# Аэроэкспресс

The official magazine of Aeroexpress trains

аэроэкспресс

# About Aeroexpress Company

Since 2019 Aeroexpess provides a high-level service in a new direction: Moscow Central Diametres (MCD), whis is a system of city train services on existing commuter rail lines in Moscow and Moscow area in Russia.

The double-deck Aeroexpress trains of increased capacity and comfort manufactured by the Swiss company Stadler run between Odintsovo and Sheremetyevo airport. Many passengers take advantage to get to such important points as the Moscow International Business Center (MIBC) Moscow City, Skolkovo, Nakhabino, Odintsovo and other settlements inside and outside the city.

It also provides a new interesting audience for Aeroexpress magazine and its advertiser. The Aeroexpress quality management system complies with the international standard ISO. **aeroexpress.ru/en/**

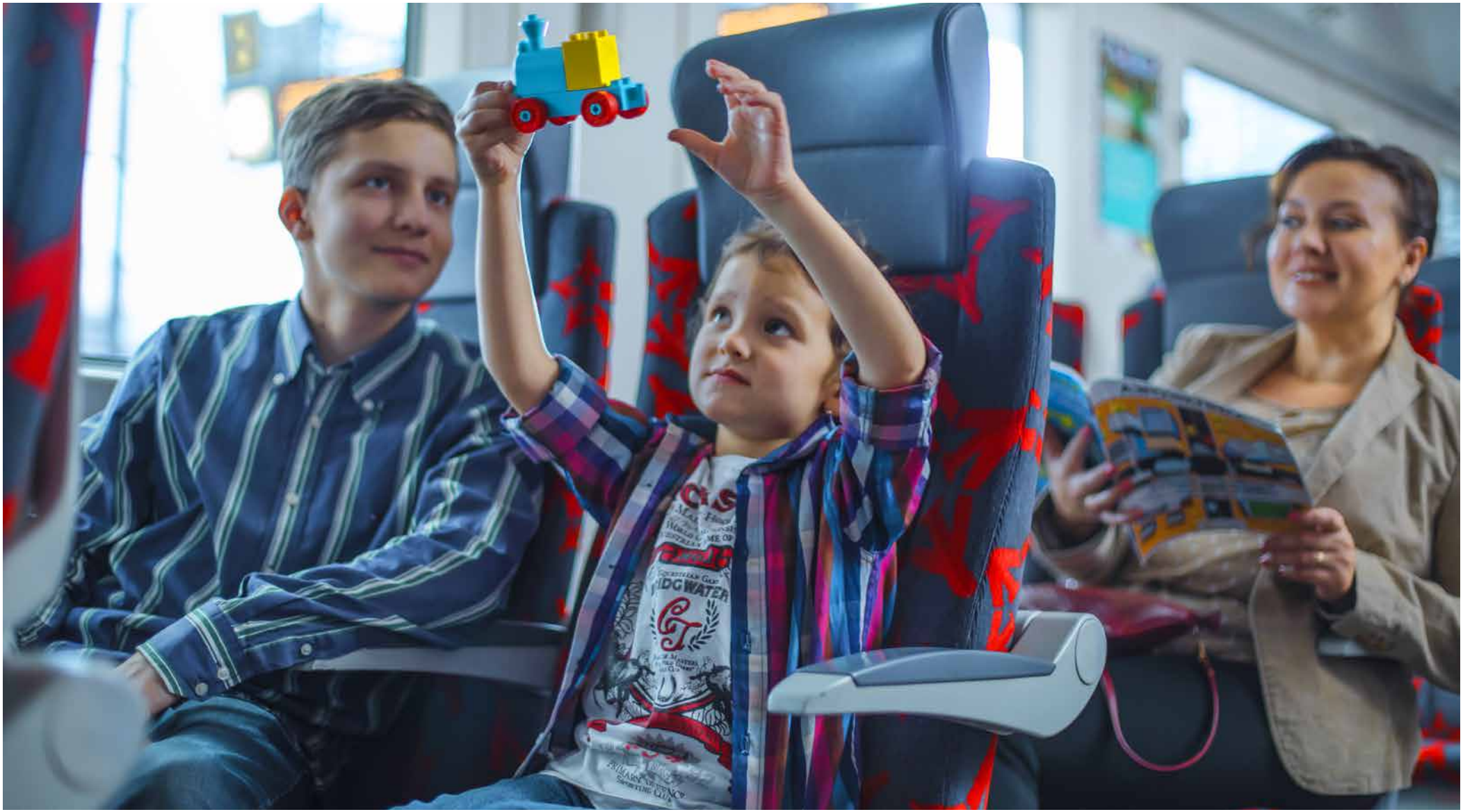
# The Aeroexpress Magazine

Aeroexpress magazine is the official issue of the Aeroexpress train, which delivers air passengers via Moscow Center Diameters (MCD) from Moscow to Sheremetyevo, Domodedovo and Vnukovo airports, including routes to Moscow International Business Center (MIBC) Moscow City, Skolkovo, and back.

It is a glossy edition with a modern design and bright illustrations, which helps travelers pass the time of their journey to the airport and back. The magazine is filled with diverse information that is not only interesting for reading, but also can be useful.

Aeroexpress is a unique offer on the Russian media market. The magazine gives advertisers the opportunity to get information about their products and services to the audience of frequent travelers of all airlines of the Moscow Aviation hub (MAH).

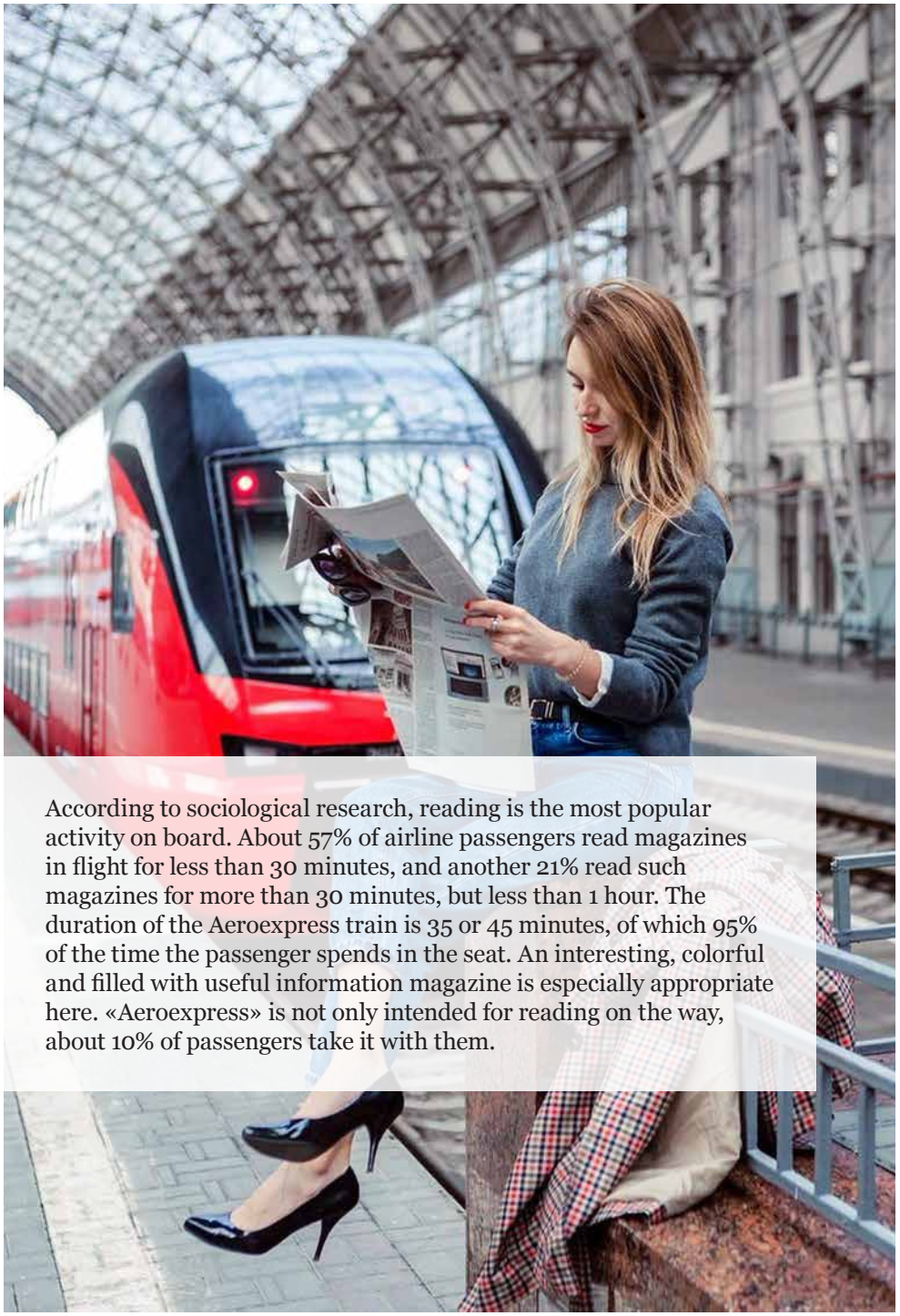
Frequency — bimonthly.
Format — 210x275 mm.
Distribution — in the pockets of passenger seats.



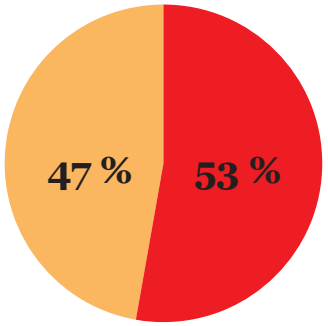
**Passenger throughput 2023/24**

| | 03/23 | 04/23 | 05/23 | 06/23 | 07/23 | 08/23 | 09/23 | 10/23 | 11/23 | 12/23 | 01/24 | 02/24 | 03/24 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Passenger throughput АЭ SVO | 265 954 | 265 333 | 282 092 | 338 242 | 360 815 | 377 411 | 353 421 | 315 174 | 310 297 | 353 784 | 296 993 | 310 252 | 309 213 |
| Passenger throughput АЭ DME | 261 191 | 279 257 | 292 982 | 313 316 | 324 756 | 321 224 | 298 377 | 273 476 | 250 858 | 269 392 | 218 339 | 218 235 | 232 090 |
| Passenger throughput АЭ VKO | 77 502 | 75 059 | 72 357 | 86 916 | 90 061 | 94 746 | 56 617 | 46 458 | 40 382 | 44 436 | 34 258 | 35 852 | 37 843 |
| **TOTAL** | **604 647** | **619 650** | **647 431** | **738 474** | **775 632** | **793 381** | **708 415** | **635 108** | **601 537** | **667 612** | **549 590** | **564 339** | **579 146** |

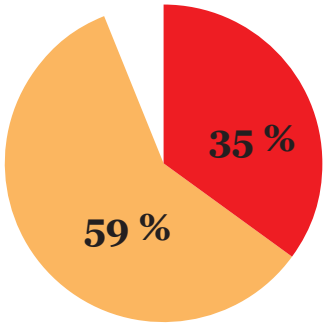
# The Portret of Reader



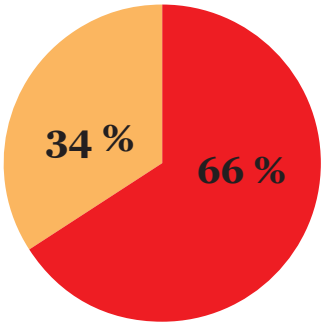
According to sociological research, reading is the most popular activity on board. About 57% of airline passengers read magazines in flight for less than 30 minutes, and another 21% read such magazines for more than 30 minutes, but less than 1 hour. The duration of the Aeroexpress train is 35 or 45 minutes, of which 95% of the time the passenger spends in the seat. An interesting, colorful and filled with useful information magazine is especially appropriate here. «Aeroexpress» is not only intended for reading on the way, about 10% of passengers take it with them.



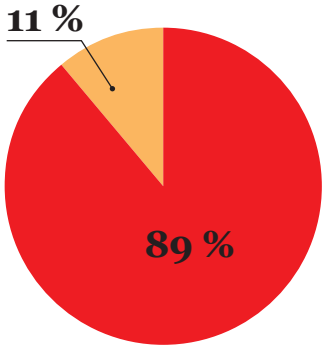

men
women



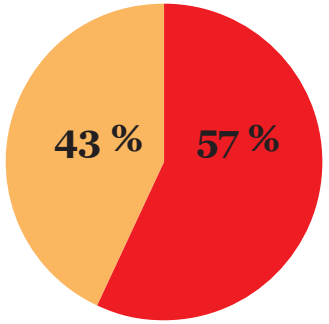

with high income
with average income



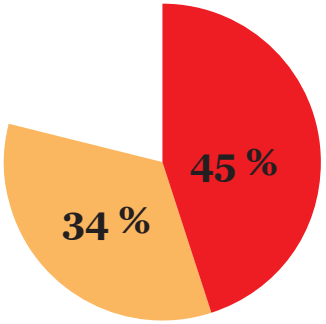

married
unmarried



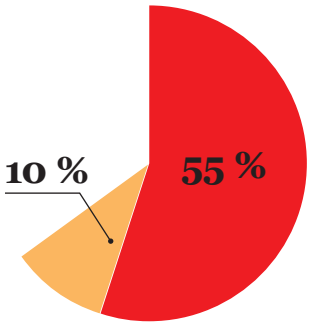

citizens of the Russian Federation
foreign citizense

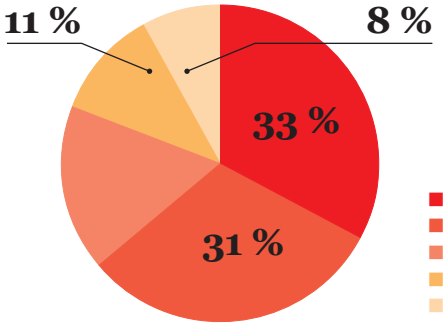



Moscow residents
residents of other regions




business trip
tourism




31–40 years old
23–30 years old
41–50 years old
50+ years old
less than 22 years old

Ipsos

# Content

The magazine combines two long articles and a number of short, dynamic materials about the life of the city, news in the world of culture, lifestyle and useful information for the traveler.

## destinations

Current routes, ideas. A guide for those who travel frequently and are looking for bright, exclusive destinations.

## taste

The news of restaurants: openings, premieres, seasonal updates. Bright gastronomic premieres. Reviews of the best restaurants in the world.

## style

Men's and women's fashion, watch premieres, bright cosmetic novelties.

## culture

Calendar of major cultural events:

- ★ Movie Premiers
- ★ Book novelties
- ★ Interviews with writers, movie stars, and prominent cultural figures.

# Advertising Rates and Editorial Calendar

Advertising Rates

| Standart Positions | Prices in rubles* |
|---|---|
| Spread 2/1 | 990 000 |
| Page 1/1 | 605 000 |
| 1/2 of page | 325 000 |
| 1/3 of page | 225 000 |
| 1/4 of page (in fields)* | 155 000 |
| 1/6 of page (in fields)* | 102 000 |
| **Special positions** | |
| Page 1/1 in the first third of the magazin | 650 000 |
| Page 1/1 in «Contents» | 785 000 |
| 2/1 spread in the first third of the magazin | 1 100 000 |
| **Premium positions** | |
| 2/1 the first spread including the second page of the cover | 1 450 000 |
| 2/1 the second spread | 1 255 000 |
| 2nd cover | 905 000 |
| 3rd cover | 785 000 |
| 4th cover | 1 160 000 |

## Editorial Calendar

| | № 12-1, 23-24 | № 2-3, 24 | № 4-5, 24 | № 6-7/24 | № 8-9/24 | № 10-11/24 |
|---|---|---|---|---|---|---|
| Publication date | 01.12.23 | 01.02.24 | 01.04.24 | 01.06.24 | 01.08.24 | 01.10.24 |
| Confirmation of participation | 10.11.23 | 10.01.24 | 11.03.24 | 10.05.24 | 10.07.24 | 10.09.24 |
| Submission of a layout | 15.11.23 | 19.01.24 | 19.03.24 | 17.05.24 | 19.07.24 | 19.09.24 |

| | № 12/1/24-25 |
|---|---|
| Publication date | 01.12.24 |
| Confirmation of participation | 08.11.24 |
| Submission of a layout | 15.11.24 |

* All the prices are given excluding VAT (20%).

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