

PERSONAL SHOP FOR EACH PASSENGER



# ONBOARD MONITORS VIDEO OF THE HIGH SPEED TRAIN "SAPSAN"

MEDIAKIT 2018



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

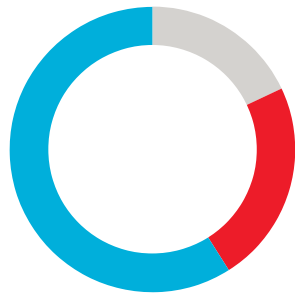
more than  
**5 mln**

people  
transported  
in 2017

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

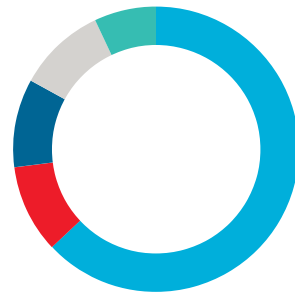
# The audience

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



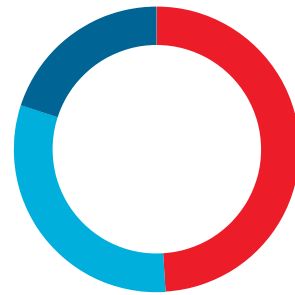
## Age

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



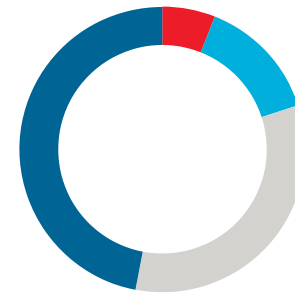
## Education

- 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

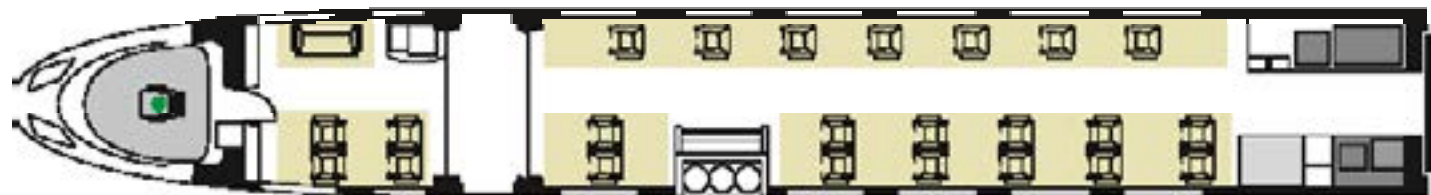
- 54% – business
- 18% – family
- 13% – vacation / travel
- 11% – work
- 4% – transit

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

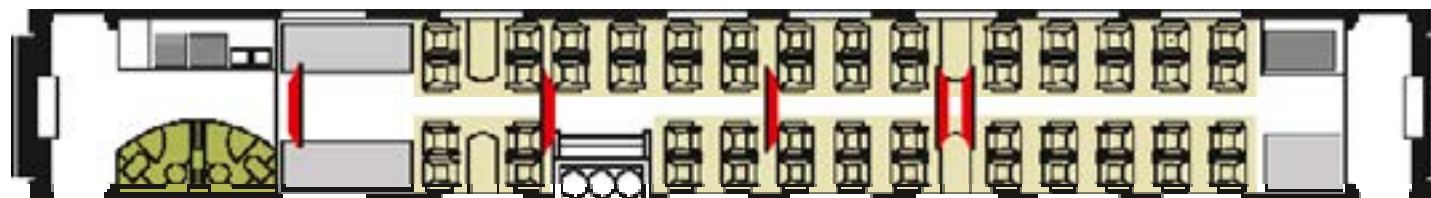


# Screens layout

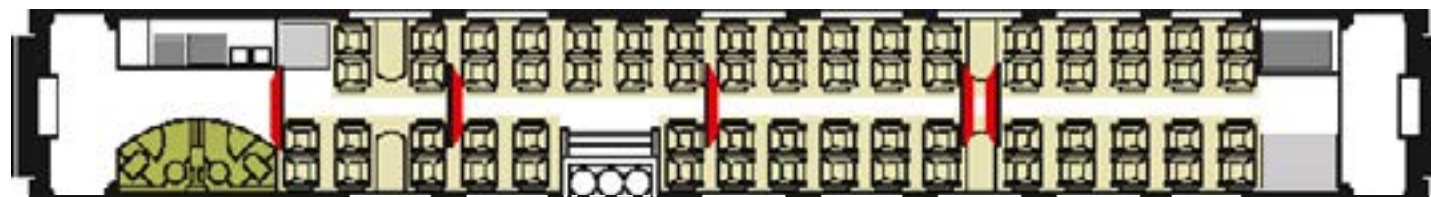
**First class**  
**(1<sup>st</sup> car)**  
23 seats  
Individual mediasystems



**Business class**  
**(2<sup>th</sup> car)**  
52 seats  
5 screens

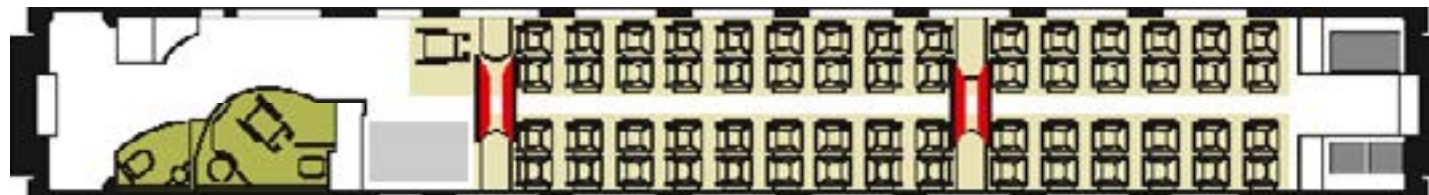


**Economy class**  
**(3<sup>rd</sup>, 4<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> cars)**  
66 seats  
5 screens

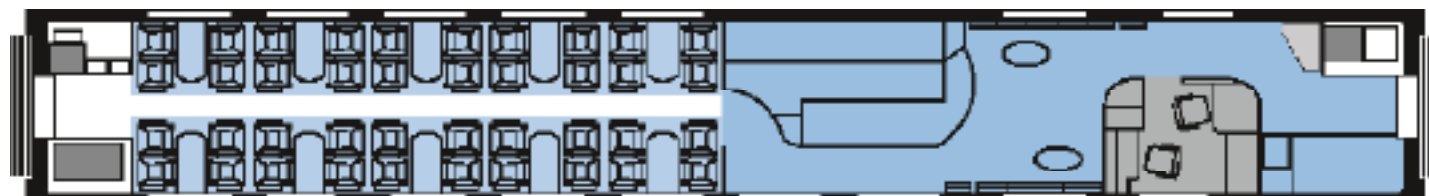


# Screens layout

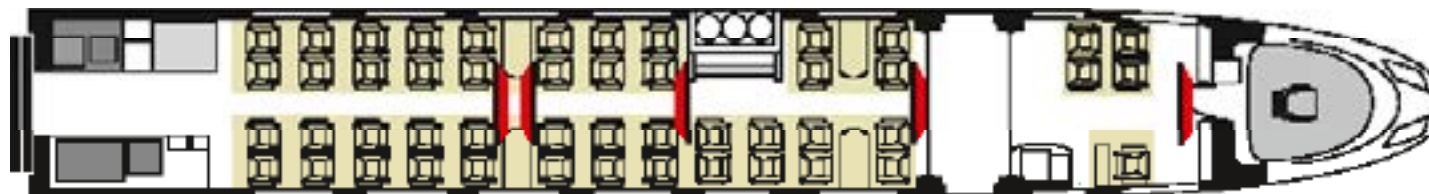
**Economy class**  
(6<sup>th</sup> car)  
60 seats  
4 screens



**Bistro car**  
(5<sup>th</sup> car)  
40 seats  
No screens



**Economy+ class**  
(10<sup>th</sup> car)  
44 seats  
5 screens



# Rate card

## MOSCOW – SAINT-PETERSBURG – MOSCOW (THERE & BACK)

INFORMATION	DAILY	MONTHLY
Number of runs	26	780
Total number of broadcastings	78*	2340*
Total number of screens	1014*	

\*including dual formation trains.

TRAILER TIMING, SEC.	COST PER MONTH, RUB.
15	308 000
20	396 000
30	550 000
60	880 000

## SAINT-PETERSBURG – MOSCOW

INFORMATION	DAILY	MONTHLY
Number of runs	13	390
Total number of broadcastings	39*	1170*
Total number of screens	507*	

\*including dual formation trains.

TRAILER TIMING, SEC.	COST PER MONTH, RUB.
15	187 000
20	275 000
30	330 000
60	429 000

## MOSCOW – SAINT-PETERSBURG

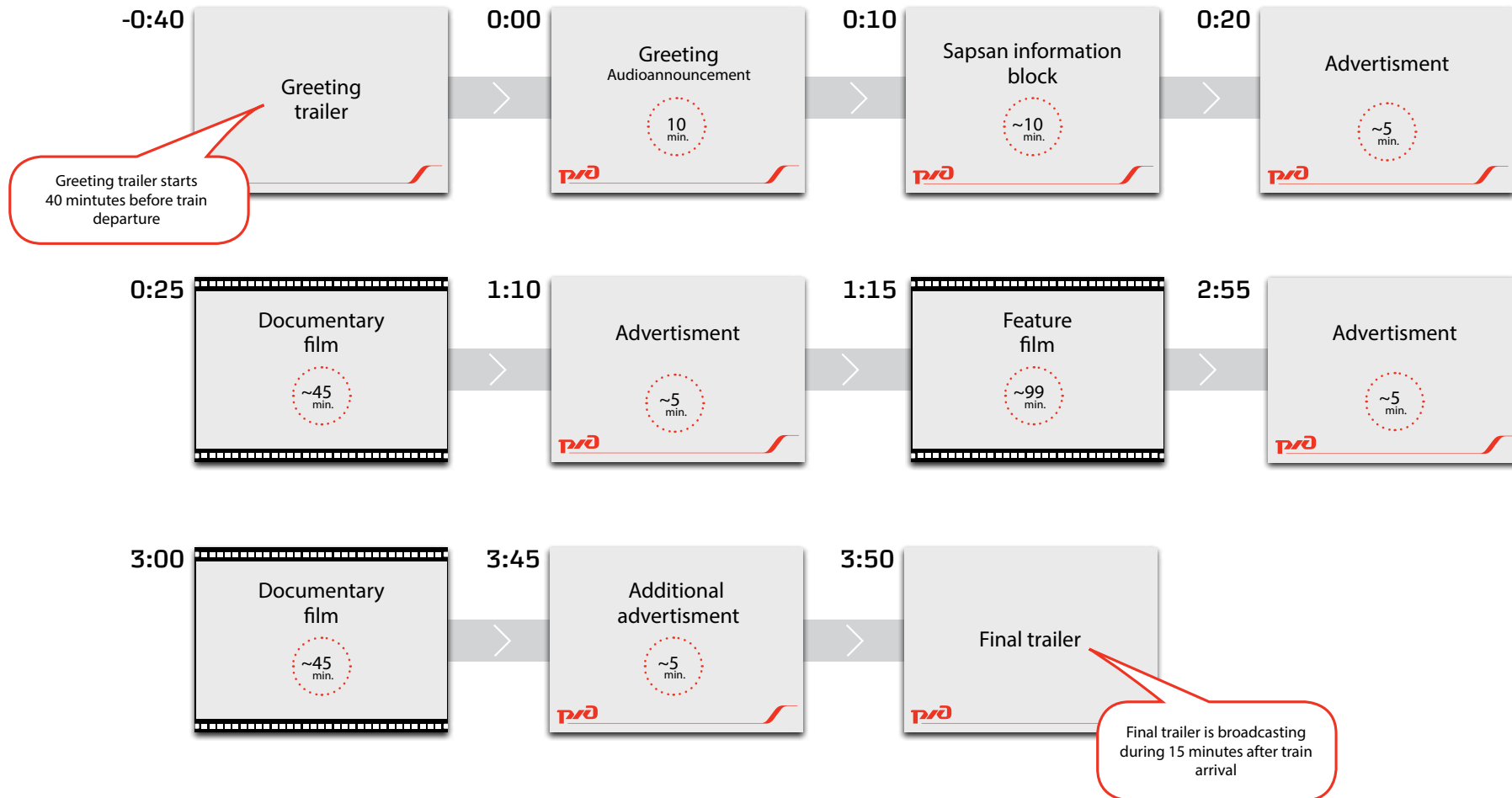
INFORMATION	DAILY	MONTHLY
Number of runs	13	390
Total number of broadcastings	39*	1170*
Total number of screens	507*	

\*including dual formation trains.

TRAILER TIMING, SEC.	COST PER MONTH, RUB.
15	209 000
20	275 000
30	363 000
60	495 000

- Prices do not include VAT 18%.
- Minimal advertising period: 10 days (50% discount).
- Discount for clients 10%.
- Discount for advertising agencies 15%.
- Extra 35% – guaranteed first brand.
- Extra 50% – double positioning.
- Extra 25% – special positioning.

# Broadcasting layout



# Thank you!

**Advertising Director (Moscow)**

**Tatiana Vlasova / [t.vlasova@sapsanmedia.ru](mailto:t.vlasova@sapsanmedia.ru)**

**Project Manager**

**Tatiana Lenina / [t.lenina@sapsanmedia.ru](mailto:t.lenina@sapsanmedia.ru)**

**Head of Advertising Department (St. Peterburg)**

**Marina Stradina / [m.stradina@sapsanmedia.ru](mailto:m.stradina@sapsanmedia.ru)**

**Formula Pressy LLC**

129090, Moscow, Schepkina st., d.31, b.c."Etmia-3", 3 floor

Tel./fax: +7 (495) 663-93-20