

PORTAL CHARACTERISTICS

Thanks to its content, web portal Celyoturismu.cz is an indispensable companion of the owners and managers of numerous Czech companies from all of the segments of tourism, as well as to he representatives of the cities and municipalities, destination management organisations, vocational schools and other institutions.

To the **experts** (subscribers), it brings news, trend analysis, case studies, statistics, analysis, inspirational interviews, commentaries and other articles brimming with practical information usable in everyday practice. Aside from the redactors' numerous years of experience, the quality and positive reception of our content is guaranteed by the ever-growing team of correspondents, consisting of experts in marketing, law, technologies, personal relations and other fields. Our portal is a sought-after partner of numerous conferences, trade fairs and other tourism-related events

Now available for B2C

By advertising on Celyoturismu.cz, you can effectively address the general public. On Celyoturismu.cz, every travel enthusiast will find free actual news from their home country and foreign countries, tips on lesser-known tourist activities, or reports from sights all over the world.

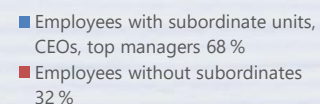
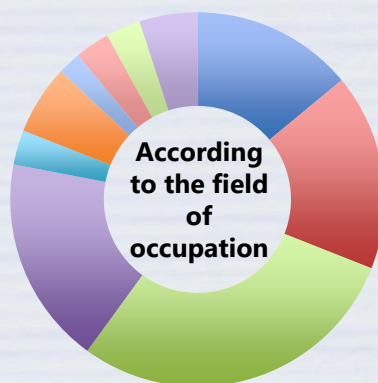
EMPLOYS ALL SENSES

Modern and user-friendly web portal allows the redactors to use all of the current technologies to further increase the attractiveness of the content. Interactive **infographics, podcast and videos** are thus an integral part of the Celyoturismu.cz portal. Our team of professionals is more than ready to prepare your multimedia projects for you too.

You can address your clients through our digital newsletter, distributed once a week to approx. 4 000 recipients

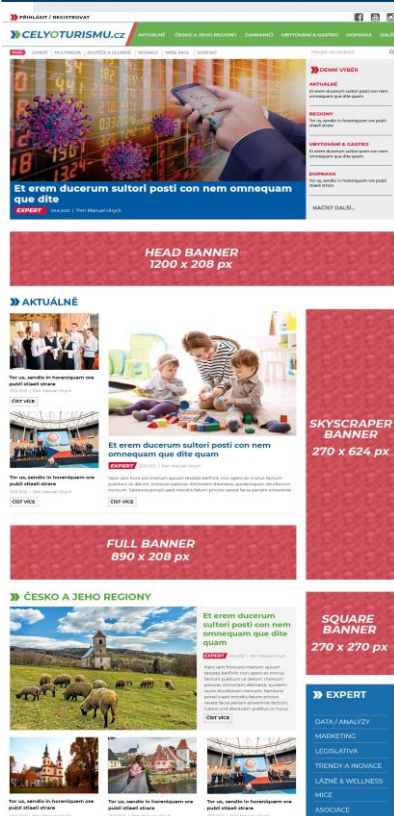


TARGET GROUPS / READERS STRUCTURE IN B2B SEGMENT



A sociodemographical survey is currently being conducted in B2C target groups, including the web portal's traffic analysis.

PRICELIST AND FORMATS OF BANNERS AND OTHER ADVERTISING SPACES



AREA	SIZE	PRICE / MONTH
HEAD BANNER	1170 x 183 px	635,00 EUR
FULL BANNER	870 x 183 px	347,00 EUR
SQUARE BANNER	270 x 270 px	185,00 EUR
SKYSCRAPER	270 x 624 px	285,00 EUR
PR ARTICLE (max. 4000 characters including spaces, 1 photo)		347,00 EUR
BANNER DESIGN, INCLUDING GRAPHIC DESIGN		145,00 EUR
NEWSLETTER - PR ARTICLE (max. 500 characters)		105,00 EUR
NEWSLETTER - BANNER	495 x 100 px	125,00 EUR

PUBLISHING TIMETABLE AND ISSUE TOPICS OF 2021

MONTH	MAIN TOPIC	REGIONS IN FOCUS
March	Activity holiday Cyclo tourism Easters Air traffic (new flight schedules)	Southern Bohemia Region
April	Medical spa Wellness and spa Travelling seniors	Karlovy Vary Region
May	Culinary tourims Viticulture Beer trails	Zlín Region
June	Outgoing School trips Summer cottages	The Pilsen Region
July	Sights as destinations Family trips Hiking	Southern Moravia Region
August	Adventure tourism Holidays on the boat, water parks	The Olomouc Region
September	Products and services Pro Horecra Technological solutions in tourism	The Pardubice Region Vysočina Region
October	Exotic destinations, city trips Air traffic (winter flight schedules)	The City of Prague
November	Mountain holidays Advent Corporate parties	Hradec Králové Region Liberec Region
December	Kongresový průmysl Corporate travel Christmas and New Year's Eve	Moravian-Silesian Region

Multimedia formats

For PR communication on the website, you may utilise other multimedia formats than a standard article:

- **podcast** - audio MP3
- **video** - MP4

We will gladly help you create your podcast in our professional recording studio.

www.celyoturismu.cz

