

национальный аэрокосмический журнал

www.take-off.ru

# ВЗЛЁТ

MEDIA INFORMATION 2019



Russia's most reliable  
aerospace magazine

## 15 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**

For almost fifteen 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

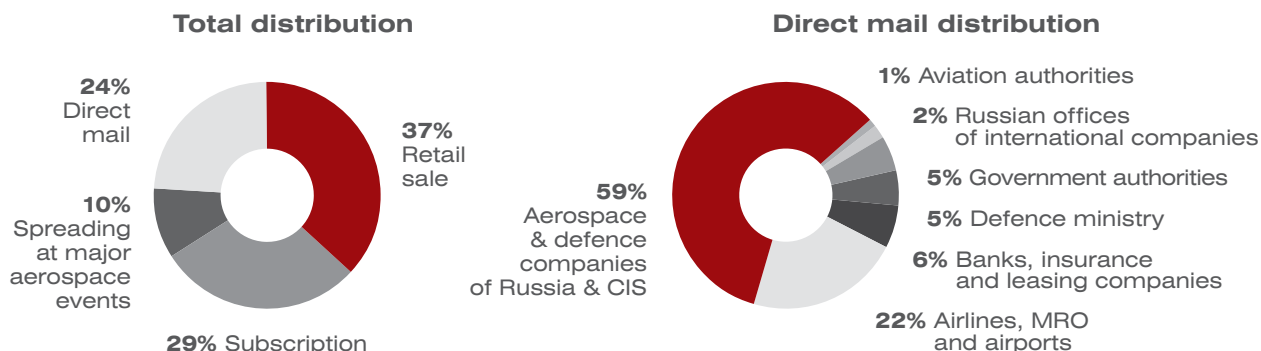
Language: Russian  
 Circulation: 5,000 copies  
 Frequency: not less than 6 times a year  
 Volume: 48–96 pages

## EDITORIAL PROGRAMME

Issue	Publication date	Ad close	Editorial topics	Bonus distribution
#1–2/2019	5 Feb	14 Jan	Russian aviation industry results Commercial aircraft development Airports in Russia	NAIS 2019 (6–7 Feb, Moscow, Russia)
#3–4/2019	15 Apr	18 Mar	Air transport in Russia Airbus vs. Boeing: results of the year Space year results	
#5–6/2019	14 May	22 Apr	Rotorcraft market Commuter air transport tendencies	HELIRUSSIA 2019 (16–18 May, Moscow, Russia)
#7–8/2019	19 Aug	22 Jul	Special issue for MAKS 2019 airshow Regional jets market Paris Air Show news	MAKS 2019 (27 Aug – 1 Sep, Moscow region, Russia)
#9–10/2019	7 Oct	16 Sep	MAKS 2019 news and contracts UAV development tendencies	
#11–12/2019	12 Nov	22 Oct	Cargo aircraft market MC-21 programme	

# 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 2019	19 Feb	21 Jan	Aero India 2019 (20–24 Feb, Bangalore, India)
March 2019	25 Mar	18 Feb	LIMA '19 (26–30 Mar, Langkawi, Malaysia)
June 2019	16 Jun	17 May	Paris Air Show 2019 (17–23 Jun, Le Bourget, France)
November 2019	15 Nov	14 Oct	Dubai Airshow 2019 (17–21 Nov, Dubai, UAE)

# MAKS 2019 NEWS SHOW DAILY

Aeromedia Publishing House Ltd. is the publisher of the MAKS News show daily being published on the first trade days of MAKS 2019 airshow which covers all main events of the exhibition and news from the exhibitors. It contains analytical materials and news items on Russian and CIS aerospace industry, international cooperation and projects.

Show daily is distributed among the exhibitors, trade visitors, VIP guests, press members.

Issues on: 27 and 28 August  
Circulation: 10,000 copies  
Language: Russian  
Trim size (full page): 247x344 mm  
Volume: 28–48 pages

## Standard rates

Space unit & position	Trim size, mm	Rate, US\$
Full page (1/1)	247 x 344	3,000
Half page (1/2)	247 x 172	1,600
Quarter page (1/4)	123 x 172 247 x 86	900
Double page spread	494 x 344	5,000

\* Extra first page charge: 100%, extra last page charge: 50%



# OUR CONTACT DETAILS

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