

MEDIA KIT 2020

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BII
PERFECT FLIGHT



Magazine for Russian passengers
of foreign airlines and guests of VIP-lounges of Moscow Airports

Perfect Flight

Circulation: 85,000 copies

Frequency: 6 issues a year



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

Air Arabia, Aegean Airlines, Alitalia, China Eastern, China Southern, Hainan Airlines, JAL, Oman Air, 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 85,000 copies, and greatly extended the geography of flights.

Distribution:

● on the flights of the airlines:

Air Arabia (Sharjah) Asia;

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;

Oman Air (Muscat) Asia;

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.

Distribution

Sheremetyevo Airport



Airlines

العربية للطيران
airarabia.com

7 flights per week

Alitalia

21 flights per week



10 flights per week



21 flights per week



3 flights per week



4 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

العربية للطيران
airarabia.com

7 flights per week



3 flights per week



7 flights per week



7 flights per week



14 flights per week



28 flights per week

SWISS Business Lounge



Distribution

Vnukovo Airport



39 flights per week

VIP Lounge
Turkish Airlines



VIP Lounge
separate terminal

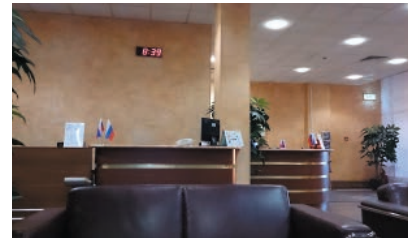


Business lounge. Terminal A



7 Perfect Flight

The official delegation lounge



VIP 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

Cuisine



Real Estate



Health



Prices

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

Basic positions

1/1 page	4 500 Euro
2/1 DPS (Double Page Spread)	8 500 Euro
1/2 page	2 300 Euro

Special positions: Pages

1/1 page in content section	6 500 Euro
1/1 page in news section	6 000 Euro
1/1 page in the first third of the magazine	5 500 Euro

Special positions: DPS

1st DPS (only as cover gate folder)	14 300 Euro
2/1 DPS in content section	13 900 Euro
2/1 DPS in the first third of the magazine	10 500 Euro

Special positions: Covers

2nd cover	8 500 Euro
3rd cover	8 500 Euro
4th cover	11 500 Euro

Discounts

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

Advertisement 2020



Deadlines

Issue	Booking deadline	Materials deadline	Publication date
february–march	january 31	february 06	february 19
april–may	march 27	april 02	april 15
june–july	may 22	may 28	june 10
august–september	july 24	july 30	august 12
october–november	september 25	october 01	october 14
december 2020 – january 2021	november 27	december 03	december 16

Technical Requirements

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:

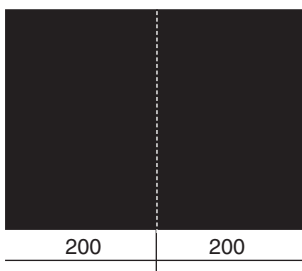
The control printout of the makeup page on paper is required. The printout must fully correspond to the makeup page on the client's carrier. No Xerox copy of the printout shall be accepted as a control printout.

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).

Advertisement modules

Cover gate-folder



400 × 264 mm
(410 × 274 mm full size)

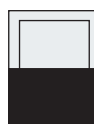
Standart modules



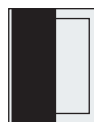
Spread 420 × 264 mm (430 × 274 mm full size)



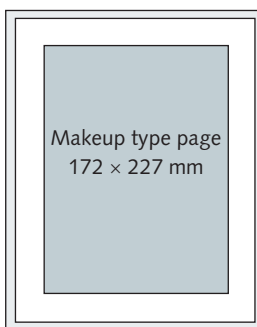
1/1 type page 210 × 264 mm (220 × 274 mm full size)



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



1/2 of type page 104 × 264 mm (109 × 274 mm full size)



Type page
of the magazine

Nonbleed format
220 × 274 mm

Bleed format
210 × 264 mm

Contacts



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

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SK PRESS PUBLISHERS

Perfect Flight