

ОТДЫХ

ОТ *А* ДО *Я*

MEDIA-KIT



www.restmag.ru – весь журнал на экране вашего компьютера!

INFORMATION ABOUT MAGAZINE

“**Leisure from A to Z**” is full-colored advertizing magazine catalog about tourism possibilities and services. It is published since 2000, once in 2 weeks. There are 23 issues in the year, **25000 copies each issue**. Each issue has 32-48 pages.

Our magazine is oriented for all kind travellers. There are information both about low cost bus tours and about exclusive tours all over the world.

The magazine consists of two parts:

1. Image.

Usually, there are advertizing of big tour operators and agencies and our regular informational articles, interview with professional of tourbusiness .

2. Catalog.

Advertizing is sorted according to countries in alphabet order. There are also such rubrics as “Ski”, “cruises”, “Urgent proposals” act. We also publish interesting and timely tourist information in this rubrics .

The magazine has also internet version on site www.restmag.ru. Tourfirms can also publish their tours in online catalogue on this site. There are 2 cataloges: for regular tours, and for urgent tours.

The magazine is delieived for free in cafe, restorants, business-centers, banks, shopping-centers, bowling centers. Magazine si also delieived in all “Coffee Houses” and “Metropole” coffee-shops (big chains in St.Petersburg), and in all British Petrol station. You can also get our magazine on most popular exhibitions in Saint-Petersburg and, surely, on all tourist markets and exhibitions.

There are advertizing from almost all leading Saint-Petersburg tour operators and agencies. Those firms work in tourism for years and are already well-known and appreciated by there clients.

“**Leisure from A to Z**” is «be to see» magazine. Every issue of the magazine goes to the tourfirm’s customers. Only 5 % of each issue comes to tourfirms and touroperators.

READERS OF MAGAZINE

Audience	
Total Audience:	145750
Readers per copy:	5.83
Women:	61 %
Median Age:	40
Age 18-34:	35 %
Age 25-49:	70 %
Employed:	75 %
Single:	22 %

TECHINICAL REQUIREMENTS FOR ADVERTIZING

Advertisers should supply the following-all art must be press ready:

Image: supplied with resolution of 300 dpi in TIFF or PDF format

Logo: supplied as Illustrator EPS vector file with all fonts converted to outlines

DATES OF ISSUES IN 2017:

Dates of issue	Closing dates
01 February	25 January
22 February	15 February
08 March	01 March
22 March	15 March
05 April	01 April
19 April	12 April
10 May	03 May
24 May	17 May
07 June	01 June
21 June	14 June
05 July	01 July
19 July	12 July
02 August	26 July
16 August	09 August
06 September	30 August
20 September	13 September
11 October	04 October
25 October	18 October
08 November	01 November
22 November	15 November
06 December	01 December

PRICE-LIST:

(in Euro)

TEXT BLOCK (14,5*88):

1-3 – 22 Euros
 4-9 – 18 Euros
 10 and more – 16 Euros

BLOCKS NEAR ARTICLES

88x50 mm – 100 Euros
 88x100 mm – 180 Euros
 88x150 mm – 260 Euros.
 88x200 mm – 320 Euros
 88x250 mm – 380 Euros

IMAGE PART:

1/8 (94,5x62,5) - 130 Euros
 1/4 (94,5x129) - 190 Euros
 1/2 (193x129) - 360 Euros
 1/1 полоса - 660 Euros
 (215x300, text block 195x280)

FIRST PAGE

1/8 (94,5x62,5) - 190 Euros
 1/5 (94,5x93) - 220 Euros

COVERS

2, 3 COVER 4 COVER
 1/4 – 230 Euros 1 полоса – 760 Euros
 1/2 – 440 Euros
 1 полоса – 880 Euros

ADVERTIZING IN CATALOGE

VERTICAL

1/16 (88x29) - 70 Euros
 1/8 (88x58) - 130 Euros
 1/2 (178x116) - 360 Euros

GORIZONTAL

1 line (178x14,5) - 65 Euros
 2 lines (178x29) - 130 Euros
 3 lines (178x43,5) - 160 Euros
 4 lines (178x58) - 190 Euros
 5 lines (178x72,5) - 240 Euros

DISCOUNTS FOR ADVERTIZING IN 1 ISSUE

You can publish several small blocks, and pay for them as for 1 big block (for ex. 4 lines in catalog can be in 1 place, or in 4 places in catalog and will cost 190 euros anyway)

DISCOUNTS FOR ADVERTIZING IN SEVERAL ISSUES

2, 3 publications -- 10%
 4, 5 publications – 15%
 6 and more publications – 20%