

# Singapore style

FOR RUSSIAN PASSENGERS OF SIA

**MEDIA KIT 2010**



MAGAZINE FOR RUSSIAN PASSENGERS OF SINGAPORE AIRLINES



# Luxury Inflight Collection

**Singapore Style**, illustrated magazine for Russian passengers of Singapore 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.





# Singapore Airlines

In 2007 Singapore Airlines (SIA) was named the world's best international airline company. Its route network connects 100 destinations in 41 countries, including those which use the services of Singapore Airlines Cargo and SIA's regional wing, SilkAir, which carry passengers to the most interesting spots in Asia and Oceania.

Moscow flights are made by Boeing 777-300 aircraft. On March 2008, Singapore Airlines launched flights from Singapore to Moscow on a daily basis by adding four nonstop flights a week to the existing three Singapore-Moscow flights. These four flights have the final destination in Houston, USA. To date, the annual passenger traffic on the Moscow-Dubai-Singapore route is more than 70,000, and, according to the company's data, some 65 percent of these passengers have a working command of Russian.

In line with its global strategy of offering its clients top-level service and advantages, including round-the-world trips, on April 1, 2000, Singapore Airlines joined the world's largest association of air carriers - the Star Alliance. At present, the Star Alliance comprises 21 major international airline companies. This partnership brings added benefits to passengers - with Star Alliance's members they can travel to more than 975 destinations in 162 countries around the world.



# Your Personal Copy

Singapore Airlines offers passengers a new service - Singapore 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 Singapore Airlines and its partners;
- among the clients of Singapore Airlines;
- in the departure lounges of Domodedovo Airport;
- on trolleys for press before departure of Singapore Airlines aircraft from Moscow;

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 Singapore 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.

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

# Columns

## sia news



Singapore Airlines news

## sia events



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

## sia business



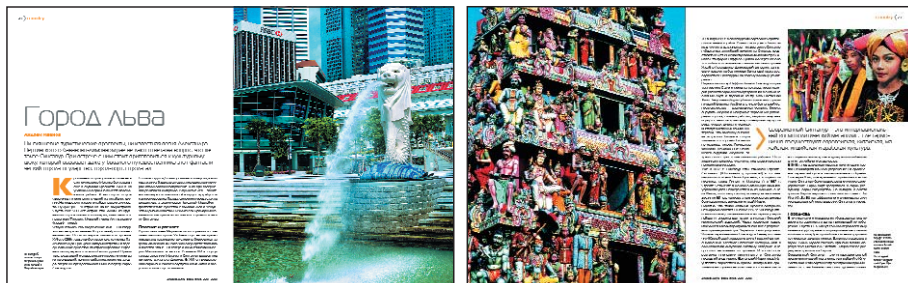
Singapore business

## sia panorama



News, highlights, events

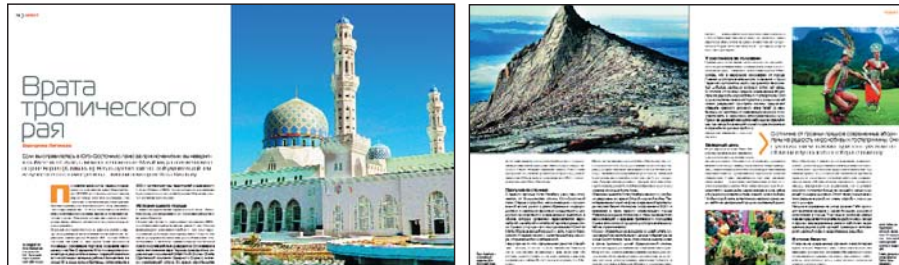
## sia country



An exciting tour of South-East Asia

# Columns

## sia resort



Exotic resorts of the region

## sia destination



Selected SIA routes

## sia cuisine



Secrets of South-East Asia cuisine

## sia leisure



Active recreation, sports, exciting trips, points of interest

# Advertisers

MALAYSIAN TOURISM BOARD, MANDARIN TOUR, MERITUS HOTELS, PLANTATION BAY, RAMA HOTELS, RENAISSANCE HOTEL, SENTOSA PARK, SINGAPORE TOURISM BOARD, THE FULLERTON HOTEL, SWISSOTEL, BELGIAN VILLAGE.

**Как приятно кататься горные лыжи? Майда едет в KANTO!**

14 525 руб.

Бесплатный телефон в РФ 800 333 37 32 (звонок бесплатный)

**KANTO SKI**

**БЕСКОНЕЧНЫЕ ВЫХОДНЫЕ в swissotel**

Все, что нужно сделать, чтобы выходные были долгими? Расположиться в уютной комнате, наполненной солнцем, и расслабиться. Вы можете не покидать пределы страны, а можете отправиться в путешествие по Европе. В swissotel вы можете наслаждаться всеми удобствами отеля, не покидая пределы страны.

**swissotel**

ОКТАБРЬ 2007 года  
**ПЕРВЫЙ В МИРЕ А380 ПОКОРЯЕТ НЕБО**

Singapore Airlines: новый взгляд на путешествия

**Sentosa**  
Your Tropical Getaway

Enjoy your winter on the sunny side of Sentosa

Сентоза - это идеальное место для отдыха. Здесь вы можете наслаждаться солнцем, морем и свежим воздухом. Сентоза предлагает множество вариантов отдыха: от спокойных прогулок до захватывающих приключений. Здесь вы можете насладиться прекрасными видами, насладиться вкусной едой и выпить коктейль. Сентоза - это идеальное место для отдыха.

**Singapore**

Легко добраться, приятно в Сингапуре жить и по дилетантскому литанию редко попадают в список бестселлеров.

**Singapore**

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.garage.ru** | 800 221 2177

**УЛОВИ ВКУС АЗИИ**

MARKET

Скандинавская, 14, стр. 1, тел. 800-65-31, 800-02-70, www.8881-88827.ru

можно просто смотреть на изумрудную землю, но лучше знать, что эта земля твоя, главное - контакт и правильное место

**780 780**

**МАЛАЙЗИЯ**  
Идеальный тропический уголок

**TOURISM MALAYSIA**  
www.tourismmalaysia.ru

**TRANSIBERIAN**

**GREAT RUSSIAN TRADITIONS**

**RENAISSANCE**

**Новогодние праздники**  
Счастливые воспоминания в месте в ажиотаже

Китай, Бали, Мальдивы, Соломоны, Малакка, Австралия, Новая Зеландия, Карибы, ОАЭ

Мальдивы ОАЭ

Мандаринский Тур

**MANDARIN TOUR**  
978-2280

ресторан **СЫР**

Вудни превращает в пир

Для счастливых вечеров с друзьями и семьей в уютном боксе

Для романтического вечера на острове вешего блюда

Тел.: (855) 650-7770

# Advertisement 2010

Schedule for submitting advertisements

<b>Issue</b>	<b>Booking deadline</b>	<b>Materials deadline</b>	<b>Publication date</b>
spring	february 22	february 26	march 09
summer	may 31	june 03	june 15
autumn	august 30	september 03	september 14
winter	december 02	december 06	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.

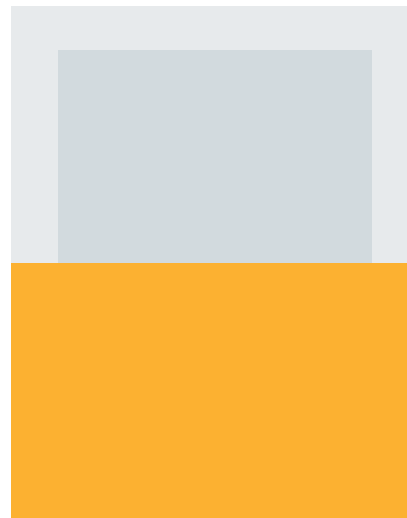
# Discounts

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

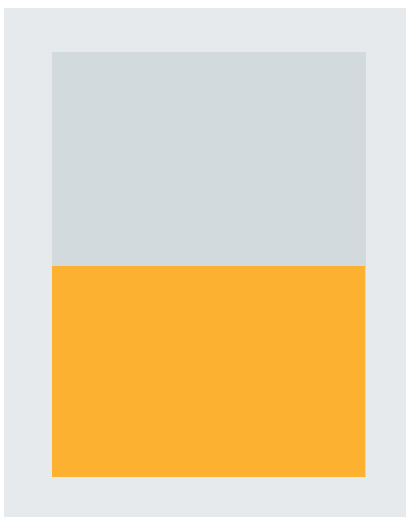
# Advertisement Modules



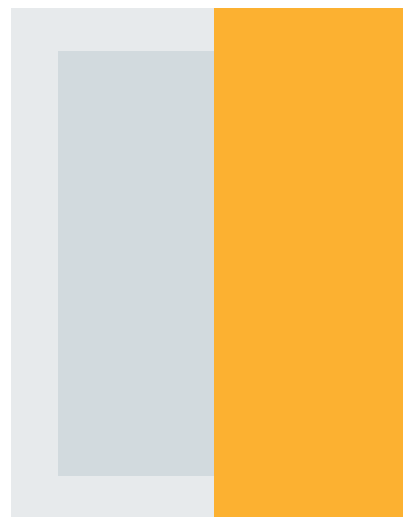
**1/1** type page 210 x 264 mm  
(220 x 274 mm full size)



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



**1/2** of type page 172 x 111 mm  
horizontally



**1/2** of type page 117 x 264 vertically  
(122 x 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, PageMaker, InDesign and other 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, 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 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**

Tel.: (495) 974-2260 / 2262,  
fax: (495) 974-2263.

E-mail: [ad@vpolet.ru](mailto:ad@vpolet.ru)  
[www.vpolet.ru](http://www.vpolet.ru)

Address:  
109147, Moscow, Marksistskaya, 34, bldg. 10  
SK Press Publishers  
Singapore Style