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Best friends of a Russian tourist

WELCOME GUIDEBOOKS OF THE WORLD CITIES AND COUNTRIES

MEDIA KIT

www.welcomespb.ru



*General Manager
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ABOUT THE GUIDEBOOK

Five million tourists travel with WELCOME guidebooks

WELCOME guidebooks of the world cities and countries have been published since 1995. They are the first original non-translated guidebooks published in Russia, and WELCOME is the first publishing house in St Petersburg specializing in guidebooks.

The guidebooks are meant for those who are planning to travel abroad as a guest, a tourist, for business purposes or to work or study there.

The pocket-sized guidebooks, with a lot of illustrations, plans, a mini phrase book are essential for travel business specialists and travelers.

Since 2005 WELCOME has been publishing guidebooks for the people, who are going to travel by cars “Vacation behind the wheel”.

The guidebooks have been published with the support of General Consulates of the described countries.

Description of the publication

Format – A-5 (pocket size)

The edition of each guidebook is 10 000 copies

Quality – full-color print, glossy paper

Photographs, maps, plans

The volume is 220 pages

SPEAK ABOUT YOURSELF

in a popular WELCOME guidebook

THE MAINTENANCE{CONTENTS} OF GUIDEBOOKS

- ✓ Preparation for a trip (how to issue the visa and the insurance how to choose tour agency, hotel, Means of transportation how to rent the car how to reach destination)
- ✓ The description of sights, museums and excursion routes (with the instruction{indication} of the prices and operating modes)
- ✓ The curious facts from history of the country in close communication{connection} with history of Russia
- ✓ Restaurants, cafe, bars (with the instruction{indication} of the prices and an operating mode)
- ✓ Variants of rest and entertainments: theatres, concerts, discos, night clubs, a casino, The sports centers (with the instruction{indication} of the prices and an operating mode)
- ✓ Holidays, festivals, cultural and sports events
- ✓ Addresses of large and popular shops
- ✓ The description of work of public transport and establishments
- ✓ The helpful information for businessmen (how to open the bank account{invoice}; How to find the partner on business; how to open firm, branch, representation; How to buy{purchase} the real estate), the political chronicle
- ✓ Advice{Councils} on a case of unforeseen situations which can arise In the unfamiliar country
- ✓ The free supplement - a card{map} of city or the country
- ✓ A mini-phrase book

DISTRIBUTION CHANNELS

Russian and foreign tourist companies
Book shops of Russia, Ukraine, Latvia, Estonia, Israel, Germany and the USA.
Russian and foreign exhibitions
Major supermarkets
Airports
Internet shops



Electronic version of the guidebooks as an application for iPhone, iPad and Android Smartphones

Moscow:

Moscow House of Books chain: 40 shops
Book Labyrinth chain: 20 shops
Novy Knizhny and Chitai-ka chain: 40 shops
Major shops: Molodaya Gvardiya, Biblio-Globus

Leading Internet shops:

www.ozon.ru, www.books.ru,
www.odissey.kiev.ua

St Petersburg:

Bukvoed chain: 38 shops
House of Books chain: 15 shops.
10 best shops of the city
Hotels Angleterre and Astoria
Museums: St Isaac's Cathedral,
Constantine's Palace.
O'K hypermarket: 30 shops
Lenta supermarkets: 14 shops
airports: Pulkovo-1, Pulkovo-2

Major tourist and book exhibitions of Moscow and St Petersburg

TARGET AUDIENCE

Active people who like to travel and learn about the world, going abroad for business, to work or study, to buy real estate.

Chiefs and specialist of travel companies, insurance companies, banks, transport companies and other companies in the field of international tourism.

Tourists, businessmen, students going or planning to go to one of the world tourist centers.

Age: from 18 to 55

From 18 to 24 – 18,5%

From 24 to 45 – 53%

From 45 to 55 – 28.5%

Income

– average and above average

Social status

– leaders – 60%

Education

Higher education – 79%

Specialized secondary education – 21%

PROMOTION OF GUIDEBOOKS

Conducting presentation in:

General consulates

International exhibitions

House of Books (Moscow – St Petersburg)

Bukvoed – a chain of bookshops in St Petersburg

Biblio Globus (Moscow)

Novy Knizhny – a chain of book shops (Moscow)

International cultural centers



Concul of Spain and editor in the chief of Welcome publishig company autograph to the readers in the presentation in the St Petersburg's House of books



Welcome publishig company in the Saint-Petersburg International Book Salon



Concul of the Czech Republic and editor in the chief of Welcome publishig company in the presentation in the Consulate General of the Czech Republic in St. Petersburg



Saint-Petersburg International Book Salon



Welcome publishig company in the presentation in the St Petersburg's House of books



Welcome publishig company in the Bukvoed chain



Concul of Italy in the presentation in the Consulate General of Italy in St. Petersburg

THE LINE

The pocket-size guidebooks



Autoguides from «Holiday behind the Wheel» series



Photo albums



The line includes
29 names

The pocket-size guidebooks include: «Berlin and Hamburg in Your Pocket», «Greece in Your Pocket», «Israel in Your Pocket», «Spain in Your Pocket», «Italy in Your Pocket», «Paris in Your Pocket», «Prague in Your Pocket», «Finland in Your Pocket», «Sweden in Your Pocket», «St Petersburg in Your Pocket», «Barcelona. Andorra in Your Pocket», «Moscow in Your Pocket», «French Riviera in Your Pocket», «Turkey in Your Pocket», «Orthodox Petersburg», «Walking about Jerusalem», «Estonia in Your Pocket»

Guides for travellers by cars from «Holiday behind the Wheel» series: «Germany», «Andorra. Spain. Portugal», «Finland», «France. Italy. Monaco. San-Marino», «The golden Ring», «Crimea», «Estonia», «Norway. Sweden. Denmark»

Photo albums (in two languages): «Magnificent St Petersburg», «St Petersburg in Your Pocket»

NEW GUIDEBOOKS COMING SOON IN 2013:

- ✓ «Italy in Your Pocket» (4nd edition)
- ✓ «Italy. Holiday behind the Wheel» (2nd edition)
- ✓ «Austria in Your Pocket»
- ✓ «New York in Your Pocket»
- ✓ «France. Holiday behind the Wheel» (2nd edition)
- ✓ «Saint-Petersburg in Your Pocket» (3rd edition)

Electronic version:

- ✓ «Israel in Your Pocket»
- ✓ «Vienna in Your Pocket»
- ✓ «Istanbul in Your Pocket»
- ✓ «Estonia in Your Pocket» (2nd edition)
- ✓ «Estonia. Holiday behind the Wheel» (2nd edition)