



**Premium**World  
Luxury travel magazine

выпуск № 001

15000 VIP TRAVELLER  
READERS

8000 copies of Premium World  
editions during the half year

7000 electronic copies are for our VIP  
customers.

Only the most prominent clients of Premium  
Travel Group will receive Premium World  
luxury travel magazine



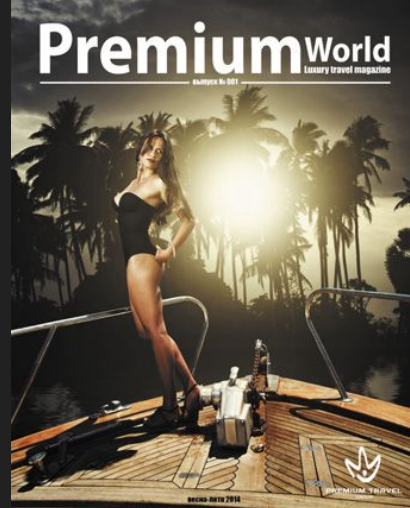
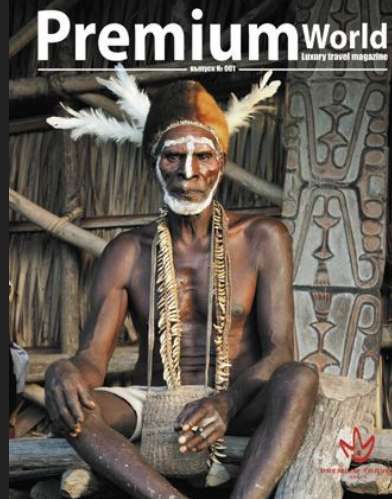
PREMIUM TRAVEL

сентябрь 2014

# PremiumWorld

Luxury travel magazine

ISSUE No. 001



128 UNIQUE  
LUXURIOUS  
PAGES

# Distribution of Premium World is FREE



# ALL OVER RUSSIA MOSCOW, STAVROPOL, KRASNODAR, ROSTOV-ON-DON

Inflight magazine in business class  
of Aeroflot airlines from Stavropol  
and Mineralnye Vody airport to  
Moscow, St. Petersburg, Armenia,  
etc.

Luxury Beauty salons and Spa  
centers all over Russia

Personally to our VIP clients and to  
the clients of our B2B channels all  
over Russia. Sletat.ru, Rozoviy  
Slon, TUI Russia, GEOGRAFIA,  
and others networks

Luxury car dealership: Mercedes  
Benz, BMW, Range Rover, Jaguar,  
Porsche...

Boutiques (Zilli, Brioni, Salvatore  
Ferragamo, Bikkembergs,  
Valentino, Ralf Lauren. and  
more...)

Hotels in Russia HYATT, HILTON,  
METROPOL HOTEL and others

Sochi, Moscow, Stavropol,  
Krasnodar....

# THIS IS YOUR UNIQUE EXPERIENCE

We publish a high-quality magazine, printed using the best possible materials. Our magazine is created for notorious and prominent people, and we are doing our best so that only such people get Premium World. We are not a mass-circulation magazine; that is why we have a very strict distribution policy and a special choice of the advertising providers. Premium World is created with the purpose of supporting our image, establishing a fashion trend in tourism and making it possible for our clients to choose exclusive holidays. That is why our advertisement quota is very small; we do not place lots of advertisements so that our magazine does not turn into an advertising magazine but remains an informational magazine for VIP clients. Our readers choose the best hotels, cruises, private jets, and private islands. All our partners and prominent clients have already appreciated our magazine – and this is the goal we have been striving for. Their opinion is the most important and valuable for us. We cannot sell our magazine, as we know that, being pressed for time, our VIP clients do not buy magazines, but instead, they will get Premium World personally in the places they usually visit.

# WHO is BEEN ADVERTISED in Premium World

BULGARI HOTELS AND RESORTS, JUMEIRAH GROUP, HILTON, AEROFLOT, Fly Dubai, Turkish Airlines, MAXX Royal Hotel, Four Seasons, D Hotel Maris, and other brands

## INVESTOR

PREMIUM TRAVEL GROUP RUSSIA

# READERSHIP PROFILE

85% are employed

54% TOP and MIDDLE MANAGERS

38% BUSINESS OWNERS

36% MARRIED

39% WITH CHILDREN

58% BUY EXPANSIVE ITEMS and TRAVEL MINIMUM TWICE A YEAR

12% CAN AFFORD ANYTHING THEY WANT

# CONTACTS

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