

# 2010 RUSSIA

International Editions



**D**epartures Magazine reaches the hottest growth market of affluent consumers in the Russian language—created exclusively for the highest-spending premium card members. It's a sophisticated and elegant guide for those who can have anything they desire.

Unlike other publications in Russia, *Departures* is hand-delivered to the personal managers of this highly elusive audience. Each issue centers on a special topic—ranging from international style, spa experiences, and insider destination guides to insightful features on arts and culture—for an audience who continuously seeks the best that life has to offer.

## THE **GLOBAL** LUXURY LIFESTYLE SOURCEBOOK FOR THE WORLD'S MOST DESIRABLE AUDIENCE

### READER DEMOGRAPHICS

Median age	31-45	80%
Married, with children		64%
Occupation		Company owners, top management

### HOW THEY TRAVEL\* Within the last six months

Traveled first-and business-class	57%
Stayed in a luxury hotel	69%

### TRAVEL TO

Europe	36%
Asia	20%
North America	14%
Other (Africa, S. America, Australia & Oceania)	9%

\*INFORMATION BASED ON DEPARTURES RUSSIAN EDITION READERSHIP SURVEY: UPDATED 10/08

### ADVERTISING RATES (4/C GROSS) CIRCULATION: 10,000

	1x	2-3x	4-5x	6-8x	9-11x	12x
Full Page	\$10,171	\$9,662	\$9,154	\$8,645	\$8,340	\$8,136
Two Page Spread	20,341	19,324	18,307	17,290	16,680	16,273
1/2 Page	7,308	6,943	6,578	6,212	5,993	5,847
1/3 Page	5,826	5,535	5,244	4,952	4,778	4,661
TOC	13,222	12,561	11,900	11,239	10,842	10,577
Spread B/W TOC	23,189	22,030	20,870	19,711	19,015	18,551
Inside Back Cover	13,934	13,237	12,540	11,844	11,426	11,147
Back Cover	22,782	21,643	20,504	19,365	18,681	18,226

ALL RATES ARE GUARANTEED IN U.S. DOLLARS.

**AMERICAN EXPRESS** publishing | **INTERNATIONAL**  
The Global Marketing Solution

**DEPARTURES**

## 2010 CLOSING DATES

ISSUE	EDITORIAL TOPIC	SPACE CLOSING	MATERIAL CLOSING	IN-HOME
February/March	Spa Issue	January 15	January 20	February 20
April/May	France Special	March 10	March 15	April 20
Summer	Watches & Jewelry	May 10	May 15	June 20
September	Art Review	July 10	July 15	August 20
October	Arts & Crafts	August 10	August 15	September 20
November	Global Shopping	September 10	September 15	October 20
December/January	Explorer's Issue	October 10	October 15	November 20

### TECHNICAL INFORMATION

Printing procedure:	Offset, colors
Screen lines per cm:	70
Screen lines per inch:	175
Density of picture files:	300 dpi

### SIZE REQUIREMENTS

Full-page bleed size	240 x 285 mm
Full-page trim size	230 x 275 mm
1/2 vertical	110 x 275 mm
1/2 horizontal	230 x 135 mm
1/3 vertical	77 x 275 mm
1/3 horizontal	230 x 90 mm
Minimum non-bleed margin	5 mm

NOTE: ALL MATERIALS MUST BE SUBMITTED WITH A COLOR ACCURATE PROOF.

**Digital file on CD:** QuarkXPress Mac (logos, fonts, 300 dpi scans) plus 300 dpi PDF file based on Euroscale offset standard and color-accurate proof. UCR (under-color removal) treatment. Total ink density under 300%. Provide each PDF with 300 dpi and correct color proof (Epson, HP, Iris).

### Files may be uploaded to:

<http://ftp.journal-international.de/login>

User ID: ftp\_adver / Password: gda3b / Folder: adver

**Travel Advertisers:** Creative modifications may be required to promote Platinum and Centurion Travel Service call-to-action.

### TRANSLATIONS

Translations of advertisements into other languages for local magazine editions available upon request. Cost will be calculated depending on extent and complexity.

### ADVERTISING CONTACT

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