

PLANET JET GUIDE $\frac{2023}{2024}$ PLANET YACHT GUIDE

UNIQUE HIGH-QUALITY ANNUAL COLLECTOR EDITIONS



The **17th edition of the Planet Jet Guide** and the **4th edition of the Planet Yacht Guide** will be released in **mid 2023**. With the backing of some of the best journalists and professionals in the business aviation and yachting industry, we will continue to share the news and history of two very closely related industries with everyone interested in it. We bring to your attention the combined Planet Jet Guide 2023-2024 and Planet Yacht Guide 2023-2024 media kit.

PLANET JET GUIDE



The most complete and unrivaled
catalog of business jets and helicopters

- Over 140 business class aircraft and helicopter models
- Flight performance, cabin layout
- Exclusive photos of aircraft and VIP-interiors
- Estimated cost of aviation equipment in 2020-2021
- Airports around the world
- Aircraft audits
- History of aircraft manufacturers
- Particulars about popular discontinued aircraft
- Universal tables, comparative graphs, functional maps of the world and Europe with flight ranges from Moscow
- Particulars about leading foreign aircraft manufacturers
- Specificity of the organization of business aviation flights



PUBLISHER:
Aviapromo LLC

FORMAT:
landscape 290 x 300 mm

VOLUME:
450-500 pages

COPIES:
5 000

PRICE:
470 EURO

WEBSITE:
www.planetjetguide.com

SINCE 2021 THE CATALOG IS AVAILABLE
IN TWO LANGUAGES (RUSSIAN AND ENGLISH)

PLANET YACHT GUIDE

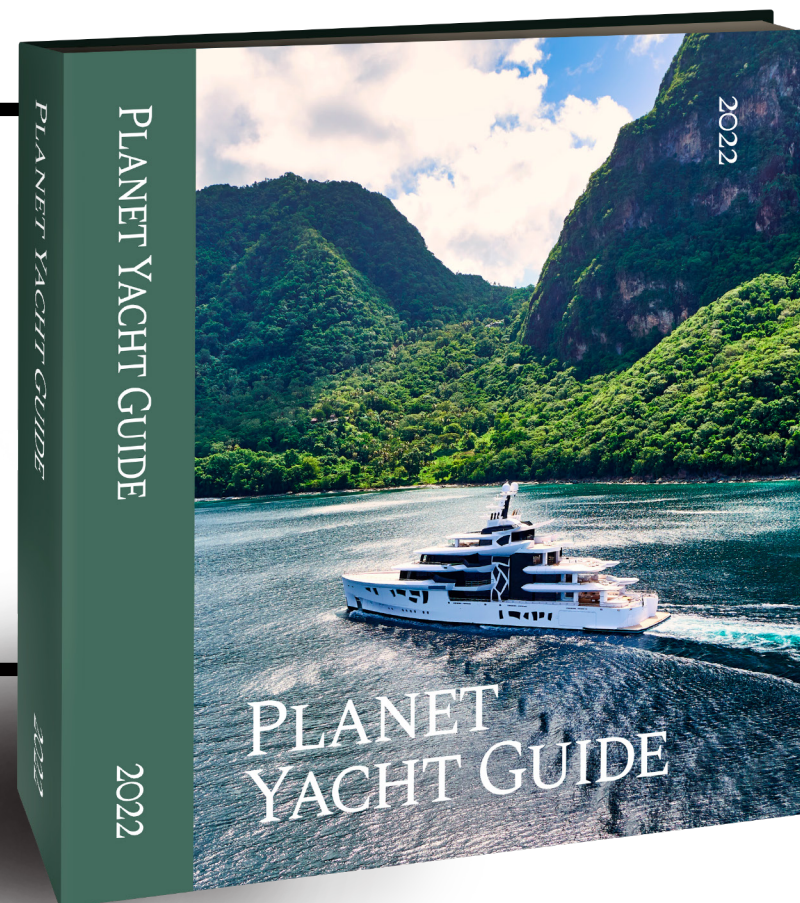
A JOURNEY THROUGH
THE WORLD OF SUPERYACHTS

In our catalog you will find the answer to any question that may arise during the construction, purchase, or rental of a yacht. In the Planet Yacht Guide, we have brought together the best — designers, project managers, shipyards and their works of art, which best represent the evolution of the yachting world.

All reputable brokerage companies are known to publish their catalogs. What

makes Planet Yacht Guide different is that we do not limit ourselves to the yachts we represent. Our goal is to provide everyone who loves yachts as much as us, or who is just looking into this incredible world, with a complete overview of opportunities yachting offers.

The latest issue of the Planet Yacht Guide will tell you about the new superyachts launched in 2022 - a difficult year for all shipyards. It will also tell about the different approaches of the world's largest shipyards to solving the problems of the ecology of the world's oceans, and about what sustainability is. Under the heading "yachts with history" you will find legendary boats that you can rent. This issue will also present the supplemented "Encyclopedia" section where you could find the current model range of the largest manufacturers of serial yachts in it.



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ООО «Авиапромо»

FORMAT:
landscape 290 x 300 mm

VOLUME:
350-400 pages

COPIES:
5 000

PRICE:
470 EURO

WEBSITE:
www.planetyachtguide.com

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READERSHIP

PLANET JET GUIDE

This splendid book with high quality printing is addressed to:

- Owners and buyers of private planes and helicopters
- VIP-charter clients
- Business aviation market experts
- Anyone interested in taking to the sky and is fond of airplanes

For almost 20 years, the Planet Jet Guide catalog has become a professional handbook for businessmen, politicians, top managers and owners of the largest Russian and foreign companies.



PLANET YACHT GUIDE

This beautifully compiled catalog would be of interest to:

- Yacht owners, captains and brokers
- Yacht renters
- Designers and decorators
- Anyone interested in mega and superyachts

The Planet Yacht Guide may be a professional handbook and a great gift for a veteran yachtsman or anyone about to rent their first superyacht.



DISTRIBUTION

- Targeted distribution to **Business Aviation Club, Jet24, MS Aviation and Concierge Club** client bases
- In business aviation terminals **in Moscow and St. Petersburg**
- At the yachts exhibitions:
Moscow Yacht Show, Moscow Boat Show



- At business aviation exhibitions and forums:

RBAE, HeliRussia



- On the business aviation website **Jets.ru**
- In online stores:
podarki.ru, LuxeBooks.ru, zavodnoi-apelsin.ru



ADVERTISING PRICE LIST

13 800 EUR	Innner 4-pages gate folder
11 500 EUR	First spread
10 000 EUR	Second spread
9 000 EUR	Spread
6 900 EUR	Page

All prices are excluding VAT

Additional 25% discount for publication in two catalogs.

TECHNICAL REQUIREMENTS

Files with the following extensions are accepted:

*.tif, *.eps, *.pdf on the following media:

CD-R/RW, DVD-R, as well as through links to file hosting services (sendspace.com, webfile.ru and others).

Bitmaps in TIFF format:

Without LZW compression, Path and Alpha Channel.

The layout should have only one layer. Color model – CMYK.

Resolution – 300 dpi. Total quantity of Total Ink 300.

Composite black tints must be made in the ratio of 70.60.60.100 (CMYK).

Vector images in EPS format:

All fonts must be converted to curves. All illustrations must be embedded in the layout. Color model – CMYK

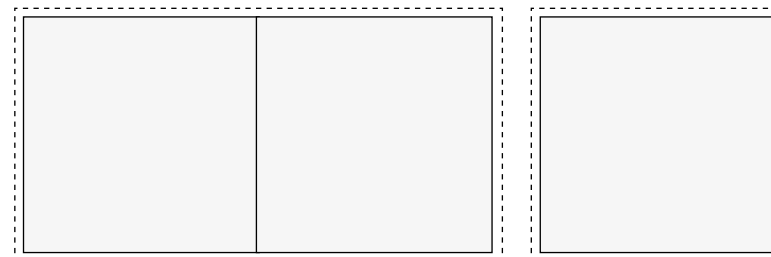
Layout in PDF format:

All fonts must be converted to curves. Color model – CMYK

Important:

- The layout sent for printing must exactly match the bleed size.
- The margins from the edge of the layout (cut size) must be 10 mm from important objects (logo, text, etc.).
- The layout should not contain any objects (including crop marks) that go beyond the boundaries of the bleed size.

ADVERTISING LAYOUT SIZES:



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(bleed size –
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bleed on each side)

PAGE
290 x 300 mm –
cut size
(bleed size –
300 x 310 mm, with 5 mm
bleed on each side)



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