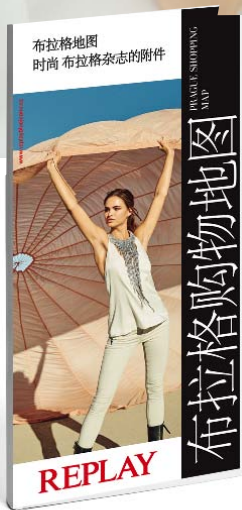


布拉格购物地图

PRAGUE SHOPPING MAP



	B1	B2	B3	B4	A1	A2	A3	A4	A5
	B5			B6	A6			A7	
C	B7			B8	A8			A9	
	B9	B10	B11	B12	A10	A11	A12	A13	A14

ADDRESS CHINESE TOURISTS! NOW YOU HAVE A UNIQUE OPPORTUNITY TO BECOME REALLY CLOSE TO THIS STRONG CLIENTELE. **PRAGUE SHOPPING MAP** BRINGS CHINESE CUSTOMERS TO YOU.

"...FRENCH AND ITALIAN BRANDS ARE VERY DESIRABLE BY CHINESE, AND THEY ARE STILL CHEAPER IN EUROPE THAN IN CHINA. WHEN CHINESE TOURISTS ARE PLANNING THE TRIP THEY RESERVE TIME FOR SHOPPING IN ADVANCE."

SOURCE: IDNES.CZ

DATES OF ISSUE

	DEADLINE	EXPEDITION
SPRING	18. 2. 2020	3. 3. 2020
SUMMER	19. 5. 2020	2. 6. 2020
AUTUMN	18. 8. 2020	2. 9. 2020
WINTER	20. 10. 2020	4. 11. 2020

BASIC INFORMATION

CIRCULATION	10 000 copies
FORMAT	520 x 430 mm, (104 x 215 mm format folded)
PAPER	135 g/m ² , coated
PERIODICITY	4 times a year (March, June, September and November)
LANGUAGE OF ADVERTISING	Chinese

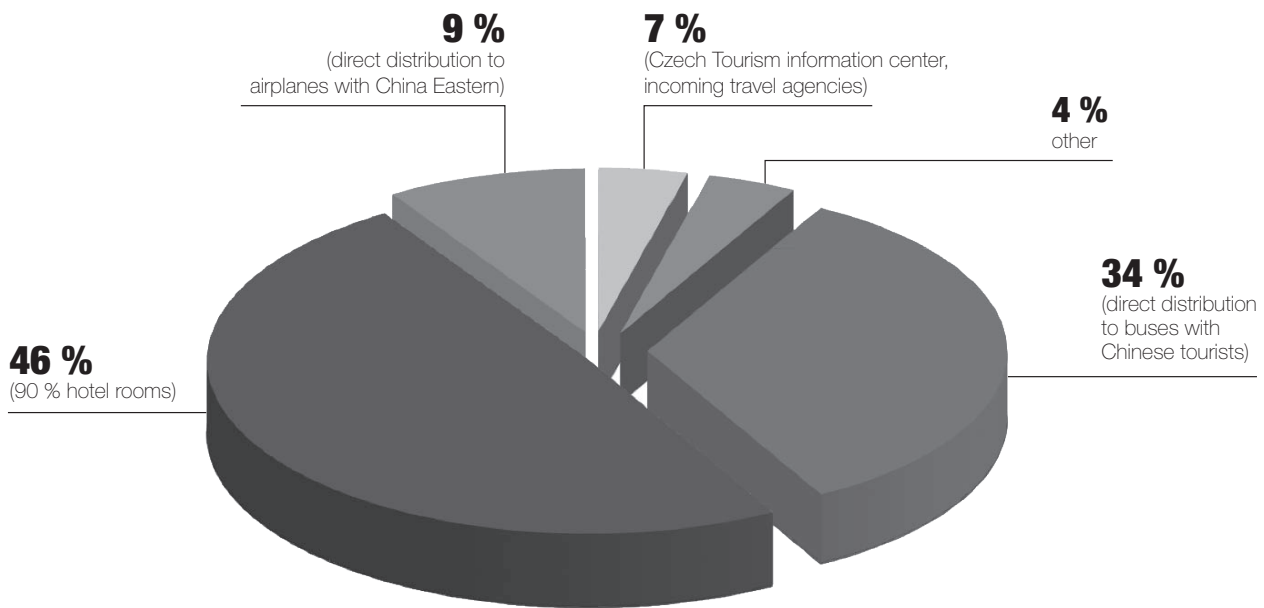
DISTRIBUTION

PRAHA	5* & 4* hotels
CESKY KRUMLOV	4* & 3* hotels

Buses transporting Chinese tourists.
The Map is inserted into All About Prague in Chinese language, which is mainly distributed to the hotel rooms, receptions and on the airplanes China Eastern flights (Prague – Si-an, Prague – Shanghai).

ADVERTISING PRICE

	format	single print	four prints
Position A	96 x 100	20 000 CZK	15 000 CZK
Position B	96 x 100	15 000 CZK	10 000 CZK
Position C	96 x 207	40 000 CZK	30 000 CZK
Translation to Chinese language			500 CZK



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 Garni Villa Beatika 50
Hotel Peregrin 40
Švaberský Dům 30

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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

Hotels



Airlines



Buses



Travel agencies



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

