

HOTEL MAGAZINE

ESPLANADE **view**

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ESPLANADE ZAGREB

LUXURY HOTEL

P R E S S K I T

O M A G A Z I N U

O Magazinu

Časopis hotela Esplanade Zagreb, časopis je najluk-suznijeg hotela u Zagrebu s pet zvijezdica, koji izlazi dva puta godišnje. Časopis izlazi u proljeće i jesen. Radi se o vrlo kvalitetnom časopisu koji na 80 stranica promovira ljepote Hrvatske i njezinog glavnog grada Zagreba, te daje potrebne informacije gostima hotela o zanimljivim gradskim sadržajima. Pored toga, časopis sadrži teme poput; gastronomije, hotelskih događanja, predstavljanje hotelskih usluga, intervjue sa zanimljivim ljudima, kulturne ponude u Zagrebu, modne editorijale, reportaže iz raznih dijelova Hrvatske ali i reportaže iz svijeta. Radi se dvojezičnom časopisu koji je prilagođen gostima hotela Esplanade Zagreb kako bi oni u što kraćem vremenu uspjeli prikupiti što više zanimljivih informacija o gradu ali i o hotelu u kojem odsjedaju.

Ciljana skupina

- Gosti Hotela Esplanada koji čine 60% korporativnih klijenata i 40% turista.
- Gosti hotela Esplanade Zagreb visoke su platežne moći što znači da za sebe žele vrhunske proizvode ali i brzo dostupnu informaciju kako da do njih dođu.

Naklada

4000 primjeraka
Poštom šaljemo primjerake na adrese stranih diplomatskih predstavništva u Hrvatskoj, stranim medijima, Turističkoj zajednici Zagreba i Hrvatske, istaknutim hrvatskim gospodarstvenicima te se izlažu i na sajmovima na kojima se predstavlja hotel Esplanade Zagreb

Jezik

dvojezični časopis

Period izlaza

2 puta godišnje

Priprema materijala

tif ili jpg rezolucije 300 dpi
pdf za tisak (Press Quality)
CMYK

Tehnički podaci

Format 205x275 mm

A B O U T

About Magazine

The Esplanade Zagreb Hotel Magazine is a magazine of the most luxurious, five stars hotel in Zagreb. The magazine is published twice a year (Spring and Autumn). It is an 80 page high quality magazine which promotes the beauties of Croatia and its capital, Zagreb. The magazine also gives the hotel guests basic useful information about the events in the capital and includes articles about gastronomy, hotel events, Zagreb cultural life, fashion editorials and interviews with interesting people. It presents hotel services and reports from all parts of Croatia and the world. It is a bilingual publication (English and Croatian) suitable for the guests of The Esplanade Zagreb Hotel, so they could gather as many interesting information about the city and the hotel they are staying at, in a very short time.

Target Group

- Guests of the Esplanade Zagreb Hotel predominantly belong to a high income bracket and expect a quick and easy access to information to high quality range of products and services
- The profile of The Esplanade Zagreb Hotel is made up of 60% corporate and 40% tourist guests. But they are always guests who understand, recognize and respect quality.

Circulation

4000 copies.

Magazine is being sent to all the foreign embassies in Croatia, foreign media in Croatia, Tourist boards of Zagreb and Croatia and distinguished Croatian managers. The magazine is a part of the hotel's presentation at any major fair and exhibit in which the hotel takes part.

Language

bilingual magazine

Period of publication

2 times a year

Preparation of materials

tif ili jpg resolution 300 dpi pdf for press (Press Quality) CMYK

Specifications

Dimensions 205x275 mm

C J E N I K I D I M E N Z I J E O G L A S N O G P R O S T O R A

D I M E N S I O N S A N D P R I C E S O F A D S P A C E

- Cijena sponzoriranog članka izračunava se prema cjeniku oglasnih prostora.
- Poseban smještaj naplaćuje se 10% cijene oglasa (cijena prema cjeniku), a to se može ostvariti isključivo za oglase formata 1/1 i 1/2 stranice.
- Cijena izrade oglasa iznosi 10% vrijednost jednokratne objave oglasa. U slučaju korištenja u druge propagandne svrhe izrada se naplaćuje 20% vrijednost objave oglasa. Na cijenu izrade ne odobravaju se popusti (Cijena prema cjeniku).
- Ogllašavanjem u Esplanade Zagreb hotelskom magazinu klijent ostvaruju popust od 25% na cijenu najma dvorana i soba, te popust od 10% na cijene hrane i pića.

Tehnički podaci

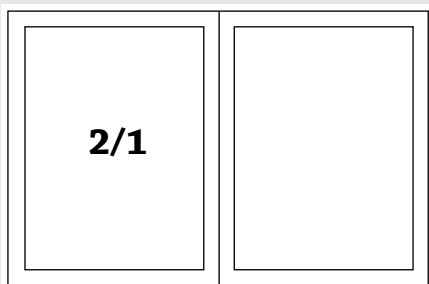
- Oglasi za objavu u Esplanade Zagreb hotelskom magazinu trebaju biti u formatu koji su određeni cjenikom, u mjerilu 1:1.
- Poslat se mogu e-mailom ili se spremaju na CD/DVD koji su formatirani za Mac (PC) kompatibilna računala. Format: tif ili jpg rezolucija 1/1 - 300 dpi / pdf za tisak (Press Quality) Boje - CMYK
- Izlazak lista: travanj i listopad. Rok predaje narudžbenice (rezervacija): 30 dana prije izlaska lista. Rok predaje gotovih materijala: 20 dana prije izlaska lista

- The cost of a sponsored article is based upon the advertising space price.
- Guaranteed position is 10% of the cost of the advertisement (cost according to the price list). This applies to the following dimensions: 1/1 and 1/2 of the page.
- The cost of advertisement design is 10% of the charge for one publication of an advertisement. In case the advertisement is used in media other than the Esplanade Hotel Magazine, the cost is 20% of the charge of an advertisement. No discounts apply. (Cost according to the price list).
- Advertisers in the Esplanade Hotel Magazine shall be entitled to a special discount of 25% from room rental for meetings or events and a discount of 10% from food and drink consumed in any area in the hotel.

Technical requirements

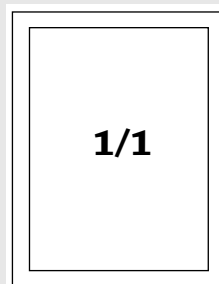
- Advertisements must be in the formats specified in the price list, on a scale of 1:1.
- Advertisements can be submitted in one of the following ways: by e-mail or on CD formatted for the MAC (PC) compatible computers. Format - tif ili jpg resolution 1/1 - 300 dpi / pdf for the press (Press Quality) Color - CMYK
- Publication date: April and October Booking deadline: 30 days prior to publication date Copy deadline: 20 days prior to publication date

C J E N I K I D I M E N Z I J E O G L A S N O G P R O S T O R A
D I M E N S I O N S A N D P R I C E S O F A D S P A C E



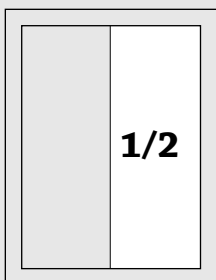
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17.000,00 kn

Format / Dimension:
 410x275 mm
 + 3 mm napusta / bleed



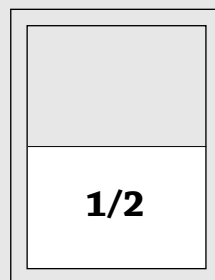
unutarnja / inside
10.000,00 kn

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 + 3 mm napusta / bleed



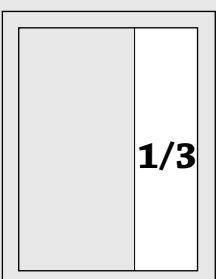
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6.000,00 kn

Format / Dimension:
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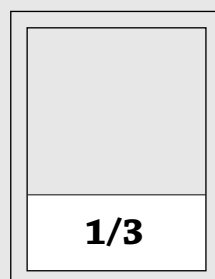
vodoravno / horizontal
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Format / Dimension:
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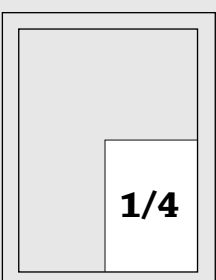
okomito / vertical
4.500,00 kn

Format / Dimension:
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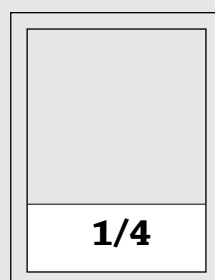
vodoravno / horizontal
4.500,00 kn

Format / Dimension:
 175x76 mm



okomito / vertical
3.500,00 kn

Format / Dimension:
 83x119 mm



vodoravno / horizontal
3.500,00 kn

Format / Dimension:
 175x55 mm

Unutrašnji omot (K2 ili K3) cijena: 13.000,00 kn • **Zadnji omot (K4)** cijena: 14.000,00 kn
 U navedene cijene nije uključen porez na dodanu vrijednost

Inside cover (K2 or K3) price: 13.000,00 kn • **Last cover (K4)** price: 14.000,00 kn
 V.A.T. is not included

K O N T A K T
C O N T A C T

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