

# OREALIGHT

OREA LIGHT is a magazine for guests of the Czech hotel chain OREA HOTELS. At present, the network consists of more than 20 hotels in the most attractive locations of the Czech Republic, such as Prague, Brno, Špindlerův Mlýn, Marienbad, or Šumava. The magazine helps make time spent in hotel rooms more pleasant for guests, it provides information on the options of spending a holiday in Czech and Moravian towns and regions, or even what's new at the hotel chain. Moreover, the magazine includes interviews with famous Czechs, thanks to whom the Czech Republic has a better sound abroad as well.

## ABOUT OREA HOTELS

The company OREA HOTELS, s.r.o., was founded in December 1992. Hotels are members of the Czech Association of Hotels and Restaurants. Thanks to a unique foundation and possibilities OREA HOTELS can offer a complete product to all segments of the market in CR. Hotels operate under the OREA HOTELS EXCLUSIVE and OREA HOTELS CLASSIC brands.

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## Target groups

- › OREA HOTEL guests
- › OREA HOTEL loyalty card holders

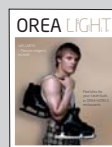
## Distribution

- › distribution in OREA HOTEL rooms and lobbies
- › directly sent to loyalty card holders and business partners

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## Schedule for 2012

Month	Closing date	Date of issue
Spring	31. 3. 2012	20. 4. 2012
Autumn	31. 8. 2012	4. 10. 2012



We prepare for



## Pricelist for basic surfaces

Surface	Price
2/1 .....	76 000 CZK
1/1 .....	42 000 CZK
1/2 .....	26 000 CZK
1/3 .....	18 000 CZK
1/4 .....	14 000 CZK
OREA special .....	14 000 CZK

Additional fee of 10% for placement on a specific position.

## Basic data

Circulation: 20 000 copies  
 Periodicity: 2x per year (Summer, Winter)

## Language versions

Czech/English/German

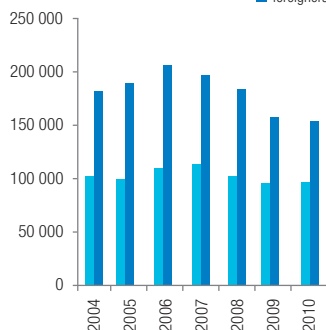
## Pricelist for special surfaces

2nd page of the cover .....90 000 CZK

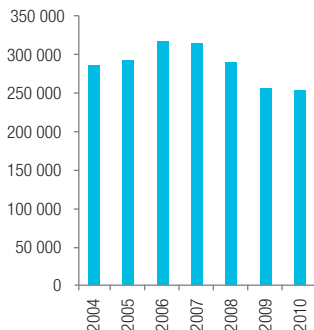
Processing graphics..... 350 CZK/Hour  
 Processing texts .....350 CZK/Standard page  
 Translations.....200 – 360 CZK/Standard page  
 (according to language version)

### Locals vs. foreigners

■ locals (Czech)  
 ■ foreigners



### Total rate of visitors



**1/1**  
 190 x 245 mm  
 (+ 3 mm border)



**1/1**  
 162 x 210 mm  
 (to mirror)



**1/2**  
 162 x 101 mm



**1/3**  
 162 x 65 mm



**1/4**  
 162 x 47 mm



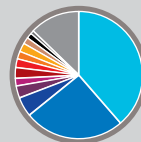
**Orea special**  
 94 x 65 mm  
 (can be placed in text  
 in selected language  
 version)

### OTHER TITLES OF THE EDITORSHIP:



C.O.T. media editorship reserves the right to changes.

Guest structure  
 according to  
 nationality in 2011



■ Czech Republic	38,64%
■ Germany	25,60%
■ Poland	5,06%
■ Italy	3,19%
■ Austria	2,11%
■ Russia	2,67%
■ Slovakia	2,23%
■ Korea	2,12%
■ Taiwan	2,12%
■ Japan	1,75%
■ Great Britain	1,36%
■ Lithuania	1,00%
■ Others	12,15%