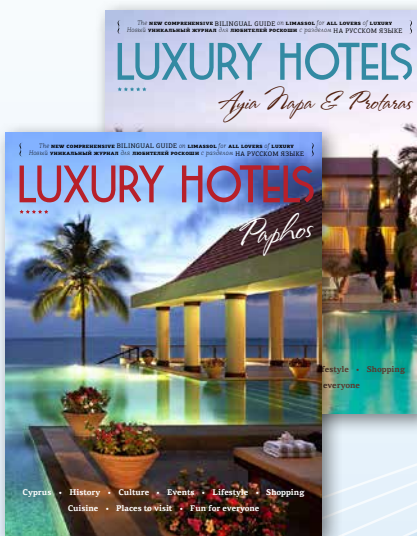


# MEDIA PLAN

PRESENTATION FOR LUXURY MAGAZINES

## Luxury Paphos Hotels Luxury Ayia Napa and Protaras Hotels Luxury Limassol Hotels



**WHEN** **Luxury Paphos Hotels:** April 2017 – April 2018  
**Luxury Ayia Napa and Protaras Hotels:** May 2017 – May 2018  
**Luxury Limassol Hotels:** December 2017 – December 2018

After successful completion of Luxury Limassol Hotels 1st edition in December 2016, we plan to release the next edition of **“Luxury Paphos Hotels”** in March/April 2017, marking the nomination of Paphos as the European Capital of Culture.

As Spring glides into Summer, our magazine will feature the extravaganza of **“Luxury Ayia Napa and Protaras Hotels”** in April/ May 2017, the harbinger of the impatiently awaited season of midnight madness, fun and frolic in eastern Cyprus. Both publications will showcase the named cities amidst the trappings of localised majesty, best topped off with a stay at those Hotels.

### LIMASSOL

Four Seasons 5\* Hotel  
Amathus 5\* Hotel  
Londa 5\* Hotel  
Mediterranean Beach 4\* Hotel  
LeMeridien 5\* Hotel  
St. Raphael 5\* Hotel  
Royal Apollonia 5\* Hotel  
Amara Boutique 6\* Hotel

### PAPHOS

Elysium 5\* Hotel  
Annabell 5\* Hotel  
Constantinou Bros Asimina 5\* Suites  
Hotel  
Everton 5\* Hotel  
Almyra 5\* Hotel  
Olympic Lagoon Resort 5\*  
Anassa 5\* Hotel  
Thalassa Boutique Hotel & Spa  
Phaeton Beach 4\* Hotel  
Ledra Beach 4\* Hotel

### AYIA NAPA

Alion Beach 5\* Hotel  
Grecian Bay 5\* Hotel  
Adams Beach 5\* Hotel  
Adams Beach 5\* Hotel Deluxe wing  
(Adults only)  
Napa Mermaid 4\* Hotel and Suites  
**& PROTARAS**  
Constantinos the Great Beach 5\*  
Hotel  
Grecian Park 5\* Hotel  
Capo Bay 5\* Hotel  
Sunrise Pearl 5\* Hotel & Spa

- **Distribution through over 150 Foreign Tour Operators working with Cyprus from the following countries: Russia, UK, USA, Germany, Poland, Ukraine, Japan, China, Kuwait, Jordan.**
- **Digital version of the Magazine will be available at the FIVE most popular Hotels Booking Websites around the World including International and Russian.**

# Smart Media Group/ MACS Marketing



**Dear customers,**

Have you ever considered being presented on the luxurious pages of bi-lingual (English and Russian) publication? Being visible in most Luxury Hotels of Cyprus, the two major Cyprus Airports and available Online on International and Russian Hotel booking websites? Distributed to over 150 overseas Tour Operators from ten different countries and in 3 major Moscow Airports?

Our unique location on the global physical map is our most invaluable asset, backing our proud assertion that we have successfully maintained the legacy of our wonderful island nation and its heritage in total detail, as proved by the number of international tourists visiting our country. But we need more tourists and therefore our greatest pleasure is to promote Cyprus to a Global scale.

2017 will be a busy year for us. It marks the nomination of Paphos as the European Capital of Culture and the next edition of our Luxury magazine will be **“Luxury Paphos Hotels”** in March/April 2017.

As Spring glides into Summer, our magazine will feature the extravaganza of **“Luxury Ayia Napa and Protaras Hotels”** in April/ May 2017, the harbinger of the impatiently awaited season of midnight madness, fun and frolic in eastern Cyprus.

**In July 2017**, we also plan to release a new bi-annual magazine, **“Cyprus Finest”**, in a July/February cycle, featuring only the top 15 Cyprus Hotels and the Best Businesses in our country. This magazine will be published in two versions:

**The first, Blue edition, reserved for Cyprus, bi-lingual edition which will be distributed in 15 the Best Hotels in Cyprus;** other well visited areas of our Island such as the Old port, Limassol Marina; Luxury Restaurants and Bars, sites that see affluent footfalls like Private clinics and Doctors’ offices; Lawyers, Architects and Developers’ and, of course, Banks and CYTA offices.

**The second, Red edition will be in Russian language and available in the VIP and Business Class lounges of the three major airports of Moscow, Sheremetyevo, Domodedovo and Vnukovo,** which together see almost 70 million passengers per year. We will, tentatively, add Pulkovo Airport in St. Petersburg at a later stage, before moving on to other past Soviet Union Airports, London, Dubai and Abu Dhabi as we expand.

Browse through our presentation, which will help you to understand and establish which type of advertisement is best for your Business. If, for any reason, you are not sure about something or would like to take advantage of a package offer, please don’t hesitate to call or email us.

We fondly trust you will enjoy our Magazines, as much as we have enjoying creating it for you.

**Wishing you a glorious and prosperous 2017!**

**Tanya Burgwin,**

Founder Smart Media Group

Owner MACS Marketing



# Price list

	<b>Luxury Paphos Hotels</b> April 2017 – April 2018 <i>15.000 copies Annually</i>	<b>Luxury Ayia Napa &amp; Protaras Hotels</b> May 2017 – May 2018 <i>15.000 copies Annually</i>	<b>Luxury Limassol Hotels</b> (With UV light pages) December 2017 – December 2018 <i>20.000 copies Annually</i>
<b>INSIDE PAGES</b>			
FULL PAGE Right Hand	<b>€2700,00</b> 235 x 310 mm	<b>€2700,00</b> 235 x 310 mm	<b>€3500,00</b> 235 x 310 mm
FULL PAGE Left Hand	<b>€2200,00</b> 235 x 310 mm	<b>€2200,00</b> 235 x 310 mm	<b>€3000,00</b> 235 x 310 mm
Page 4-25 (ordinary page)	<b>€3000,00</b> 235 x 310 mm	<b>€3000,00</b> 235 x 310 mm	<b>€4000,00</b> 235 x 310 mm
<b>UV Light pages (Only 8 pages available)</b>			<b>€4500,00</b> 235 x 310 mm
DOUBLE SPREAD	<b>€4000,00</b> 235 x 310 mm each page	<b>€4000,00</b> 235 x 310 mm each page	<b>€5300,00</b> 235 x 310 mm each page
HALF PAGE (1/2 page)	<b>€1500,00</b> 100 x 280 mm	<b>€1500,00</b> 100 x 280 mm	<b>€1850,00</b> 100 x 280 mm
QUARTER PAGE (1/4 page)	<b>€800,00</b> 100 x 140 mm	<b>€800,00</b> 100 x 140 mm	<b>€1000,00</b> 100 x 140 mm
<b>COVER POSITION</b>			
OUTSIDE BACK	<b>€3500,00</b> 235 x 310 mm	<b>€3500,00</b> 235 x 310 mm	<b>€4500,00</b> 235 x 310 mm
INSIDE BACK	<b>€3200,00</b> 235 x 310 mm	<b>€3200,00</b> 235 x 310 mm	<b>€4300,00</b> 235 x 310 mm
INSIDE FRONT	<b>€3300,00</b> 235 x 310 mm	<b>€3300,00</b> 235 x 310 mm	<b>€4400,00</b> 235 x 310 mm

Trim size shown below, please allow 3 mm extra for bleed on all sides

