

Scandinavian Style

FOR RUSSIAN PASSENGERS OF SAS

MEDIA KIT 2009



MAGAZINE FOR RUSSIAN
PASSENGERS OF SAS
SCANDINAVIAN AIRLINES



Luxury Inflight Collection

Scandinavian Style, illustrated magazine for Russian passengers of Scandinavian Airlines, belongs to a set of elite publications for air passengers - the **Luxury Inflight Collection (LIC)**.

The Luxury Inflight Collection is targeted at the most well-to-do Russians, those who regularly use the services of foreign air lines and business aviation companies. Over 60 per cent of passengers flying out of Russia with foreign air lines are Russian speaking.

The **Luxury Inflight Collection** consists of the following magazines:

Fly Italian – for Russian passengers of Alitalia (Italy);

Austrian Style – for Russian passengers of Austrian (Austria);

Deutsche Vita - for Russian passengers of Lufthansa (Germany);

Scandinavian Style – for Russian passengers of SAS (Denmark, Norway, Sweden);

Singapore Style – for Russian passengers of Singapore Airlines (Singapore);

Swiss Style – for Russian passengers of Swiss International Air Lines (Switzerland);

Vysokiy Polyot (Perfect Flight) – for passengers of business aviation companies and Russian passengers of foreign air lines.

Advantages of **Luxury Inflight Collection**:

- the unique way in which the magazines are distributed guarantees that they reach members of the business elite and high-income Russians;
- the opportunity to place advertisements both in one issue and by package, and also the flexible discount system make it possible to carry information to its target audience with minimal costs.





Scandinavian Airlines

SAS SCANDINAVIAN AIRLINES

The SAS Group is a fourth largest aviation & tourism group in Europe. The consortium comprises Scandinavian Airlines, airBaltic, Blue1, Spanair and Wideroe. From January until July 2007, over 40 million passengers used the services of the SAS Group companies. SAS Scandinavian Airlines makes one daily flight to Copenhagen and one to Stockholm from Moscow and St. Petersburg. In 2006, SAS carried over 240,000 passengers from Russia to Scandinavia and back. The company's data suggests that some 60 percent of these passengers are Russian speakers. The SAS fleet operating on Russian routes consists of Boeing 737-600, Airbus A-320, MD-81 and MD-87 aircraft.

The company offers the most convenient routes across Northern Europe to the United States and Asian countries. It makes 12 intercontinental flights from two major transit airports: in Copenhagen and Stockholm, while the airline companies that operate under code-sharing agreements on joint marketing of flights and SAS partners can bring passengers to any other destination in the world.

SAS Scandinavian Airlines takes special pride in being one of the founders of the Star Alliance, launched on May 14, 1997, jointly with Air Canada, Lufthansa, Thai Airways and United Airlines. Over the past decade, the Star Alliance has become the world's largest association of air carriers. Today its family comprises the world's twenty one best airline companies and three regional members. In 2007/2008 three new companies are joining the alliance.

Every year the Star Alliance members carry over 499 million passengers (more than one-fourth of world passenger traffic), using more than 975 airports in 162 countries around the world.



Your Personal Copy

SAS Scandinavian Airlines offers passengers a new service - Scandinavian Style, a Russian-language magazine that supplies passengers with a lot of useful, entertaining and well-illustrated information.

The magazine is distributed:

- in the offices of SAS and its partners;
- among SAS clients;
- in the departure lounges of the Sheremetievo-2 Air Terminal (Moscow) and Pulkovo (St. Petersburg);
- on trolleys for press before departure of SAS from Moscow and St. Petersburg to Copenhagen and Stockholm;
- in the VIP lounges of the airports of Copenhagen and Stockholm.

The magazine's audience consists of members of the business elite, statesmen and public figures, senior executives of big and medium businesses and members of their families.

Information available in Scandinavian Style commands special attention. According to sociological analysis, information obtained from a magazine on board an aircraft is approximately twice as effective as information found in any other illustrated magazine.

Scandinavian Style is free, and every passenger can take his/her copy away.

Columns

events



Announcements of forthcoming holidays, festivals, carnivals, fairs and exhibitions

panorama

News, highlights, events

city



Tours of old and modern streets of the Scandinavian cities

region



Acquaintance with the points of interest and the traditions of the cantons of Denmark, Norway and Sweden

active leisure



Active leisure on Scandinavian's famous resorts

Columns

SAS destination



Selected SAS routes

cuisine



Scandinavian cuisine

drink



Scandinavian drinks

company



Famous companies of Danmark, Norway and Sweden

Advertisers

HENNESSY, LATIO REAL ESTATE, VOLVO, BELGIAN VILLAGE, BLIZH-NAYA DACHA, GARAGE №1, CAPITAL-GROUP

Коммерческая недвижимость в Риге

www.latio.lv

ТРАДИЦИИ РОССКОШНОЙ ЖИЗНИ

www.capital-group.ru

ПО ПРОГНОЗАМ УЧЕНЫХ, ТЕЛЕПОРТАЦИЮ ИЗОБРЕТУТ В 2253 ИЛИ 2254 ГОДУ. ПОКА ЭТОГО НЕ ПРОИЗОШЛО, САМЫМ УДОБНЫМ И ЭФФЕКТИВНЫМ СПОСОБОМ ПЕРЕМЕЩЕНИЯ В ПРОСТРАНСТВЕ ОСТАЕМСЯ МЫ.

www.garage1.ru | 495 221 22 77

Можно просто смотреть на изумрудную зелень, но лучше знать, что это трава такое, главное - контакт в правильное место.

www.baleno.ru

Достойный лучший здесь счастье обретет! Лучшее и уютное с дружной командой

Близкая дача

722 77 11

www.baleno.ru

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GREAT RUSSIAN TRADITIONS

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Отдых на горнолыжных курортах

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www.karlson-tourism.ru

ВО ВСЕ ДРУЖИ НАДЕЖНЫ

www.volvocars.ru

Экономь Экстра - больше возможностей.

www.vaz.ru

www.vin.ru

Как правильно выбрать горные лыжи? Найди ответ в КАНТЕ!

www.kant.ru

Advertisement 2009

SCHEDULE FOR SUBMITTING ADVERTISEMENTS

Issue	Booking deadline	Materials deadline	Publication date
Spring	March 02	March 04	March 16
Summer	June 02	June 04	June 18
Autumn	August 31	September 03	September 15
Winter 2009/10	December 01	December 07	December 17

Advertisement Prices

Spread	\$14 900
Full page	\$7 600
1/2 page	\$3 900
2nd cover	\$11 900
3d cover	\$11 900
4th cover	\$14 900

Special positions

1st AD position	\$ 11 400
2nd AD position	\$ 10 640
3d AD position	\$ 9 880

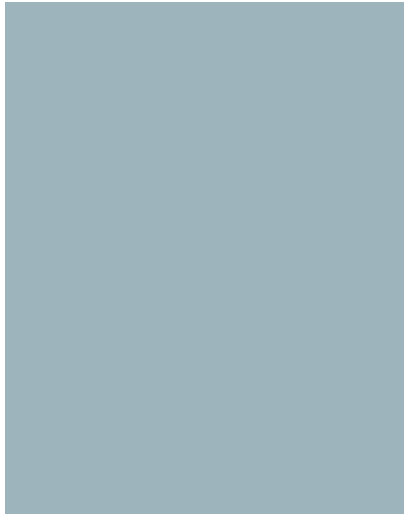
Extra payment for a specific place in the magazine – 20%

The prices given are valid only if a ready advertisement is submitted. There must be additional payment for editing the text, designing and making up.

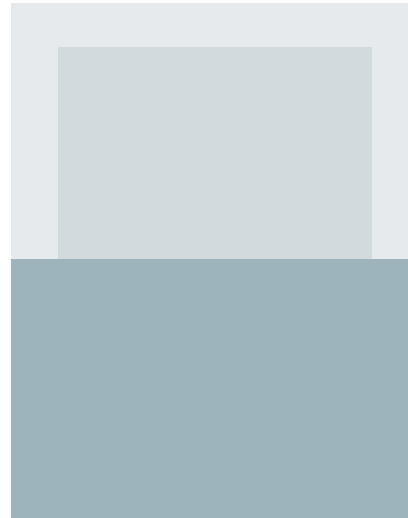
Discounts

in 2 issues a year	10%
in 3 issues a year	15%
in 4 issues a year	20%

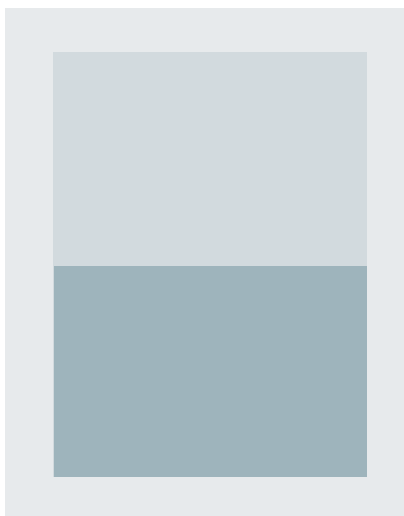
Advertisement Modules



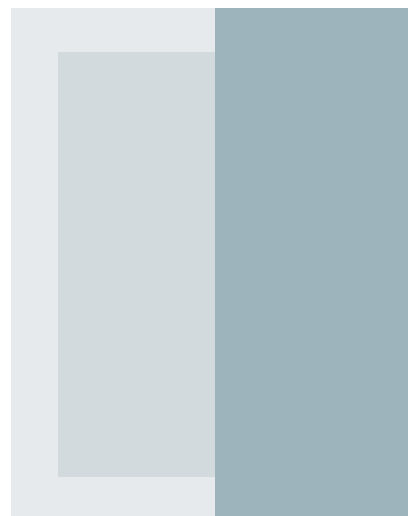
1/1 type page 210 × 264 mm
(220 × 274 mm full size)



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



1/2 of type page 172 × 111 mm
horizontally



1/2 of type page 117 × 264
vertically (122 × 274 mm full size)
only right page and only in article

Technical Requirements

1. Materials are accepted:
on CDs (PC);
on external SCSI and USB devices of the advertiser (PC);
on 3.5» diskettes (PC)
 2. The makeup page must strictly correspond to the size of declared advertisement.
 3. The electronic makeup page of 2/1 (center spread) format must be submitted in the form of a two-page document of bleed format.
 4. If the composition of the makeup page has units standing through, the nonbleed format of the type page equals the bleed format plus 5 mm on each side.
 5. 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.
 6. The carrier must contain all the files (EPS, ASCII, 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 (in order of preference):
QuarkXPress 4x (PC), EPS ASCII (except QuarkXPress EPS), TIFF,
Adobe Illustrator (v8.x – 9v).
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.
7. 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).
 8. Advertisement makeup pages composed on PC in the CorelDraw or MS Word programs shall not be accepted (converting to TIFF CMYK 300 dpi is possible).
 9. Advertisement makeup pages composed on Macintosh in the QuarkXPress, CorelDraw, PageMaker 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 advertisement 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
ALL YOUR QUESTIONS**

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Scandinavian Style