

MEDIA KIT 2022

ВШ
ВЫСОКИЙ ПОЛЁТ



PERFECT FLIGHT MAGAZINE is the magazine for guests of VIP- and business lounges of Russian airports



**Perfect Flight
Circulation:
85,000 copies
Frequency:
6 issues a year
Published
since 2001**

2022 Perfect Flight Distribution

Airport		Circulation	% of total	TOTAL PASSENGER FLOW OF AIRPORTS Jan-Sept according to Rosaviation data*
1. Abakan	Busines and VIP-lounges	1 000	1,2%	168885
2. Arkhangelsk	Busines and VIP-lounges	2 000	2,3%	695858
3. Barnaul	Busines and VIP-lounges	1 000	1,2%	333658
4. Belgorod	Busines and VIP-lounges	1 500	1,8%	361642
5. Bugulma	Busines and VIP-lounges	500	0,6%	28493
6. Vladikavkaz	Busines and VIP-lounges	2 000	2,4%	458759
7. Voronezh	Busines and VIP-lounges	2 500	2,9%	488217
8. Izhevsk	Busines and VIP-lounges	1 500	1,8%	351938
9. Irkutsk	Busines and VIP-lounges	3 000	3,5%	1326905
10. Kazan	Busines and VIP-lounges	4 000	4,7%	2569443
11. Kirov	Busines and VIP-lounges	1 000	1,2%	220889
12. Kursk	Busines and VIP-lounges	500	0,6%	67412
13. Lipetsk	Busines and VIP-lounges	1 000	1,2%	95190
14. Makhachkala	Busines and VIP-lounges	3 000	3,5%	1302705
15. Mineralnye Vody	Busines and VIP-lounges	4 000	4,7%	2067178
16. Moscow Vnukovo	Busines and VIP-lounges	7 500	8,8%	11772105
17. Moscow Donodedovo	Busines and VIP-lounges	4 000	4,7%	16527883
18. Moscow Sheremetyevo	Busines and VIP-lounges	12 000	14,1%	18802654
19. Naberezhnye Chelny	Busines and VIP-lounges	2 000	2,3%	399766
20. Nadym	Busines and VIP-lounges	500	0,6%	120668
21. Novokuznetsk	Busines and VIP-lounges	500	0,6%	295573
22. Omsk	Busines and VIP-lounges	2 500	2,9%	960848
23. Orenburg	Busines and VIP-lounges	500	0,6%	378911
24. Orsk	Busines and VIP-lounges	500	0,6%	102478
25. Saransk	Busines and VIP-lounges	500	0,6%	72736
26. Simferopol	Busines and VIP-lounges	4 500	5,3%	5000000
27. Stavropol	Busines and VIP-lounges	1 500	1,8%	387340
28. Surgut	Busines and VIP-lounges	2 500	2,9%	1217043
29. Syktyvkar	Busines and VIP-lounges	1 000	1,2%	450690
30. Tomsk	Busines and VIP-lounges	1 000	1,2%	315303
31. Tyumen	Busines and VIP-lounges	3 000	3,5%	1476181
32. Ulan-Ude	Busines and VIP-lounges	2 000	2,3%	500000
33. Ulyanovsk	Busines and VIP-lounges	1 500	1,8%	356530
34. Khabarovsk	Busines and VIP-lounges	2 500	2,9%	1193002
35. Khanty-Mansiysk	Busines and VIP-lounges	1 000	1,2%	255514
36. Khibiny	Busines and VIP-lounges	500	0,6%	60000
37. Cheboksary	Busines and VIP-lounges	1 000	1,2%	301022
38. Chita	Busines and VIP-lounges	1 500	1,8%	339708
39. Yuzhno-Sakhalinsk	Busines and VIP-lounges	2 000	2,3%	714541
40. Yaroslavl	Busines and VIP-lounges	500	0,6%	62132
		85 000	100,0%	72599800

* <https://favt.gov.ru/deyatelnost-ajeroporty-i-ajerodromy-osnovnie-proizvodstvennie-pokazateli-aeroportov-obyom-perevoz/>

Airports	Passenger flow 01-08, 2021r., Acc to Rosaviation data	Average passenger flow per two months	Average number of guests in Business and VIP-lounges per two months
Moscow	47 102 642	11 775 661	1 790 000
Regions except Moscow	24 877 762	6 219 441	489 000
TOTAL	71 980 404	17 995 101	2 279 000



Distribution

AIRPORTS

- Abakan
- Arkhangelsk
- Barnaul
- Belgorod
- Bugulma
- Vladikavkaz
- Voronezh
- Izhevsk
- Irkutsk
- Kazan
- Kirov
- Kursk
- Lipetsk
- Makhachkala
- Mineralnye Vody
- Moscow Vnukovo
- Moscow Domodedovo
- Moscow Sheremetyevo
- Naberezhnye Chelny





Distribution



AEROPORTS

Nadym

Novokuznetsk

Omsk

Orenburg

Orsk

Saransk

Simferpol

Stavropol

Surgut

Syktyvkar

Tomsk

Tyumen

Ulan-Ude

Ulyanovsk

Khabarovsk

Khanty-Mansiysk

Khibiny

Cheboksary

Chita

Yuzhno-Sakhalinsk

Yaroslavl



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

Art of Eco – eco-hotels, natural and organic food and cosmetics

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 and Beauty – 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 2022



Deadlines

Issue	Booking deadline	Materials deadline	Publication date
february–march	january 28	february 02	february 15
april–may	march 25	march 31	april 12
june–july	may 27	june 02	june 14
august–september	july 22	july 28	august 09
october–november	september 23	september 29	october 11
december 2021 – january 2022	november 25	december 01	december 13

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:

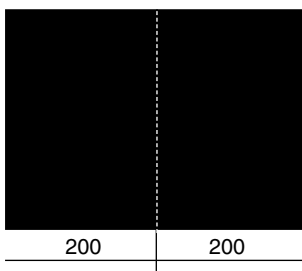
The control printout of the makeup page on paper is required. The printout must fully correspond to the makeup page on the client's carrier. No Xerox copy of the printout shall be accepted as a control printout.

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)

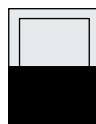
Standart modules



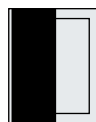
Spread 420 × 264 mm (430 × 274 mm full size)



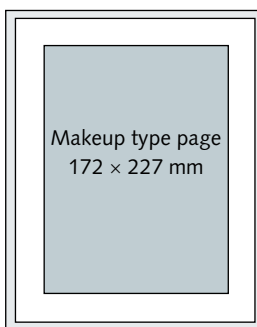
1/1 type page 210 × 264 mm (220 × 274 mm full size)



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

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