



**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.

|                       |                       | <b>Aeroflot Premium</b> |
|-----------------------|-----------------------|-------------------------|
| Total Circulation     | (Publisher Stat 2010) | 20 000                  |
| Readership/passengers | (Publisher Stat 2010) | 73 000                  |

**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.

**TECHNICAL SPECIFICATIONS:**

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