

THE OFFICIAL MAGAZINE OF HIGH SPEED TRAIN "SAPSAN"

MEDIAKIT 2019



The high-speed train “Sapsan”
is the absolute leader in the market of passenger
transportation between Moscow, St. Petersburg and N.Novgorod



98%

occupancy rate

more than
450 000

passengers
monthly

4 hours

travel time

from St.Pet to MSK and
from MSK to NN

more than
5 mln

people
transported
in 2017

6 million people gonna be transported in 2018
according to transportation dynamics for 2 years

About the Magazine



The “Sapsan” magazine is a modern glossy publication placed in the pocket of each armchair in the train. It is full of great unique photos & illustrations and high-quality text content focused on high-educated, exacting and intellectual audience.

CIRCULATION – not less than 80,000 copies

VOLUME – from 144 pages

FREQUENCY – monthly

FORMAT – 207 x 263 mm

START DATE – December 1, 2010

DISTRIBUTION – in the seat pockets of each armchair on the high-speed trains “Sapsan”

The Content



PANORAMA

World events announcements.



CULTURE

Interviews with theater and cinema stars, outstanding personalities of culture and sciences. Sketches and reports about the most significant events of the past and present. Reviews of theater, literature, music, film and TV premieres. Stories about scientific discoveries and masterpieces of world art.



THE WORLD

Reports, clauses, sketches and photo-reports of the most interesting places in Russia and abroad.



LIFESTYLE

Fashion reviews and interviews with designers. Articles about healthy lifestyle and unusual hobbies. Sports announcements and interviews with the stars of Russian and foreign sports.



GOURMET

Reviews featuring the world's national cuisines, legendary meals, products & drinks. Culinary travel reports and interviews with restaurateurs and chefs.

The Content



BUSINESS

Analysis of services, real estate and securities markets and innovative solutions in the field of management.



TRICK

Reviews of technical innovations, test-drives of latest car models, gadgets, computer technology market analysis.



WHAT'S ON

Announcements of cultural events in Moscow and St. Petersburg.



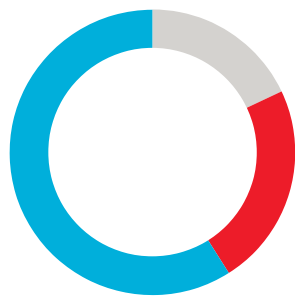
SAPSAN-INFO

News, articles, informational materials on the Russian Railways and the "Sapsan" project, various helpful information for passengers.



The Audience

The “Sapsan” passengers are well off and the most active consumers of goods and services.



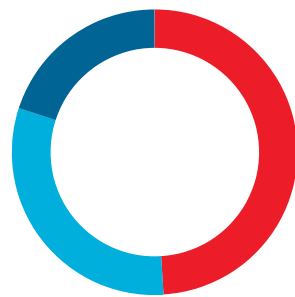
Age

- 23% – up to 30
- 59% – from 31 to 50
- 18% – over 51



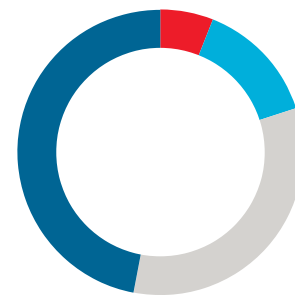
Education

- 63% – higher
- 10% – science grade
- 10% – incomplete higher
- 10% – secondary special
- 7% – secondary



Occupation

- 49% – business owners / heads
- 31% – managers
- 20% – others



Travel frequency

- 6% – 3–4 times a month
- 14% – 2–3 times a month
- 33% – 1–2 times a month
- 47% – for the first time



Purpose

- 54% – business
- 18% – family
- 13% – vacation / travel
- 11% – work
- 4% – transit

The majority of passengers of “Sapsan” trains are males— 61,3 % of passengers.

Issue Schedule

| CATALOG № | DATE OF THE BEGINNING OF DISTRIBUTION | ADS DEADLINE | SERVICE DATE |
|---------------|---------------------------------------|--------------|--------------|
| № 1 January | 1.01.19 | 1.12.18 | 31.12.18 |
| № 2 February | 1.02.19 | 1.01.19 | 31.01.19 |
| № 3 March | 1.03.19 | 1.02.19 | 28.02.19 |
| № 4 April | 1.04.19 | 1.03.19 | 31.03.19 |
| № 5 May | 1.05.19 | 1.04.19 | 30.04.19 |
| № 6 June | 1.06.19 | 1.05.19 | 31.05.19 |
| № 7 July | 1.07.19 | 1.06.19 | 30.06.19 |
| № 8 August | 1.08.19 | 1.07.19 | 31.07.19 |
| № 9 September | 1.09.19 | 1.08.19 | 31.08.19 |
| № 10 October | 1.10.19 | 1.09.19 | 30.09.19 |
| № 11 November | 1.11.19 | 1.10.19 | 31.10.19 |
| № 12 December | 1.12.19 | 1.11.19 | 30.11.19 |

Price List

| MODULE | IN RUBLES* |
|--|------------|
| First double page spread | 1 390 000 |
| Double page spread before editorial articles | 1 130 000 |
| Double page spread at the first third | 955 000 |
| Double page spread | 860 000 |
| Full page before editorial articles | 715 000 |
| Full page opposite Content | 715 000 |
| Full page opposite article PANORAMA | 640 000 |
| Full page at the first third | 565 000 |
| Full page | 495 000 |
| 2/3 | 325 000 |
| Half page | 268 000 |
| 1/3 | 147 000 |
| 1/6 | 76 000 |
| 1/12 | 39 000 |
| Cover 3 | 715 000 |
| Cover 4 | 1 200 000 |

Discounts:

5% – 2 insertions;

10% – 3-5 insertions;

15% – 6 and more insertions.

Advertising agencies commission **10%**.

Extra charge for advertising in a particular place and consistent advertisement positioning is **15%**.

* prices are exclusive of vat (20 %).

Sizes of Advertising

| MODULE | TRIM SIZE (ACTUAL), mm |
|--------------------|------------------------|
| Double-page spread | 414 x 263* |
| Page | 207 x 263 |
| 1 / 2 horizontal | 207 x 129,5 |
| 2 / 3 vertical | 113,7 x 231 |
| 1 / 3 square | 113,7 x 113,7 |
| 1 / 3 vertical | 54 x 231 |
| 1 / 6 horizontal | 113,7 x 55 |
| 1 / 6 vertical | 54 x 113,7 |
| 1 / 12 | 54 x 55 |



* Size of the double-page spread depends on the position of an advertisement in the magazine. Check the size with the technical department.

Thanks!

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