



LUXURY TRAVEL MAGAZINE

# ESCAPE

TOTAL

MEDIA KIT 2019

## ABOUT US



TOTAL ESCAPE IS THE FIRST UKRAINIAN LUXURY TRAVEL MAGAZINE. TOTAL ESCAPE TRAVEL MAGAZINE WAS CREATED NOT ONLY FOR TRAVEL ENTHUSIASTS BUT FOR TRAVEL PROFESSIONALS ALSO. IT HAS ALL-UKRAINIAN STATUS BEING DISTRIBUTED THROUGH THE MAJOR UKRAINIAN CITIES.

FREQUENCY: 1 PER 3 MONTH

CIRCULATION: 30 000

LANGUAGE: ENGLISH/RUSSIAN/UKRAINIAN

CAPACITY: 128-160 PAGES

DISTRIBUTION: MAJOR CITIES OF UKRAINE (KIEV, ODESSA, KHARKOV, DNEPR, ZAPOROZHYE, CHERNIGOV, LVOV, NIKOLAYEV, POLTAVA)



### SCHEDULE 2019:

TOTAL ESCAPE № 41 January–February–March

TOTAL ESCAPE № 42 April–May–June

TOTAL ESCAPE № 43 July–August–September

TOTAL ESCAPE № 44 October–November–December

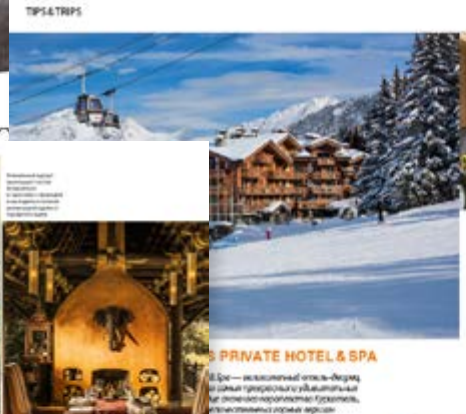
## IN THE ISSUE

TOTAL ESCAPE OFFERS INFORMATION ACCORDING TO EVERYONE'S TASTE: VERIFIED ROUTES, TOURS DEVELOPED BY TRAVEL OPERATORS, USEFUL TRAVEL TIPS.



COOPERATION WITH TRAVEL COMPANIES IN DIFFERENT COUNTRIES MAKE THE MAGAZINE POPULAR NOT ONLY AMONG READERS AND TRAVELERS, THOUGH EVEN AMONG TRAVEL PROFESSIONALS. WIDE DISTRIBUTION AND SALE THROUGHOUT MAIN CITIES OF UKRAINE COVER THE TARGET READERSHIP. THE MAGAZINE OFFERS A VARIETY OF COLUMNS THAT CAN INCLUDE ANY KIND OF EDITORIALS (ARTICLE, ADVERTORIAL OR REVIEW) OR ARTWORKS.

THE FIRST ISSUE OF TOTAL ESCAPE APPEARED IN SPRING 2011. SINCE THAT TIME A TEAM OF PROFESSIONAL JOURNALISTS, DESIGNERS AND EDITORS WAS FORMED. THE HIGHLY QUALIFIED EDITORIAL BOARD PROVIDE AN INDIVIDUAL APPROACH IN CREATION OF EVERY LAYOUT OR EDITORIAL.



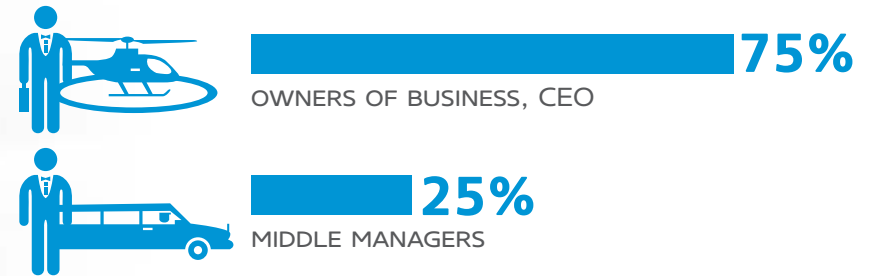
### MAIN COLUMNS

- Place to Visit
- Tips & Trips
- High Season
- Special Route

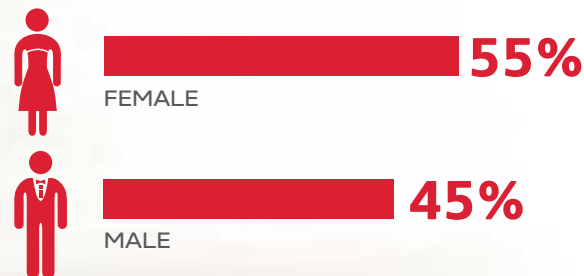
# OUR READERS

**TARGET READERSHIP:** AFFLUENT MEN AND WOMEN FROM 25 TO 55 YEARS OF AGE WITH HIGHER EDUCATION AND HIGH INCOME.

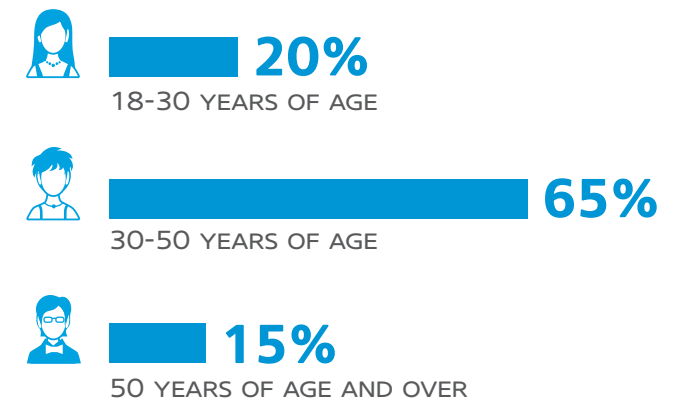
## SOCIAL CLASS



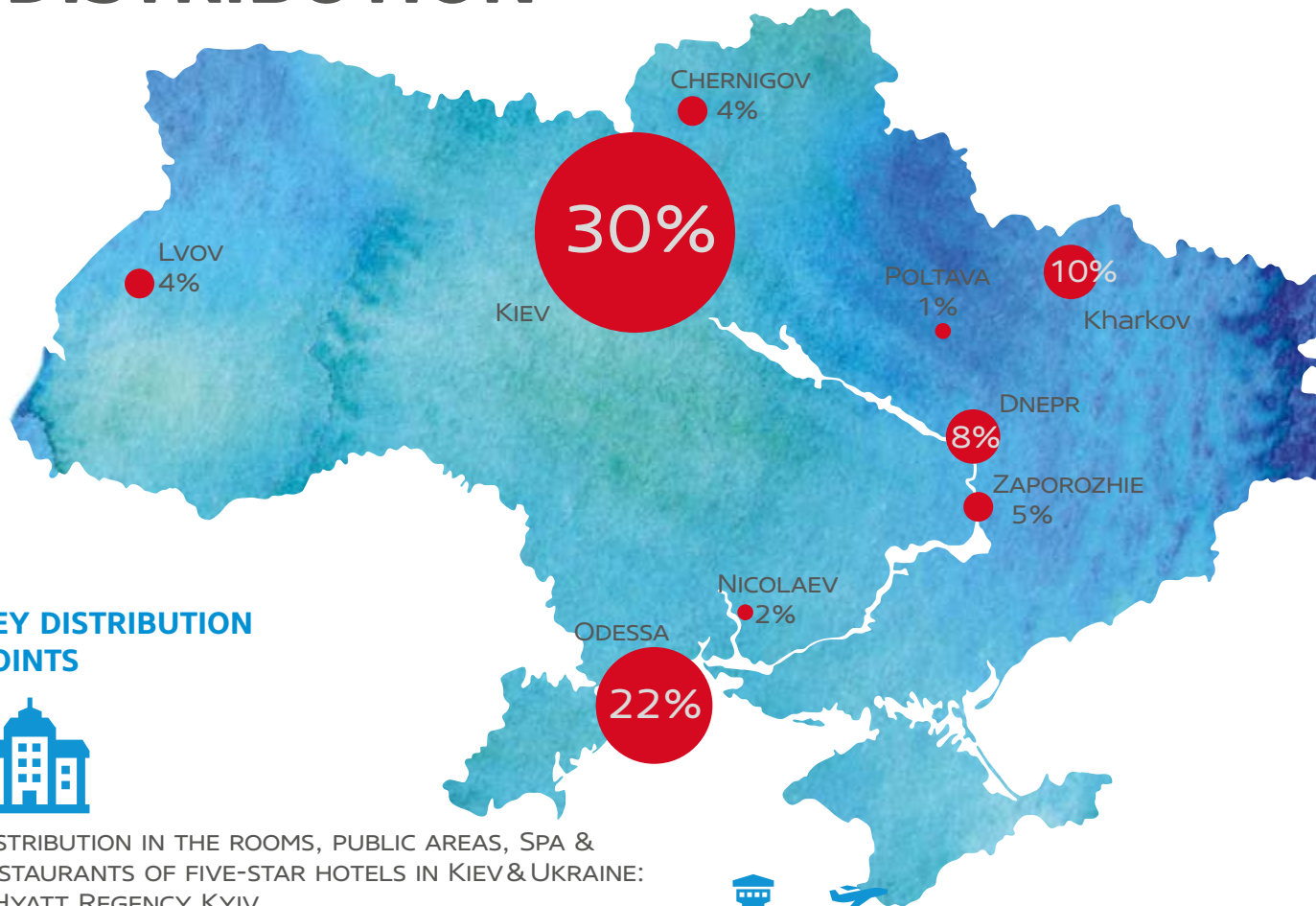
## GENDER



## AGE



## DISTRIBUTION



### KEY DISTRIBUTION POINTS



DISTRIBUTION IN THE ROOMS, PUBLIC AREAS, SPA & RESTAURANTS OF FIVE-STAR HOTELS IN KIEV & UKRAINE:

- HYATT REGENCY KYIV
- HILTON KYIV
- OPERA HOTEL, THE LEADING HOTELS OF THE WORLD
- 11 MIRRORS DESIGN HOTEL
- EDEM RESORT MEDICAL & SPA
- VERHOLY RELAX PARK
- MGALLERY ODESSA HOTEL DE PARIS
- BRISTOL HOTEL ODESSA
- GAGARINN HOTEL
- HOTEL LONDONSKAYA
- IL DECAMERON CLUBHOUSE ODESSA



### VIP LOUNGES OF THE MAIN AIRPORTS OF UKRAINE:

- INTERNATIONAL AIRPORT BORYSPIL
- INTERNATIONAL AIRPORT ODESSA
- INTERNATIONAL AIRPORT DNEPR
- INTERNATIONAL AIRPORT KHARKIV
- INTERNATIONAL AIRPORT LVIV

- THE MAGAZINE IS AVAILABLE FREE-OF-CHARGE AT THE LEADING AIRPORTS OF UKRAINE: VIP LOUNGES AND TERMINALS OF KIEV, ODESSA, DNEPROPETROVSK, KHARKOV, AND LVOV AIRPORTS.
- THE MAGAZINE IS AVAILABLE FREE-OF-CHARGE AT THE BEST RESTAURANT CHAINS, FIVE-STAR PROPERTIES, LUXURY SPORT CLUBS (GOLF AND HORSE CLUBS), SPA AND BEAUTY CENTERS, AUTOMOBILE SALES POINTS, BOUTIQUES AND TRAVEL AGENCIES THROUGHOUT UKRAINE.
- THE MAGAZINE IS ALSO AVAILABLE ON SALE AT NEWSSTANDS AND SUPERMARKETS THROUGHOUT UKRAINE.
- DIRECT MAILING TO TOP OFFICIALS, OWNERS OF COMPANIES, CEOs, VIP CLIENTS OF FABRIKA TURIZMA.

ONE CAN SUBSCRIBE THE MAGAZINE AT EVERY POST OFFICE OF UKRAINE OR VIA THE WEB SITE: PRES.A.UA, USING THE CODE 89130. ON-LINE VERSION IS AVAILABLE FOR PURCHASE THROUGH JOURNALS.UA OR CAN BE READ ON ISSUU.COM.

### DISTRIBUTION OF THE MAGAZINE

**30%**  
FREE DISTRIBUTION

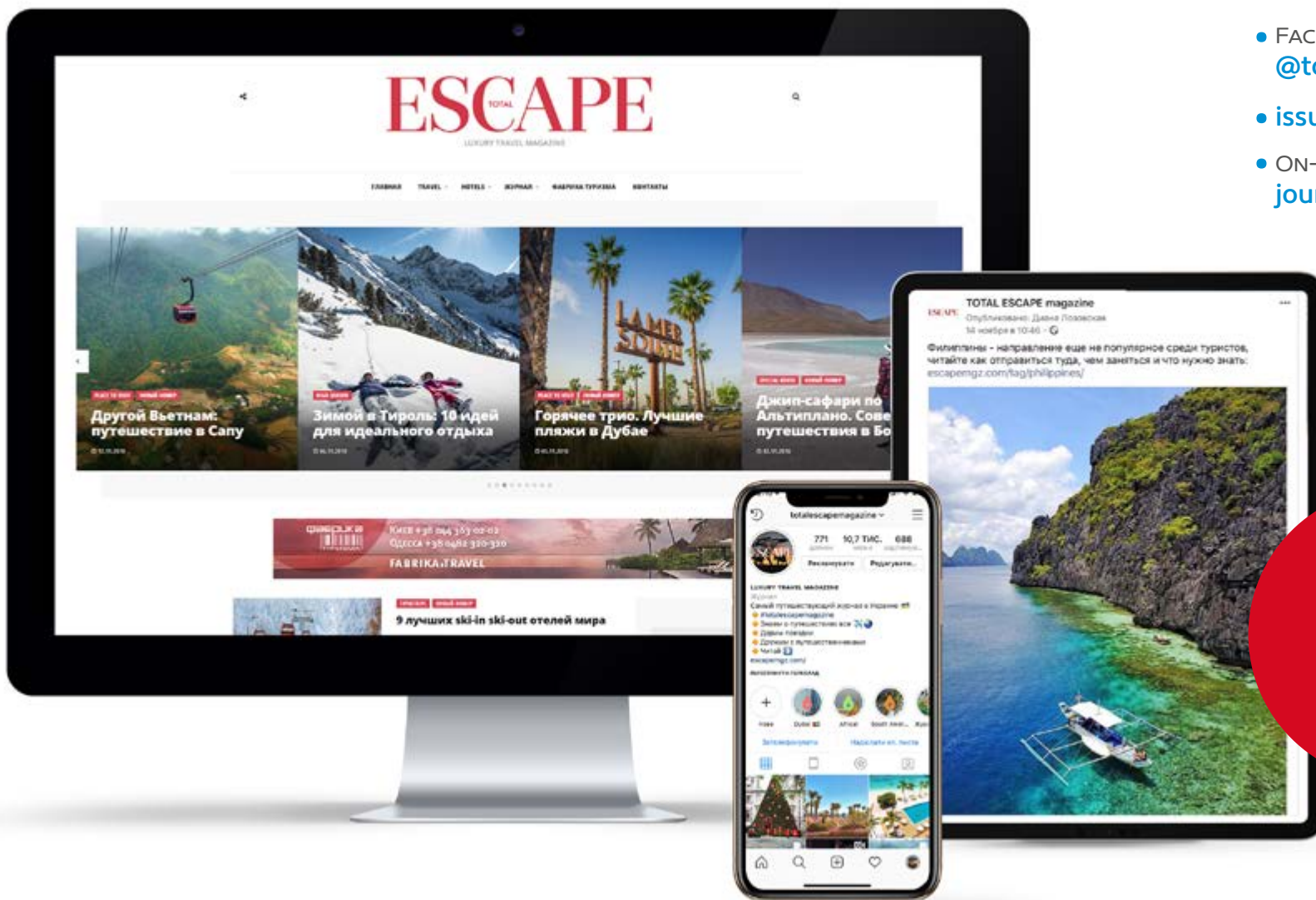
**55%**  
SALE

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SUBSCRIPTION

# WEB/SOCIAL MEDIA

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In case of our cooperation, you will receive free-of-charge media support through our web resources.

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