

LUXURY BUDAPEST

MEDIA INFORMATION

2019



WHERE LUXURY MEETS LIFESTYLE

WHAT IS LUXURY BUDAPEST?



LUXURY
BUDAPEST
IS CIRCULATED
AMONG
1.3 MILLION
HOTEL GUESTS
A YEAR



SOME
41%
OF TOURISTS
ARRIVE
TO HUNGARY
WITH THE
PURPOSE OF
SHOPPING

Luxury Budapest 2019 is an English-language luxury lifestyle coffee table book published once a year.

The publication is available for luxury hotel guests, visitors and residents in Budapest.

We are delighted to present gourmet, beauty, history and culture on highest level in Budapest.

Luxury Budapest 2019 guides the elite audience through the most luxurious attractions of this fantastic capital. To explore the past and experience the present, Luxury Budapest 2019 offers both at its best. A stylish coffee table format and the premium print execution perfectly fits the lifestyle of the audience and provides luxury brands a unique opportunity to present their products.



THE AUDIENCE

Budapest's elite visitors staying in five-star and luxury hotels, extensive travellers, either for business or leisure, from tourists on city break to tourists interested in culture. Budapest's residents, living in the city's residential areas, financial and management professionals, entrepreneurs, business owners, decision makers.

Elite local high net worth individuals.



TOURISTS
WHO VISITED
OUR COUNTRY
FOR A
COUPLE
OF DAYS,
IN THE SECOND
QUARTER
OF 2017,
SPENT
HUF
**341
BILLION**
IN
TOTAL





SOME
73%
OF TRAVELERS
PREFER
TO SPEND ON
LUXURY
GOODS
DURING
THEIR TRIPS
ABROAD



CIRCULATION AND DISTRIBUTION

Luxury Budapest 2019 is available once a year.

Circulated in 10,000 copies per issue.

Publication longevity per issue: 12 months.

Estimated readership per year 1,200,000.

The publication is circulated in Budapest's five-star and luxury hotels.
The publication is available in selected hotel rooms and suites, in guest areas,
executive lounges, clubs and spas.



PRINT & DESIGN

Sophisticated art direction, world class photography and premium print quality are guarantee a true luxury experience. The publication is edited and designed by an award winning international team in Europe. A stylish coffee table format, the premium print execution, the high quality materials, gold embossing and the finest heavy weight paper are the features of the publication. Each publication is individually produced and distributed in a stylish Luxury Cities branded gift box.



MANUFACTURERS
OF LUXURY
GOODS
EXPECT
A GROWTH
BY
14%
IN 2019

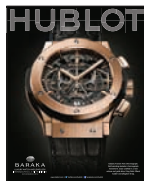


Rate Card

2/1 PAGE



1/1 PAGE



1/2 PAGE



TECHNICAL DETAILS

Circulation 10,000 copies, Distributed from January until December 2019
in five-star and luxury hotels, rooms, executive lounges or clubs,
Spread 216 pages, Dimensions 215 × 274 mm, Printing 5+5 color offset printing,
Cover jacket 5+0 color offset printing, matt finish,
gold embossing, Spot UV, Hard Cover matt finish

PRODUCT PLACEMENT



RESTAURANT 1/2



RESTAURANT 1/3



AD SIZES

| | BLEED SIZE (MM) | FRAMED SIZE (MM) | TRIMMED SIZE (MM) | LIST PRICE (HUF) |
|---|--------------------|---------------------|----------------------|---------------------|
| 2/1 Page | 440 × 284 | 394 × 219 | 430 × 274 | 2,400,000 |
| 1/1 Page | 225 × 284 | 180 × 219 | 215 × 274 | 1,350,000 |
| 2/3 Page | 140 × 284 | 118 × 219 | 135 × 274 | 1,100,000 |
| 1/2 Page | 225 × 145 | 180 × 115 | 215 × 140 | 900,000 |
| 1/3 Page | 79 × 284 | 57 × 219 | 74 × 274 | 500,000 |
| 1/4 Page | - | 85 × 115 | - | 380,000 |
| 1/6 Page | - | 88 × 70 | - | 320,000 |
| 1/2 Page Restaurant | - | 85 × 219 | - | 720,000 |
| 1/3 Page Restaurant | - | - | - | 470,000 |
| Boutique/Product placement | - | - | - | 230,000 |
| Art Special placement (landscape/portrait) | - | 118 × 70, 56 × 106 | - | 130,000 |

1/3 PAGE - 2/3 PAGE



BOUTIQUE



ART SPECIAL PLACEMENT



Rates for Special ADs, Placements and other opportunities are available on request.
Page position is on a first come, first served basis. The publisher takes no responsibility for the content of adverts.

The publisher does not allow advertising exclusivity.
First ten pages carry a 20% surcharge. Prices do not include VAT.

For more information please visit www.amedia.hu or call +36 (1) 398 0344
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Distribution

LUXURY BUDAPEST IS AVAILABLE IN THE FOLLOWING LUXURY HOTELS



The Aquincum Hotel Budapest
www.aquincumhotel.com



Boscolo Budapest
www.budapest.boscolohotels.com



Buddha-Bar Hotel Budapest Klotild Palace
www.buddhabarhotelbudapest.com



Corinthia Hotel Budapest
www.corinthia.com



Four Seasons Hotel Gresham Palace Budapest
www.fourseasons.com



Hilton Budapest
www.hilton.com



Hilton Budapest WestEnd
www.hilton.com



Iberostar Grand Hotel Budapest
www.iberostar.com



InterContinental Budapest
www.budapest.intercontinental.com



Kempinski Hotel Corvinus Budapest
www.kempinski.com



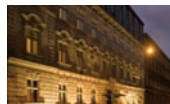
Le Meridien Budapest
www.lemeridienbudapest.com



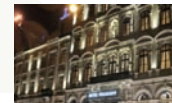
Budapest Marriott Hotel
www.marriott.com



Mamaison Hotel Andrassy Budapest
www.mamaison.com



Mamaison Residence Isabella
www.mamaison.com



Hotel President Exclusive Boutique
www.hotelpresident.hu



Prestige Hotel Budapest
www.prestigehotelbudapest.com



Queen's Court Hotel & Residence
www.queenscourt.hu



Ramada Budapest Aquaworld
www.ramadaresortbudapest.hu



Sofitel Budapest Chain Bridge
www.sofitel.com



St. George Residence
www.stgeorgehotelbudapest.com



Zara Hotel Budapest
www.zarahotels.com

