



The Monthly official in-flight magazine for business-class passengers flying with Aeroflot- Russian Airlines

MARKET POSITION:

Aeroflot Premium is the monthly, official in-flight magazine for business-class passengers flying with Aeroflot-Russian Airlines. It is a luxury magazine carrying news and entertainment in both English and Russian.

The readers of the magazine are passengers of Aeroflot-Russian Airlines' flights. Passengers include residents of all Russian regions, CIS citizen and foreign nationals and are mainly comprised of AB+ with high revenues.

		Aeroflot Premium
Total Circulation	(Publisher Stat 2013)	25 000
Readership/passengers	(Publisher Stat 2013)	198 000

EDITORIAL PROFILE:

Aeroflot premium is a luxury life magazine for business-class passengers. Articles include; fashion, often focussing on jewellery and watches, Haute Cuisine and gourmet food, exclusive travel attractions, Elite wines and cigars and collectible cars and yachts.

Aeroflot Premium includes reports on a wide range of subjects including articles on the latest trends and news in the high-end auto industry, design, fashion, fine dining, elite sports, private property, photography, as well as the forthcoming events.

ADVERTISING RATES 2014:

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TECHNICAL SPECIFICATIONS:

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