





CATALOGUE OF TOURS LYPUM MIXHAPOZHUM Published since 2002

50 000 copies, free distribution

CATALOGUE OF TOURS

Catalogue of Tours Magazine (since April 2002)

It's a full colour advertising periodical (4 times a year) that is 44 pages in length.

The catalogue has a circulation – 50,000 copies – which distribute via direct mail to governmental offices, embassies, banks, leading companies, popular restaurants, hotels, supermarkets, fitness and business centers and in business halls of Ukrainian airports, exhibitions (UITT, UITM, etc.)

Catalogue of Tours cooperates with Tourism Boards of many foreign countries — Croatia, Turkey, Thailand, Malta, Cyprus, etc. Catalogue of Tours works with the popular hotels of the world and Ukraine, most prestigious restaurants, the leading treatment centers.

Our readership

AGE: 30-65 years

GENDER: female - 60%,

male - 40%

OCCUPATION: top-managers, travel agents, people that looking for a destination for vacation and weekend trips.

INCOME: High – 54%, Above average – 46%









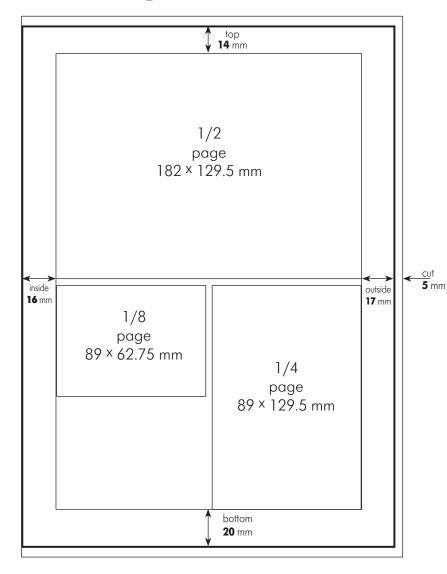
THE MINHAPO THUM

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CATALOGUE OF TOURS

Published since 2002

Thrilling World of Travel and Recreation



Advertising size

Page size — 215 x 297 mm (plus 5 mm from each side for technical cutting)

Type page size — 182 x 263 mm

Margins — 16 x 14 x 17 x 20 mm

International Tourism Magazine is published in Ukrainian.



CATALOGUE OF TOURS

Distribution (throughout Ukraine)

- Courier delivery
- Commercial and diplomatic corps offices, embassies
- Ukrainian travel agencies and tour operators
- International tourism fairs
 and ceremonies
 (UITT, UITM, Healthcare & Travel Expo,
 Person of the Year, Woman of
 the 3rd Millenium, etc.)
- Most prestigious hotels, banks, beauty salons, fitness centers, restaurants
- Airports in Kyiv, Lviv, Odesa,
 Dnipro, Kharkiv
- Offices of airlines

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