



## **Luxury Travel Catalogue Takes Russia by Storm**

*International Leisure World is Russia's first Catalogue of Luxury Travel providing an excellent platform for International luxury travel suppliers to market directly to high net worth Russian travellers.*

Moscow, Russia, May 15, 2008 --(PR.com)-- International Leisure World is a unique publication, directly targeting the growing number of Russian high net worth individuals, enabling luxury travel suppliers to market directly to this elite sector.

As the economy in Russia continues to improve the Russian upper-middle class is growing in stature and wealth. Sales of luxury goods in Russia are amongst the highest in the world and an ever increasing number of Russians are demanding high quality services for their International travel.

First published in 2005 as a bi-annual magazine, International Leisure World was re-branded in 2007 as Russia's first "Annual catalogue of Luxury Travel." Readers have highly approved of this change making International Leisure World a source of specialised information for the coming Winter and Summer travel seasons. Advertisers have been overwhelmed with the response to their advertisements and greatly appreciate the long term advertising potential provided by this annual catalogue format.

Great care and attention is taken in the design and editorial content of International Leisure World ensuring high reader satisfaction resulting in long retention and multiple readership status.

35,000 copies of each issue are printed and distributed through a unique network directly targeting the high net worth sector. Copies are sent by courier to the magazines massive client data base and to leading Russian travel companies. Substantial distribution is also made through a unique network of exclusive outlets including Luxury Hotels, Golf Clubs, Private Clinics, Luxury Car Dealerships, elite Restaurants and VIP lounges. International Leisure world also participates at a vast number of exclusive events in Russia enabling further distribution to this target sector.

The 2008/2009 issue is now in preparation and interested suppliers in the Luxury Travel sector should contact the sales team immediately to secure their space for this issue. As an added gesture of goodwill to their advertisers, the magazine offers free Editorial coverage to match the size of their advertisements. A full page advertisement costs just €1,630.- and includes an additional full page of editorial at no additional charge.

The deadline for inclusion in the 2008/2009 edition is 30 June 2008.

Full details of this superb sales and marketing promotion directly targeting the elite Russian luxury traveller can be found on the magazine's website at [www.Leisure.ru](http://www.Leisure.ru)

Further details, Media Kits and a copy of the past issue can be obtained by contacting the publisher:-



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**Online Version of Press Release:**

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