

PERFECT FLIGHT

ВЫСОКИЙ ПОЛЕТ



Illustrated magazine
for Russian passengers of foreign airlines

2018

Perfect Flight

Circulation: 80,000 copies

Frequency: 6 issues a year



Perfect Flight is meant for Russian-speaking passengers flying out of Moscow with foreign airlines.

Unique distribution on the flights of the airlines:

Aegean Airlines, Alitalia, China Eastern, China Southern, Hainan Airlines, JAL, Korean Air, Lufthansa, Royal Air Maroc, Royal Jordanian, Singapore Airlines, SWISS, Turkish Airlines, Vietnam Airlines.

Perfect Flight was first released in April 2001. Since then it has more than doubled in size, increased its circulation to 80,000 copies, and greatly extended the geography of flights.

Distribution:

- on the flights of the airlines:

Aegean Airlines (via Athens and Thessaloniki) Greece Europe;

Alitalia (via Roma and Palermo) South and North America;

China Eastern (via Shanghai and Xi'an) Eastern and South-East Asia;

China Southern (via Wuhan and Guangzhou) (Australia, South-East Asia);

Hainan Airlines (via Beijing) China and South-East Asia;

JAL (via Tokyo) Asia and Pacific;

Korean Air (via Seoul) directions Asia and Pacific;

Lufthansa (via Frankfurt and Munich), all world;

Royal Air Maroc (via Casablanca) Africa;

Royal Jordanian (via Amman) Asia;

Singapore Airlines (via Singapore and Houston) South East Asia, Australia, New Zealand, USA;

SWISS (via Zurich and Geneva) all world (only in business-class);

Turkish Airlines (via Istanbul), South-East Asia, Indian Ocean islands, Middle East;

Vietnam Airlines (via Ho Chi Minh, Hanoi) South East Asia;

- the standard version of the magazine is distributed in 12 Sheremetyevo business class and V.I.P. lounges, in Vnukovo Airport V.I.P. lounges and in business lounges of SWISS and Lufthansa in Domodedovo.

The illustrated magazine Perfect Flight helps passengers enjoy their flight by providing them with interesting and useful information.

The magazine is free, and passengers can keep their copies.

Information provided by Perfect Flight commands special attention. Sociological research suggests that information obtained from an in-flight magazine is twice as effective as anything to be found in other illustrated periodicals.

Audience

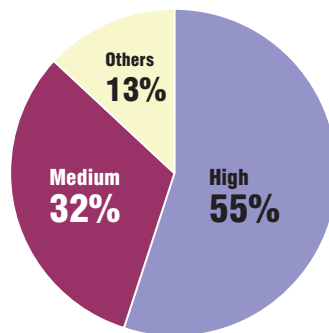


Our readers are active people with high levels of income, oriented at buying and consuming premium and deluxe goods and services.

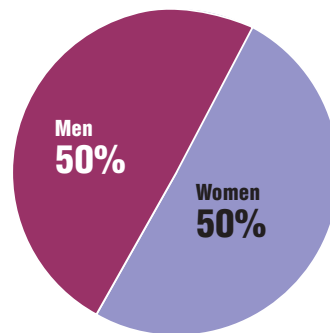
Perfect Flight audience are members of the Russian business elite, managers of big and medium-size business, their family members and Muscovites who maintain business contacts with foreign partners. A poll of the staffs of airports and air companies shows that 10 to 15% of passengers carry the magazine away. An average of seven passengers read every copy. Given the circulation of **80,000** copies, each issue has an audience of over **500,000** in 2017.

Many air companies conduct sociological polls of passengers. Using their data, we can draw a generalized portrait of our reader.

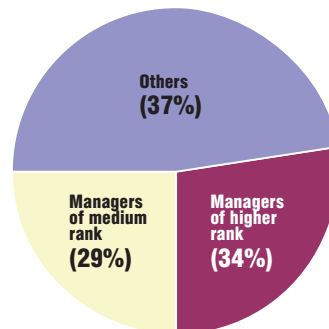
Income level



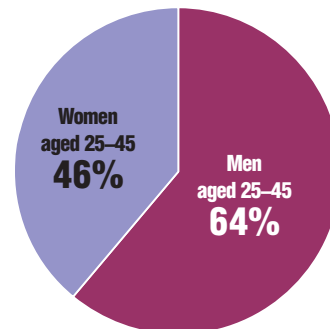
Gender



Occupation



Age/Gender



Distribution



Unique distribution on the flights of the airlines:

Aegean Airlines, Alitalia, China Eastern, China Southern, Hainan Airlines, JAL, Korean Air, Lufthansa, Royal Air Maroc, Royal Jordanian, Singapore Airlines, SWISS, Turkish Airlines, Vietnam Airlines.

PERFECT FLIGHT MAGAZINE is the magazine for Russian-speaking passengers who fly with foreign airlines

6 times a year with circulation of 80 000 copies per issue. The Perfect Flight Magazine is published as 17 special projects for 17 airlines which are distributed on flights out of Moscow.

1. **Aegean Airlines** (via Athens and Thessaloniki) Greece Europe.
2. **Alitalia** (via Roma and Palermo) South and North America.
3. **China Eastern** (via Shanghai and Xi'an) Eastern and South-East Asia.
4. **China Southern** (via Wuhan and Guangzhou) (Australia, South-East Asia).
5. **Hainan Airlines** (via Beijing) China and South-East Asia.
6. **JAL** (via Tokyo) Asia and Pacific.
7. **Korean Air** (via Seoul) directions Asia and Pacific.
8. **Lufthansa** (via Frankfurt and Munich), all world.
9. **Royal Air Maroc** (via Casablanca) Africa.
10. **Royal Jordanian** (via Amman), Asia.
11. **Singapore Airlines** (via Singapore and Houston) South East Asia, Australia, New Zealand, USA.
12. **SWISS** (via Zurich and Geneva) all world (only in business-class).
13. **Turkish Airlines** (via Istanbul), South-East Asia, Indian Ocean islands, Middle East.
14. **Vietnam Airlines** (via Ho Chi Minh, Hanoi) South East Asia.

The standard version of the magazine is distributed In Sheremetyevo-F business class lounge in Domodedovo Airport V.I.P. and in Moscow Central Ticket Office of Bulgaria Air.

Distribution

Sheremetyevo Airport



Airlines



21 flights per week



10 flights per week



21 flights per week



3 flights per week



7 flights per week



7 flights per week

Distribution

Sheremetyevo Airport. Terminal D



Business Lounges

Business Lounge «Gallery»



Business Lounge «Matreshka»



Business Lounge «Jazz»



Business Lounge «Blues»



Business Lounge «Klassika»



Distribution

Sheremetyevo Airport. Terminal E



Business Lounge «Cosmos»



Business Lounge «Galaxy»



Sheremetyevo Airport. Terminal F



Business Lounge «Zvezdny»



Business Lounge «Yantarny»



Business Lounge
«Classic lounge»



The official delegation
lounge



Distribution

Domodedovo Airport



Airlines



14 flights per week



3 flights per week



4 flights per week

Lufthansa Business Lounge



Distribution

Domodedovo Airport



Airlines



14 flights per week



28 flights per week

SWISS Business Lounge



4 flights per week

Distribution

Vnukovo Airport

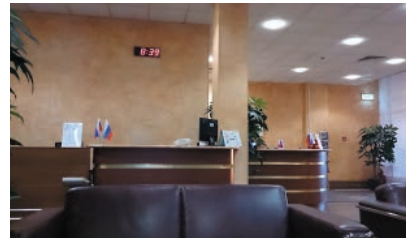


39 flights per week

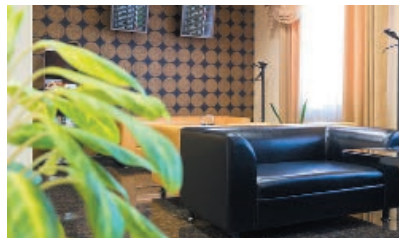
CIP Lounge
Turkish Airlines



The official delegation lounge



VIP Lounge
separate terminal



VIP Lounge. Terminal A



Business lounge. Terminal A



Business lounge TOP Lounge



Columns

Panorama – News column

Country – Past and present, culture and everyday life of different countries

City – Tours of world capitals and major cities

Tourism – The world's best resorts and tourist routes

Exotics – Little-studied corners of the world

Luxury – Luxury goods and services

Speed – Foremost trends in the world of cars

Hotel – The world's most fashionable hotels

Country



City



Tourism



Speed



Hotel



Columns

Cuisine – Perfect Flight gourmets are invited to choose any country on the world's gastronomic map and start on an exciting trip.

Real Estate – Where and how can you buy foreign real estate at a profit? Turn to the Real Estate column.

Health – The finest health SPA-resorts and clinics of worldwide open their doors to readers.

Legend – Human history in personalities and monuments of culture, science and engineering

Success – Past and present of legendary companies

MICE – Business tourism opportunities

Cuisine



Real Estate



Health



Prices

Extra payment for a specific place in the magazine - 20%.

Cost of placement is given without VAT.

Prices are valid only if a ready advertisement is submitted. Additional payment for editing, designing and making up.

Covers

2nd cover	7 000 Euro
3rd cover	7 000 Euro
4th cover	8 400 Euro

Special positions

1st AD position	6 150 Euro
2nd AD position	5 850 Euro
3d AD position	5 300 Euro

In Panorama section

Spread	7 500 Euro
Full page	4 100 Euro
1/2 page	2 250 Euro

In Articles section

Full page	4 100 Euro
1/2 page	2 250 Euro

Discounts

2 issues a year	- 5%
3 issues a year	- 10%
4 issues a year	- 15%
6 issues a year	- 20%

Advertisement 2018



Deadlines

Issue	Booking deadline	Materials deadline	Publication date
february–march	january 26	february 02	february 16
april–may	march 29	april 05	april 18
june–july	may 25	june 01	june 15
august–september	july 27	august 03	august 17
october–november	september 21	september 28	october 12
december 2017 – january 2018	november 23	november 30	december 14

Advertisement modules

In Panorama section

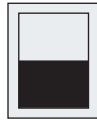
Panorama



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



1/2 of type page 210 × 130 mm horizontally, **only left type page** (215 × 135 full size)



1/2 of type page 177 × 111 mm horizontally, **only left type page**



1/2 of type page 104 × 264 vertically, **only left type page** (109 × 274 mm full size)

In Articles section

Articles

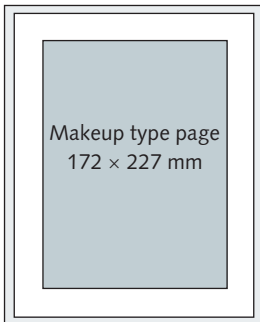


1/1 type page 210 × 264 (220 × 274 mm full size)



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

Technical Requirements



**Type page
of the magazine**

Nonbleed format
220 × 274 mm

Bleed format
210 × 264 mm

1. The makeup page must strictly correspond to the size of declared advertisement.
2. The electronic makeup page of 2/1 (center spread) format must be submitted in the form of a two-page document of bleed format.
3. If the composition of makeup page has elements standing through the nonbleed format of the type page equals the bleed format plus 5 mm on each side.
4. 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.
5. The carrier must contain all the files (EPS, 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:

EPS (except QuarkXPress EPS), TIFF, Adobe Illustrator (v8.x).

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.

6. 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).
7. Advertisement makeup pages composed on PC in the QuarkXPress, CorelDraw, PageMaker, InDesign and other programs shall not be accepted (converting to TIFF CMYK 300 dpi is possible).
8. 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 advertising 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



**We'll be happy
to answer your questions**

Tel.: (495) 974-2260 / 2262,
fax: (495) 974-2263.

E-mail: ad@vpolet.ru
www.vpolet.ru

Address:
109147, Moscow, Marksistskaya, 34, bldg. 10
SK PRESS PUBLISHERS
Perfect Flight