

АЭРОФЛОТ STYLE

The Monthly glossy magazine for passengers of Russia's biggest airlines

MARKET POSITION:

Aeroflot Style is a monthly magazine targeted at the women on the move. It does not matter whether her travel is connected to her work or her lifestyle, what is important is that the world around her is constantly changing and the magazine helps her find her way through it.

The readers of **Aeroflot Style** are women who travel abroad and who are wealthy and active. They are well-educated and around the age of 25-44 years old.

		Aeroflot Style
Total Circulation	(Publisher Stat 09)	70 000
Readership/passengers	(Publisher Stat 09)	423,000

EDITORIAL PROFILE:

Aeroflot Style highlights the world's most important and interesting events whether they take place in Moscow, New-York or Tokyo. Diverse corners of the world are covered: the best hotels, spas, salons, boutiques, fashion collections and clothes, etc. The most important events on the world cultural scene, the most authoritative and the newest names in art, fashion design all find a place in **Aeroflot Style**.

The magazine is divided into the following sections:

- *Fashion*: latest trends, style icons, clothing and accessories, style idiosyncrasies, etc.
- *Jewellery*: latest trends, brand histories, in focus, etc.
- *Beauty*: objects of desire, experiences, guide, in your luggage, etc.
- *Lifestyle*: guide, room with a view, in the air, etc.

Culture: guide, interviews, etc.

TECHNICAL SPECIFICATIONS:

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