

MEDIA KIT 2023

ВП
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**

2023 Perfect Flight Distribution

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

At present time the magazines are distributed at VIP and business lounges of Airports of:

- Abakan
- Arkhangelsk
- Barnaul
- Belgorod
- Blagoveshchensk
- Bugulma
- Cheboksary
- Chita
- Domodedovo Airport/Moscow
- Irkutsk
- Izhevsk
- Kazan
- Khabarovsk
- Khanty-Mansiysk
- Khibiny
- Kirov
- Kurgan
- Kursk
- Lipetsk
- Magnitogorsk
- Makhachkala
- Naberezhnye Chelny
- Nadym
- Novokuznetsk
- Orenburg
- Orsk
- Saransk
- Sheremetyevo Airport/Moscow
- Simferopol
- Sochi
- St. Peterburg
- Stavropol
- Surgut
- Sykt'yvkar
- Tomsk
- Tyumen
- Ufa
- Ulyanovsk
- Ulan-Ude
- Vnukovo Airport/Moscow
- Voronezh
- Yaroslavl
- Yuzhno-Sakhalinsk

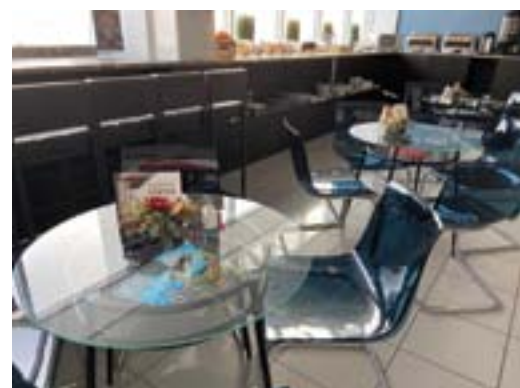
	Passenger flow 2021	Average passenger flow for 2 months 2021	Average number of guests in VIP and business lounges
Moscow	60'300'000	10'050'000	351'250
Regions without Moscow	38'040'000	6'340'000	228'500
TOTAL	98'340'000	16'390'000	579'750



Distribution

CITIES/AIRPORTS

- Abakan
- Arkhangelsk
- Barnaul
- Blagoveshchensk
- Belgorod
- Bugulma
- Cheboksary
- Izhevsk
- Kazan
- Khabarovsk
- Khanty-Mansijsk
- Khibiny
- Kirov
- Kurgan
- Kursk
- Lipetsk
- Magnitogorsk
- Makhachkala
- Moscow Vnukovo
- Moscow Domodedovo
- Moscow Sheremetyevo





Distribution

CITIES/AIRPORTS

**Naberezhnye
Chelny**

Nadym

Novkuznetsk

Orenburg

Orsk

St.Peterburg

Saransk

Simferopol

Sochi

Stavropol

Surgut

Syvtykvar

Tomsk

Tyumen

Ufa

Ulan-Ude

Ulyanovsk

Voronezh

Yaroslavl

Yuzhno-Sakhalinsk



Distribution

Sheremetyevo Airport. Terminal B and C



Business Lounges

Business Lounge «Rublev»



Business Lounge «Kandinsky»



Business Lounge «Chagal»



Distribution

Vnukovo Airport



**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 2023



Deadlines

Issue	Booking deadline	Materials deadline	Publication date
february–march	january 25	february 01	february 14
april–may	march 22	march 29	april 11
june–july	may 24	june 01	june 13
august–september	july 19	july 26	august 08
october–november	september 20	september 27	october 10
december 2022 – january 2023	november 22	november 29	december 12

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:

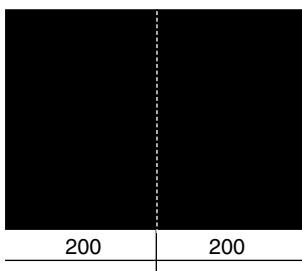
The control printout of the makeup page on paper is required. The printout must fully correspond to the makeup page on the client's carrier. No Xerox copy of the printout shall be accepted as a control printout.

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)

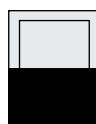
Standart modules



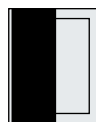
Spread 420 × 264 mm (430 × 274 mm full size)



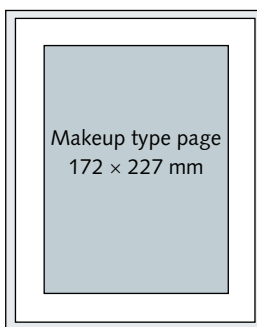
1/1 type page 210 × 264 mm (220 × 274 mm full size)



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