



# style

FOR RUSSIAN PASSENGERS OF SWISS

**MEDIA KIT 2010**



MAGAZINE FOR RUSSIAN PASSENGERS OF SWISS INTERNATIONAL AIR LINES



## Luxury Inflight Collection

**Swiss Style**, illustrated magazine for Russian passengers of Swiss International Air Lines, 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 losses.

ВЫСОКИЙ ПОЛЕТ

DeutscheVita

Austrian Style

SAS Scandinavian Style

FLY Italian

swiss style

Singapore style



# Swiss International Air Lines

The Swiss national air company was founded in 1931. On April 1, 2002, it was renamed Swiss International Air Lines, or SWISS for short. Since 1967, the company has been making regular flights on the Moscow-Zurich route.

The most pleasant way to get to Switzerland is by flying with the SWISS company. SWISS spells safety, high standards, hospitality, impeccable service, and the best features of the Swiss national character: circumspection and precision in handling all issues, and attention to details.

From Domodedovo International Airport, SWISS makes two daily flights to Zurich and one flight to Geneva and one daily flight from St. Petersburg to Zurich. It handles a passenger traffic of over 200,000 people. According to the company's data, some 80% of them are Russian speakers. SWISS connects Moscow to 73 cities in 40 countries around the world. It flies to Moscow on Airbus A320. Its convenient schedule – an early departure from Moscow and late arrival – is ideal for passengers who want to spend an entire working day in Zurich or to get convenient connections to other SWISS flights.

At Domodedovo International Airport, SWISS has its own departure area for business-class passengers and participants in the program for frequent travelers with the status of Swiss TravelClub Silver, Swiss TravelClub Gold, and Swiss Circle.



# Your Personal Copy

The SWISS is now offering passengers one more service – SWISS Style magazine. This magazine published in Russian will make your flight a pleasant experience by entertaining you with interesting, useful and beautifully illustrated information.

**The magazine is distributed:**

- in the offices of the SWISS air company and its partners;
- all over the SWISS client base;
- in the departure areas of the Domodedovo terminal (Moscow) and Pulkovo (St. Petersburg);
- in the SWISS VIP lounge;
- in the lounges for official delegations and VIP lounges of Domodedovo;
- in the business lounges of Domodedovo.

# Columns

## swiss news



SWISS news

## swiss beauty



Alpine spas

## swiss events



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

## swiss city



Tours of old and modern streets of the Swiss cities

# Columns

## swiss region



Acquaintance with the points of interest and the traditions of the cantons of the Swiss Confederation

## swiss travel



Switzerland's famous resorts

## swiss hospitality



Traditions of Swiss hospitality

## swiss made



Masterpieces of the high art of watch-making

# Columns

## swiss russia



Famous Swiss in Russia and Russians in Switzerland

## swiss destination



Selected SWISS routes

## swiss taste



Secrets of Swiss cuisine

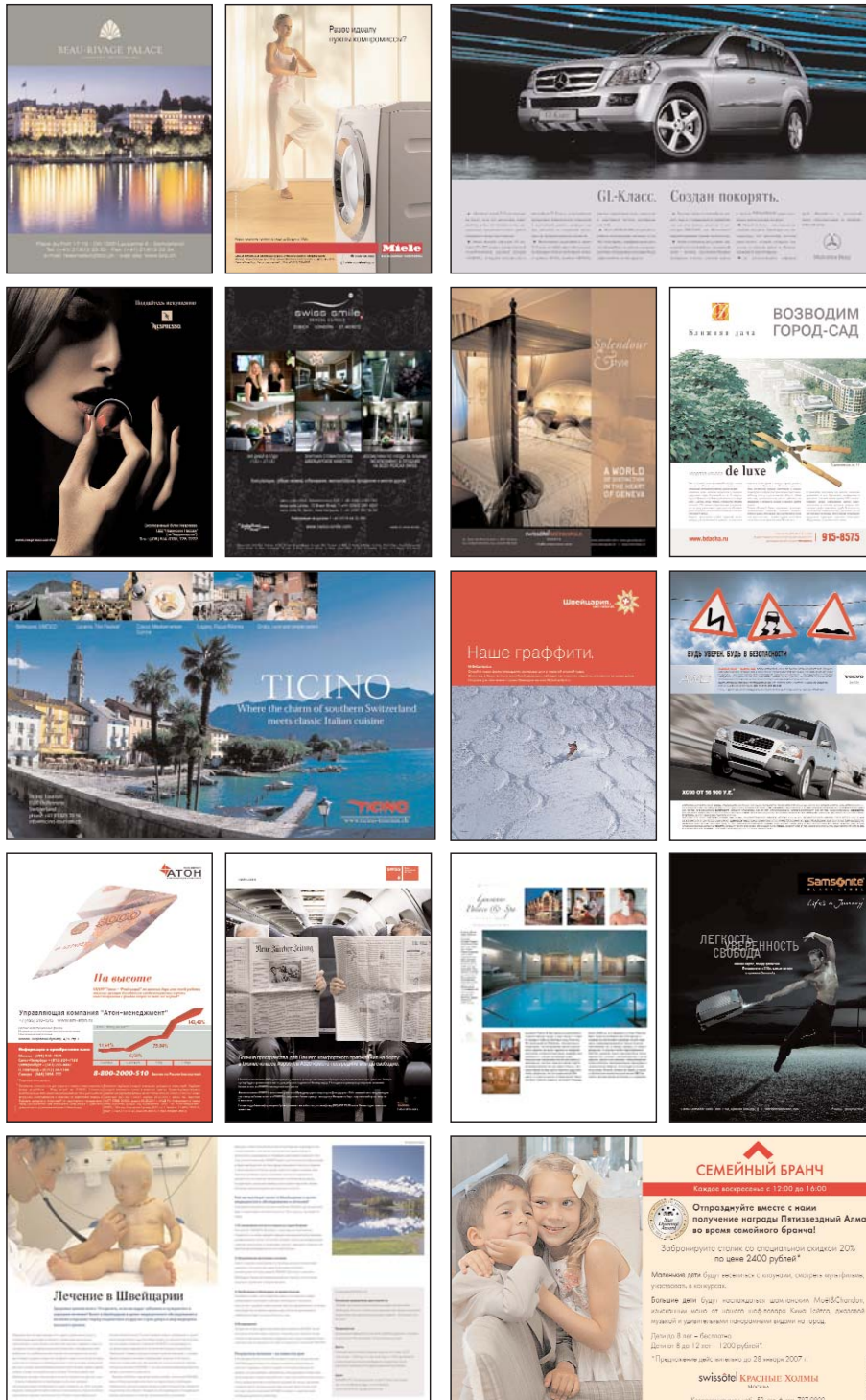
## swiss world



Useful information for SWISS passengers: registration, luggage, electronic tickets, hand luggage, intercontinental flights, airports, SWISS contact information

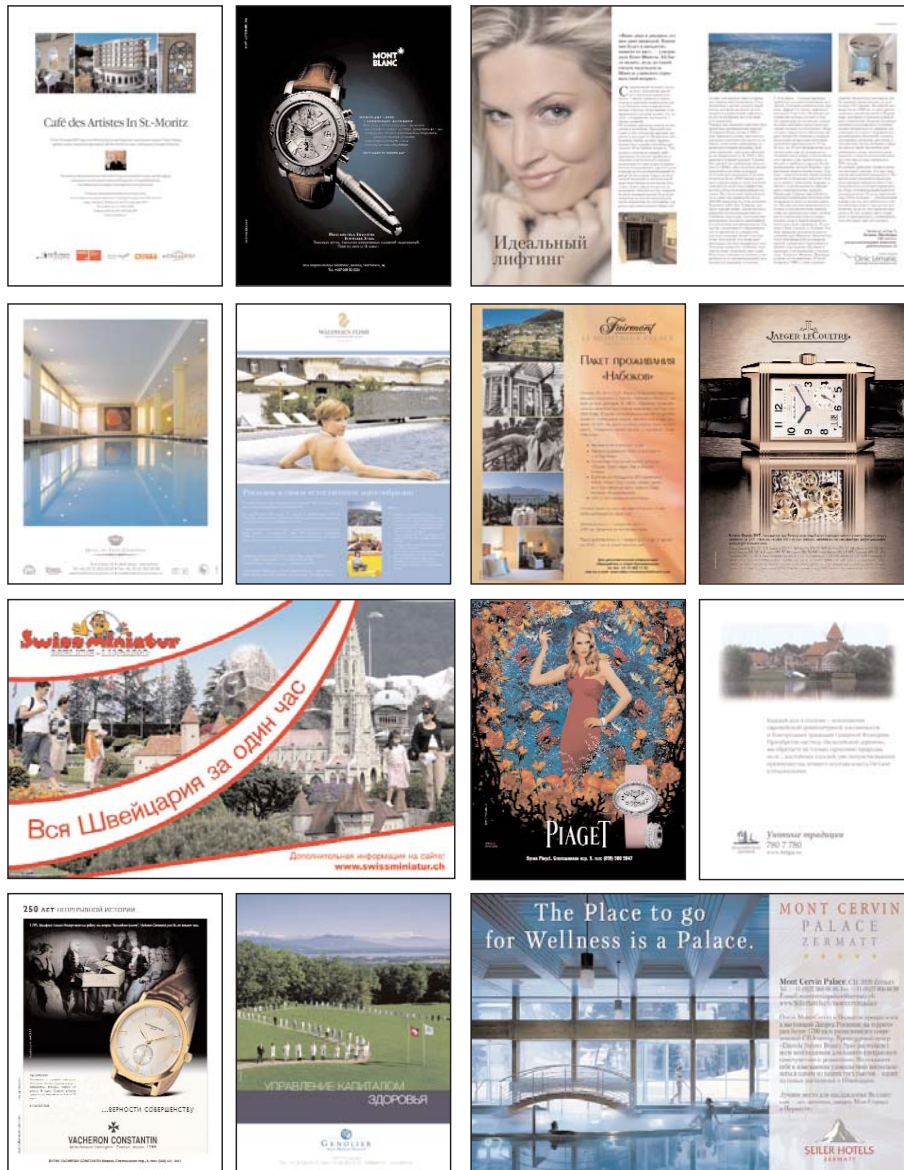
# Advertisers

AQUARIUS, Aton management, BARKLEY, BEAU-RIVAGE PALACE, Lausanne Palace & Spa, Mercedes-Benz, Miele, Near Dacha, Nespresso, Samsonite, Swiss Getal, Swissotel, Swiss Smile Dental Clinics, SWIXMED,, Ticino-tourism, Volvo.



# Advertisers

Belgian Village, Cafe des Artistes, Clinic Lemanic, Fairmont Le Montreux Palace, Glenolier, Hotel de Trois Coronnes, JagerleCoultre, Kempinski, MARBEL, Montblanc, Mont Cervin Palace, Piaget, Philips, VACHERON CONSTANTIN, Waldhouse Flims.



# Advertisement 2010

## SCHEDULE FOR SUBMITTING ADVERTISEMENTS

<b>Issue</b>	<b>Booking deadline</b>	<b>Materials deadline</b>	<b>Publication date</b>
Spring	February 15	February 18	March 03
Summer	May 24	May 27	June 09
Autumn	August 23	August 26	September 09
Winter 2010/11	November 22	November 25	December 07

## Advertisement Prices

Spread	\$14 900
Full page	\$7 600
1/2 page	\$3 900
2nd 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.

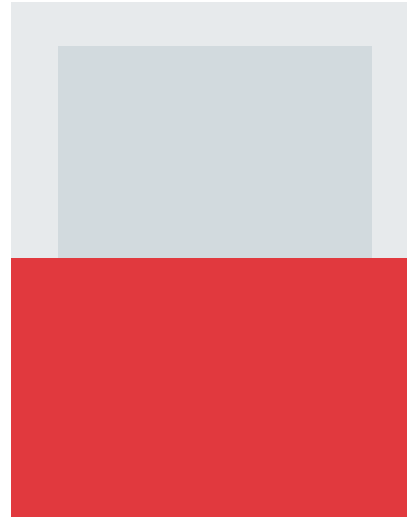
## Discounts

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

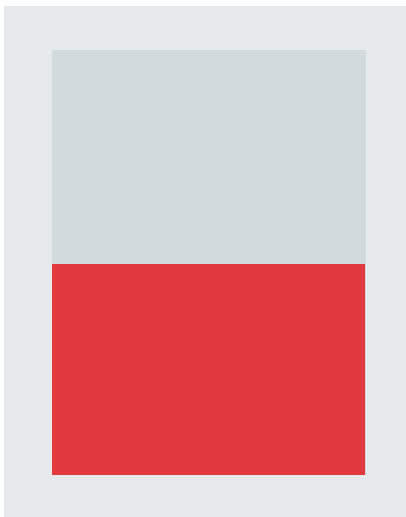
# Advertisement Modules



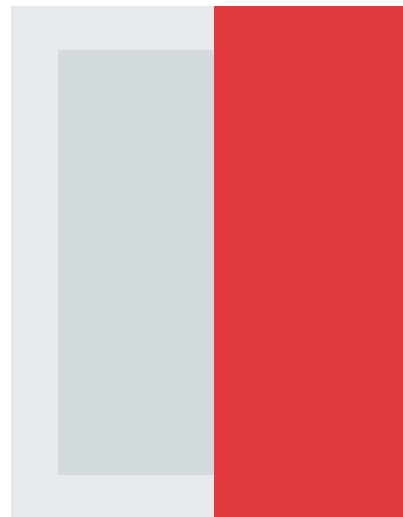
**1/1** type page 210 × 264 mm  
(220 × 274 mm full size)



**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).  
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 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**

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