

национальный аэрокосмический журнал

www.take-off.ru

ВЗЛЁТ

MEDIA INFORMATION 2018



Russia's most reliable
aerospace magazine

14 years

of authoritative and comprehensive
reporting on key aerospace issues
in Russia and worldwide

www.take-off.ru RUSSIA'S NATIONAL AEROSPACE MAGAZINE
Take-off

Fourteen years we have built and maintained a reputation as Russia's leading-edge aerospace magazine. Our widespread and discerning audience of aviation and aerospace professionals has come to rely on Vzlet as a unique source of valuable and accurate information. This encompasses the state of business and development of the aerospace industry in Russia and worldwide. We, at Vzlet, remain committed to promoting innovation and development in high-tech aerospace products and services in Russia and worldwide. This will be achieved by showcasing the best of world experience, expertise and practices. Our coverage will be of the highest standards of clarity, accuracy and objectivity whilst ensuring you are kept abreast of the very latest information. Thank you for considering a partnership with Vzlet.

WE OFFER

- Major breaking aerospace news
- Ultimate data on orders and deliveries of commercial and military aircraft and helicopters
- Comprehensive reviews of the manufacturing of commercial and military aircraft, helicopters and engines
- Revealing reports on key world air shows
- Detailed on-site reports on activities of the key players of the aerospace industry and air transport in Russia & CIS
- Feature stories on activities and exercises of air forces and naval aviation
- Exclusive interviews with top-managers of the original aerospace manufacturers and operators

Vzlet publishes information both on military and civil products and developments in equal measure and also regularly offers stories about space technology.

OUR KEY TOPICS

- Aircraft manufacturing
- Commercial aviation
- Military aviation
- Air Shows
- Engines
- Avionics and equipment
- Airports and MRO
- Flight safety
- Space technology
- International cooperation
- Leasing
- Contracts and deliveries

GENERAL DATA

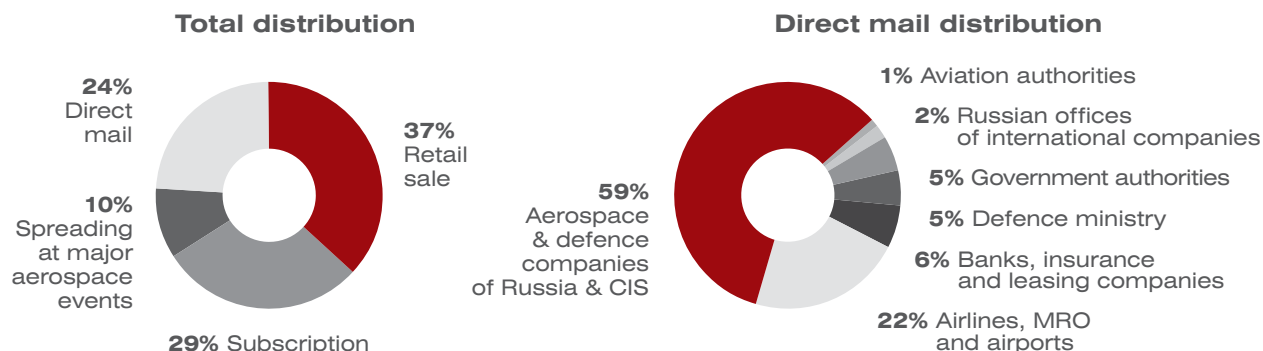
Language: Russian
 Circulation: 5,000 copies
 Frequency: not less than 6 times a year
 Volume: 48–96 pages

EDITORIAL PROGRAMME

Issue	Publication date	Ad close	Editorial topics	Bonus distribution
#1–2/2018	5 Feb	22 Jan	Russian aviation industry results; Airports in Russia	NAIS 2018 (7–8 Feb, Moscow, Russia)
#3–4/2018	3 Apr	13 Mar	Combat aircraft deliveries; Airbus & Boeing: results of the year; Engines; Space year results	International Engines Forum-2018 (4–6 Apr, Moscow, Russia)
#5–6/2018	23 May	30 Apr	Rotorcraft market; Air transport tendencies	HELIRUSSIA 2018 (24–26 May, Moscow, Russia)
#7–8/2018	14 Aug	23 Jul	Regional jets market; UAV development tendencies	ARMY 2018 (21–26 Aug, Moscow region, Russia)
#9–10/2018	10 Sep	20 Aug	Hydroaviation; Farnborough International Airshow news; ARMY 2018 review	Hydroaviasalon 2018 (Sep, Gelendzhik, Russia)
#11–12/2018	12 Nov	22 Oct	Cargo aircraft market; Chinese aviation; Trainers and simulators	Airshow China 2018 (6–11 Nov, Zhuhai, China)

READERSHIP & DISTRIBUTION

We built the strong audience consisting of aerospace professionals and people who are seriously interested in aviation. Among our readers are top-managers and decision makers of the Russian and the CIS aerospace industry, airlines, banks, insurance and leasing companies, designers, engineers, pilots as well as government and military officials.



OUR ADVERTISERS

It is a great honor for us that many Russian aerospace companies and companies outside Russia have been placing their ads in Vzlet. Among our Russian and CIS partners are such companies as:

Aircraft-building corporations:

- United Aircraft Corp.
- MiG Corp.
- Irkut Corp.
- Sukhoi Company
- Russian Helicopters JSC

Engine-building companies:

- United Engine Corporation
- Aviadvigatel JSC
- Perm Engine Company
- Motor Sich JSC (Ukraine)

Leading avionics manufacturers:

- KRET
- Tikhomirov NIIP
- Phazotron-NIIR
- Ryazan State Instrument-making Enterprise

Export and leasing companies:

- Rosoboronexport
- Ilyushin Finance Co.
- Novikombank
- Vnesheconombank

Among international companies closely working with our magazine are such leading aerospace enterprises as Aircraft Industries (Czech Republic), AirFrance Industries (France), ATR (France/Italy), Bombardier (Canada), CFM International (France/USA), GE (USA), Leonardo (Italy), Lufthansa Technik (Germany), Pratt & Whitney (USA), Safran (France), Superjet International (Italy/Russia), Thales (France) and many others.

It is a clear testimony that Vzlet has earned and maintained the status of the efficient advertisement tool. We are proud that we are able to help our partners to expand their businesses and strengthen their images in our region.

STANDARD RATES & DISCOUNTS

Space unit & position	Trim size, mm	Rate, US\$
Full page (1/1)	200 x 270	3,000
Half page (1/2)	200 x 135	1,600
Quarter page (1/4)	200 x 70	900
Inside front cover	200 x 270	4,500
Inside back cover	200 x 270	4,000
Outside back cover	200 x 270	5,000
Double page spread	400 x 270	5,000

Discounts for repeated ad placing	
Number of insertions	Reduction percent to standard rate
2-3	5%
4-5	10%
6-9	15%
10	20%

We propose 15% commission to advertising agencies

TAKE-OFF MAGAZINE

We also publish annually up to four English versions of our magazine titled Take-off to be distributed on-site at major international air shows outside Russia.

Subject: editorial features are the same as of Vzlet magazine

Circulation: 5,000 copies

Volume: 32–56 pages

Issue	Publication date	Ad close	Distribution at the exhibitions
February 2018	5 Feb	15 Jan	Singapore Airshow 2018 (6–11 Feb, Singapore)
April 2018	2 Apr	12 Mar	FIDAE 2018 (3–8 Apr, Santiago, Chile)
July 2018	12 Jul	22 Jun	Farnborough International Airshow 2018 (16–22 Jul, Farnborough, UK)
November 2018	5 Nov	9 Oct	Airshow China 2018 (6–11 Nov, Zhuhai, China)

OUR CONTACT DETAILS

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