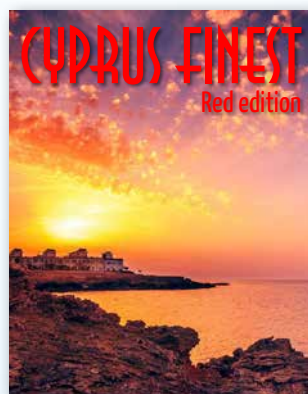


MEDIA PLAN

PRESENTATION FOR LUXURY MAGAZINES

Cyprus Finest Magazine



RED EDITION Reserve for Moscow Airports

When: July 2017 – January 2018

Quantities: 40 000 copies

Where: Red edition will be available in the VIP and Business Class lounges of the three major airports of Moscow • **SHEREMETYEVO** • **DOMODEDOVO** • **VNUKOVO**, which together see almost 70 million passengers per year.

Expected reach number of audience:
80 000 – 150 000 Readers

BLUE EDITION Reserve for Cyprus

When: July 2017 – January 2018

Quantities: 20 000 copies

Where: Distribution 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;
- Tourist area;
- Sites that see affluent footfalls like Private clinics and Doctors' offices; Lawyers, Architects and Developers' and, of course, Banks and CYTA offices.

Expected reach number of audience:
50 000 – 100 000 Hotel visitors

LIMASSOL

Four Seasons 5* Hotel
Amathus 5* Hotel
Londa 5* Hotel
Mediterranean Beach
4* Hotel
St. Raphael 5* Hotel

PAPHOS

Elysium 5* Hotel
Annabell 5* Hotel
Constantinou Bros
Asimina 5*
Suites Hotel
Almyra 5* Hotel
Anassa 5* Hotel

AYIA NAPA

Grecian Bay 5* Hotel
Adams Beach 5* Hotel

& PROTARAS

Constantinos the Great Beach
5* Hotel
Grecian Park 5* Hotel
Sunrise Pearl 5* Hotel & Spa

AIRPORT SHEREMETYEVO



AIRPORT DOMODEDOVO



AIRPORT VNUKOVO



** We reserve the right to withdraw any hotel from the list supra without citing any reason.*

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

INSIDE PAGES

	Cyprus Finest Blue Edition Summer issue July – December 2017	Cyprus Finest Red Edition Summer issue July – December 2017
FULL PAGE Right Hand	€1950.00 235 × 310 mm	€5500.00 210 × 295 mm with 5 mm bleed
FULL PAGE Left Hand	€1750.00 235 × 310 mm	€4500.00 210 × 295 mm with 5 mm bleed
Page 4–7 International section	€2350.00 235 × 310 mm	€6500.00 235 × 310 mm
Page 8–15 International section	€2150.00 235 × 310 mm	€6000.00 235 × 310 mm
HALF PAGE (1/2 page)	€1250.00 115 × 310 mm	€3000.00 115 × 310 mm

COVER POSITION

OUTSIDE BACK	€3500.00 235 × 310 mm	€7500.00 235 × 310 mm
INSIDE BACK	€2800.00 235 × 310 mm	€6500.00 235 × 310 mm
INSIDE FRONT	€2950.00 235 × 310 mm	€7000.00 235 × 310 mm
INSIDE FRONT (double spread)	€4500.00 235 × 310 mm each page	€10000.00 235 × 310 mm each page
INSIDE BACK (double spread)	€4250.00 235 × 310 mm each page	€9000.00 235 × 310 mm each page

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

