

CONCIERGE MAPS

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WHAT WE DO

Concierge Maps creates personalised luxury city guides, produced and distributed free of charge. Each city guide beautifully showcases each hotel, its services and the surrounding area.

Developed alongside the concierge team, our city guides are a powerful tool that helps guests throughout their stay and ensures they enjoy only the very best each city has to offer: shopping, museums, events, history and more.

The guides have also proven to be a useful tool for sales and marketing managers to promote their internal services right from check-in and improve their income from residents.

The relationship that Concierge Maps has developed with its advertising partners reinforces the ties between luxury brands and local hotels; helping build a bond beneficial to all parties involved.



HOW WE ARE DIFFERENT

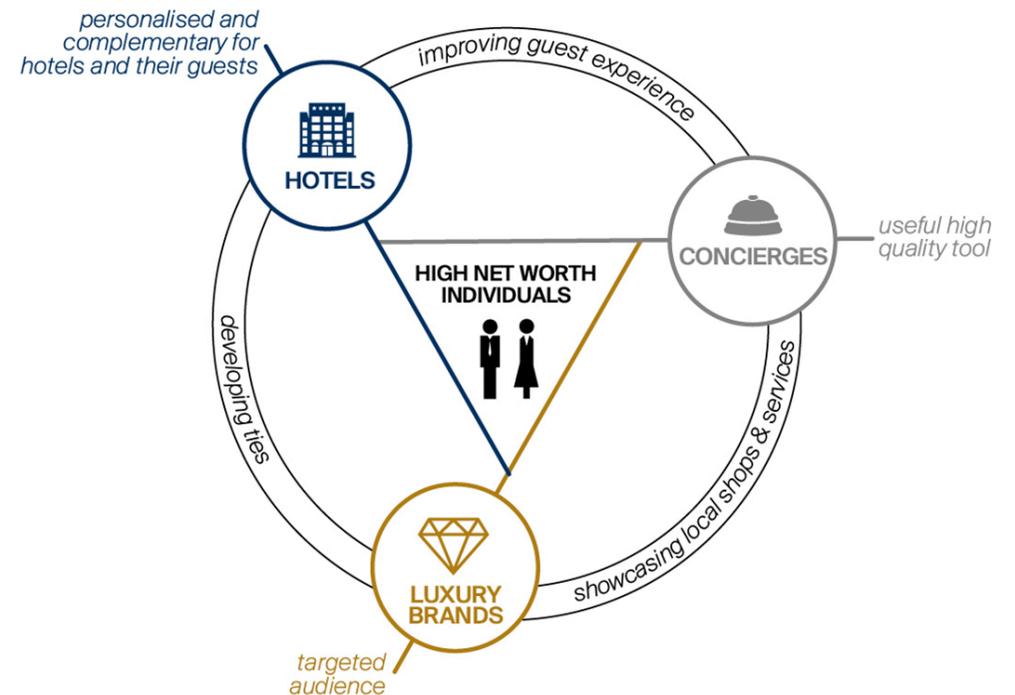
Unlike the unwieldy and oversized foldout maps offered by our competitors, our guide comes in a discreet and useful format with an easy to fold map, all the useful numbers and details of the city's major museums and main attractions. The cover has a premium soft touch varnish in keeping with its high production values.

We further differentiate ourselves from competitors by catering only for the top end of the hospitality market and in reaching this exclusive demographic we have been able to develop strong ties with luxury groups and brands.

We strongly believe that only luxury brands should feature in a luxury city guide.

Concierge Maps users are empowered, influential and affluent. They are an international audience who travel with high buying power.

- Compact, fully personalised high quality brochure co-branded with luxury hotels.
- Advertisements from iconic and most renowned brands in the world.
- Designed and customised content with each hotel.
- Mobile website available in 13 languages.
- Targeting an exclusive demographic: High Net Worth Individuals.



AUDIENCE

Every major city has its tourism industry, and city guides abound that target those tourists. However most of these city guides target all audiences, from the shoestring budget traveller to the wealthy business traveller. Targeting everyone means a focus on no-one. As a result these guides are barely worth the ink used for your luxury brand, because the wealthiest travellers will turn their noses up at them.

This is not the case with the city guides from Concierge Maps. Every Concierge Maps city guide is tailor made to luxury hotels' strict guidelines, and features only the top brands and names that the affluent travellers are looking for when they travel.

Advertising with Concierge Maps provides a targeted audience: high net worth individuals who have the buying power to afford your luxurious brand. These city guides are used by concierges throughout Geneva, Moscow and London and Paris soon. They are offered free of charge to guests to complement the rest of the luxury hotel's offerings.

In addition to the printed city guides, Concierge Maps offers a mobile website translated into 13 languages, to help these high net worth individuals find their way to your storefront.

Each city guide is updated by Concierge Maps twice a year, ensuring content is fresh and up-to-date. Your sponsorship of a Concierge Maps city guide ensures a reinforced relationship between your luxury brand and the luxury hotels that host your potential customers.



GENEVA - RATES 2016

SIZE	COST PER MILLE	1 EDITION	2 EDITIONS
FULL PAGE	FROM CHF 180	25'000	22'500
HALF PAGE	FROM CHF 45	6'250	5'625
DOUBLE SPREAD	FROM CHF 288	40'000	36'000
FIRST FULL PAGE	FROM CHF 270	37'500	33'750
SECOND FULL PAGE	FROM CHF 225	31'250	28'125
INSIDE BACK COVER	FROM CHF 270	37'500	33'750

FREQUENCY:

2 Issues per annum (since 2012)

April/October

AUDIENCE:

Concierge Maps users are empowered, influential and affluent.

They are an international audience who travel with high buying power (HNWI).

REACH:

225'000 guests in Geneva per edition (125'000 copies distributed).

Our reach is calculated on the average room occupancy in Geneva:

1.8 person/room/night.

GUIDES:

Concierge Maps Geneva

Concierge Maps Moscow

Concierge Maps Paris - LAUNCH October 2016

Concierge Maps London - LAUNCH October 2016

ADVERTISING:

Affinity-PrimeMEDIA

+41 21 781 08 50

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Agency commission: 15%

All rates are gross, before agency commission.



HOLDING COMPANY

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