

布拉格购物地图

PRAGUE SHOPPING MAP

SHOPPING MAP FOR CHINESE TOURISTS

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

DISTRIBUTION

PRAGUE: 5* & 4* hotels
 ČESKÝ KRUMLOV: 4* & 3* hotels
 Buses transporting Chinese tourists.
 The Map is inserted into FASHION PRAGUE in Chinese language, which is mainly distributed to the hotel rooms and on the airplanes China Eastern flights (Prague – Si-an, Prague – Shanghai).

TECHNICAL SPECIFICATIONS

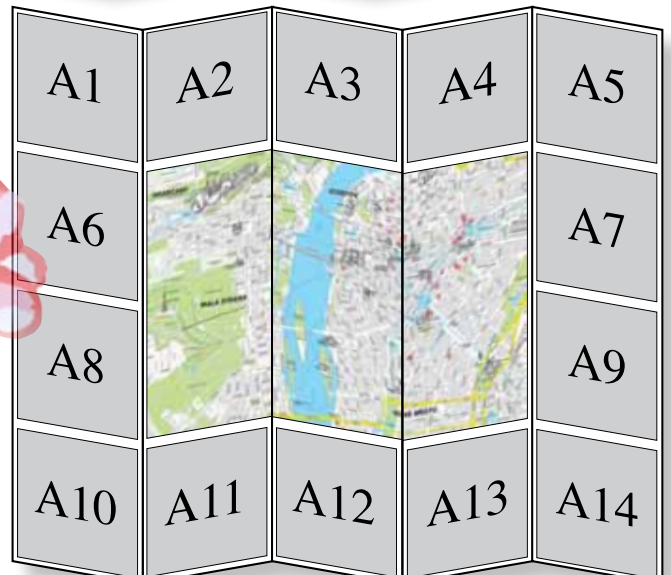
LANGUAGE OF ADVERTISING Chinese
 CIRCULATION 10,000 pcs/issue
 PERIODICITY 4 times a year
 (March, June, September and November)
 MAP FORMAT unfolded 520 x 430 mm
 MAP FORMAT folded 104 x 215 mm
 PAPER 135 g/m², coated
 COLOURING 4/4

DEADLINES

Deadlines for background material delivery
 10. 1. | 24. 4. | 24. 7. | 25. 9. 2018
 Dates of issue
 5. 3. | 7. 6. | 6. 9. | 8. 11. 2018

PRICE LIST

Type	Format	Single print	Four Prints
A	96 x 100	20 000 CZK	15 000 CZK
B	96 x 100	15 000 CZK	10 000 CZK
C	96 x 207	40 000 CZK	30 000 CZK



DISTRIBUTION

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PRAGUE SHOPPING MAP

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):

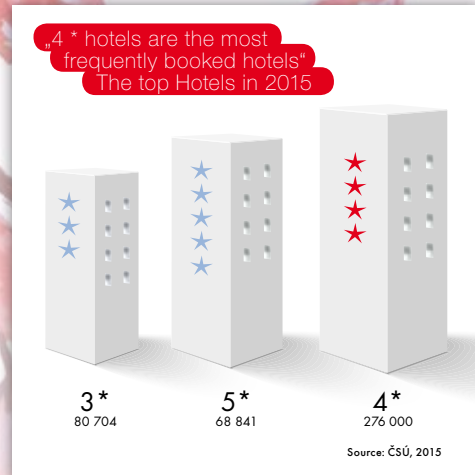
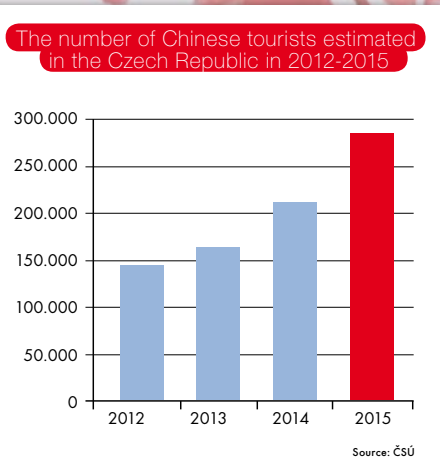
Lily Madonna 200
Martin Tours 50
CzechTourism 100
Prague Sightseeing Tours 50
Prague International Travel Agency 300

Other:

LG for the needs of publishers 345

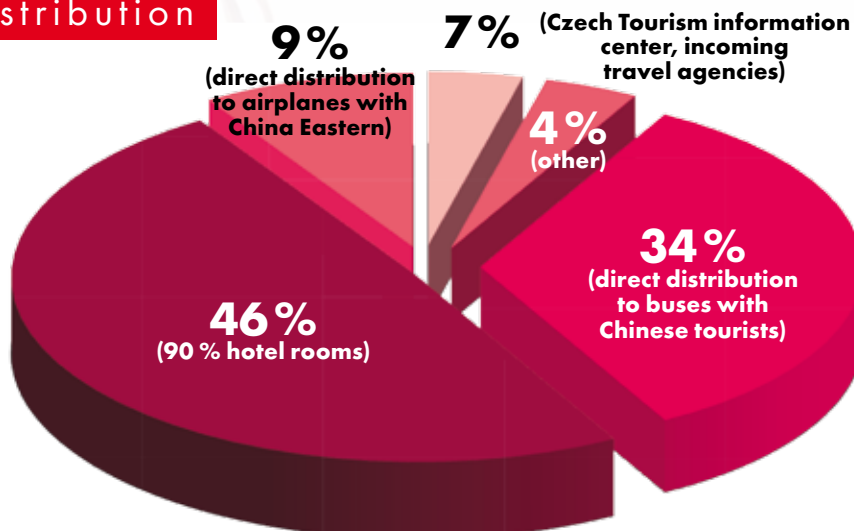
TOTAL 10 000

1 Distribution



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



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).