

czech travelogue

While being prepared, the main challenges of the B2B magazine Czech Travelogue are maintaining and developing the good reputation of the Czech Republic and promoting its tourist offer. The magazine makes the Czech Republic accessible and provides an overview. It helps in making a decision on the itinerary of tours to the Czech Republic. The magazine content respects the seasonal character of travel and tourism and is created in conformance with official presentation of the CR abroad and with a focus on trade fairs, where it is distributed, among others. The magazine's strategy is to be a useful work tool for readers, especially foreign professionals in the travel and tourism industry. The themes of individual issues bring what's most interesting in our country and topics on how to effectively innovate tourist products for the target group based on current news from Czech regions, tips on cultural events, information on monuments, an overview of benefits and prices of the hotel market, even MICE market offers.

Target groups

- > foreign professional in the travel and tourism industry
- > foreign tour operators, transporters
- > foreign organisers and contractors of conferences and congresses
- > professional associations
- > exhibitors and visitors to the most significant travel and tourism international and local trade fairs

Distribution

- > direct mailing of products to managers with a professional interest in CR
- > distribution at foreign trade fairs
- > branches of the CzechTourism agency abroad and Czech Centres
- > electronic direct mailing with a link to the online version of the magazine on selected subjects



Czech Travelogue **Plus**

Trade fairs – apart from direct mailing, the magazine is distributed at trade fairs held abroad

On-line – electronic version of the magazine

Overview of the most significant trade fairs of 2012

(changes may occur during the course of the year)

Czech Travelogue 1/2012		Slovakiatour Bratislava	January	Czech Travelogue 2/2012		Polish special	
Vakantie Utrecht	January	Holiday World Prague	February	ATM Dubai	April	TS Poznan	October
GO+Regiontour Brno	January	Vacances Brussels	February	Imex Frankfurt	May	Czech Travelogue 3/2012	
CMT Stuttgart	January	F.R.E.E. Munich	February	RDA Cologne	July	WTM London	November
Reisemarkt Dresden	January	TUR Göteborg	March	TTG Rimini	October	TC Leipzig	November
Fitur Madrid	January	ITB Berlin	March			EIBTM Barcelona	December

Pricelist for basic surfaces

Surface	Price
2/1	93 000 CZK
1/1	54 000 CZK
1/2	34 000 CZK
1/3	24 000 CZK
1/4	18 000 CZK
1/6	12 500 CZK

Additional fee of 10% for placement on a specific position.

Basic data

Circulation: 7 000 copies
 Periodicity: quarterly
 (3x per year + 1x Polish special)
 Form: printed and electronic

Language versions

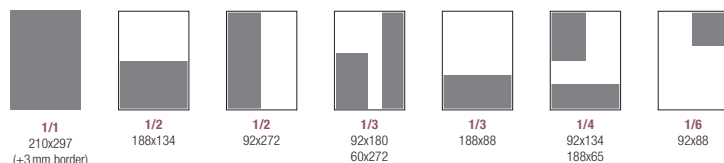
English/German
 Polish

Pricelist for special surfaces

Back side of the cover	96 000 CZK
2nd page of the cover	80 000 CZK
3rd page of the cover	75 000 CZK
I. special advertising page	85 000 CZK
II. special advertising page	80 000 CZK
III. special advertising page	85 000 CZK
IV. special advertising page	80 000 CZK
Jacket over the cover	50 000 CZK

Processing graphics	350 CZK/Hour
Processing texts	350 CZK/Standard page
Translations	200 - 300 CZK/Standard page

(according to language version)



Schedule for 2012

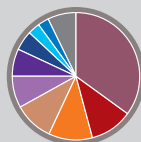
Month	Closing date	Date of issue
1/2012	21. 11. 2011	2. 1. 2012
2/2012	16. 2. 2012	19. 3. 2012
Polish special	18. 4. 2012	22. 5. 2012
3/2012	20. 7. 2012	20. 8. 2012

OTHER TITLES OF THE EDITORSHIP:



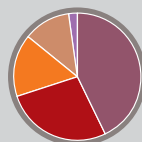
C.O.T. media editorship reserves the right to changes.

Structure of distribution in Europe



Germany	35%
Poland	11%
Southern Europe	11%
Holland	10%
Baltic States	8%
Scandinavia	7%
France	5%
Great Britain	3%
Belgium	3%
Others	7%

Structure of distribution in the world



Far East (Hong Kong, China, India, Korea, Malaysia, Singapore, Sri Lanka, Thailand)	43%
South America	27%
North America	16%
Middle East (Israel, Kuwait, Lebanon, Qatar, Syria, United Arab Emirates)	12%
Africa (Egypt, Nigeria, Mauritius)	2%

Tiskneme v amos