

# 关于布拉格的一切

ALL ABOUT PRAGUE



**ALL ABOUT PRAGUE** IS A SPECIAL INSERT IN LUXURY MAGAZINE, WHICH TARGET AUDIENCE IS CHINESE TOURISTS TRAVELLING TO CZECH REPUBLIC. IT IS DISTRIBUTED IN ROOMS AND RECEPTIONS OF SELECTED 5\* HOTELS AND INDEPENDENTLY IN 4\* HOTELS IN PRAGUE AND CESKY KRUMLOV. IT IS ALSO DISTRIBUTED ON THE AIRPLANES CHINA EASTERN FLIGHTS (PRAGUE – SI-AN, PRAGUE – SHANGHAI) AND ON THE BUSES WHICH TRANSPORT CHINESE TOURISTS TO CZECH REPUBLIC. **ALL ABOUT PRAGUE** FOCUSES ON THE LATEST NEWS IN FASHION, WATCHES, JEWELLERY AND GOURMET.

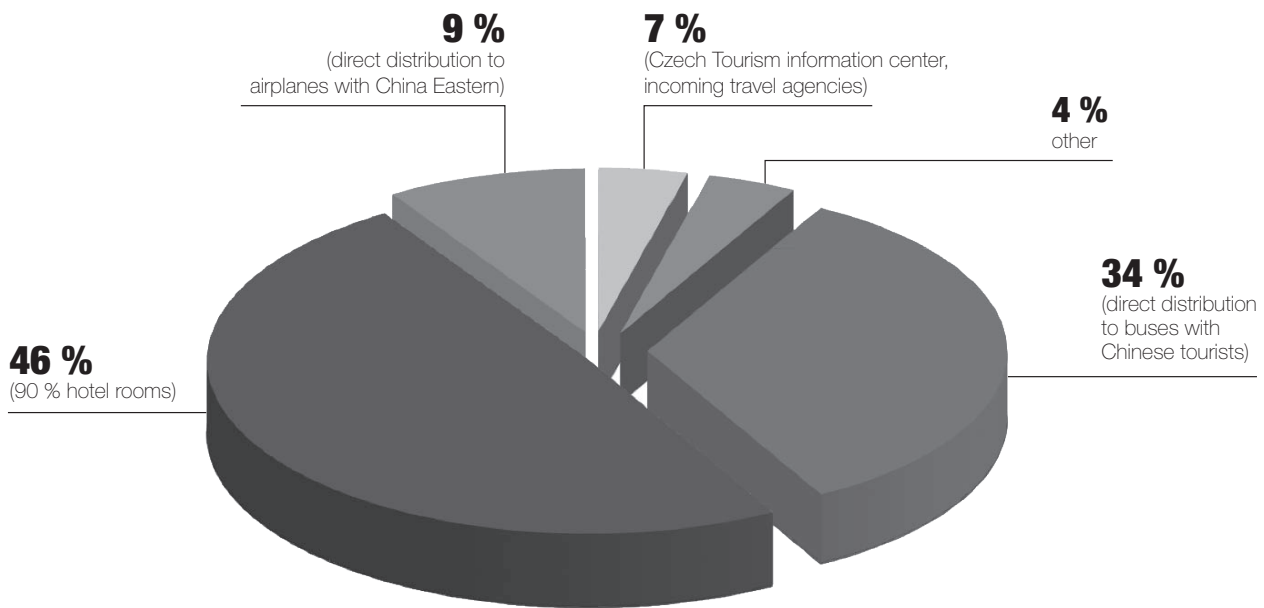
BASIC INFORMATION

	DEADLINE	EXPEDITION
<b>SPRING</b>	18. 2. 2020	4. 3. 2020
<b>SUMMER</b>	19. 5. 2020	3. 6. 2020
<b>AUTUMN</b>	18. 8. 2020	3. 9. 2020
<b>WINTER</b>	20. 10. 2020	5. 11. 2020
<b>CIRCULATION</b>	10 000 copies	
<b>FORMAT</b>	200x256 mm	
<b>PAPER</b>	cover 200 g/m <sup>2</sup> , glossy inside 80 g/m <sup>2</sup> , glossy	

ADVERTISING PRICE

<b>Standard page</b>	60 000 CZK
<b>1<sup>st</sup> spread</b>	168 000 CZK
<b>2<sup>nd</sup> spread</b>	156 000 CZK
<b>3<sup>rd</sup> spread</b>	144 000 CZK
<b>4<sup>th</sup> spread</b>	132 000 CZK
<b>Page opposite the content</b>	78 000 CZK
<b>Page opposite the editorial</b>	72 000 CZK
<b>3<sup>rd</sup> cover</b>	69 000 CZK
<b>4<sup>th</sup> cover</b>	87 000 CZK

THOSE CLIENTS WHO ADVERTISE IN LUXURY GUIDE, IN CASE OF ADVERTISING IN **ALL ABOUT PRAGUE** AT THE SAME TIME, WILL GET **15 % DISCOUNT.**



PRESENTATION OF DISTRIBUTION LIST

**DISTRIBUTION TO AIRPLANES**

China Eastern 900  
(Prague–Si-an, Šanghaj 4 times a week)

**DISTRIBUTION TO HOTELS**

4\* PRAGUE  
Sif hotelů H&H hotels 600  
Hotel Unic 100  
Hotel International Prague 200  
Antik City 30  
Appia Hotel 50  
K+K Hotels, Hotel Fenix 50  
K+K Hotels, Hotel Central 50  
Panorama 30  
Hotel Opera 50  
Holiday Inn Prague Congress Centre 20  
Hotel Residence Emmy 30  
Clarion Congress Hotel, Praha 9 50  
Hotel Duo 40  
Hotel Expo Prag 30  
Myo Hotel Caruso 20  
Bohemia Plaza 30  
Three Crowns Hotel 20  
Seven Days Hotel 20  
Hotel The Charles 40  
Grand Hotel Praha 20  
Hotel Arkada 30  
Louren Hotel 30  
Hotel Golden Crown 50

5\* PRAGUE  
Ambasador 400  
Hilton 300  
Hilton Prague Old Town 180  
Imperial (Art Deco Imperial hotel) 280  
Boscolo Carlo 250  
Palace Praha 250  
Sheraton 240  
Mandarin 130  
Le Palais hotel 100  
NH Prague hotel 100  
GH Bohemia hotel 140  
Cosmopolitan hotel 230  
Grandior 450  
Radisson 240

4\* CESKY KRUMLOV  
U Malého Vítka 40  
Hotel Grand 60  
Hotel Gold 50

3\* CESKY KRUMLOV  
Hotel Gami Villa Beatika 50  
Hotel Peregrin 40  
Švaberský Dům 30

**DISTRIBUTION TO BUSES**

Vegatour 2000  
Inter - Bus 200  
Auto Bey 200  
Data Autotrans 300  
JV - Tour 300  
P&P Transport 400

**DISTRIBUTION TO TRAVEL AGENCIES (INCOMING)**

Lily Madonna 20  
Martin Tours 50  
CzechTourism 20  
Prague Sightseeing Tours 50  
Prague International Travel Agency 300

**OTHER**

LG for the needs of publishers 345

**TOTAL 10000**

THE MAGAZINE **ALL ABOUT PRAGUE** IS DISTRIBUTED EXCLUSIVELY TO THE HOTELS POPULAR AMONG CHINESE TOURISTS. IN MOST CASES DISTRIBUTION ORGANIZED DIRECTLY TO THE ROOMS (90 % ROOMS, 10 % – RECEPTION AND COMMON AREAS).

EXAMPLE OF DISTRIBUTION



THE NUMBER OF CHINESE TOURISTS ESTIMATED IN THE CZECH REPUBLIC IN 2015–2018

