

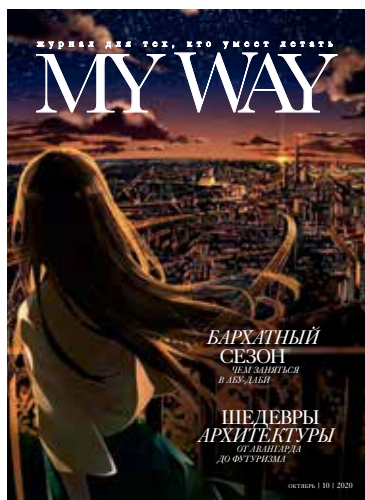
FOR THOSE WHO KNOW TO FLY

MYWAY

MEDIA-KIT

журнал для тех, кто умеет летать

MY WAY

Circulation: *90 000 copies.*Frequency: *12 issues per year*Volume: *over 112 pages*total readership: almost *750 000*business aviation and first&business
classes passengers monthly

MY WAY

ABOUT MAGAZINE

GENERAL INFORMATION

The new-day lifestyle-magazine geared towards high-income audience with a proactive approach to life and aspiration to be concerned in the nothing but the best that the luxury-segment may offer.

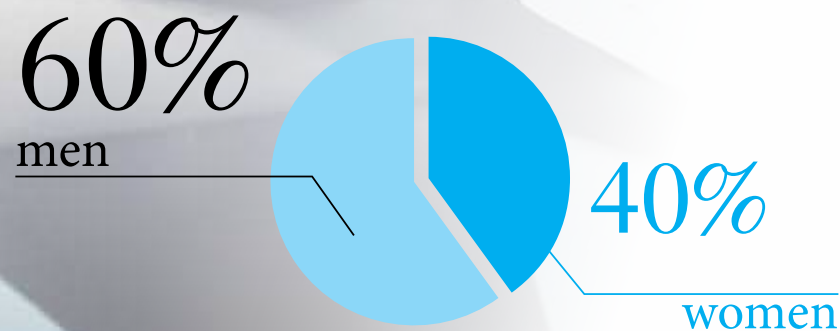
The MYWAY basic content shall be associated with business aviation, and people who achieved the supreme success on a personal note and in terms of professional development, and also the magazine contains information on challenging goods top-quality services.

Driven by unique circulation and exclusive news, this edition is undoubtedly interesting and available for target audience.



CORE AUDIENCE

Well-educated men and women between 35 and 55 with the high income and unlimited funds, having good taste and well-oriented in the world of luxury. They are interested in cultural and touristic trends, with active life position and high-class demands.






MY WAY

WHERE TO FIND?

It is distributed in all Officials and Delegations Lounges, VIP- and Business Lounges of Russian and foreign airlines flying from Sheremetyevo, Domodedovo, Vnukovo, Pulkovo, Sochi, Krasnoyarsk. The magazine is also available in all private aviation terminals and on boards of business jets flying from Vnukovo-3 business terminal. Within the european distribution program you can also find MY WAY in Monaco Heliport as well as on boards of MonacAir helicopters, in FBOs of Chambéry, Grenoble et Lyon (Courchevel, Megeve, Meribel, Val Thorens etc.) during the skiing season (December - March), starting from spring - in business lounges and FBO in Nice, and during the summer - in FBOs of Cannes and St Tropez.



MY WAY

BUSINESS AVIATION	
Lounges	Average passenger flow per month
Vnukovo-3: aviation-business-terminal (International airline/Domestic airline)	17 800
Sheremetyevo A: business terminal	6 900
Domodedovo: AVCOM	4 200
“Pulkovo-3” Centre of business aviation (International airline/Domestic airline)	15 600
TOTAL	44 500

DOMODEDOVO	
Lounges	Average passenger flow per month
Business class cabin airline “S7” Premium (international)	3 700
Business class cabin airline “S7” Premium (federal)	10 000
Business class cabin airline “S7” Comfort (federal)	10 000
Business class cabin (international)	5 000
Business class cabin (federal)	15 000
VIP-lounge / Officials and Delegations Lounge	8 000
Business class cabin airline Lufthansa and Austrian Airlines	
Business class cabin airline British Airways	
TOTAL	51 700

SHEREMETYEVO	
Lounges	Average passenger flow per month
Sheremetyevo D: VIP-lounge for departure/arrival (federal) + Officials and Delegations Lounge	9 000
Sheremetyevo D: VIP-lounge for departure/arrival (international) + Officials and Delegations Lounge	7 000
Sheremetyevo D: business lounge “Aeroflot” – “Moscow”	95 000
Sheremetyevo D: business lounge “Aeroflot” “Sochi”	45 000
Sheremetyevo D: business lounge “Aeroflot” “St. Petersburg”	11 000
Sheremetyevo B: VIP-lounge “Mayakovsky”	10 000
Sheremetyevo D: business lounge “Aeroflot” “Rublev”	110 000
Sheremetyevo B: business lounge “Kandinsky”	67 000
Sheremetyevo D: business lounge “Gallery” (international)	12 000
Sheremetyevo E: first class and business class cabins “Galaktika” (international)	
Sheremetyevo F: business lounge “Yantarnyi”	
Sheremetyevo E: business class cabin “Kosmos”	
Sheremetyevo E: business lounge MasterCard	
Sheremetyevo D: business lounge “Matreshka” (federal/international)	15 000
Sheremetyevo F: first class cabin “Zvezdnyi”	
ВСЕГО	381 000

VNUKOVO A	
Lounges	Average passenger flow per month
Business class cabin UTG Premier Lounge, "Tchaikovsky" (international)	4 200
Business class cabin UTG Premier Lounge, "Rakhmaninov" (federal)	10 000
Business class cabin UTG Premier Lounge, "Prokofyev" (federal)	6 000
Business class cabin Top Lounge	3 400
Business class cabin VIP Lounge	16 000
TOTAL	39 600

PULKOVO	
Lounges	Average passenger flow per month
Business lounge for departure (federal) + Officials and Delegations Lounge	17 000
Business lounge for departure (international) + Officials and Delegations Lounge	12 000
TOTAL	29 000

KRASNOYARSK	
Lounges	Average passenger flow per month
Airport lounge Terminal 2	12 000
Business lounge Domestic Air Lines	16 500
Priority pass lounge Domestic Air Lines	15 700
Priority pass lounge International Air Lines	4 200
TOTAL	48 400

SOCHI	
Lounges	Average passenger flow per month
Sochi: business class cabin (federal) + Officials and Delegations Lounge	15 000
Sochi: business class cabin (international) + Officials and Delegations Lounge	4 000
TOTAL	19 000



CONTENT AND COLUMNS

The MYWAY magazine is a good companion for its readers both on the ground, i.e.: in terminals and business lounges, and while in flight. It reveals new horizons of vital interests. MYWAY represents exclusive articles and interview with people who determine nowadays the living standards and the way of life. Here we may face the reviews and recommendations on a wide array of themes, i.e. starting from the public sales of objects d'art and through hot travel destinations. Moreover, MYWAY demonstrates the world of prestige brands, luxury properties, being accredited and time-honored, and new and challenging brands.

For the sake of convenience for readers and advertising providers the content of the magazine is divided into several sections (names, number and scope of columns may vary depending on the cover story or preferences from partners). Each magazine issue definitely has the column dedicated to AVIATION (aircrafts, airports news, design, interview), INTERVIEW with the magazine issue figure, review of LUXURY MARKET (yachts, motor vehicles, jewelry, beauty industry), column TRAVELLING, global POSTER BOARD (highlights in a world of arts and culture), exclusive articles, associated with history, economics, politics, sport and show business.

PRICE LIST AND TECHNICAL SPECIFICATIONS

Format	Size	Price eur	Price usd
SPECIAL POSITIONS			
Back cover	230 x 300	18 800	22 900
Inner back cover	230 x 300	10 000	12 200
1st double page spread	460 x 300	15 300	18 600
2nd double page spread	460 x 300	14 200	17 200
3rd double page spread	460 x 300	12 350	15 000
2/1 First third Of the magazine	460 x 300	13 000	14 500
1/1 Page in front of table Of contents/ el	230x300	10 000	12 200
1/1 First third of the Magazine	230 x 300	9 000	10 700
1/1 Page in front of editor's words	230 x 300	9 400	11 400
WITHOUT SPECIAL POSITIONING			
2/1 Double page spread	460 x 300	10 000	13 200
1/1 Full page	230 x 300	8 200	10 000
1/2 Page horizontal	230 x 150	5 700	6 900
1/4 Page vertical	106x150	5 000	6 000

1/1 page size for the magazine
240x310 mm bleed size (230x300 mm
trim size)
2/1 page size (spread)
470x310 mm bleed size (460x300 mm
trim size)

N.B. The price list specifies bleed size layouts that already include a bleed allowance, which is why there should be at least a 10-mm margin between the layout edge and all the significant picture- (frames, logos, etc.) and text elements. If the layout is placed on the cover before significant graphic elements and text materials, it is recommended to make a margin at the top, at the bottom and at the outer sides of 10 mm each, and of 15 mm at the inner sides (toward the spine).

1. File format: TIFF
2. Layout size shall correspond 1:1 to the advertising format in the magazine
3. Color graphics are accepted only in the color mode CMYK and Grayscale.
4. Raster graphics resolution: CMYK and Gray – 300 dpi.
5. During the design and makeup of spread pages actual capabilities of the printing equipment should be taken into account: it is inadvisable to use fine lines that converge in the center spread; it is inadvisable to use significant items and portraits that converge in the center spread, as part of the image will be lost during the binding process; it is inadvisable to use double page inclined items.

LAYOUT REQUIREMENTS

1. Layout element requirements:
reversed type - at least 7 pt
linewidth – at least 0.25 pt, minimum
width of reversed print lines – 1 pt.
fine print – up to 7 pt and lines up to 1 pt
shall be printed without superimposition,
i.e. they shall contain no more than one
process color.
2. Image gradation:
limits of displayable image gradation
values – 1-99%
in the image shadows each of the CMYK
components shall not exceed 99%
lightest area of a raster image: at least
C1-M1-Y1-K0
3. Maximum total ink coverage shall be:
A. Cover, insert of the magazine – no
more than 330%
B. Main body of the magazine - no more
than 300%
4. All colors shall be CMYK Process Separation;
5. Gray balance highlight - C25-M19-Y19,
mid tone - C50

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