

PERSONAL SHOP FOR EACH PASSENGER



THE OFFICIAL ON BOARD GOODS CATALOG OF THE 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
500 000

passengers
monthly

4 hours

travel time

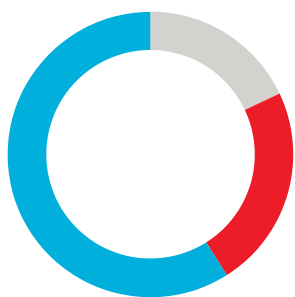
from St. Pet to MSK and
from MSK to NN

more than
5 mln

people
transported
in 2017

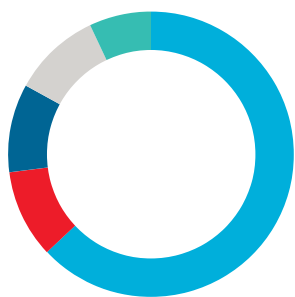
The audience

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



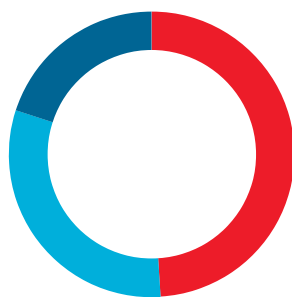
Age

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



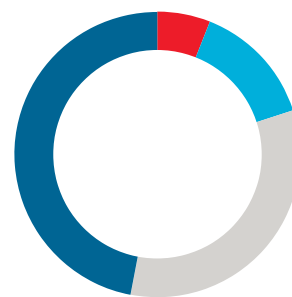
Education

- 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.

Commerce on board of a "Sapsan" train

- 1 «САПСАНSHOP» goods catalog – renewed once every two months
- 2 Regularly updated video on the screens about goods from the «САПСАНSHOP» catalog
- 3 Audio advertisements of commerce on board
- 4 "Sapsan" infotainment system
- 5 Announcement on the screens in the passenger loading zone
- 6 Brand mobile trolley with goods
- 7 Incentive programmes for stewards, staff training

About the catalog «САПСАНSHOP»



The official onboard catalog of the high speed train “Sapsan” is a colourful illustrated booklet offering passengers the goods which can be purchased on board during the trip.

Circulation	from 100,000 copies
Volume	from 48 pages
Frequency	6 times a year (once every two months)
Distribution	in the seat pockets of each armchair on the high-speed trains “Sapsan”

Updatable videos about catalog items on screens



Regular advertisement messages about the goods of the catalog in the car of a "Sapsan" train



Infotainment system

Unique
hundred-percent contact
with the audience

«**SAIPSAH**SHOP» advertising
banner on the main page of
the system



Advance advertising of the catalog on the station plasma screens in the passenger loading zone



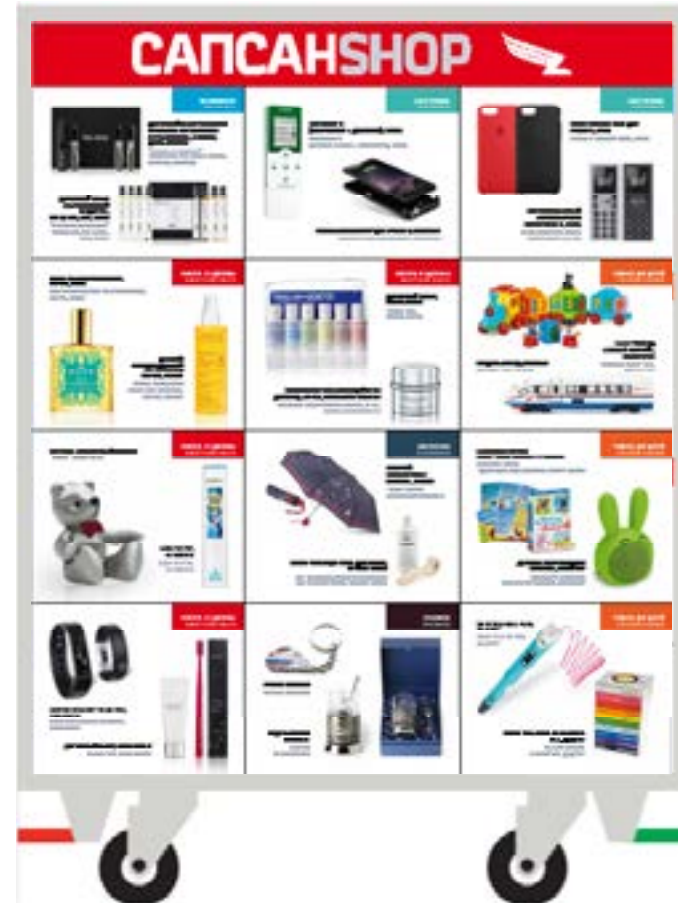
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It runs 2 brand mobile trolley
with goods in each train

**Additional attention
to the goods**

Increase number of trolley means
what passengers will see trolley
4 times



6

Staff incentives schemes

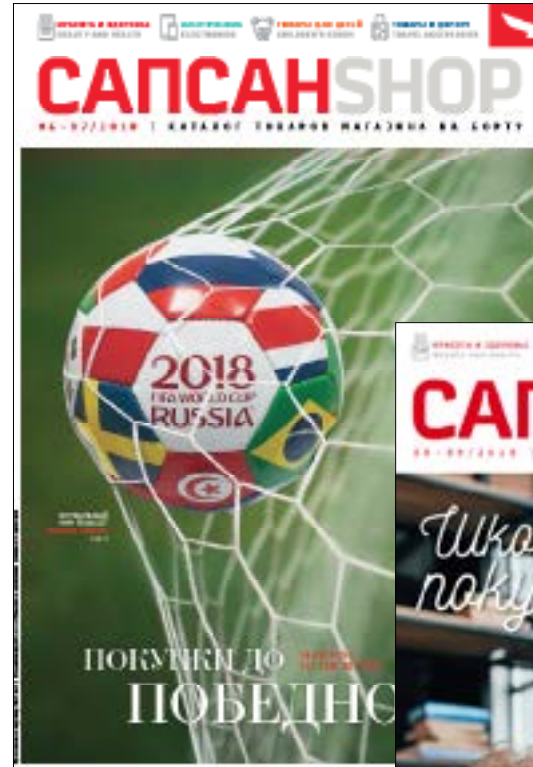


Sales training and motivation of the stewards — one of the priority fields of concern

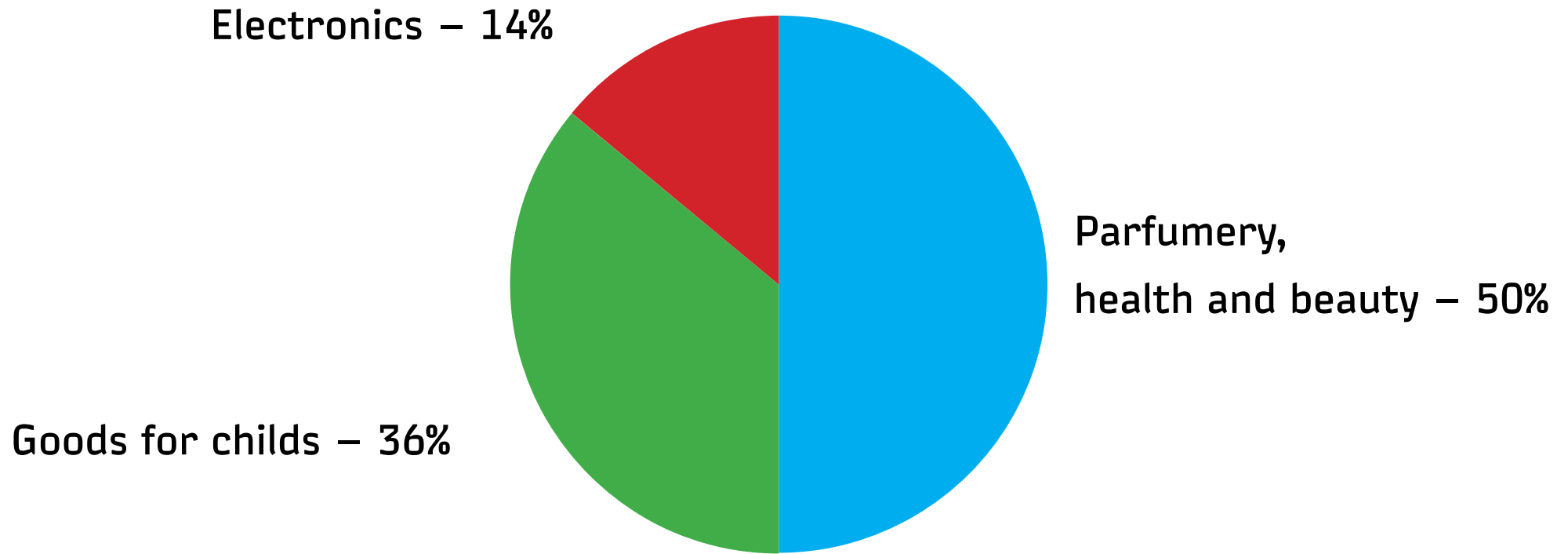
Special issues of the catalog

Each issue of the «**САПСАН**SHOP» catalog is thematic – it is related to the official dates, celebrations, festivities and landmark events.

The «**САПСАН**SHOP» catalog is not only an excellent sales channel but also a unique advertising platform for your products.



Sales volume graduation by category



Price list

PRICES FOR CATALOGUE-LISTED GOODS OFFICIALLY PRESENTED ON BOARD THE "SAPSAN" TRAIN	IN EURO, EXCLUSIVE OF VAT (20 %)
1/1 page + product cards 1/1 page*	7 150
1/2 page + product cards 1/2 page**	3 800
Back cover + product cards 2/1 page***	16 850
Inside back cover + product cards 1/1 page*	10 000
1st double-page spread including inside front cover + product cards 2/1 page***	19 500
Double-page spread branding (standard)*	12 300

* Product cards on 1/1 page allows to place up to 4 kinds of the goods.

** Product cards on 1/2 page allows to place up to 2 kinds of the goods.

*** Product cards on 2/1 page allows to place up to 8 kinds of the goods.

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 %.

Sizes of advertising

MODULE	TRIM SIZE (ACTUAL)	BLEED SIZE
Double-page spread	420 x 297 mm*	430 x 307 mm*
Page	210 x 297 mm	220 x 307mm
1\2 horizontal	145,5 x 210 mm	155,5 x 220 mm

PRODUCT CARDS **	
Product card 1\1	text up to 1000 characters + photo from 2500 pixels wide
Product card 1\2	text up to 850 characters + photo from 2500 pixels wide
Product card 1\3	text up to 750 characters + photo from 2500 pixels wide
Product card 1\4	text up to 650 characters + photo from 2500 pixels wide

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

** From 1 to 4 product cards can be placed on one page.

Advertising examples



Double-page spread branding



1/1 page + product cards 1/1 page
(3 goods)



1/2 page + product card 1/2 page
(2 goods)



Double-page spread branding



1/1 page + product cards 1/1 page
(2 goods)



1/2 page + product card 1/2 page
(1 goods)

Issue schedule

CATALOG №	SERVICE DATE	DATE OF THE BEGINNING OF CATALOG DISTRIBUTION	ADS DEADLINE
February – March 2018	31 / 01 / 2019	01 / 02 / 2019	29 / 12 / 2018
April – May 2018	31 / 03 / 2019	01 / 04 / 2019	01 / 03 / 2019
June – July 2018	31 / 05 / 2019	01 / 06 / 2019	27 / 04 / 2019
August – September 2018	31 / 07 / 2019	01 / 08 / 2019	29 / 06 / 2019
October – November 2018	30 / 09 / 2019	01 / 10 / 2019	31 / 08 / 2019
December 2018 – January 2019	30 / 11 / 2019	01 / 12 / 2019	01 / 11 / 2019

Thank you!

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