novelties of high fashion

As well as

My country

Touring the cities and regions of Russia

Exotics

Under-explored corners of our planet

City

Walkthroughs of the famous megapolises

Hotel

Best hotels of the world

Interior

History of furniture, traditional and innovative designs

Luxury

Costly toys for grownups

Real estate

Nuances of real estate in different regions of the planet

Cuisine

Cooking traditions of different nations of the world

Techno

Hi-tech novelties

Cinema

Life and work of movie stars

Advertisement 2014

Schedule for submitting advertisements

Issue	Booking deadline	Materials deadline	Publication date
august	11.07	18.07	01.08
september	08.08	15.08	01.09
october	12.09	18.09	01.10
november	10.10	17.10	01.11
december	10.11	14.11	01.12

Advertisement Prices

Spread	8800\$
Full page	5000\$
1/2 page	2600\$
2nd cover	6700\$
3d cover	6100\$
4th cover	8500\$

Special positions

1st AD position	6400\$
2nd AD position	6100\$
3d AD position	5900\$

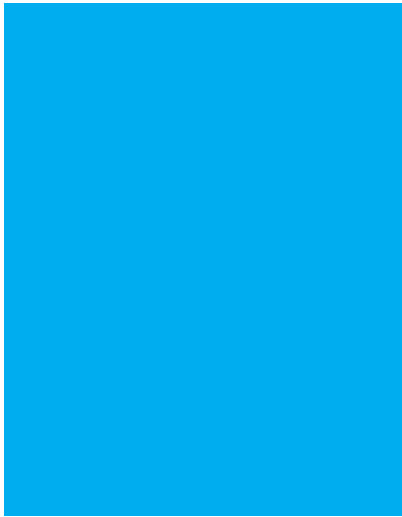
Extra payment for a specific place in the magazine – 20%

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.

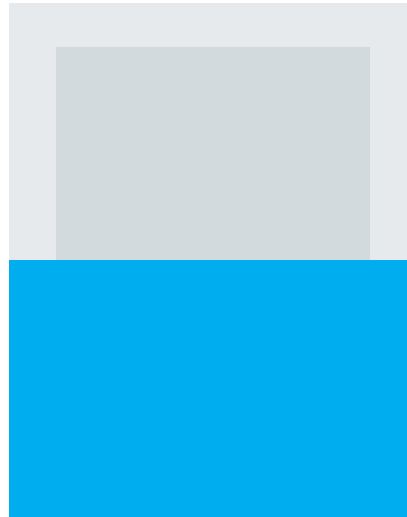
Discounts

in 2–4 issues a year	10%
in 5–8 issues a year	15%
in 9–11 issues a year	20%
in 12 issues a year	25%

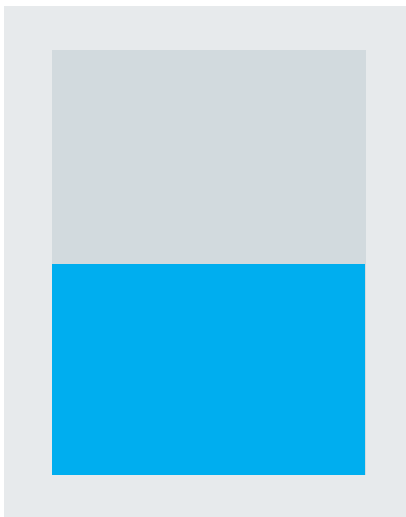
Advertisement Modules



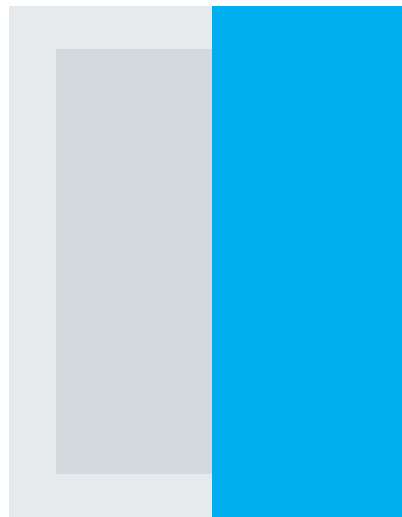
1/1 type page 210 x 264 mm
(220 x 274 mm full size)



1/2 of type page 210 x 130 mm
horizontally (215 x 135 full size)



1/2 of type page 172 x 111 mm
horizontally



1/2 of type page 117 x 264 vertically
(122 x 274 mm full size) only right page
and only in article

Technical Requirements

1. Materials are accepted on external SCSI and USB devices of the advertiser (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).

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