



Aeroflot is the **leader of Russian passenger air transportation** and a member of the global airline alliance **Skyteam**. Aeroflot became the first Russian airline to receive an IOSA certificate and the company continuously maintains the relevant standards.

Recently Aeroflot joined **the list of the world's 10 best travel companies** run by The Boston Consulting Group, leaving behind many industry leaders. Aeroflot is regarded by Russians as "reliable", "safe" and "prestigious".



## Aeroflot Key Figures:

- 153 **destinations** in 55 **countries** around the world
- 34 **million passengers per year**
- Fleet consists of 237 **aircrafts**
- **Skyteam Alliance**

## Advertising media on Aeroflot includes:

- 3 x in-flight magazines
- In-flight TV
- Digital Media
- Ambient Media

## About the passengers:

*Business class passengers:*

- 25% **women** VS 75% **men**
- 58% are **35-54 years old**
- 56% travel for **business** VS 24% for **holidays**

*Economy class passengers:*

- 45% **women** VS 55% **men**
- 53% are **35-54 years old**
- 44% travel for **business** VS 24% for **holiday**

Advertising with Aeroflot is one of the best ways to increase the brand awareness among high-end Russian consumers, in particular business travelers who plan their travels with luxury shopping.

Contact IMM International today to find out more about Aeroflot advertising.



Contact Us



Magazine



TV



Digital



Ambient

**Aeroflot** is compelling and contemporary magazine for the passengers of Russia's largest airline. It is distributed in the entire cabin.

**Aeroflot Premium** is the monthly on-board magazine for business class passengers. It is designed for the business and first-class passengers.



## NKN Media Pvt Ltd

Phone: +91 7550060460 Email: [info@nknmedia.in](mailto:info@nknmedia.in)

Website: <https://www.nknmedia.in>

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