

时尚 布拉格

GET MORE
CHINESE
TOURISTS
WITH US

SPECIAL EDITION FOR CHINESE TOURISTS

FASHION PRAGUE is a special insert in *Luxury Guide*, which target audience is Chinese tourists travelling to Czech Republic. It is distributed with each issue of *Luxury Guide* in rooms of selected **5* HOTELS** and independently in **4* HOTELS IN PRAGUE AND CESKY KRUMLOV**. It is also distributed on the **BUSES** which transport Chinese tourists to Czech Republic and on the **AIRPLANES CHINA EASTERN** flights (Prague – Si-an, Prague – Shanghai). It focuses on the latest news in fashion, watches, jewellery and gourmet.



Dates of issue / Deadlines:

March	6. 3. 2018 / 9. 1. 2018
June	7. 6. 2018 / 24. 4. 2018
September	6. 9. 2018 / 24. 7. 2018
November	8. 11. 2018 / 25. 9. 2018

Circulation: 10 000 pcs Format: 200 x 256 mm

Price of advertisement

STANDARD PAGE:	60 000 CZK
1 ST SPREAD:	168 000 CZK
2 ND SPREAD:	156 000 CZK
3 RD SPREAD:	144 000 CZK
4 TH SPREAD:	132 000 CZK
PAGE OPPOSITE THE CONTENT:	78 000 CZK
PAGE OPPOSITE THE EDITORIAL:	72 000 CZK
3 RD COVER:	69 000 CZK
4 TH COVER:	87 000 CZK

Those clients who advertise in *Luxury Guide*, in case of advertising in *Fashion Prague* at the same time, will get 15 % discount.

The popularity of Czech Republic still growing!

The expected attendance 350,000 Chinese tourists in 2018

„Most of them travel without travel agencies“

The share of travel agencies



Source: Institut turismu agency Czechtourism.
Country Report: Cina. Praha, 2016

DISTRIBUTION

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Distribution to airplanes:

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

Distribution to hotels:

4* PRAGUE

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 Rezidence 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 Crowen	50

5* PRAGUE

Aria	90
Hilton	300
Hilton Prague Old Town	180
Imperial (Art Deco Imperial hotel)	200
THE MARK	95
Palace Praha	200
Paris Praha	110
Mandarin	130
Le Palais hotel	100
NH Prague hotel	100
GH Bohemia hotel	140
Cosmopolitan hotel	200
Buddha Bar hotel	60
Radisson	200

4* ČESKÝ KRUMLOV

U Malého Vítka	40
Hotel Grand	60
Hotel Gold	50

3* ČESKÝ KRUMLOV

Hotel Garni Villa Beatika	50
Hotel Peregrin	40
Svamberký 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	200
Martin Tours	50
CzechTourism	100
Prague Sightseeing Tours	50
Prague International Travel Agency	300

Other:

LG for the needs of publishers	345
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TOTAL 10 000

The magazine 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).

1 Distribution



Hotels



Buses

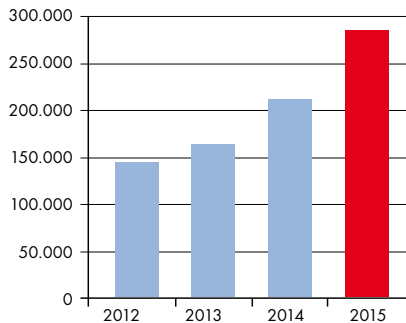


Travel agencies



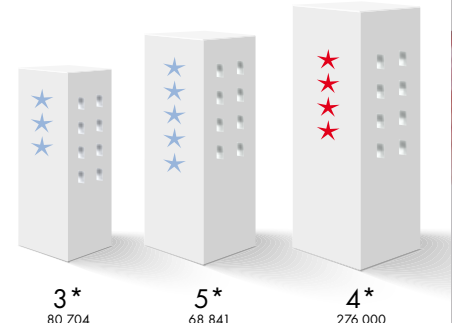
Airlines

The number of Chinese tourists estimated in the Czech Republic in 2012-2015



Source: ČSÚ

„4* hotels are the most frequently booked hotels“
The top Hotels in 2015



Source: ČSÚ, 2015

According to the latest issue of Fashion Prague: Chinese tourists are in **first place** based on the total share of tax free shopping, their purchases accounted for the **24.5%** of all purchases made and the average purchase value was **19 712 CZK.**

Distribution

