CONCIERGE MAPS

LUXURY CITY GUIDES

MEDIA KIT 2018

LONDON

"Make the most out of your stay."

WHO WE ARE

THE CITY GUIDE FOR LUXURY HOTELS

Concierge Maps, a high-end travel guide, was launched by Maxime Danibert when he was Deputy Head Concierge at the Grand Brighton Hotel in England. Since 2012, Concierge Maps has created free, elegant personalised guides exclusively for upmarket hotels. Based in the French-speaking part of Switzerland, Concierge Maps works in collaboration with luxury, five-star hotels in the cities of Geneva, Moscow, Saint Petersburg, Paris, London, Milan and Florence.

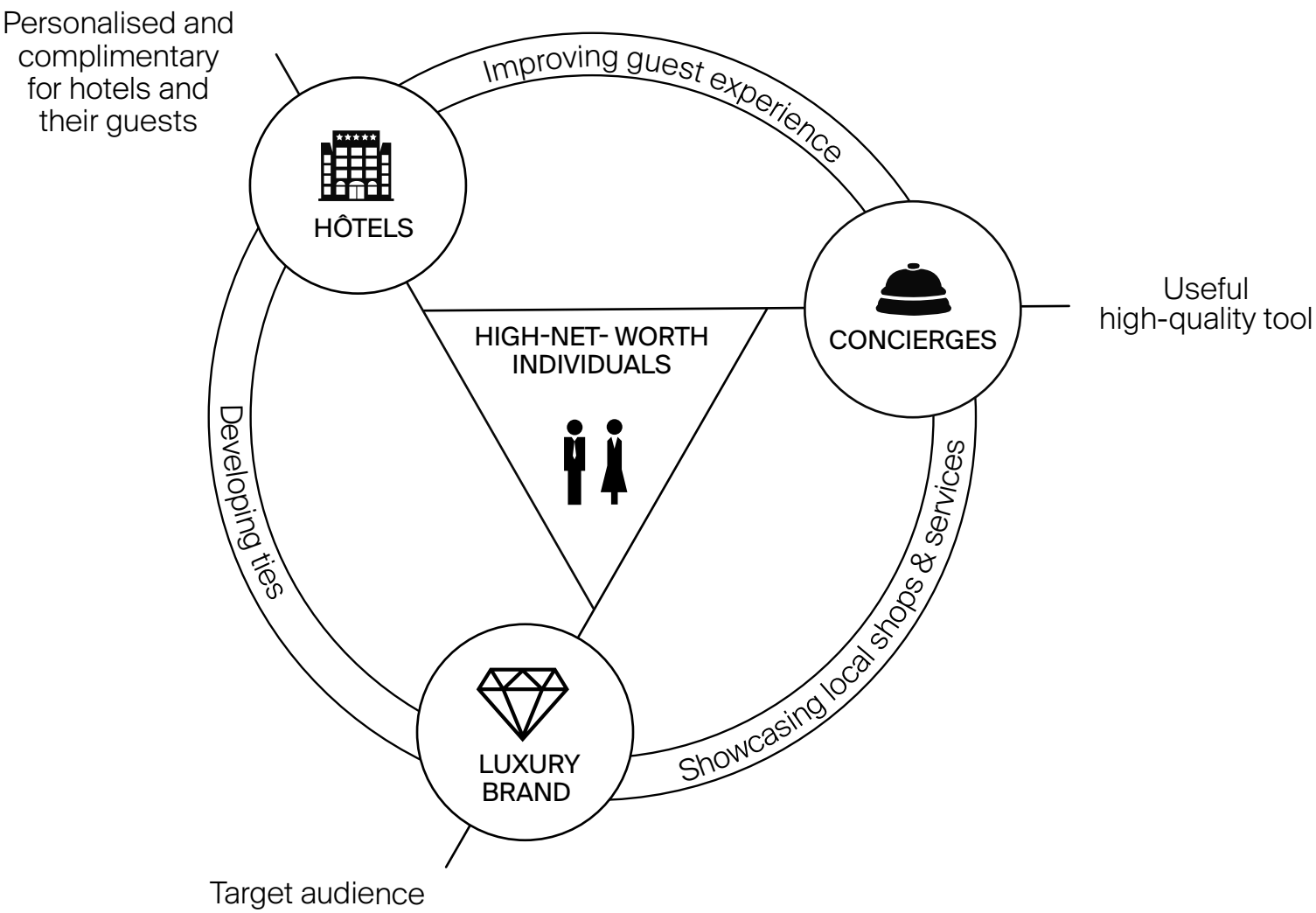
- *Our guides showcase the hotels, their services and the must-see attractions in the city where they are located.*
- *Concierge Maps guides are given to the hotels at no cost and hand-delivered by the concierges to their guests.*
- *The advertisers featured in the guides are exclusively luxury brands.*

1,120,000 copies
total print run per year in **7** cities

Reach –**2,016,000** total high-net-worth individuals (HNWI)
per year, based on average occupancy: 1,8 person/room

2 editions per year

OUR CONCEPT


Personalised and complimentary for hotels and their guests
Improving guest experience
HÔTELS
CONCIERGES
Useful high-quality tool
HIGH-NET- WORTH INDIVIDUALS
Developing ties
Showcasing local shops & services
LUXURY BRAND
Target audience

CONTENT

The format and content of our guides are designed to offer the guests of luxury hotels an attractive printed object, discreet and pleasant to hold, featuring practical information and recommendations on the hotel amenities and the city where the traveller is staying.

There are various sections, and numerous reasons for the traveller to consult the guide:

- *A smooth cover (soft-touch finish) with the colours and logo of the partner hotel*
- *High-quality maps, rich in detail*
- *Internal services of the hotel*
- *Luxury shops*
- *Museums*
- *History of the city*
- *Attractions*
- *Did you know?*
- *Transport options*
- *Useful numbers*

TARGET AUDIENCE & DISTRIBUTION

Readership comprised exclusively of the guests of luxury hotels.

International readers with very high purchasing power from Western Europe, Russia, the United States, China, the Middle East, etc.

Average reading time: **30 minutes**
Average number of times opening the guide: **6 times**

Average age of the readers: **48 years old**

Readership: **54%** Women | **46%** Men

Readers have confidence in the guides because the brochures are elegant, tailored to the hotel where they are staying and hand-delivered by the concierges of luxury hotels.

The public is reached while travelling in a city — a convenient time to shop in stores

7 cities

95 hotels

1,120,000 copies
total print run per year in **7** cities

OUR STRENGTHS

- The readers of the guides represent an ideal audience for luxury brands, and are comprised exclusively of international travellers with very high purchasing power
- Advertisers can combine advertising space, and use that space at their convenience
- Customised guides are created for each partner hotel
- Advertisers are present in all the guides of the partner hotels in each city
- Concierge Maps helps to build close ties between luxury brands and upmarket hotels
- Concierge Maps has a very competitive CPM, up to five times less than the standard cost of print
- Editorial coherence of the travel guide, based on the needs of wealthy international travellers
- Space for advertorials
- Elegant and pleasant-to-hold design (soft-touch lamination)

6 months of visibility in all partner hotels

Multilingual guides: French, English, Russian, Arabic and Chinese

Mobile website

OUR PARTNER HOTELS

PARIS
Royal Monceau
Prince de Galles
Le Fouquet's
Hôtel du Louvre
Marriott Champs-Élysées
Grand hôtel du Palais Royal
Renaissance Paris Arc de Triomphe
Hôtel Vernet
Le Roch hôtel
Hôtel de Sers
Buddha-bar hôtel
Hôtel Bel Ami
Hôtel Montalembert
Sofitel Paris Arc de Triomphe
Hôtel Napoléon
Hôtel Pont Royal
Hôtel Alfred Sommier
Hôtel Montaigne
Maison Bréguet
Banke hôtel
Hôtel Edouard 7

GENEVA
Hôtel des Bergues
Four Seasons
La Réserve
Le Richemond
Président Wilson
Beau-Rivage
Hôtel d'Angleterre
Domaine de Châteauvieux
Swiss Luxury Apartments
Hôtel de la Cigogne
Jivahill
Les Armures

MOSCOW
Hotel Baltschug Kempinski
Four Seasons Hotel
The Ritz-Carlton Hotel
Lotte Hotel Moscow
Ararat Park Hyatt Hotel
The St. Regis Moscow
Nikolskaya
The Moss Hotel
Peter I Hotel
Intercontinental Moscow
Tverskaya Hotael
Golden Apple Boutique Hotel
Swissotel
Moscow Marriott
Hotel Novy Arbat
Moscow Marriott
Royal Aurora Hotel
Moscow Marriott
Grand Hotel
The Metropol Hotel
MaMaison All Suites
Spa Pokrovka Moscow Hotel
Standart Hotel Moscow

SAINT PETERSBURG
Angleterre
Astoria
Corinthia
Four Seasons
Kempinski Hotel Moika 22
Lotte
Radisson Royal
Renaissance St. Petersburg
Baltic Hotel
The Hermitage

MILAN
Excelsior Hotel Gallia
The Westin Palace Milan
Town House Duomo
Town House Galleria
Boscolo Hotel
Château Monfort
Sheraton Diana Majestic
Fifty House
Hotel Manzoni
Hotel VIU
Magna Pars Hotel
Palazzo Segreti
Sina The Gray
Style Hotel
Hotel The Yard
Montenapolene Suites

FLORENCE
Grand Hotel Villa Medici
Hotel Lungarno
Palazzo Castri
Portrait Firenze
Villa La Vedetta

LONDON
45 Park Lane
Baglioni
The Ampersand
The Dorchester
The Dukes
The Wellesley

Four Seasons Hotels and Resorts
Relais & Chateaux
The Luxury Collection
Park Hyatt
The Red Carnation Hotel Collection
The Dorchester Dorchester Collection
Kempinski Hoteliers since 1897
The Ritz-Carlton
la réserve Rethinking Luxury
Marriott
InterContinental Hotels & Resorts
TownHouse Galleria Milano

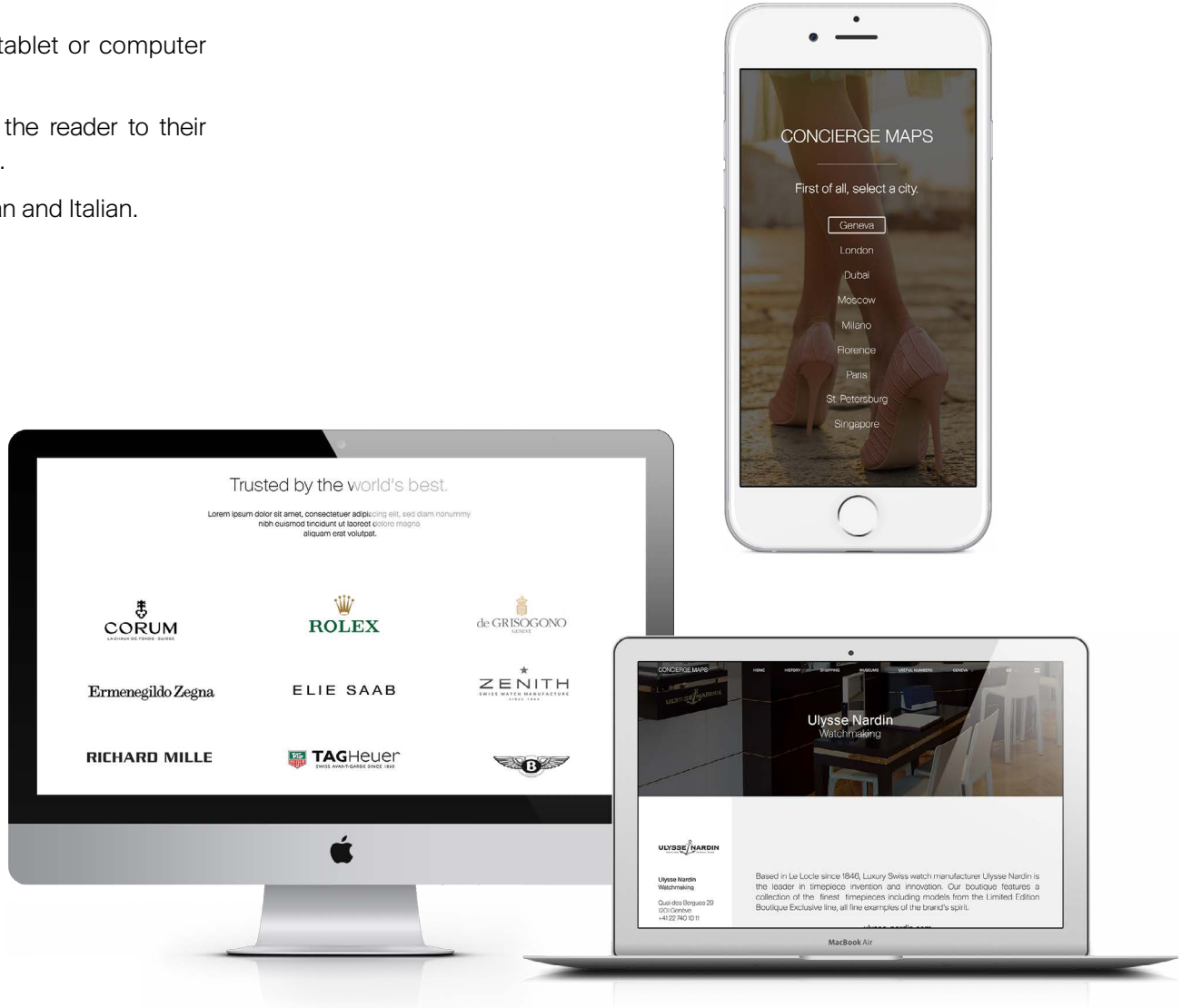
BRANDS THAT TRUST US

AUDEMARS PIGUET
BACCARAT
BENTLEY
BUCHERER
BULGARI
BARVIKHA LUXURY VILLAGE
CARAN D'ACHE
CHOPARD
DE GRISOGONO
DEGUSSA
ESCADA
FRED
FRETTE
GALERIES LAFAYETTE
GIORGIO ARMANI
GRAFF
HUBLOT
HUGO BOSS
IWC
JIMMY CHOO
LALIQUE
LADURÉE
MERCURY GROUP
MESSIKA
MONTBLANC
MOUAWAD
PAL ZILERI
PHILIPP PLEIN
PISA
RICHARD MILLE
ROGER DUBUIS
ROLEX
S.T. DUPONT
SALVATORE FERRAGAMO
ST. LOUIS
STEFANO RICCI
TIFFANY&CO
TSUM MOSCOW
ULYSSE NARDIN
VACHERON CONSTANTIN

RICHARD MILLE
Chopard
AUDEMARS PIGUET Le Brassus
JIMMY CHOO
ROLEX
HUBLOT
BVLGARI
ULYSSE NARDIN Since 1846 Le Locle - Suisse
MESSIKA PARIS
Salvatore Ferragamo
TIFFANY & CO. NEW YORK DEPUIS 1837
BUCHERER 1888

WEBSITE

- **Identical content to the paper guides:** Similar editorial line, based on the needs of wealthy international travellers.
- **Responsive design (HTML5):** Accessible by smartphone, tablet or computer from a single web address.
- **“Shopping” sections:** Each brand is given a page to direct the reader to their website and the location of the store featured on an online map.
- **Multilingual content:** English, French, Arabic, Chinese, Russian and Italian.



SOCIAL MEDIA

FACEBOOK

https://www.facebook.com/conciergemapsluxury/
Total following **2 246**
Growth (last 6 months) **+ 619**
Total likes **958**

INSTAGRAM

https://www.instagram.com/concierge_maps_luxury/
Total following **16 554**
Growth (last 6 months) **+ 7 555**
Total likes **18 808**

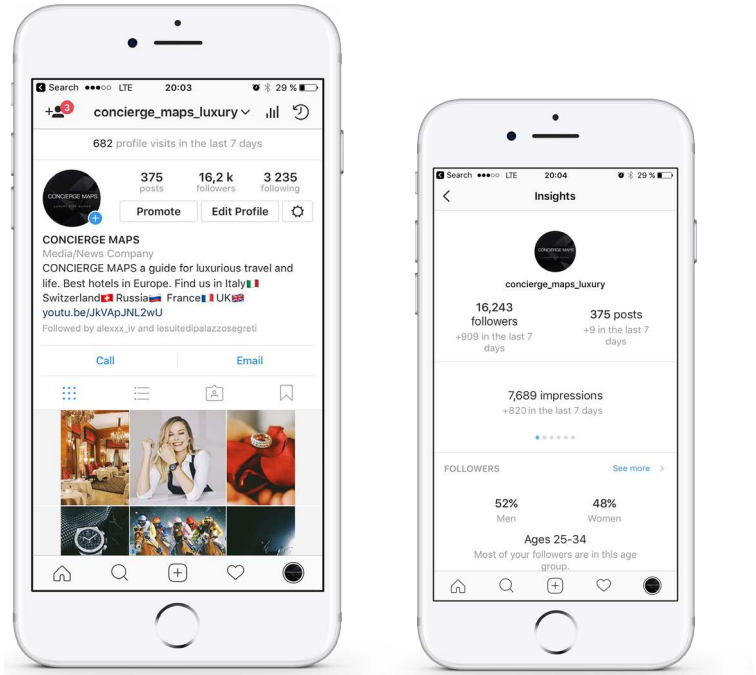
LINKEDIN

https://www.linkedin.com/company/5173945/
Newsletter recipients **40'000 + 12 per year**
Open rate **20% +**

Fonder Maxime Danibert
https://www.linkedin.com/in/maxime-danibert-5a701931/
16K+ followers 24 articles FR/EN

YOUTUBE

https://goo.gl/86s2fU
8 professional videos per year



** Figures established on 7th Feb. 2018*

CITY DISTRIBUTION | LONDON

May Edition 2018 (May - November) - 70,000 copies.

★ OUR LUXURY HOTELS

THE DORCHESTER

45 PARK LANE

DUKES

THE AMPERSAND

THE WELLESLEY

THE BAGLIONI

70% – Personalised guides distributed in the hotels

30% – Non-personalised plain copies of the guides, and copies in Chinese, Russian and Arabic distributed throughout the city

The above list of hotels is subject to change.

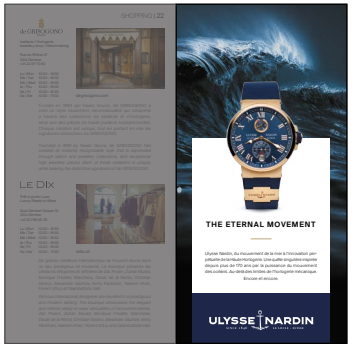
ADVERTISING FORMATS

“STORE” ADVERTISEMENT ON HALF A PAGE:

Ideal for promoting your store!

Advertisement integrated in the “Shopping” section of the guide.

Essential information regarding the boutique: logo, photograph of the boutique, address, opening hours, telephone number, additional information for clients.



“ADVERTISING POSTER” ON A FULL PAGE:

Ideal for attracting the reader and capturing their attention.

Essential information regarding the boutique: logo, photograph of the boutique, address, opening hours, telephone number, additional information for clients.

ADVERTORIALS FROM 1 TO 4 PAGES:

Ideal for sharing your story, and showcasing your knowledge and know-how.

Perfect for promoting a unique product, and paying tribute to the brand to reinforce its value in the eyes of the consumer.

Longer reading time – advertorials are more likely to touch the reader’s emotions, and the reader will be more likely to remember the content.

Combination of short texts, photos with captions, sidebars, etc. All of this is perfectly integrated into the editorial line of the guide (elegant text and images relating to the luxury amenities offered by the hotel and elsewhere in the city).

Option to add written information on the boutique: address, phone number, opening hours, etc.

ADVERTISING RATES* | LONDON

	MAY EDITION GROSS RATE	NOVEMBER EDITION GROSS RATE	COST PER THOUSAND £
FIRST RIGHT HAND PAGE FACING ZOOM	£ 19.250	£ 30.250	£ 275
FACING SUMMARY	£ 17.200	£ 27.029	£ 246
SECOND RIGHT HAND PAGE	£ 17.200	£ 27.029	£ 246
INSIDE BACK COVER	£ 17.200	£ 27.029	£ 246
FULL PAGE	£ 12.000	£ 18.857	£ 171
ADVERTORIAL FROM 1 TO 4 PAGES	£ 12.000	£ 18.857	£ 171
HALF-PAGE	£ 3.430	£ 5.390	£ 49

** 10% discount on gross rate if May and November editons booked at the same time*

EDITORIAL CALENDAR | LONDON

ISSUE	MATERIALS DUE DATE	PUBLICATION DATE
May 2018	20/04/2018	28/05/2018
November 2018	19/10/2018	19/11/2018

ADDITIONAL INFORMATION

Circulation May edition: 70.000 copies

November edition: 110.000 copies

2 editions: 180.000 copies

Reach: 324,000 guests per year
Our reach is calculated based on the average room occupancy: 1.8 persons/room

Circulation 2 editions: 105.000
Frequency: 2 issues annually, Spring and Autumn

Agency Commission: 15%

Brochure Specifications:
Open format: 396 x 210 mm
Folded format: 105 x 210 mm
8 pages, cover 170g + soft-touch varnish on the outside
32/36 inside pages 115g matte 2 staples
Easy-to-fold map

File Formats: PDFX-1A
All fonts need to be embedded and all images need to be CMYK

Resolution: 300 dpi (dots per inch)

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"On behalf of Concierge Maps, we appreciate your time and look forward to working with your brand."

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