

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. 10. 2018

Circulation: 10 000 pcs Format: 200 x 256 mm

Price of advertisement

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

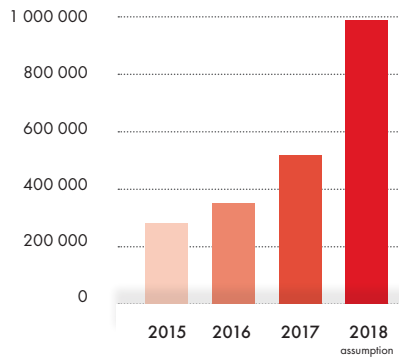
TOTAL 10 000

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).

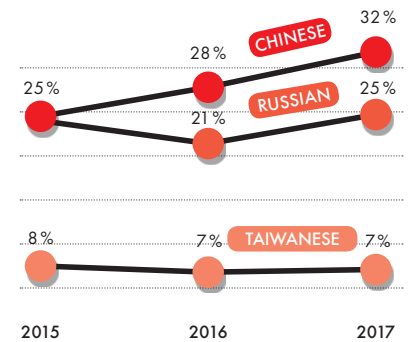
1 Distribution



The number of Chinese tourists estimated in the Czech Republic in 2015-2018



The nationalities who spend the most in local stores:



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

