

RUSSIA'S ANNUAL CATALOGUE OF LUXURY TRAVEL

MEDIA KIT

INTERNATIONAL  
**LEISURE**  
WORLD

[www.Leisure.ru](http://www.Leisure.ru)



**Content:** 96 pages  
**Color:** 4+4 (full color)  
**Paper:** High quality art paper, glossy  
**Format:** 210 x 297 mm  
**Print:** 35 000

## ABOUT INTERNATIONAL LEISURE WORLD

Initially launched as a bi-annual magazine catering to the luxury travel sector in 2005, International Leisure World has been modified to suit the rigorous demands of the fast growing luxury travel sector in Russia.

Extensive market research indicated a need for a well presented, highly informative catalogue of luxury travel offers from around the world. Hence our change from a magazine to an annual directory of luxury travel offers from around the globe.

International Leisure World is the definitive publication for the lucrative Russian luxury travel sector guaranteed to reach high net worth travellers and tourism professionals throughout the vast territory of Russia & the CIS.

Circulation is guaranteed at 35,000 copies reaching more than 80,000 readers. Copies are mailed directly to high end consumers utilising our comprehensively researched data base. The publication is also extensively sent to leading Travel Agents involved in the luxury travel segment. In addition copies are distributed through our network of exclusive distribution outlets and at all leading elite events.

International Leisure World provides a superior medium for luxury travel suppliers to advertise directly to their target audience in Russia.

With our policy of matching advertising space with editorial content we effectively double the advertising space for our clients and produce an informative and readable publication.

International Leisure World is a unique publication in Russia bringing our readers an eclectic mix of exclusive travel options. This information will positively influence these high net worth consumers when planning their future travel arrangements.

## DIRECT ACCESS TO THE GROWING NUMBERS OF ELITE RUSSIAN TRAVELLERS

International Leisure World is the only publication to specifically target and reach wealthy Russian travellers and influence their travel agents. Through our courier and postal distribution we reach into the homes and offices of this elite sector.

Distribution through our exclusive outlets and at elite events ensure that the brand recognition of our advertising partners is associated with high and exclusive lifestyle.

## CIRCULATION

International Leisure World catalogue is printed annually and our strategic circulation commences in September ensuring high density coverage for both the Winter and Summer seasons. Distribution continues for 12 months and our research indicates that each copy is read by at least 3 people. With 35,000 copies this means that the potential reach is more that 80,000 people in Russia.

## KEY STATISTICS

Circulation . . . . .	35,000 copies
Readership . . . . .	84,000
Content . . . . .	96 pages
Paper . . . . .	High quality art paper, glossy
Format . . . . .	A4 (210 mm wide by 297 mm vertical)
Gender of readers . . . . .	44% male, 56% female
Average age of readers . . . . .	38

### Circulation by distribution

Subscription copies . . . . .	30%
Selected travel companies . . . . .	28%
Luxury outlets . . . . .	20%
Through elite events . . . . .	19%
Airport lounges . . . . .	3%

### Breakdown of our readers:-

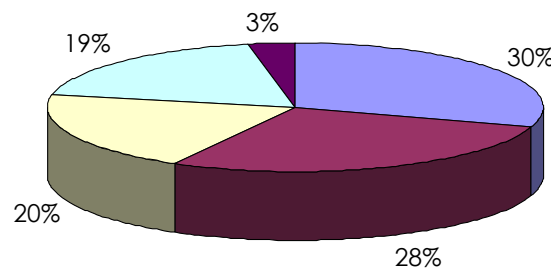
Executive/Upper Management . . . . .	49%
Travel trade professional . . . . .	34%
Government officials . . . . .	9%
Art, science, show business . . . . .	8%

### Travel Habits of our readers:-

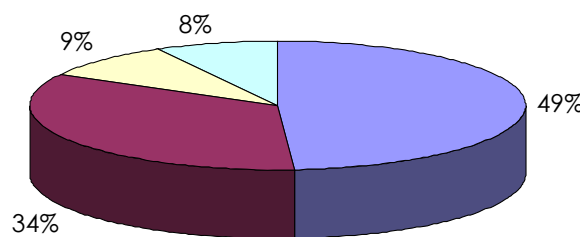
Plan to travel Internationally for Business . . . . .	54%
Plan to travel Internationally for Pleasure . . . . .	46%
Average number of days spent on International Travel . . . . .	42 days



It is widely reported that the Russian market for luxury goods & travel is now the 3rd largest in the world.



Circulation by distribution



Breakdown of our readers

## STRATEGICALLY TARGETED MARKET REACH

International Leisure World Catalogue offers luxury travel professionals a unique combination of publications, products and events that will influence the decisions of high net worth Russian travellers and the travel agents they buy from. We offer the most comprehensive range of services luxury travel marketing strategy available in Russia.



Distribution at Elite Events.



## ADVERTISING RATES 2010-2011

International Leisure World Catalogue, Russia offers a choice of superior advertising possibilities:

### PUBLICATION DATES

Issue #7 . . . September 2010 (deadline for materials – 6 August)  
Issue #8 . . . September 2011 (deadline for materials – 6 August)

### SPECIAL DISPLAY PRESENTATIONS

Our special concept of Display Presentations enables our advertisers to choose a size to suit their advertising budgets. Don't forget that this is an annual catalogue, so all advertisements are actively promoted for at least 10 months on this lucrative market.

### WE MATCH THE SPACE THAT YOU BOOK!

Book a full page advertisement and we will provide you with a full page of editorial, including pictures at NO CHARGE (Prices are indicated in EURO and include all taxes):-

Double page spread + 2 pages of **FREE** editorial . . . . . €2,640.-

Full Page advertisement + 1 page of **FREE** editorial . . . . . €1,630.-

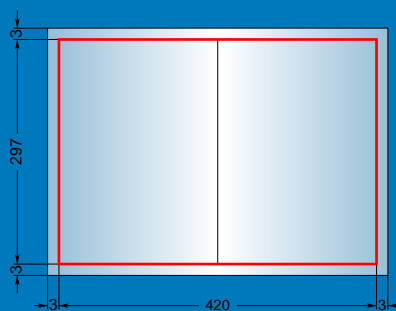
Half Page advertisement + ½ page of **FREE** editorial . . . . . €885.-

Special rates can also be discussed for:-

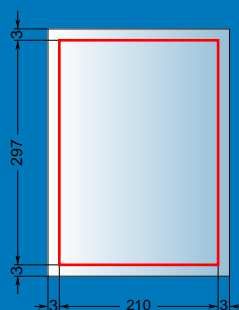
- Front Page Feature (special quality conditions apply)
- Inside Front Cover
- Inside Back Cover
- Outside Back cover



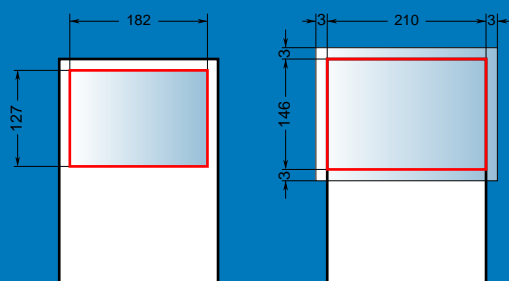
## TECHNICAL SPECIFICATIONS



**Double Page Spread**



**Full Page**



**Half Page**

**Half Page (bleed)**

### Edition format

210 mm wide by 297 mm vertical

### Artwork

All artwork should be supplied via e-mail, FTP or by CD. Hard copy can be accepted by post but please note that we are unable to accept photographs from brochures or other printed material due to possible quality problems.

### We accept artwork in the following formats:-

- Adobe Illustrator files
- Adobe InDesign files (with all font files and linked files)
- High resolution PDF files (Job Options Press)
- Complete adverts as a EPS file
- Complete adverts as an uncompressed JPEG file min 300 dpi
- Complete adverts as a TIFF file min 300 dpi

### Notes:-

- Please make certain that all images and colours used are converted into CMYK.
- Be sure that all images used are at least 300 dpi.
- Do not forget to include bleed on advertising that go to the edge of the page.
- If you do not need translation of your advertising please convert all texts into outlines.
- If you need translation of your advertising please do not convert text into outlines and include files with all used fonts. Also if you use JPEG or TIFF files (not editable) please contact us to check possibility of translation.
- To prevent changes of your advertising please provide us with PDF or JPEG copy to preview the layout.

### Advertising format

Double page spreads . . . . . 420x297 mm plus 3 mm extra on each side for bleed  
 Full Page (bleed) . . . . . 210x297 mm plus 3 mm extra on each side for bleed  
 Half Page (horizontal) . . . . . 182x127 mm  
 Half Page (horizontal, bleed) . . . . . 210x146 mm plus 3 mm extra on each side for bleed



#### CONTACT DETAILS

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#### COMPANY PROFILE

International Leisure World Catalogue is owned by the aiGroup - a well established and respected organisation in Russia.

The aiGroup has been at the leading edge of tourism development in Russia and throughout the CIS since 1992.

Our connections with Russia are deep and well founded. The company has participated at most exhibitions since they started and has established a reputation for honesty, integrity and hard work.

Employing a highly specialised Russian Editorial team our aim is to produce an informative magazine in a high quality for our readers, and revenues through purchases for our advertisers.