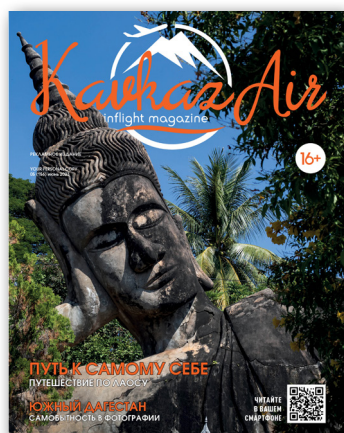




YOUR ADVERTISEMENT REPUBLICS
IN THE NORTH CAUCASUS FEDERAL DISTRICT



Kavkaz Air Magazine – is an informative and entertaining guide for air passengers arriving and departing from the territory of the North Caucasus Federal District



UNIVERSAL
ONBOARD MAGAZINE

INFLIGHT

11

NUMBERS
IN YEAR

- 20,000 COPIES
- VOLUME FROM 64 PAGES
- GLOSSY COVER
- QUALITY PAPER

Distributed in airport lounge and VIP lounges at 7 airports in the North Caucasus Federal District, VIP lounges at Domodedovo and Sheremetyevo airports, and also on board partner airlines



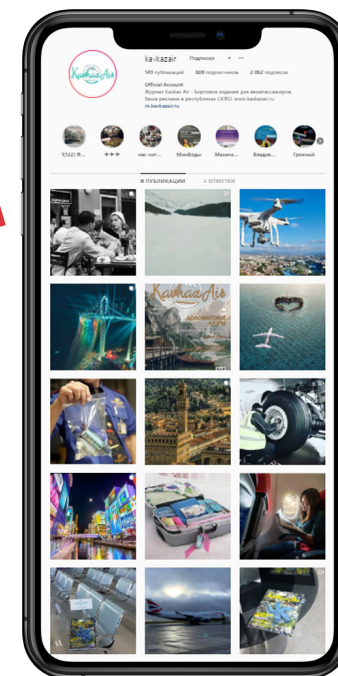
Online version of the magazine on the site
WWW.KAVKAZAIR.RU

ATTENDANCE

30 000

THOUSAND
PER MONTH

DUPLICATION OF
PUBLICATIONS, INCLUDING
ADVERTISING,
IN INSTAGRAMS
@KAVKAZAIR



MOBILE VERSION
IN YOUR MOBILE
DEVICE
REFERENCE:
M.KAVKAZAIR.RU

DAILY TRAVEL
NEWS

КОЛИЧЕСТВО ЧИТАТЕЛЕЙ
THE NUMBER OF READERS OF ONE ISSUE EXCEEDS **110 000**



ATG (Above the Ground) environment creates ideal atmosphere for advertising contact with a potential customer. The space is confined. In flight the passenger has to sit virtually fixed for several hours, he cannot go out and get a blow. Accordingly, confined in the aircraft, volens nolens he will study the set paying attention to the headrest, looking at the cup of coffee, surely reading all the booklets, and finally reading the in-flight magazine.

FREE TIME FOR PERCEPTION OF THE ADVERTISEMENT

Nowadays most of people are very busy, few can afford reading a magazine without working necessity. However, in flight all necessary conditions are created for the passenger to study the magazine with interesting interview, articles, and stories which are definitely abundantly flavored with advertisements. As practice shows, about the half of air passengers read the magazine from cover to cover. Obviously, air passengers are well-to-do people; their income is above the average in Russia. It makes in-flight magazines perfect advertisement platform.

PSYCHOLOGICAL STATE OF THE TARGET AUDIENCE AT THE MOMENT OF PERCEPTION

A passenger does not expect the wave of fatiguing advertising information to rush at him in flight as from the TV. Therefore he perceives all the messages much calmer and with greater attention. According to sociologists' estimate, influence level of the information read in in-flight magazine is about two times higher than that of any other illustrated periodical.

OPPORTUNITY OF REPEATED CONTACTS WITH ADVERTISEMENT

Having looked through all the products, the passenger can return to the booklet or magazine he liked. Let me note that, according to statistics, 20% of air passengers take the magazine away with them. It appears at home or in the office to be read by relatives or colleagues. Other magazines are left in pockets, so, the audience of in-flight magazines is several times bigger than their circulation.

Caucasian opportunities are constantly expanding; life is getting more and more civilized and positive. Kavkaz Air magazine provides you with maximum of necessary and useful information. Kavkaz Air is a monthly inflight glossy magazine for active and self-confident people, magazine about all characteristics of real life quality!

Distinctive feature of our periodical distribution system is its availability in flights of five airlines rather than one as well as airport stands. Usually, the magazine you can take from the pocket of the fore chair is the official inflight periodical of a certain airline and distributed only in its flights. We have an exclusive opportunity to distribute Kavkaz Air magazine in flights of several airlines and also on the ground – in the VIP halls and on the airport stands. Owing to this, geography of our magazine includes all destinations of these airlines that is all Russian territory and, first of all, flights to/from Caucasus. We continue working to expand our coverage area and will inform you with pleasure about new partners.

Kavkaz Air – is an efficient advertising medium enabling you to lead a dialogue with a reading passenger. High quality of printing, interesting materials, and recognizable build-up demonstrate high level of the magazine. No wonder that having got on the aircraft and nestled in a chair passenger look for a magazine to entertain them.

We help make flight palatable and comfortable and try to be maximum useful for our readers. The magazine's professional team does its best for every magazine issue to create positive atmosphere not only in flight but also on the ground.

OUR MISSION

is to provide our readers with necessary information which will help them not only spend flight time with pleasure but also have them introduced with goods and services of the destination region.



Magazine Readers – representatives of the business elite, managers of large and medium-sized businesses, members of their families, as well as international and business supporters communication. Accordingly, getting into the target audience with advertising premium goods – one hundred percent.



Almost all publications have the mark "personal copy"; thus, the problem of hygiene is solved, because many people simply do not want to read a magazine that another person has already flipped through.



Flight time on routes the airline is at least 2 hours, what's the matter – is this thesis for onboard magazine even more evidence-based.

81%

share of air passengers spending at least half an hour reading an in-flight magazine. And the effectiveness of advertising in such publications is as high as in specialized magazines.

OUR ADVANTAGES

FASHION

ТРЕНД СЕЗОНА: УТИЛИТАРНЫЙ СТИЛЬ

Мода никогда не была
лучшей подругой
практичности и
функциональности, но
современные реалии все же
ставят на это свои кресты.
Помимо обычных сумок, и
которые можно назвать
аксоном, современная
женщина, как Анналина
Вестерман или «Мисс-Мисс-
Анна» Лавина, теперь
нужны многофункциональные
сумки — не только для
брюшек, карточек, ключей и
других вещей.

Мы все же собираемся
показать, какая сумка
пригодится для
многофункционального
использования в
городе. Мы покажем
вам, как можно
спасать сумку от
покачивания и
других неприятных
моментов.

И в подборке самых актуальных
сумок стоит выделить
сумки-мешки. В сумке
Сьюзи и Милу Милу можно
хранить все, что нужно
женщине, включая
сумки, сумки на колесах и
сумки-мешки.

ЧТО НАДЕТЬ в самолете?

Если вы предвидите путешествие на воздушном судне, нужно под-
готовиться к нему основательно. И это касается не только выбора
идеальной одежды и обуви, но и выбора аксессуаров. Об этом
мы расскажем, чтобы вы были готовы к полету и, что не менее важно,
чтобы вы могли комфортно и уютно провести время в самолете.

УДОБНАЯ ОДЕЖДА
Выбор одежды для полета — это не просто
вопрос. Самый оптимальный вариант
— это одежда, которая не
будет мешать вам
лететь. Девочки, которые
летают часто, знают, что
самый удобный вариант — это
одежда, которая не
мешает вам лететь. Это
может быть как обычная
одежда, так и специальная
одежда, которая не
мешает вам лететь. Это
может быть как обычная
одежда, так и специальная
одежда, которая не
мешает вам лететь.

УДОБНАЯ ОБУВЬ
Выбор обуви для полета — это не просто
вопрос. Самый оптимальный вариант
— это обувь, которая не
будет мешать вам
лететь. Девочки, которые
летают часто, знают, что
самый удобный вариант — это
одежда, которая не
мешает вам лететь. Это
может быть как обычная
одежда, так и специальная
одежда, которая не
мешает вам лететь.

МНОГОСЛОЙНОСТЬ
Самый удобный вариант для полета — это
одежда, которая не
мешает вам лететь. Это
может быть как обычная
одежда, так и специальная
одежда, которая не
мешает вам лететь.

НАТУРАЛЬНЫЕ ТКАНИ
Для того, чтобы вам было комфортно
лететь, нужно выбрать одежду из
натуральных тканей. Это может
быть как обычная одежда, так и
специальная одежда, которая не
мешает вам лететь.

HIGH TARGET EXPOSURE

Air passengers are people with average and above average income. They are active consumers valuing quality and ready to consume premium goods and services.

LOW SCATTER COEFFICIENT

In-flight advertisement budget will ensure precision engagement of the target audience, result difficult to obtain with other types of advertising.

FREQUENT CONTACT WITH YOUR ADVERTISEMENT

Average passenger flies about eight times a year. With long-term advertisement placement your brand will get high awareness and confidence.

LOW PRICE OF ADVERTISING EXPOSURE

The passenger is forced to get acquainted with your advertisement because he spends 2-6 hours in the confined space with no TV, radio, or Internet. Unlike TV and radio announcements, it is impossible to tune to another channel. Advertisement is always before passenger's eyes.

LOW PRICE OF ADVERTISING EXPOSURE

The price of the audience advertising exposure is a less than 1 RUR. (The audience of a single issue is more than 110,500). It is much cheaper in comparison with other advertising media.

ЧЕХ ШОНКА ОДЕРЖАЛ ПОБЕДУ НА ЭТАПЕ RED BULL AIR RACE В КАЗАНИ

Идеальные погодные условия и 120 000 зрителей приветствовали возвращение чемпиона мира, адмирала Чеха Шонки, который одержал в последние выходные лета, ставшего триумфальным для чешского спортсмена. Второе место досталось американцу Майклу Гуину, который благодаря серебряной медали вернулся на вершину таблицы сезона. Его соотечественник Кэри Чеймблесс снова поднялся в Казани на пьедестал почета, на этот раз на третий ступень.

На праздничном этапе и в последние выходные лета 2017 года Шонка завоевал второе место, одержав победу в последнем этапе. Второе место досталось американцу Майклу Гуину, который благодаря серебряной медали вернулся на вершину таблицы сезона. Его соотечественник Кэри Чеймблесс снова поднялся в Казани на пьедестал почета, на этот раз на третий ступень.

Успей купить с максимальной выгодой*

Вolkswagen Tiguan Offroad

Для тех, кому в городе тесно

Официальный дилер Volkswagen
Гедон-Моторс
Самара, Ленинский район, 70
Тел: +7 8652 500 500, uav@gedon.ru

GEOGRAPHY OF DISTRIBUTION



VLADIKAVKAZ

Vladikavkaz airport:

Vip zone

Directions:

Moscow (Vnukovo, Domodedovo, Sheremetyevo),
Sochi, Baku, St. Petersburg, Cairo,
Yerevan, Simferopol, Antalya

THE REPUBLIC OF INGUSHETIA

Direction:

Nazran – Moscow



DOMODEDOVO

Domodedovo Airport:
*MVL Horizon business lounge,
two airport business lounges,
main airport VIP lounge*



THE REPUBLIC OF DAGESTAN

Makhachkala Airport:
*Vip Zone,
International and Domestic
Departure Halls*

Direction:

Moscow (Vnukovo, Domodedovo, Sheremetyevo), Rostov-on-Don,
Surgut, Istanbul, Dubai, Mineralnye
Vody, St. Petersburg, Novy Urengoy,
Nizhnevartovsk, Novosibirsk, Kazan,
Krasnodar, Chelyabinsk,
Sochi



GROZNY

Grozny Airport:
*Vip Zone,
International and Domestic
Departure Halls*

Direction:

Moscow, Istanbul, Dubai,
St. Petersburg, Rostov-on-Don,
Bishkek, Cairo, Antalya, Novosibirsk,
Surgut, Sochi, Simferopol



STAVROPOL

Airport Stavropol:
*Vip Zone,
International and Domestic
Departure Halls*

Directions:

Moscow (Vnukovo, Domodedovo,
Sheremetyevo), Sochi,
St. Petersburg

Kavkaz Air Magazine is free on board aircraft operating flights



IN THE NORTH-CAUCASIAN FEDERAL DISTRICT
Airlines «Red Wings»:
departures from Makhachkala, Sochi, Krasnodar



Airlines Pioneer:
departures from Mineralnye Vody to Sochi, Simferopol, Krasnodar,
Makhachkala, Astrakhan, Kursk, Volgograd, Grozny



UTG PA Business Center at Domodedovo Airport:
The magazine is distributed in two zones – on the first floor there is a
reception, cafe, control zone and common areas, on the second – a waiting
room.
Racks are located on both floors. Per month, the passenger traffic is 1200-
1400 people, of which about 60% is the first and business class of regular
airlines departing from Domodedovo (Emirates, Swiss, Lufthansa, etc.), and
40% are private and business passengers. flights (business aviation).



Sheremetyevo Airport:
In the second half of 2023 distribution began at Sheremetyevo Airport in
three business lounges on domestic and international flights.



MINERALNYE VODY

Direction:

Moscow (Vnukovo, Sheremetyevo,
Domodedovo), Astrakhan, Bryansk,
Yekaterinburg,
Kaluga, Novosibirsk,
Norilsk, Perm, Rostov, Elista, St.
Petersburg, Sarans, Simferopol,
Sochi, Surgut, Tyumen, Ufa,
Chelyabinsk, Novy Urengoy, Samara,
Cherepovets, Yakutsk,
Volgograd, Voronezh, Pskov,
Kursk, Makhachkala, Kazan,
Kaliningrad, Krasnodar, Lipetsk,
Cheboksary, Saratov, Magnitogorsk,
Nizhnevartovsk,
Belgorod, Nizhny Novgorod,
Yerevan, Cairo,
Sharjah, Bishkek, Dubai, Larnaca,
Minsk, Baku, Istanbul, Thessaloniki



KABARDINO-BALKARIA

Airport Nalchik:
*Vip Zone, Deputatsky room,
International and Domestic
Departure Halls*

Direction:

Moskva, Sankt-Peterburg, Sochi

*Direction are exploratory in nature and, depending on the season schedule changes



COST OF ACCOMMODATION

Volume	Format, mm	Price, EUR
1/6 page	110x93	290
1/4 page	110x140	400
1/2 page (horizontal)	140x220	685
1/2 page (vertical)	110x280	745
One page	220x280	1245
Binder 3	220x280	2115
Binder 2, page 1	220x280	2115
Stripes next to content	220x280	1490
Binder 4	220x280	2485
Openings 2, 3, 4, 5	440x280	3105
Openings 1	440x280	3480

-5%

FOR ACCOMMODATION
3-5 ROOMS PER YEAR

-10%

FOR ACCOMMODATION
IN 6 ROOMS PER YEAR

+15%

FOR ACCOMMODATION
IN THE INDICATED PLACE

DISCOUNTS

MARKUP

RELEASE SCHEDULE FOR 2024

Release	Deadline for completion READY (!) Layouts	Log out from typography
Nº1 – February	27 January	15 February
Nº2 – March	28 February	15 March
Nº3 – April	30 March	15 April
Nº4 – May	30 April	15 May
Nº5 – June	30 May	15 June
Nº6 – July	30 June	15 July
Nº7 – August	30 July	15 August
Nº8 – September	30 August	15 September
Nº9 – October	30 September	15 October
Nº10 – November	30 October	15 November
Nº11 – December - January	30 November	15 December



Main office

Caucasian Mineral Vody

 +7 (928) 01-400-01

+7 (905) 4-110-444

+7 (928) 3-111-306

 m.kavkazair.ru (mobile version)

 kavkazair

 kavkazair

 reklama@kavkazair.ru
(advertising department)
info@kavkazair.ru (edition)

 www.kavkazair.ru

