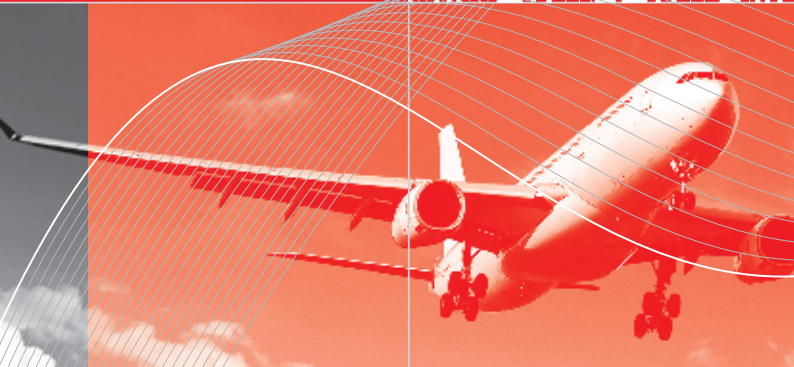
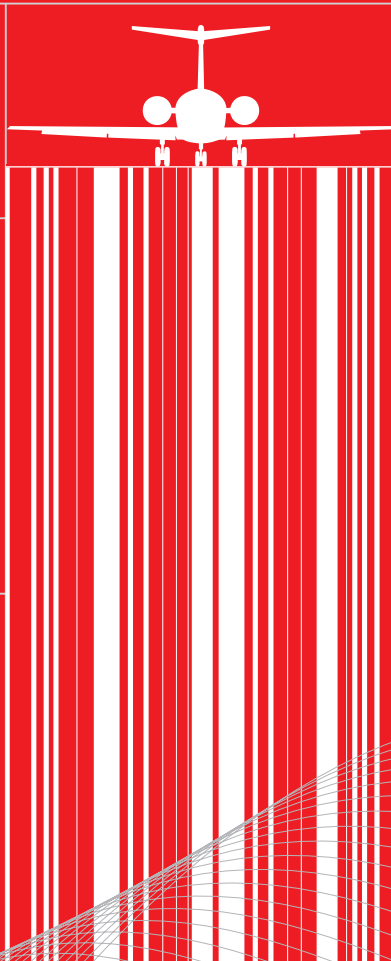


ЛИНИЯ

ПОЛЕТА

FLIGHT LINE MAGAZINE

ЖУРНАЛ ДЛЯ АВИАПАССАЖИРОВ



www.spbfp.ru

e-mail: adv@spbfp.ru

MEDIA KIT

ЛИНИЯ ПОЛЕТА

FLIGHT LINE MAGAZINE
ЖУРНАЛ ДЛ Я А В И А П А С С А Ж И Р О В



Established and published by Viraton Ltd.

4N, 8, Olminskogo St.,
192029, St. Petersburg, Russia
Phone/ fax: +7 (812) 412-0942, 412-5894
info@spblp.ru (editorial office)
adv@spblp.ru (advertising department)
www.spblp.ru

Flight Line Magazine is fascinating and informative companion of the air passenger onboard or in the airport.

Flight Line Magazine is an illustrated informative-and-entertaining edition as well as an effective media-instrument for advertising and PR-campaigns of country or regional scale.

Characteristics:

Published since 2004.
Mass media registration number: ПИ № 2-7189.
ISSN 2075-4884.
Publication frequency – monthly.
Format – 210 x 297 мм (A4).
Full-colour.
Volume – not less than 80 pages.
Circulation – 45 000. Readership – over 0.7 million per month.
Distributed free onboard of 12 airlines of Russian Federation and CIS countries and in 13 Russian airports.

Flight Line Magazine has a unique system of distribution

providing high effectiveness of advertising. Magazines can be found in the seatbacks and on the desks in the airports. Passengers read the magazine not only during the flight or while waiting the boarding announced. As air companies and airports researches show they are encouraged to keep their copy and read it at home or in the office, during breaks or workday.

Inflight distribution in the seatbacks:

KOLAVIA	All flights
Kostroma Air Enterprise	All flights
ORENAIR	All flights
Polet Airlines	All flights
Pskovavia	All flights
RusLine	All flights
Saratov Airlines	All flights
Severstal	All flights
Vladivostok Air	All flights
Yakutia Aircompany	All flights

By July 2010:

- Total fleet of partner airlines – 250 aircrafts and over 50 helicopters.
- Total number of scheduled flights passengers – over 0.5 million monthly.

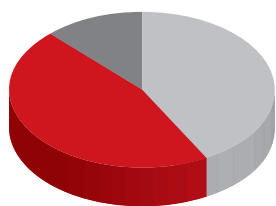
Distribution in the airports (on the desks):

St. Petersburg (Pulkovo), Arkhangelsk (Talagi), Kazan, Kaliningrad (Khrabrovo), Kostroma, Murmansk, Orenburg (central), Petrozavodsk (Besovets), Pskov, Saratov, Surgut, Ufa, Cherepovets.

AUDIENCE

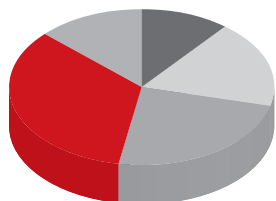


Monthly readership is over 0.5 million air passengers. According to air companies and airports researches magazine has the following audience.



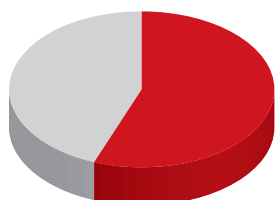
Reason for travelling

- Business – 42 %
- Leisure activities – 46 %
- Other personal reasons – 12 %



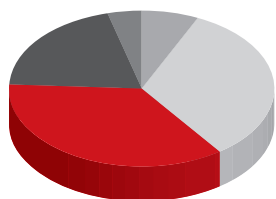
Frequency of flying

- More than once a month – 11 %
- Not less than once a month – 18 %
- At least once in 3 months – 24 %
- Twice per year – 34 %
- Once a year and more seldom – 13 %



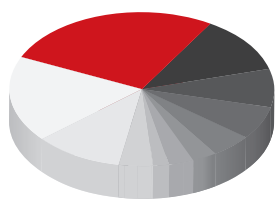
Male/female split

- 56 %
- 44 %



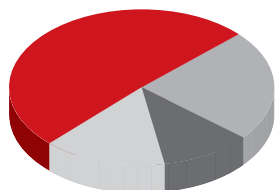
Age

- Less than 18 years – 7 %
- 18-30 years – 33 %
- 31-45 years – 36 %
- 45-60 years – 20 %
- More than 60 years – 4 %



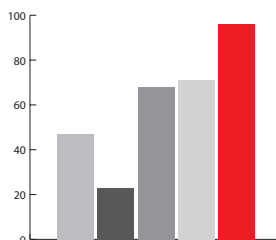
Occupation

- Business owners – 11 %
- Company managers and top-managers – 18 %
- Managers and experts – 27 %
- Government employees – 12 %
- Military and security agents – 8 %
- Employees of air companies and air craft industry – 7 %
- Students and schoolchildren – 5 %
- Freelancers – 3 %
- Pensioners – 3 %
- Housewives – 2 %
- Other – 4 %



Monthly income

- Over 100.000 rubles – 15 %
- 50.000-100.000 – 51 %
- 30.000-50.000 – 23 %
- Less than 30.000 – 11 %



Property

- House or apartment – 47 %
- Country cottage – 23 %
- Car – 68 %
- Computer – 71 %
- Cell phone – 96 %

Most of our readers have wide interests and active social position, appreciate their time and know how to manage it properly. They regularly travel on business and personal purposes and go on family holidays at least twice a year. They have high living standards which affect their preferences in goods and services. So Flight Line Magazine's readers rely on quality, popularity of brands and reputation of companies.

DISTRIBUTION MAP



- | | | | | |
|---------------|-------------------|--------------------|--------------------------|-------------------|
| Abakan | Frankfurt-am-Main | Makhachkala | Oulu | Tashkent |
| Aktau | Gomel | Manila | Perm | Tbilisi |
| Aktubinsk | Gyanja | Mezen | Pechora | Tianjin |
| Almaty | Hannover | Mineralnye Vody | Petropavlovsk | Tiksi |
| Anapa | Hanoi | Minsk | Petropavlovsk-Kamchatsky | Tivat |
| Antalya | Harbin | Mirniy | Petrozavodsk | Tokyo |
| Apatity | Hurgada | Monastir | Prague | Tomsk |
| Arkhangelsk | Irkutsk | Moscow | Pskov | Toyama |
| Astana | Istanbul | Munich | Pula | Troms |
| Astrakhan | Izhevsk | Murmansk | Pusan | Tyumen |
| Atyrau | Kaliningrad | Naberezhnye Chelny | Rostov-on-Don | Ufa |
| Baden-Baden | Kazan | Nadym | Rovaniemi | Ulan-Ude |
| Baku | Kemerovo | Nalchik | St. Petersburg | Ulyanovsk |
| Bangkok | Khabarovsk | Namangan | Salekhard | Uralsk |
| Barnaul | Khanty-Mansiysk | Naryan-Mar | Samara | Usinsk |
| Bayan-Ulgij | Khudzhand | Nefteyugansk | Samarkand | Ust-Kamenogorsk |
| Beijing | Kiev | Neryungri | Saratov | Uralsk |
| Belgorod | Kitakyushu | Niigata | Seyoul | Urumchi |
| Beloyarskiy | Kogalym | Nizhnokamsk | Sharm-el-Sheikh | Vladikavkaz |
| Blagoveshensk | Kostanay | Nizhnevartovsk | Shymkent | Vladivostok |
| Bratsk | Kostroma | Nizhny Novgorod | Simferopol | Volgograd |
| Bugulma | Kotlas | Novokuznetsk | Singapore | Voronezh |
| Burgas | Krasnodar | Novosibirsk | Sochi | Yakutsk |
| Chanchun | Krasnoyarsk | Norilsk | Solovki | Yanji |
| Chelyabinsk | Kulyab | Noviy Urengoy | Sovetskiy | Yuzhno-Sakhalinsk |
| Chita | Kyzyl | Noyabrsk | Stavropol | Zaysan |
| Dalian | Kyzylorda | Nyagan | Stuttgart | Zhezkagan |
| Dubai | Larnaka | Odessa | Surgut | |
| Dushanbe | Leshukonskoye | Omsk | Syktvykar | and other cities |
| Ekaterinburg | Lipetsk | Orenburg | Tambov | |
| Erevan | Magadan | Orsk | Taraz | |
| Erzurum | Magnitogorsk | Osaka | Tarko-Sale | |

TABLE OF CONTENTS



Wide variety of themes and original materials provide demanding audience with diverse and thrilling reading. **The main topic of the issue** is featured in several articles including Last Page section.

Most of the sections including the sector for travelers AROUND THE WORLD contain materials of Life Style category, however the articles included are not just entertaining but also informative. Furthermore the magazine has special BUSINESS and AVIATION sectors.

Flight Line Magazine regularly holds competitions for readers (some supported by partners and advertisers), publishes ratings and reviews (in particular, in the sections "Top-10", "Flight Line' Choice" and others).

MAIN SECTORS AND SECTIONS

AROUND THE WORLD

Stories of fascinating travels, far countries, amazing corners of our planet. Biggest cities and lost villages. Extreme and resort holidays. Photographic coverage, tourist feedbacks, hotels reviews and mini-guides for shopaholics. Customs and traditions of different nations. Russia by the eyes of foreigners and foreigners by the eyes of Russians. Sections covering these and many other topics are: "Planet of discoveries", "Dream Islands", "My Russia", "Top-10", "Destination", "Shopping", etc.

AVIATION

This sector is dedicated to the aviation. History, news, calendar of events. Articles about airports and aircrafts. Guidelines for travelers and opinions of experts.

BUSINESS

Business sector with articles concerning business, management and career. Specially commissioned content from business owners, management, marketing, finance, personnel specialists and consultants. Special design and matt paper help the reader to find BUSINESS sector easily and separates it from the articles dedicated to aviation, travels and life style.

Person

Interviews with interesting people and articles about famous persons, e.g. actors, sportsmen, constructors and discoverers, artists and singers, writers and scientists, businessmen and fashion designers.

Psychology

The art of self-discovery and cognition of surrounding world. Tests for self-appraisal. Psychologists' advices.

Speed

Articles about cars, motorcycles, scooters, snowmobiles and other vehicles. Test-drives. Suggestions of professionals.

Sports

Amateurs and professionals tell about different sports and sport events.

Health

Healthy life style, doctors' advices, news in disease prevention and treatment.

Beauty

Creating your own style. Stylists advices. Cosmetology.

Fashion House

Style and fashion. Photo sessions presenting the collections of famous fashion designers.

Jewelry Box

Pieces of jewelry, suggestions for selecting and wearing jewelry, novelties and classics in the world of jewelry fashion.

Taste

Cuisine of different countries, restaurant etiquette, history of meals and drinks, recipes from leading chiefs and barmen.

Hi-Tech

Hi-tech world. New products reviews. Selection and use suggestions.

My House

Choosing and buying real estate, e.g. apartment, house, villa or country cottage. Design of interior – from traditional to innovative. Creating your own style and comfort conditions.

Parents' Corner

Harmonious development of child. Role of mother and father. Problems of education in the family and in the society. Generation gap.

Free Time

How to spend free time: information of tours and plays, concerts and exhibitions.

Northern Venice

St. Petersburg and its environments. History, architecture, sights and culture of Northern Capital.

ADVERTISING OPPORTUNITIES AND PRICES*



➔ **Flight Line Magazine** offers wide range of advertising instruments assuring effective advertising and PR-campaigns.

➔ **Basic advertising opportunities:**

- Modular advertisements
- Advertorials
- Sponsorship of sector, section or feature

➔ **Additional advertising opportunities:**

- Competition for readers
- Inset on thickened paper or coated board
- Duplex inset business cards on coated board with punching
- Tips-on
- Enclosure of flyers and other printed matters as well as discount cards, product samples, etc.

Additional advertising opportunities help the advertisers to place advertisements considering the target audience mainly in geographic respect. We can use part of the circulation for putting up the advertisements taking into consideration advertiser's wishes and distribution system. In particular you can post the enclosures in a certain part of the circulation distributed onboard of a certain air company or on desks in a certain airport, etc.

➔ **Conversions**

Conversions for modules and other advertising opportunities are used for the purpose of unification.

Area dimensions in respect of magazine page:
2/1, 1/1, 2/3, 1/2, 1/3, 1/4, 1/6 – spread, 1 page,
2/3 of the page, half page, 1/4 of the page,
1/6 of the page respectively.

Page orientation (mentioned after the size):
x or y – horizontal or vertical module
respectively.

Non-bleed module with margins on the page
(after size and orientation): m (for margins).

Conversions for different advertising
opportunities (mentioned before the size):

adv – advertorial
news – news
spons – sponsorship
comp – competition
inset – inset
card – business card
encl – enclosure

➔ **Discounts in case of lump sum payment for advertising in several issues:**

- 5% - in 2 issues
- 10% - in 3 issues
- 15% - in 4 and more issues

➔ **Liability for observance of laws**

Advertiser is obliged to provide the compliance of advertising materials with legislative requirements, in particular concerning the advertising of certain products and services (tobacco, alcohol, beer, medicines, medical products and services, financial services, etc.)

➔ **Right of surrender to place advertisement**

Editorial office reserves the right to surrender to place an advertisement should it not comply with the legislation, ethical principles, editorial and artistic concept of the edition, technical requirements of presentation of the layout.

*All prices include 18 % VAT and are valid till 31.12.2011

MODULAR ADVERTISING



Bleed size = trim size + 5 mm from each side



Page
trim size
210 x 297 mm
bleed size
220 x 307 mm



Spread
trim size
420 x 297 mm
bleed size
430 x 307 mm

Inside front cover
trim size 210 x 297 mm
bleed size 220 x 307 mm
USD 9300,00 / EUR 7100,00

Inside back cover
trim size 210 x 297 mm
bleed size 220 x 307 mm
USD 8100,00 / EUR 6100,00

Outside back cover
trim size 210 x 297 mm
bleed size 220 x 307 mm
USD 12500,00 / EUR 9500,00

Front page
trim size 210 x 297 mm
bleed size 220x 307 mm
USD 6500,00 / EUR 5000,00

**Page in front of/ near
table of contents,
in front/ near
of editorial page**
trim size 210 x 297 mm
bleed size 220 x 307 mm
USD 6200,00 / EUR 4550,00

Inner spread
trim size 420 x 297 mm, bleed size 430 x 307 mm
USD 9300,00 / EUR 7100,00

First spread
trim size 420 x 297 mm, bleed size 430 x 307 mm
USD 12500,00 / EUR 9500,00

Spread in front of editorial page
trim size 420 x 297 mm, bleed size 430 x 307 mm
USD 10100,00 / EUR 7700,00

VERTICAL MODULE

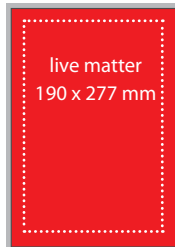
HORIZONTAL MODULE

1/1



size 175 x 256 mm

1/1 ym



trim size 210 x 297 mm
bleed size 220 x 307 mm

1/1 y*



size 256 x 175 mm

1/1 xm

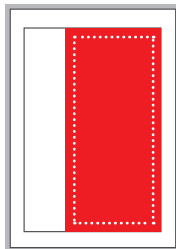


trim size 297 x 210 mm
bleed size 307 x 220 mm

1/1 x*

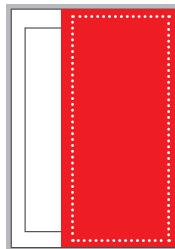
USD 5500,00 / EUR 4100,00

2/3



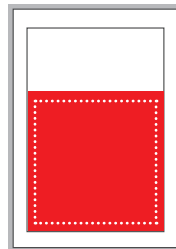
size 115 x 256 mm
live matter 105 x 246 mm

2/3 ym



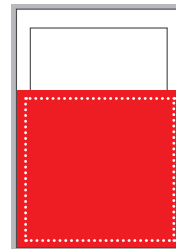
trim size 130 x 297 mm
bleed size 140 x 307 mm
live matter 120 x 287 mm

2/3 y*



size 175 x 169 mm
live matter 165 x 159 mm

2/3 xm



trim size 210 x 187 mm
bleed size 220 x 197 mm
live matter 200 x 177 mm

2/3 x*

USD 3800,00 / EUR 2900,00



ADVERTORIAL

Advertorial is an effective marketing method helping to deliver the message to the readers in the manner close to the editorial features. Such confidential manner along with seductive material and information that is relevant, of interest and alluring to the reader, engage and involve potential clients. One of the advantages is that advertorials blend into the editorial surrounding.

Advertorial is often used as part of traditional advertising campaign. In this case advertorials increase the awareness of the brand among the readership and the degree of confidence of the potential clients to the products and services of the company.

Advertorial are published both separately or together with other types of advertisements (displays, business cards, etc.)

Special advertorials in the form of "5 Suggestions of Specialist", "Question-Answer" and "FAQ", "Expert Opinion", "3 Secrets of Stylist".

We can either publish material presented by the advertiser or commission an article to the editorial staff. Experienced copywriters in cooperation with advertising managers are ready to use all existing genres and communicative instruments from entertaining features to analytical materials. Writing articles service is paid separately.

Price: discount for advertorial is 20 % of the price of display of the same size.

SPONSORSHIP of sector, section or feature

Flight Line Magazine offers you the sponsorship of sectors, sections or features. As a rule if readers get positive emotions or useful information in the course of reading they attribute these effects to the sponsor directly or indirectly.

We mention company name or place its logo in the upper part (header) of the pages or in the beginning of the section or feature ("Company N. presents...") to make readers correlate materials with sponsor. Furthermore there is an opportunity of placing certain contact details of sponsor such as web-site, telephone number (especially with free dialing code 8-800), etc.

Magazine partners playing the role of sponsors have a unique opportunity to take part in the editorial work of theme planning, selecting and editing materials. We can arrange long-term or one-time sponsorship.

Sponsorship price – starting from **USD 3200,00 / EUR 2400,00** per issue.

COMPETITION for readers

Competition for readers is an effective promo-action to get potential customers among the readership acquainted with the products and services of partner companies.

Variants:

- Competitions with prizes drawing among readers registered for the action;
- Competition with prizes for all readers who answered the questions correctly (normally the questions are not difficult and it's quite easy to find the answers on partner's web-site or in the other sources mentioned in the magazine).

Implementation:

- editorial staff draws up the conditions of the competition together with the partner and holds it taking care of all organizational, administrative and legal obligations;
- if necessary and by agreement with the partner we can involve contractors, in particular auditors and companies to deliver prizes/presents to the winners;
- participants can register by filling in the form on magazine web-site (partner web-site is also possible), e-mail to a certain address (given by editorial office) or posting a letter.

Readers' awareness of partner company and its products/services is increasing due to:

- increased attention caused by the wish to get a prize/present;
- information about the company and visual line (photos, logo) published in the magazine;
- readers addressing to partner's web-site (usually mentioned in the competition announcement and is used as a source of information for finding the answers).

It is recommended to combine competition with some other advertising instruments such as materials about corresponding products/services and/or section sponsorship.

Price to be discussed individually.

INSET on coated board

Inset is an advertising instrument complying with the requirements of modern marketing. Inset advertising is one of the most effective ways to attract the attention of potential customer.

Due to technological peculiarities insets can only be placed between the folded sheets of the issue after each 8th page (pages 8, 16, 24, 32 and so on). We can not guarantee placing the inset inside a particular section. Deadline for insets is 2 weeks prior to printing the issue.

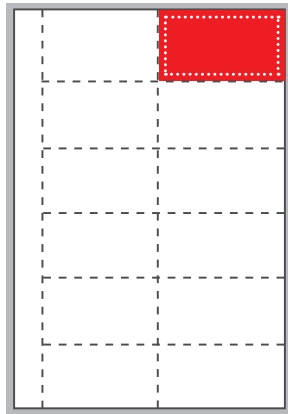
Price is set individually and depends on typography (type of paper or cardboard, thickness, colour, one-sided or duplex printing) and circulation in which inset will be placed.

Layout production price is not included in the price of inset placement.

DUPLEX INSET BUSINESS CARDS on coated board with punching

Block of duplex inset business cards on coated board with punching is another inset type. Due to punching each element in the block is a self-sufficient information carrier. It doesn't just catch the attention of the audience reading the magazine but also extends advertising effect as long as possible as the reader can take any "business card".

Magazine "business card" is a unique functional transformer. By advertiser's wish it can be turned into company presentation, map, image module, invitation for sampling or ticket for seminar, specialist's personal business card, discount coupon, etc. Thus it works perfectly both in current affairs and establishment and maintenance of long-term relations with customers.



trim size 95.0 x 49.5 mm

live matter 85.0 x 39.5 mm

(text, logo, images and fills should not exceed the borders of the live matter)

See special technical requirements for the layout on the p. K

"Business card" is optimal method of advertising with all necessary information fully concentrated in the convenient format.

Card price – starting from **USD 785,00 / EUR 585,00** per issue.

Layout production price is not included in the placement price.

TIPS-ON

Flight Line Magazine's advertisers have an opportunity to place tips-on on their displays.

Tip-on is another way to extend the contact with potential customer. Usually advertisers offer discount programs, provide contacts including mini-maps to make it easier to find their offices or shops. As it's possible to make duplex tips-on useful information for the clients can be placed on both sides. Tip-on design and information can fully or partly repeat the display or can differ from it.

Different printed matters such as flyers, business and discount cards, product samples, etc. can be used as tips-on.

Attaching point should not cover important parts of display or exceed its borders.

Price of tips-on is set individually depending on the circulation in which tips-on will be placed and on the price of tips-on production (if it's not provided by the advertiser). Advertiser fully pays for the display to which the tip-on is attached.

ENCLOSURE of printed matters

Flight Line Magazine provides an opportunity of enclosing flyers and other advertiser's printed matters in the issues.

At that advertiser is absolutely free in choosing the form and contents of advertisement. Furthermore the advertiser has an opportunity to choose the audience as printed matters can be enclosed not just in the whole circulation but also in its particular part depending on customer's wish and distribution system. In particular you can post the enclosures in a certain part of the circulation distributed onboard of a certain air company or in a certain city (region), etc.

Most often flyers are used as enclosures. Flyer is a bright informative leaflet of the small size.

There can be image or informative flyers reflecting price offers and just describing product data or advantages, full-colour or black-and-white, on thickened coated paper or on thin poster paper. It depends on products and services offered and on target audience to be captured.

Examples of using flyers as advertising material:

- Invitation to buy products from the new collection
- Discount coupon as invitation to sale
- Invitation to opening of a new shop, exhibition, restaurant or cafe

Besides printed matters discount cards, product samples, etc. can be used as enclosures in the magazine.

Price of enclosure is set individually depending on the circulation in which it will be placed and on the price of enclosure production (if it's not provided by the advertiser).

TECHNICAL SPECIFICATIONS



→ Delivery methods:

- CD-ROM (CD-RW)
- floppy discs 3,5"
- e-mail: liniyapoleta@mail.ru (files sent via e-mail must not exceed 30 Mb).

Data carrier must contain all files (EPS, TIFF) that are to be used in the final document. Data carriers must ensure fail-safe information read-out. It is recommended to mirror information to provide advanced reliability.

→ Formats:

PSD (with layers, fonts screened), **TIFF, EPS, Ai**.

CorelDraw layouts must be exported to **Ai** (Adobe Illustrator) or **EPS** format. Other formats must be conformed with designer! Jpg or gif preview must be enclosed to the layout.

→ Layout must completely agree within the size

of respective module as **1:1** (see layout dimensions on pp. EF-EG). Invisible lines and details must not exceed the display borders.

→ Specifications for layouts of trim size' modules

When preparing **trim size** add 5 mm from each side. This is **bleed size**. On pp. EF-EG you can find the dimensions which include these 5 mm for each layout.

You should also take into consideration the cutting line when placing the elements as design elements (logos, text, non-bleed images and other important details) should be placed not less than 5 mm from the trim size' borders, this space called **live matter**, see its dimensions on pp. EF-EG.

Should the abovementioned rules nor be observed the editorial office shall reserve the right to publish trim size' modules as usual modules within of standart layout (with margins).

→ Vector objects specifications:

- CMYK images. Spot colours (such as Pantone, etc.) must be supplied as CMYK.
- Total Inks C+M+Y+K – 280%.
- Create outlines for all fonts!
- It is not recommended to use less than 10 pt fonts with process colours or reversed colours on colour background.

All CorelDraw, QarkXPress and FreeHand objects with lens, shadow and gradient fill must be converted into paint-type objects before exporting to EPS.

→ Paint-type objects specifications:

- CMYK images. Spot colours (such as Pantone, etc.) must be supplied as CMYK.
- **300 dpi** resolution for paint-type objects both separate or embedded.
- Only Photoshop editing of images, e.g. scaling, cutting, turning, mirroring, is allowed.
- Not alpha channel use is allowed in the final layouts.
- Save files without LZW-compression.

→ Technical Specifications for layouts of Duplex inset business cards with punching

- Trim size 95,0 x 49,5 mm.
Live matter 85,0 x 39,5 mm (text, logo, images and fills should not exceed the borders of the page).
- Layout to be made to the size 95,0 x 49,5 mm without bleeds and spares.
- Format: EPS, Ai, TIFF, PSD (all layers merged), **CorelDraw** layouts must be exported to Ai (Adobe Illustrator) or EPS format.
- CMYK images.
- Vector format preferred due to small elements (text, logos, etc.).
- Outlines for all texts in vector format, pixelization for all texts in paint-type format.
- 300 dpi resolution (please do not increase the lower resolution as it will not increase the quality of printing).
- Type size not less than 6 pt.
- Reverse type (white on color) not less than 7 pt.

→ Layout proof by advertiser

Advertiser's layout proof such as matching to technical requirements and proof-reading is not guaranteed by the editorial office. We would ask you to check the characteristics and contents of the layout and correct the revealed defects including spelling and punctuation.

→ Making layout at advertiser's request

The editorial office can draw up a layout as draft proposal at advertiser's request. 3 revisions are admitted (each one by written request of the customer) when layout is finished.

ЛИНИЯ

ПОЛЕТА

FLIGHT LINE MAGAZINE
ЖУРНАЛ ДЛЯ АВИАПАССАЖИРОВ