

The Authentic Traveler's Guide to

# BULGARIA

*Book Boutique web media, publishing & tourism marketing*

*[www.book-boutique.com](http://www.book-boutique.com)*

## About Book Boutique

Book Boutique is a publisher of tourism media.

Main priority – quality media about Bulgaria

Major fields - internet media, print media

Major internet projects -

in Bulgarian:

[www.BulgariaInside.com](http://www.BulgariaInside.com)

[www.TouristMedia.info](http://www.TouristMedia.info)

[www.Ski.bulgariainside.com](http://www.Ski.bulgariainside.com)

in English:

[www.Bulgariainside.eu](http://www.Bulgariainside.eu)

[www.tmbulgaria.com](http://www.tmbulgaria.com)

Major print projects -

Guidebook of the Bulgarian Traveler

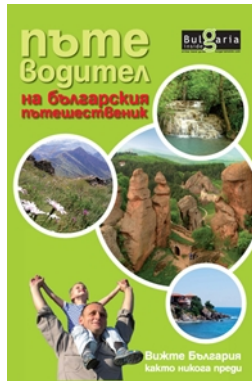
Ski & Snowboard in Europe

Bulgaria's Unique Museums

Camping on Three Seas

Domestic Fireplace – Guest Houses and Hotels Guidebook

## Previous Guides



### Guidebook of the Bulgarian Traveler

- Year of first publication 2009
- Republished 2010
- Best selling guidebook for 2009 and 2010



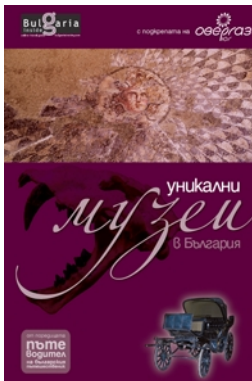
### Camping on Three Seas

- Year of first publication 2010
- The first and only guide about camping tourism on the Balkans



### Ski & Snowboard in Europe

- Year of first publication 2009



### Bulgaria's Unique Museums

- Year of first publication 2010
- The first and only guide about Bulgaria's unique museums



### Domestic Fireplace – Guest Houses and Hotels Guidebook

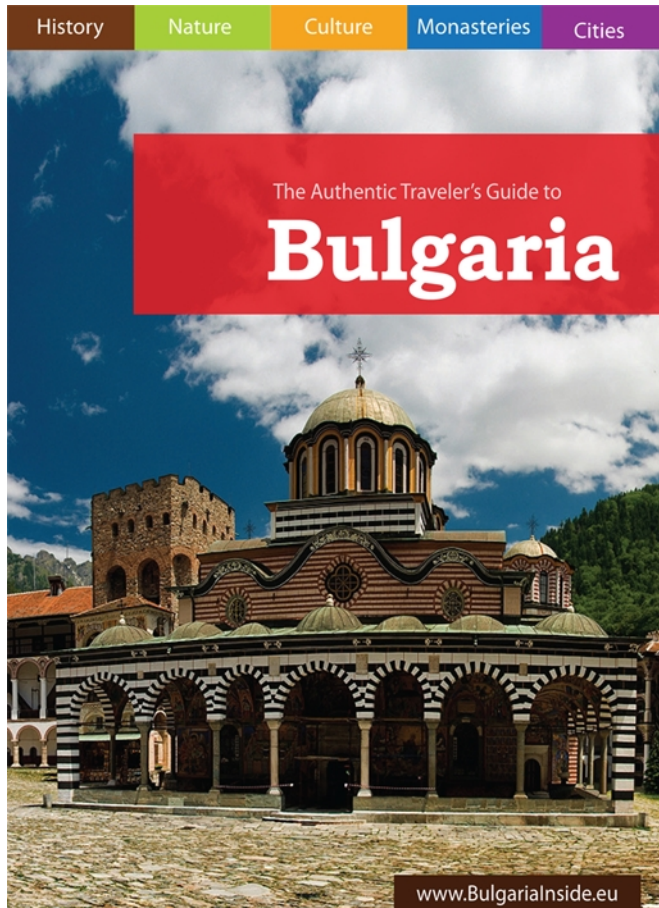
- Year of first publication 2010
- The fullest hotel and guesthouse catalogue

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## HIGHLIGHTS

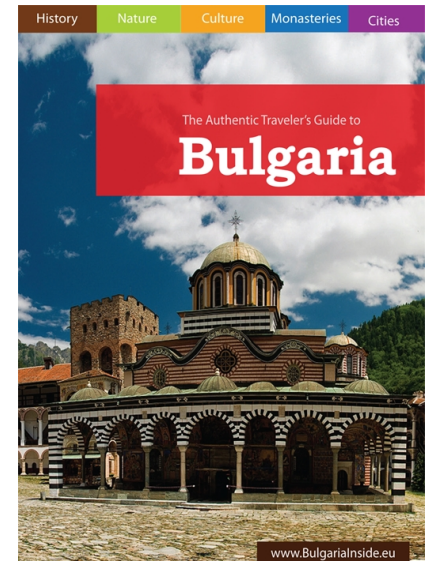
- The most complete guide about Bulgaria
- Up to date information
- Written by professionals
- Professional editing
- High quality pictures
- High quality print
- Various distribution channels
- High circulation
- Price: BGN 12 / EUR 6 / USD 9
- **Coming in November 2010**

## Specifications

• Size	A5
• Pages	216 (glossy paper)
• Covers	4 (glossy paper)
• Circulation	8000 copies

## Distribution

• Book stores	All major book stores in Bulgaria
• Gas Stations	All major gas stations in Bulgaria (Shell, OMV, Lukoil, Eko etc.)
• Hypermarkets	METRO, Carrefour, Fantastico etc.
• Malls	Premium sales points in every mall in Bulgaria
• Special kiosks	Black Sea, Mountain and Spa Resorts, other resorts
• Internet	Online stores – Bulgarian and INTERNATIONAL
• eBay	<a href="http://www.ebay.com">www.ebay.com</a>
• Other	Sales through partnering websites and bookstores



## Sponsorship & Advertising

Sponsorship		LOGO		Full page advert			folio		FREE GUIDES	PRICE BGN
		Front cover	Back Cover	2-nd cover	3-d cover	1 page	1-st folio	folio		
General sponsor	Sponsor full circulation	x	N/A	x	N/A	N/A	x	N/A	300	6000.00
Sponsor	Logo on a limited circulation - 200 copies* 1page advert- full circulation	x	N/A	N/A	N/A	x	N/A	N/A	200	2000.00

Advertising		LOGO		Full page advert			folio		FREE GUIDES	PRICE BGN
		Front cover	Back Cover	2-nd cover	3-d cover	1 page	1-st folio	folio		
3-d cover	full circulation	N/A	N/A	N/A	x	N/A	N/A	N/A	N/A	900.00
Folio	full circulation	N/A	N/A	N/A	N/A	N/A	N/A	x	N/A	800.00
Full page	full circulation	N/A	N/A	N/A	N/A	x	N/A	N/A	N/A	500.00
Other	Branding a section	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	800.00

- \* Applies only to a limited circulation of 200 copies
- \*\* All prices do not include 20 % VAT
- \*\*\* Delivery of Sponsor's copies is free for the territory of Sofia, Bulgaria. For other destination the price is payable by the sponsor.



General sponsor



Sponsor\*

## Deadlines

Deadline for booking: October 1<sup>st</sup> 2010

Deadline for materials submission: October 10<sup>th</sup> 2010

## Available file formats

PDF, TIFF, AI, EPS etc.

Resolution 300 dpi, all texts in curves

*\* Book Boutique can not be held responsible for ad content*

## Contacts

Book Boutique web media, publishing & tourism marketing

Address: Sofia, Studentski Grad, 4 Rasho Rashev Str., fl. 2, office 15

Tel.: (+359 2) 873 1776, [office@book-boutique.com](mailto:office@book-boutique.com), [advertising@bulgariainside.com](mailto:advertising@bulgariainside.com)