

ESPLANADE

Press Kit



About Magazine

O Magazinu

Esplanade View časopis je najluksuznijeg hotela u Zagrebu s pet zvijezdica, koji izlazi dva puta godišnje, u proljeće i jesen. Radi se o vrlo kvalitetnom časopisu koji na više od 100 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, intervju sa zanimljivim ljudima, kulturne ponude u Zagrebu, modne editorijale, reportaže iz raznih dijelova Hrvatske ali i reportaže iz svijeta. Radi se o 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.

Naklada

Časopis je besplatan i na raspolaganju je svim gostima hotela, ali i gostima restorana Bistro te Zinfandel's kao i gostima bara. Naklada časopisa je 4000 primjeraka, a časopis se šalje i na sva strana gospodarska kao i diplomatska predstavništva u Hrvatskoj, stranim medijima, turističkim zajednicama, istaknutim hrvatskim gospodarstvenicima te se izlaže i na sajmovima na kojima se predstavlja hotel Esplanade.

Ciljna skupina

Časopis je često puta jedini izvor informacija stranom posjetitelju za vrijeme njegovog boravka u Zagrebu te je zbog toga idealno mjesto promocije vrhunskih proizvoda koje Zagreb i Hrvatska takvom profilu gostiju nude. Naime, gosti hotela Esplanade visoke su platežne moći što znači da za sebe žele vrhunske proizvode ali i brzo dostupnu informaciju kako da do njih dođu.

Profil gostiju hotela Esplanade čini 60% korporativnih klijenata i 40% turista. No, bilo da se radi o gostu koji je u Zagrebu poslom ili turistički, uvijek se radi isključivo o gostu koji zna prepoznati kvalitetu usluge.

Esplanade View is a magazine of the most luxurious, five stars hotel in Zagreb. The magazine is published twice a year (Spring and Autumn). It is a more than 100 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 Hotel, so they could gather as many interesting information about the city and the hotel they are staying at, in a very short time.

Circulation

The magazine is complimentary for all guests of the hotel as well as guests of the restaurants Bistro and Zinfandel's, and the bar guests. Circulation is 4000 copies and the magazine is being sent to all the foreign companies and embassies in Croatia, foreign media, tourist boards 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.

Target group

As The Esplanade View Hotel magazine is often the first and only source of information to the foreign visitor, it is an ideal platform for promoting high quality goods. Guests of the Esplanade 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 Hotel is made up of 60% corporate and 40% tourist guests. But they are always guests who understand, recognize and respect quality.

Cjenik i dimenzije oglasnog prostora

Dimensions and prices of ad space

- 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).
- **Oglašavanjem u magazinu Esplanade View klijenti ostvaruju popust od 25% na cijenu najma dvorana i soba, te popust od 10% na cijene hrane i pića.**

Tehnički podaci

- Oglasi za objavu trebaju biti u formatima koji su određeni cjenikom, u mjerilu 1:1.
- Poslati 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 View magazine shall be entitled 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

Redakcija / Editorial office: Martićeva 27, 10 000 Zagreb

email: zaposlena@zaposlena.hr

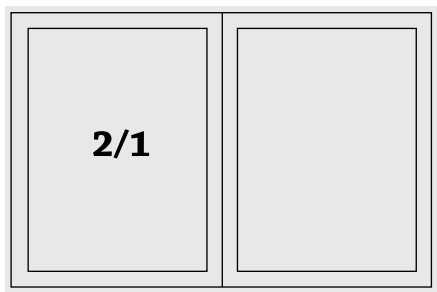
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Zaposlena d.o.o.

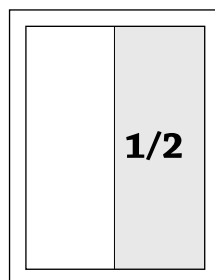
Cjenik i dimenzije oglasnog prostora

Dimensions and prices of ad space

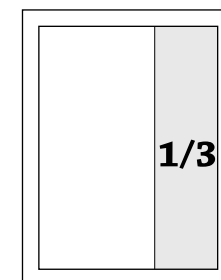
duplerica / spread
410 x 275 mm + 3 mm
2.800 €



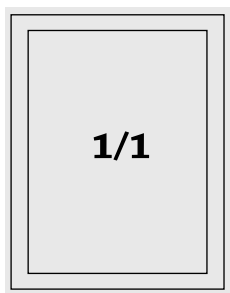
okomito / vertical
83 x 245 mm
1.200 €



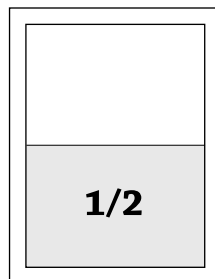
okomito / vertical
53 x 245 mm
850 €



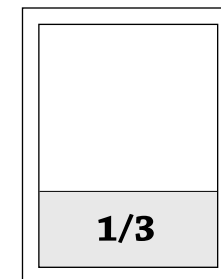
unutarnja / inside
205 x 275 mm + 3 mm
2.000 €



vodoravno / horizontal
175 x 118 mm
1.200 €



vodoravno / horizontal
175 x 76 mm
850 €



Unutrašnji omot / inside cover K2, K3 **2.200 €**

Zadnji omot / last cover K4 **2.600 €**

Prva duplerica / first spread K2 + 1/1 **3.000 €**

Zadnja duplerica / last spread 1/1 + K3 **2.800 €**

U navedene cijene nije uključen porez na dodanu vrijednost / V.A.T. is not included



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