

Весь Мир.

«All the World» Magazine for Aeroflot Passengers. Travel magazine V.I.P.

«All the world» magazine is produced in association with «Aeroflot-Russian Airlines», Russia's national carrier. Every year the magazine is read by 5 000 000 Aeroflot passengers. 50 flights per day in the winter and 90 flights per day in the summer receive our magazine, which is conveniently placed into the seat pockets, so that it is readily accessible for the passengers.

5 000 000 readers — one can be proud of such an audience. Passengers of international and internal «Aeroflot» flights are, as a rule, well-off people — state officials, businessmen, members of their families, that is potentially the most active consumers of advertising production. Time of the flight — 3-4 hours of compulsory idleness- turns a passenger into an aggressive reader. «All the world» magazine is expected to satisfy all his requests totally.

Subjects of the published articles are tourism (from stories about the best resorts of the world to a detailed description of the most complicated individual routes), history of lot nations, life of unusual people, interviews, a material side of holidays- cars, yachts, etc.

The audience — the magazine is interesting for both men and women. It is meant for people with higher education, but having an exceptional presentation of photographic materials, can be interesting for all categories of the population.

The circulation is 100 000 copies. The volume is 160 pages, full colour print. The magazine has been published since 1996. It is distributed free of charge in all the «Aeroflot» flights, in Moscow Duty Free, in VIP rooms of Sheremetyevo airport.

Magazine «All the World» is a property of «Presto.S» company, which is a well-known publisher of tourist catalogues and other polygraphic production. Its exclusive agent for Switzerland is the Swiss-Russian Business Association (SRBA), based in Geneva.



Весь Мир.

«Aeroflot» planes fly to 135 cities of Russia and 79 countries of the world. Our magazine travels together with them. It is read by passengers of planes that

do flights to:

Moscow, Angola, Armenia, Argentina, Austria, Australia, Azerbajdzan, Belgium, Bangladesh, Bulgaria, Bolivia, Brazil, Cameron, Canada, CapoVerde, China, Cuba, Cyprus, the Czech republic, Chili, Denmark, Ethiopia, Egypt, Great Britain, Finland, France, Germany, Georgia, Ghana, Greece, Guinea, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Kenya, North Korea, South Korea, Kuwait, Latvia, Lebanon, Libya, Lithuania, Luxembourg, Macedonia, the Maldives, Malta, Mauritius, Mexico, Mongolia, Marocco, Nepal, Netherlands, Nigeria, Norway, Pakistan, Panama, Peru, Poland, the Philippines, Portugal, Romania, Senegal, Spain, the Seychelles, Singapore, Syria, Slovakia, Slovenia, Sri Lanka, Sweden, Switzerland, the SAR, Tanzania, Tunisia, Turkey, Ukraine, Uruguay, Uzbekistan, the UAE, the USA, Vietnam, Yemen, Yugoslavia, Zambia.

7000	4200	2300	4200
		1400	2300
		1400	1400
			1400

The cost of the advertisement placement in our magazine:

1 cover – 9500 USD, 2 and 3 covers – 8400 USD,
1 type page – 7000 USD, 1/2 type page- 4200 USD,
1/4 type page –2300 USD, 1/8 type page- 1400 USD.

All the prices are given in the USA dollars.

Advertisement in our magazine is not liable to VAT for all foreign advertisers.

The model of the advertisement should be given no later than 20 days before the date of the magazine's appearance, only in the electronic form on magnetic repositories:

MO 230Mb, ZIP 100Mb, CD Rom and other SCSI devices

Formats:

IBM PC- TIFF, EPS, AI; Apple Macintosh – TIFF, EPS, AL, QuarkXpress 3xx and 4.04

Permission 300dpi, in vectorial formats all scripts in curves



Swiss-Russian Business Association

E-mail: info@srba.org URL: www.srba.org

8 Rue de Mont-de-Sion
CH-1206 Geneve

Tel. +41 22 346 0318
Fax +41 22 346 1049