

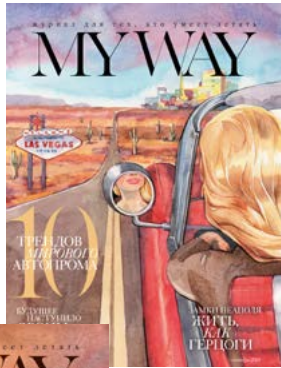
FOR THOSE WHO KNOW TO FLY

MYWAY



*MEDIA-KIT 2017*

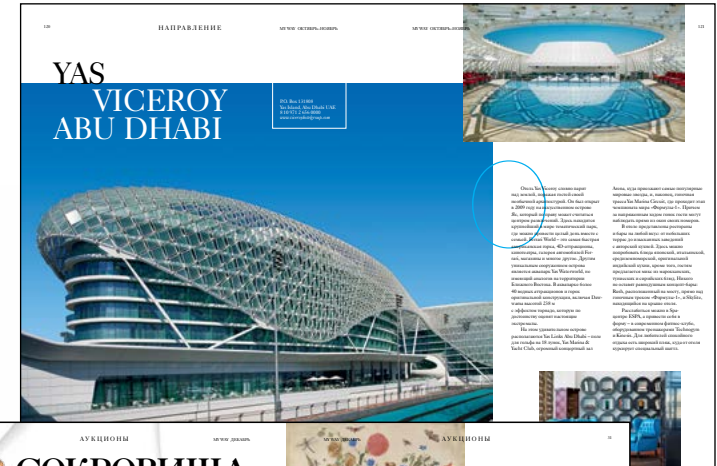
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MY WAY

CIRCULATION:  
**65 000 COPIES**  
FREQUENCY:  
**12 ISSUES PER YEAR**  
VOLUME:  
**OVER 112 PAGES**

TOTAL READERSHIP  
**OVER 300 000**





# ABOUT THE MAGAZINE

## *GENERAL INFORMATION*

Luxury inflight life-style magazine targeting high level audience: private aviation passengers as well as first and business classes' ones. Main topics cover people achieved big success both in professional and personal terms, business aviation and luxury goods. MY WAY's unique distribution and exclusive materials makes it interesting for the most premium audience. Highly reputed the magazine is been published since 2005. Been relaunched in November 2015 with completely new re-design and rebranding MY WAY significantly strengthened its presence in the media (also thanks to new distribution points and the original web-site launch).





# READERSHIP

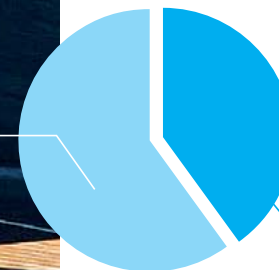
Well-educated men and women about 35 and older with the high income and unlimited funds, having good taste and well-oriented in the world of luxury. They are interested in cultural and touristic trends, with active life position and high-class demands.

60% – men

40% – women

60%  
men

40%  
women





# WHERE TO FIND IT?

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 and other airports of cities with a population of 1 million and above. The magazine is also available in all private air terminals and on board business jets flying from Vnukovo-3 and Pulkovo-3 business terminals.



OVER 300,000  
PASSENGERS  
READ  
THE MAGAZINE  
MONTHLY

<i>BUSINESS AVIATION</i>	
Lounge	Average passenger traffic per month
Vnukovo-3: Business air terminal (international/domestic flights)	15 000
Sheremetyevo A: Business terminal	4 500
Sheremetyevo: Premier Avia	4 000
Domodedovo: AVCOM	2 500
Center for Business Aviation Pulkovo-3 (international/domestic flights)	12 000
<b>TOTAL</b>	<b>38 000</b>

<i>SHEREMETYEVO</i>	
Lounge	Average passenger traffic per month
Sheremetyevo D: «Matryoshka» Business Class Lounge (domestic/ international)	12 000
Sheremetyevo D: «Gallery» Business Class Lounge (international)	10 000
Sheremetyevo D: VIP Departures/Arrivals Lounge (domestic) + Officials and Delegations Lounge	8 500
Sheremetyevo D: VIP Departures/Arrivals Lounge (international) + Officials and Delegations Lounge	4 500
Sheremetyevo D: CIP Baikal Business Lounge (domestic/ international)	5 800
Sheremetyevo E: VIP Departures/Arrivals Lounge (international)	4 500
Sheremetyevo E: Galaxy First and Business Class Lounge (international)	19 500
Sheremetyevo E: «Space» Business Class Lounge	8 500
Sheremetyevo F: All Star First Class Lounge	10 500
Sheremetyevo F: Classic Lounge	10 500
Sheremetyevo F: VIP Departures Lounge	3 500
Sheremetyevo F: VIP Arrivals Lounge	3 000
Sheremetyevo F: Officials and Delegations Lounge	3 500
Sheremetyevo C: VIP Lounge + Persey Business Lounge	4 000
<b>TOTAL</b>	<b>108 300</b>



*DOMODEDOVO*

Lounge	Average passenger traffic per month
S7 Airlines PREMIUM Business Lounge (international)	5000
S7 Airlines PREMIUM Business Lounge (domestic)	7500
S7 Airlines Comfort Business Lounge (domestic)	7500
Business Lounge (international)	7 500
Business Lounge (domestic)	7 500
Lufthansa Business Lounge	9 700
British Airways Business Lounge	9 500
Austrian Airlines Business Lounge	8 200
VIP Lounge / Officials and Delegations Lounge	9 000
<b>TOTAL</b>	<b>71 400</b>

*PULKOVO*

Lounge	Average passenger traffic per month
Pulkovo 1: Officials and Delegations Lounge	4700
Pulkovo: Business Class Departures Lounge 3rd floor (domestic)	17 500
Pulkovo: Business Class Departures Lounge 4th floor (international)	15 000
<b>TOTAL</b>	<b>37 200</b>

*VNUKOVO*

Lounge	Average passenger traffic per month
Vnukovo A: Business Lounge UTG Premier Lounge Rachmaninoff (domestic)	8 000
Vnukovo A: Business Lounge UTG Premier Lounge Tchaikovsky (international)	7 000
Vnukovo A: Business Lounge (domestic and international)	10 000
Officials and Delegations Lounge	7 000
Vnukovo A: VIP Departures Lounge (domestic and international)	6 500
Vnukovo: Vnukovo Airport VIP Lounge (next to the Officials and Delegations Lounge)	4 000
<b>TOTAL</b>	<b>42 500</b>

*SOCHI*

Lounge	Average passenger traffic per month
Sochi: Business Lounge (domestic)	2 200
Sochi: Business Lounge (international)	1 300
Officials and Delegations Lounge	1 500
CIP Lounge	2 000
VIP Lounge	1 000
<b>TOTAL</b>	<b>8 000</b>

# CONTENT

Compare to other inflight magazines My Way concentrates on exclusive articles, interviews, guides written by famous Russian journalists and best experts. We talk not only about things and goods, but also people. MYWAY is the choice of interests, style, the way of travel. Each issue has the main subject (avia and jets, art, architecture, fashion, sightseeing..) with «garnish» of different materials in permanent sections.

MAIN SECTION – private aviation and yachting

MEETING POINT Interesting events in Russia (special section) and all around the world (openings, presentations, premiers).

Where to go and what to see...

CELEBRITY Interviews and profiles, all revolving around lifestyle, asking each celebrity about the way they choose and cultural interests.

TRAVEL GUIDE Directions, resorts, SPA, hotels, the most interesting and unusual places for those who can afford themselves everything they want.

The best world's restaurants and popular drinks.

AUTO REPORT that highlights luxury car owner driving experiences

FASHION AND BEAUTY that highlights awardwinning photo spreads, highlighting seasonal trends. Accessories, watches, jewelry.





# MYWAY

ГЛАВНАЯ СОБЫТИЯ ЛЮДИ СТИЛЬ НАПРАВЛЕНИЯ УВЛЕЧЕНИЯ DUTY FREE



## WEB

**WWW.MYWAYMAG.RU**

MYWAY website will offer the same great content, complemented with high impact display opportunities for advertisers.

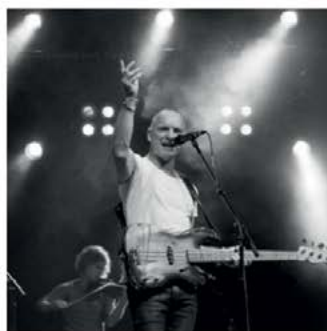
## События



**Выставка Volez, voguez, voyagez – Louis Vuitton**

02.12.2015

[ПОДРОБНЕЕ](#)



**Благотворительный гала-концерт Stingа**

01.12.2015

[ПОДРОБНЕЕ](#)



**Серия гонок Trophée Andros**

01.12.2015

[ПОДРОБНЕЕ](#)



**Концерт Кайли Миноуг в Альберт Холле**

01.12.2015

[ПОДРОБНЕЕ](#)

# PRICE LIST AND TECHNICAL SPECIFICATIONS

FORMAT	SIZE	PRICE USD
NO SPECIAL POSITIONING		
1/1 FULL PAGE	230x300	\$ 8 200
2/1 DOUBLE PAGE SPREAD	460x300	\$ 13 200
SMALL FORMAT		
1/2 PAGE HORIZONTAL	230x150	\$ 5 500
1/2 PAGE VERTICAL	106x300	\$ 5 500
1/4 PAGE VERTICAL	106x150	\$ 3 300
SPECIAL COVER POSITIONING		
3RD COVER	230x300	\$ 10 000
2ND COVER	230x300	\$ 12 000
4TH COVER	230x300	\$ 20 000
SPECIAL SPREAD POSITIONING		
1ST DOUBLE PAGE SPREAD	460x300	\$ 18 000
2ND DOUBLE PAGE SPREAD	460x300	\$ 17 000
3RD DOUBLE PAGE SPREAD	460x300	\$ 16 000
2/1 FIRST THIRD OF THE MAGAZINE	460x300	\$ 14 500
SPECIAL PAGE POSITIONING		
1/1 (FIRST THIRD OF THE MAGAZINE)	230x300	\$ 10 000
1/1 PAGE IN FRONT OF TABLE OF CONTENTS/ EDITOR'S LETTER	230x300	\$ 11 500

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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