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PERFECT FLIGHT

MEDIA KIT 2021



PERFECT FLIGHT MAGAZINE is the magazine for guests of VIP- and business lounges of Russian airports and Russian-speaking passengers who fly with foreign airlines from Moscow

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**Perfect Flight
Circulation:
85,000 copies
Frequency:
6 issues a year**

2021 Distribution of PERFECT FLIGHT MAGAZINE

Airport		Passenger flow January-August, 2020, (Rosaviation data)	Circulation	% of Circ.
1. Moscow, Sheremetyevo	business and VIP lounges	13 306 000	12 000	14,1%
2. Moscow, Vnukovo	Official Delegations lounge	7 447 000	6 000	7,1%
3. Moscow, Vnukovo	Turkish Airlines business lounge		5 000	5,9%
4. Simferopol	business and VIP lounges	2 900 000	6 000	7,1%
5. Kazan	business and VIP lounges	1 174 000	6 000	7,1%
6. Mirvody	business and VIP lounges	1 102 000	6 000	7,1%
7. Tyumen	business and VIP lounges	856 000	6 000	7,1%
8. Perm	business and VIP lounges	835 000	5 000	5,9%
9. Omsk	business and VIP lounges	588 000	4 000	4,7%
10. Arkhangelsk	business and VIP lounges	393 000	3 000	3,5%
11. Voronezh	business and VIP lounges	323 000	3 000	3,5%
12. Naberezhnye Chelny	business and VIP lounges	271 000	3 000	3,5%
13. Chita	business and VIP lounges	219 000	3 000	3,5%
14. Stavropol	business and VIP lounges	196 000	3 000	3,5%
15. Cheboksary	business and VIP lounges	172 000	3 000	3,5%
16. Izhevsk	business and VIP lounges	170 000	3 000	3,5%
17. Ulianovsk	business and VIP lounges	164 000	3 000	3,5%
18. Belgorod	business and VIP lounges	150 000	3 000	3,5%
19. Nadym	business and VIP lounges	96 000	1 000	1,2%
20. Saransk	business and VIP lounges	29 000	1 000	1,2%
TOTAL			85 000	100%

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. 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



Perfect Fight

Distribution

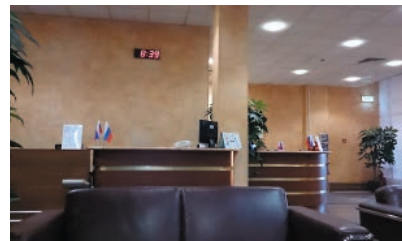
Vnukovo Airport



**VIP Lounge
Turkish Airlines**



**The official delegation
lounge**



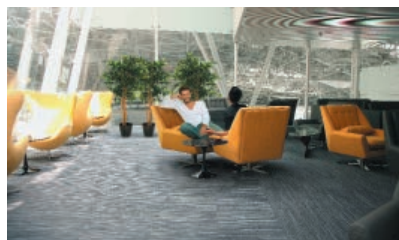
**VIP Lounge
separate terminal**



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

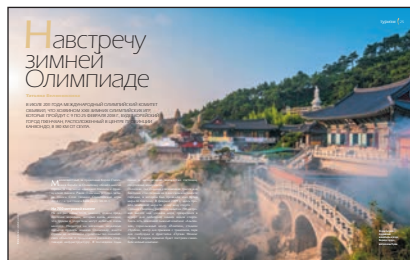
Country



City



Tourism



Speed



Hotel



Perfect Flight

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 2021



Deadlines

Issue	Booking deadline	Materials deadline	Publication date
february–march	january 29	february 04	february 17
april–may	march 12	march 18	march 31
june–july	may 28	june 03	june 16
august–september	july 23	july 29	august 11
october–november	september 24	september 30	october 13
december 2021 – january 2022	november 12	november 18	december 01

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:

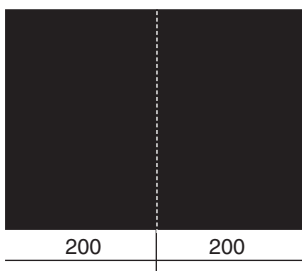
The control printout of the makeup page on paper is required. The printout must fully correspond to the makeup page on the client's carrier. No Xerox copy of the printout shall be accepted as a control printout.

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)

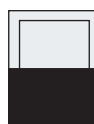
Standart modules



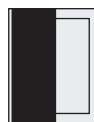
Spread 420 × 264 mm (430 × 274 mm full size)



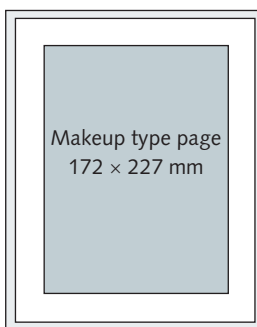
1/1 type page 210 × 264 mm (220 × 274 mm full size)



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