



## Russia's Deluxe Travel and Leisure Magazine for Sophisticated Travellers



### **MARKET POSITION:**

**Prime Traveller** magazine is the first magazine in Russia to address the luxury travel niche. The magazine works in cooperation with the world's leading private member clubs, including quintessentially.

**Prime Traveller's** target audience consist of wealthy business owners (77%), top managers of Russian business's and foreign companies (12%) and Politicians (8%), of whom 50% are 25 – 40 years old, and 43% are over 41+ years old.

	<b>Prime Traveller</b>
Total Circulation (Publisher stat 2010)	40 000

### **EDITORIAL PROFILE:**

**Prime Traveller** is the best companion and advisor to all things luxury and high class living, reporting on news and events in the travel industry, fashion, lifestyle and real estate, as well as providing trusted ratings of hotels, restaurants, holiday spots, shopping, night clubs, spa centres, exclusive clubs and the top locations.

It is published 6 times a year in an A3 glossy paper format.

### **ADVERTISING RATES 2014:**

Please contact us for details

### **TECHNICAL SPECIFICATIONS:**

Please, contact us for details.

### **COPY DEADLINE:**

3 weeks prior to the publication date.

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