

PERSONAL SHOP FOR EACH PASSENGER



ONBOARD MONITORS VIDEO 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
525 000

passengers
monthly*

* Forecast for 2019
25 000 passengers monthly at Moscow - N. Novgorod direction

4 hours

travel time

from St. Pet to MSK and
from MSK to NN

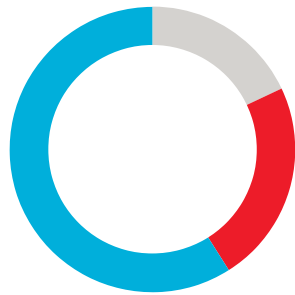
more than
5 mln

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.



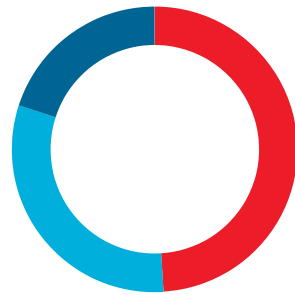
Age

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



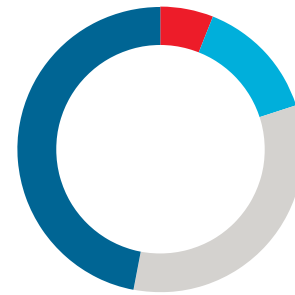
Education

- 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



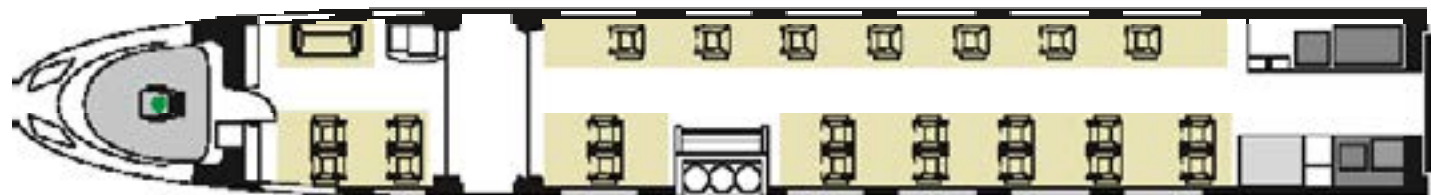
Purpose

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

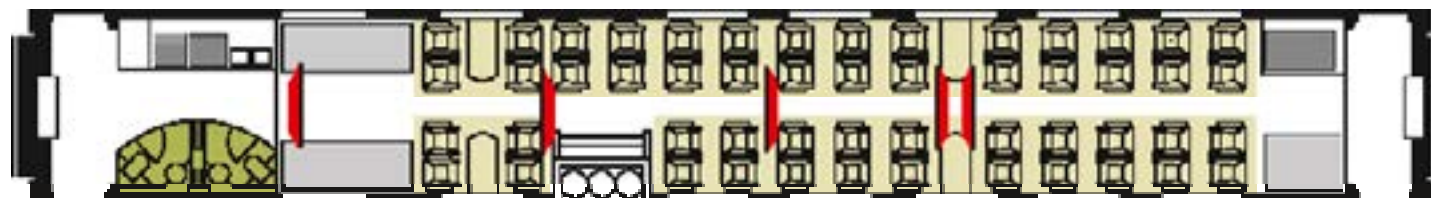
The majority of passengers of “Sapsan” trains are males– 61,3 % of passengers.

Screens layout

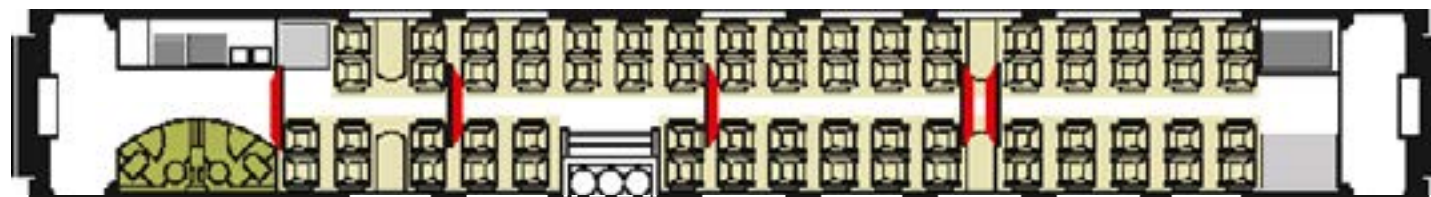
First class
(1st car)
23 seats
Individual mediasystems



Business class
(2th car)
52 seats
5 screens



Economy class
(3rd, 4th, 7th, 8th, 9th cars)
66 seats
5 screens

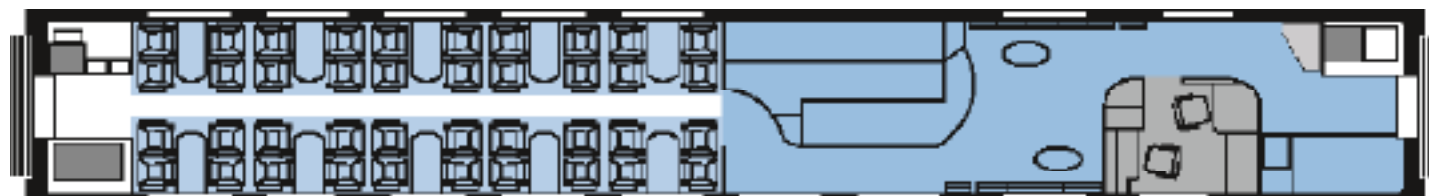


Screens layout

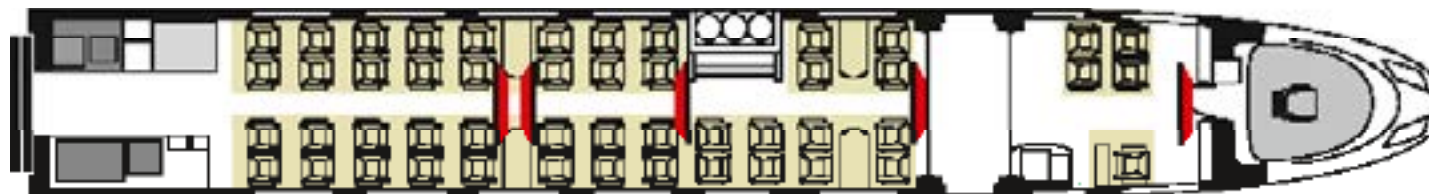
Economy class
(6th car)
60 seats
4 screens



Bistro car
(5th car)
40 seats
No screens



Economy+ class
(10th car)
44 seats
5 screens





Rate card

Moscow - St.Petersburg

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 20%.
- 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.

Rate card

Moscow - N. Novgorod

MOSCOW – N.NOVGOROD – MOSCOW

INFORMATION	DAILY	MONTHLY
Number of runs	2	60
Total number of broadcastings	6	180
Total number of screens	78	

TRAILER TIMING, SEC.	COST PER MONTH, RUB.
15	154 000
20	170 500
30	199 100
60	266 200

N.NOVGOROD – MOSCOW

INFORMATION	DAILY	MONTHLY
Number of runs	1	30
Total number of broadcastings	3	90
Total number of screens	39	

TRAILER TIMING, SEC.	COST PER MONTH, RUB.
15	77 000
20	82 500
30	94 600
60	123 200

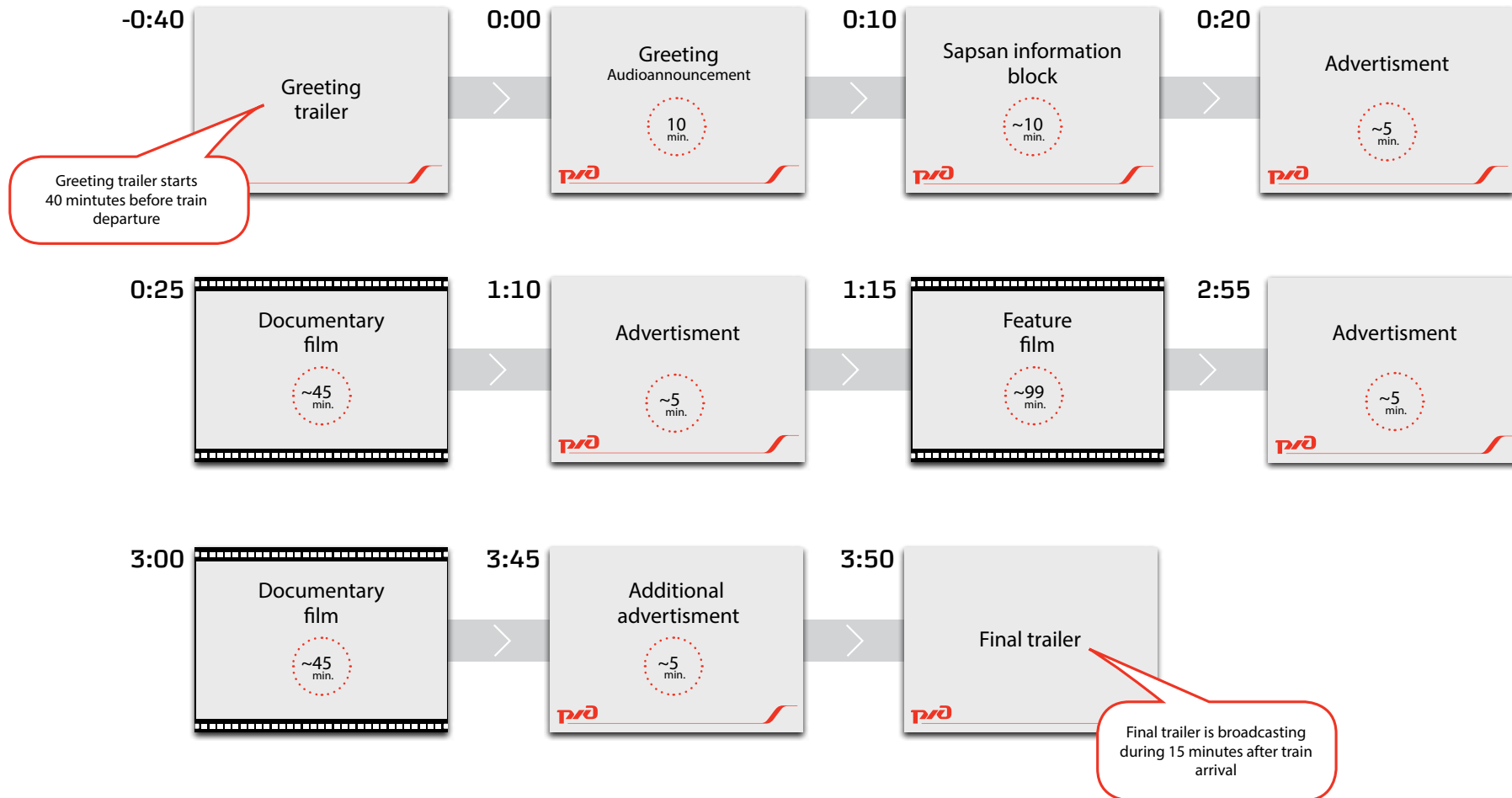
MOSCOW – N.NOVGOROD

INFORMATION	DAILY	MONTHLY
Number of runs	1	30
Total number of broadcastings	3	90
Total number of screens	39	

TRAILER TIMING, SEC.	COST PER MONTH, RUB.
15	77 000
20	88 000
30	104 500
60	143 000

- Prices do not include VAT 20%.
- 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

Project Manager

Tatiana Lenina / t.lenina@sapsanmedia.ru

Head of Advertising Department (St. Peterburg)

Marina Stradina / 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