



The Monthly official in-flight for passengers
of Aeroflot- Russian Airlines



MARKET POSITION:

Aeroflot is the monthly, official in-flight magazine carrying news and entertainment articles, in English and Russian. The target market is well-off customers interested in high-end lifestyle articles. Readers of the magazine are passengers flying with “Aeroflot-Russian Airlines” which includes residents of all Russian regions, CIS citizens and foreign nationals.

		Aeroflot Magazine
Total Circulation	(Publisher Stat 2018)	120,000
Readership/passengers	(Publisher Stat 2018)	2,353,788

EDITORIAL PROFILE:

The format and content of the magazine meet the standards of a classical in-flight periodical; it is a full-colour glossy magazine carrying news and entertainment articles.

Aeroflot covers topics and columns such as News, a calendar of monthly worldwide cultural events, interviews with famous artists, politicians and sportsmen, Articles with country profiles and travel advice, Design and Architecture articles, Fashion, Pages for children and a Moscow and St Petersburg guide....

ADVERTISING RATES 2018:

Format	Price in € 4 colours
Full page	14,200 €
DPS	26,500 €
1/2 page	H: 8,150 € / V:9,600 €
1/3 page V only	5,650 €

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

1 month prior to issue date

If you would like to receive copies, a media pack or coverage rankings, please contact
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