

SUN GARDENS

MAGAZINE

PRESS KIT





SUN GARDENS

DUBROVNIK





SUN GARDENS

DUBROVNIK

O nama

Dubrovački Vrtovi Sunca, luksuzan resort s pet zvjezdica i član The Leading Hotels of the World, nudi izvrstan izbor suvremenih hotelskih soba i apartmana te rezidencija uz vrhunsku uslugu i brojne sadržaje za ugodan boravak i odmor. Smješten na samoj obali Jadranskog mora, samo 11 kilometara od UNESCO-ovog Starog grada Dubrovnika, resort pruža savršeno mjesto za istraživanje destinacije tijekom cijele godine. U sklopu resorta nalaze se privatna plaža, tri vanjska bazena, višestruko nagrađivani Spa centar, polivanetan Sportski centar, raznovrsan izbor restorana i barova, shopping promenadu te jedan od najboljih konferencijskih centara u regiji.

O magazinu

Sun Gardens Magazine namijenjen je gostima resorta koji tijekom svog boravka žele biti upoznati s ljepotama grada i regije, ali i ponudom hotela kako bi maksimalno uživali u svom posjetu. Pored zanimljivosti o destinaciji te sadržajima i ponudi hotela, časopis će pokriti teme iz područja gastronomije, spa i wellnesa, sporta i rekreacije, zabavnih i kulturnih događanja i slično. Časopis se tiska dvojezično u nakladi od 2.000 primjeraka i besplatno se distribuira unutar resorta od svibnja svake godine.

About Us

Sun Gardens Dubrovnik, Croatia's premier five star resort and a member of The Leading Hotels of the World, offers an exquisite choice of modern hotel rooms and suites and luxurious residences accommodation experiencing the unique charm of the Adriatic coast. Beachfront location of the resort, only 11 kilometres from the UNESCO Old Town of Dubrovnik, provides the perfect spot from which to explore and enjoy everything the region has to offer, all year round. Resort facilities include private beach, three pools, a world-class spa, sports centre, conference facilities, a variety of restaurants and bars featuring local and international cuisine and retail shopping area, making it the ultimate traveller destination.

About the Magazine

The Sun Gardens Magazine is an official magazine of Sun Gardens Dubrovnik, a 5-star luxury resort with a panoramic seafront location. The magazine is an ideal choice for guests who want to learn more about Dubrovnik and the wider region, as well as to be informed about the resort's offers and special programmes. The magazine will also include interviews and articles covering gastronomy, spa, sports and recreation, culture and entertainment and other trending topics. The magazine is published bilingually, in English and Croatian, and will be distributed on a complimentary basis throughout the resorts from May each year.

Ciljna skupina

Gosti resorta Sun Gardens Dubrovnik pretežito su stranci, od kojih 70% dolazi radi odmora i opuštanja, a 30% iz poslovnih razloga. Ciljna skupina obuhvaća i vlasnike rezidencija koji posjećuju resort i nekoliko puta godišnje, a ugledni su vlasnici svojih kompanija, direktori poduzeća ili članovi visokog menadžmenta.

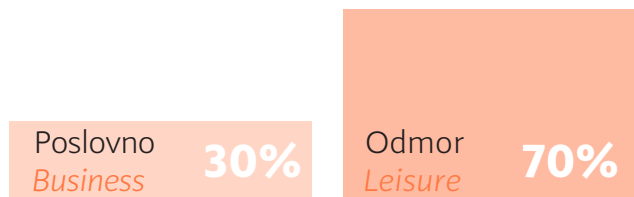
Osim visokih standarda usluge, gosti našeg resorta očekuju i jedinstveni doživljaj bilo da borave sami, u paru ili s obitelji. Gosti su visoke platežne moći sa značajnom potrošnjom u vanpansionskim sadržajima (spa centru, sportskom centru, ugostiteljskim sadržajima, izletima) te prosječnim boravkom od gotovo šest dana tijekom visoke sezone, od kojih najveći dio provode upravo unutar resorta.

Target Markets

The profile of Sun Gardens Dubrovnik's guests is made up of 70 % leisure travellers and 30 % corporate clients. Our guests also include the Residence owners, who visit the resort a few times a year with their families and friends and are mostly prominent company owners, directors or members of senior management.

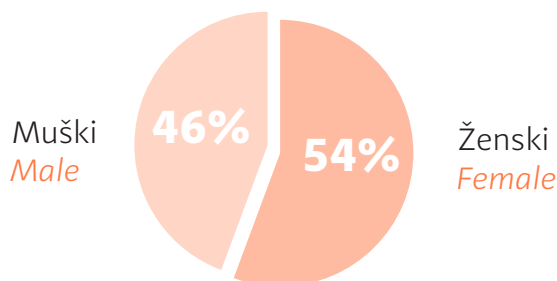
In addition to a high level of service, our guests expect a unique destination experience, whether they are travelling alone, with a companion or with family. They predominantly belong to a high income bracket and expect quick and easy access to information on a high-quality range of products and services. They are good spenders in the resort's numerous facilities, including restaurants, bars, the spa, the sports centre and excursions. During the high season, the average stay is 6 days and the majority of guests spend most of that time on the resort grounds.

Vrsta boravka



Type of stay

Spol



Gender

Ukupan broj dolazaka	44,000	Total arrivals
Ukupan broj noćenja	173,000	Total overnights
Prosječna popunjenost (1.5. - 30.10.)	85%	Average occupancy (1 May - 30 Oct)



SUN GARDENS MAGAZINE

Specifikacije

Naklada: 2000 primjeraka

Distribucija: Časopis je dostupan u svim sobama, apartmanima i rezidencijama te javnim prostorima resorta Sun Gardens Dubrovnik, koji osim recepcije i guest relationsa uključuju Club Lounge te brojne barove i restorane. Časopis, također čini dio promotivnih materijala koji se dostavljaju predstavnicima medija, organizatorima kongresa i posebnih događanja, vlasnicima luksuznih agencija te ostalim partnerima. Online verzija časopisa dostupna je na web stranicama resorta www.sungardensdubrovnik.com

Jezik: hrvatski/engleski

Period izlaženja: jednom godišnje

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

Tehnički podaci: Format 205 x 275 mm / kb 115g, omot 250g

Specification

Circulation: 2000 copies

Distribution: The magazine is available in all rooms, suites and residences of the resort, as well as public areas including the reception, the concierge's counter, the Club Lounge and numerous bars & restaurants. The magazine is also part of the promotional materials distributed to media representatives, organisers of special events and conferences, owners of luxury travel agencies and other partners. The magazine will also be uploaded to the company's website www.sungardensdubrovnik.com

Language: Croatian/English

Period of publication: annually

Preparation of materials: tiff or jpg resolution 300 dpi pdf for press (Press Quality) CMYK

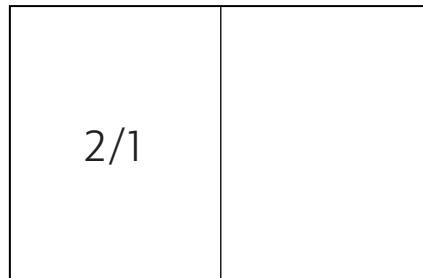
Technical specifications: Format 205 x 275 mm / kb 115g, cover 250g

Cjenik i dimenzije oglasnog prostora

Dimensions and prices of ad space

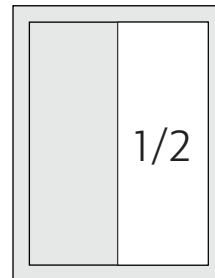
duplerica / *spread*
410 x 275 mm + 3 mm

14.000,00 kn



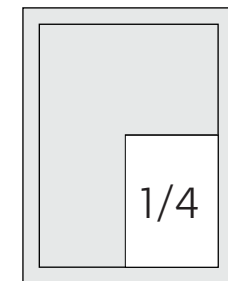
1/2 okomito / *vertical*
90 x 234 mm

5.000,00 kn



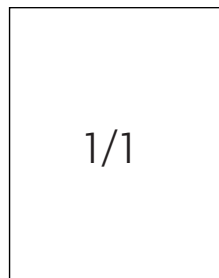
1/4 okomito / *vertical*
90 x 117 mm

3.000,00 kn



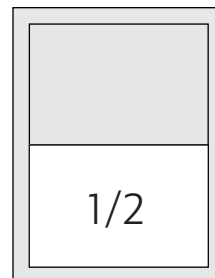
unutarnja / *inside*
205 x 275 mm + 3 mm

8.000,00 kn



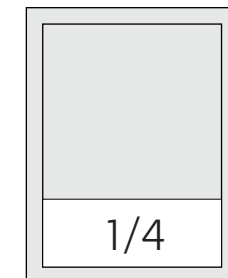
1/2 vodoravno / *horizontal*
185 x 117 mm

5.000,00 kn



1/4 vodoravno / *horizontal*
185 x 65 mm

3.000,00



Unutrašnji omot / *inside cover* K2, K3

12.500,00 kn

Zadnji omot / *last cover* K4

13.000,00 kn



Uvjeti:

Cijena sponzoriranog članka izračunava se prema cjeniku oglasnih prostora.

Poseban smještaj naplaćuje se 10% cijene oglasa (cijena prema cjeniku), što se može ostvariti isključivo za oglase formata 1/1 i 1/2 stranice.

Cijene ne uključuju PDV.

Tehnički podaci:

Oglasi za objavu u Sun Gardens Magazinu trebaju bit u formatima definiranim cjenikom u mjerilu 1:1.

Grafička priprema šalje se mailom na:
marketing@sungardensdubrovnik.com

Alternativno, oglasi se mogu spremi 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 časopisa: svibanj 2019.

Rok predaje narudžbenice (rezervacija): 10. ožujak 2019.

Terms and conditions:

The cost of a sponsored article is based upon the price of advertising space.

Special ad placements are charged at an additional cost of 10% of the value of the chosen ad (applicable to 1/1 and 1/2 formats).

The published rates are not inclusive of VAT.

Technical specifications:

Advertisements must be in the formats specified in the price list, on a scale of 1:1.

*Copy is to be sent by e-mail to:
marketing@sungardensdubrovnik.com*

Alternatively, the ads can be submitted on CD/DVD formatted for MAC (PC) compatible computers.

Format: tiff or jpg resolution 1/1 - 300 dpi / pdf for print (Press Quality);
colours - CMYK

Publication date: May 2019

Booking deadline: March 10, 2019

Kontakt / Contact

Dubrovački Vrtovi Sunca d.o.o.

Na moru 1

20234 Orašac, Dubrovnik

T. +385 (0)20 361 500

F. +385 (0)20 361 651

E-mail: marketing@sungardensdubrovnik.com

www.sungardensdubrovnik.com



SUN GARDENS

DUBROVNIK