

2011 TRAVEL IN STYLE

RATE CARD 2011



FRENCH EDITION

RUSSIAN & UKRAINE EDITION

MIDDLE EAST EDITION

The Leading Hotels of the World, Ltd.

ADVERTISING FORMATS

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing the world's finest hotels and resorts. With more than 450 member hotels in 80 countries, The Leading Hotels of the World offer the largest collection of luxury hotels, resorts and spas – from grand palaces to intimate city hideaways, from expansive self-contained resorts to private island retreats.



1. ADVERTISEMENTS

Single page € 3,950.-



2. ADVERTISEMENTS

Double page spread € 7,500.-



3. ADVERTISEMENTS WITH TIP-ON CARD

Full page ad incl. affixing of
tip-on card: € 5,150.-



4. BOOKMARK

€ 4,500.-



5. SUPPLEMENTS OR INSERTS

From € 2,800.-
subject to weight

IMPORTANT NOTE:

Please note that the rates mentioned above are only media expenses, any required art work or production services are NOT included. We are happy to assist. Please do not hesitate to contact us with your individual requirements.

MEDIA INFORMATIONS

SPECIFICATION:

**Editorial language
of the magazines:**

Arabic / English, Russian / English
or French / English

Format:

290 mm x 205 mm (A4)

Colour:

Full Colour

Print Run:

French Edition approx. 4,000
Russian Edition approx. 7,500
Ukraine Edition approx. 4,000
Middle East Edition approx 10,000

Publication Date:

Mid of January 2011

PRINT DATA:

Ready to print files on CD ROM plus digital colour proof, ideally Print PDF;
copy to be English or corresponding language; Bleed off: + 5 mm cropping
per outside edge; Screen Ruling: 60 / Picture Resolution 300 dpi

PRICE

ONE EDITION¹

ALL EDITIONS²



Full Page Ad	€ 3,950.-	€ 9,950.-
Full Double Page Ad	€ 7,500.-	€ 21,950.-
Inside Front Cover Ad	€ 4,450.-	€ 11,950.-
Inside Back Cover Ad	€ 4,250.-	€ 11,750.-
Ad with tip-on card³	€ 5,150.-	€ 13,950.-
Supplement or Insert³	From € 2,800	€ 7,950.-
Bookmark³	€ 4,500.-	€ 11,950.-
Advertorial double page spread	€ 5,450.-	€ 14,950.-

¹ French Edition, Russian & Ukraine Edition or Middle East Edition

² French Edition, Russian & Ukraine Edition and Middle East Edition

³ on request and subject to specification

DISTRIBUTION

All magazines will be distributed as follows:

- Direct Mailing to exclusive databases rented from established regional partners (e.g. Millenium Millionaire Group Dubai)
- Personalized mailing campaigns such as:
 - Royal families and the key government officials
 - All major travel agencies in the region
 - Luxury product and service providers in the region
 - To all regional member hotels
 - Leader Club members in the region
- Distribution and personal hand over at all Leading events in the regions

CONTACT

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