



ОСТРОВ СОКРОВИЩ  
Шри-Ланка

# ISLE OF TREASURE SRI LANKA

ОСТРОВ СОКРОВИЩ - ШРИ-ЛАНКА



Media Kit 2017-2018



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



# ОСТРОВ СОКРОВИЩ - ШРИ- ЛАНКА

ISLE OF TRESURE SRI LANKA

GUIDE MAGAZINE FOR RUSSIAN TRAVELLERS & INVESTORS



Sri Lanka Tourism  
Development Authority

*Refreshingly*  
**sri lanka**  
WONDER OF ASIA



CHEERING  
**SCORPIO**  
Ceylon Sky Expeditions

**ОДЫХ**  
LEISURE



TRAVEL  
EXPO

profi + travel



# COMMERCIAL PROPOSAL

FOR TRAVEL TRADE SERVICE PROVIDERS  
IN SRI LANKA

**B2B PROMO CAMPAIGN IN RUSSIA & CIS**





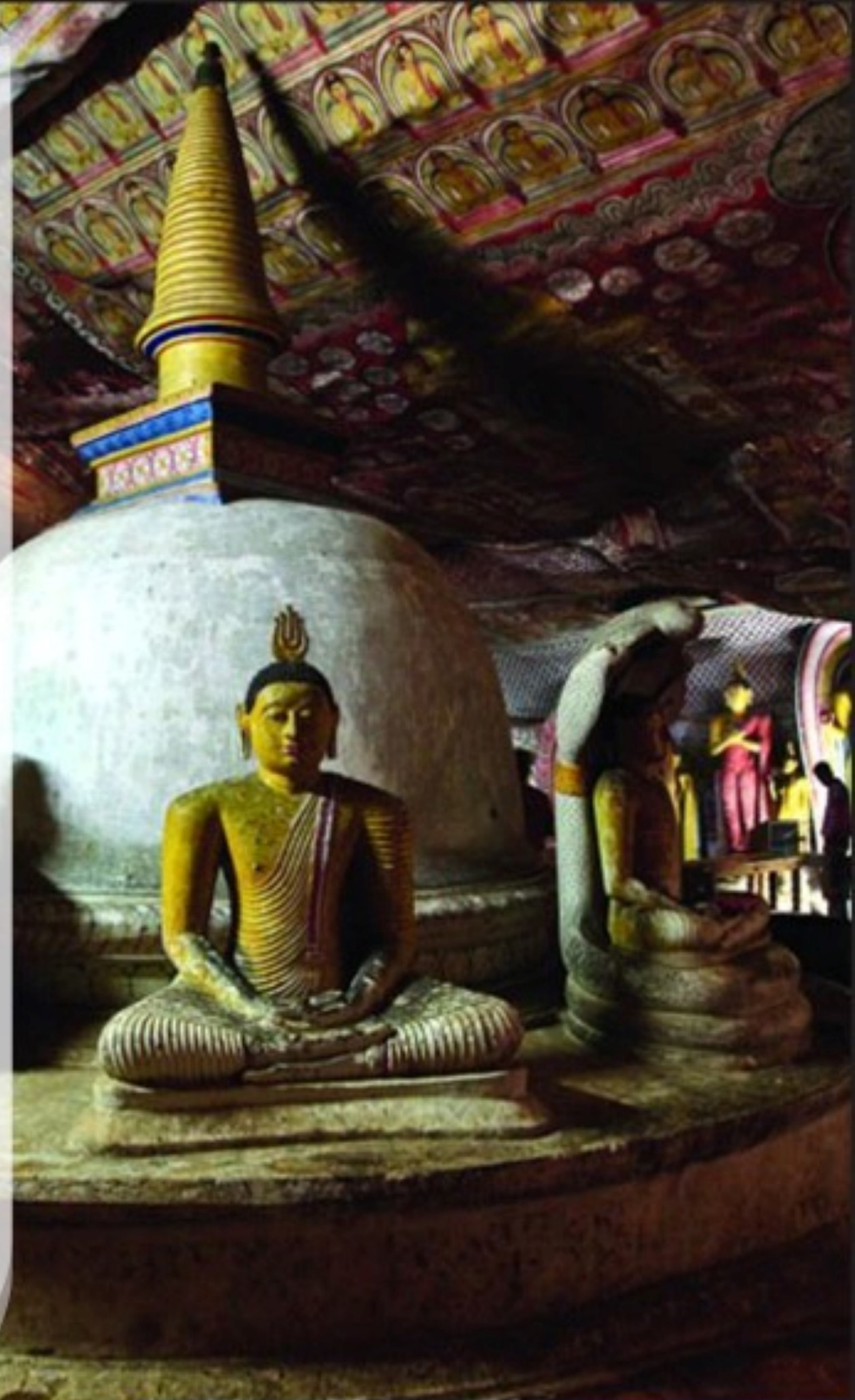
# MAGAZINE CONCEPT

**T**he **Isle of Treasure Sri Lanka** is Bi-monthly magazine about life, business & investments, tourism and culture in Sri Lanka & other South Asian destinations. It is issued in Russian language and for Russian audience. The main goal of the periodical is to tell Russian-speaking people about modern Sri Lanka and about prospects of Russian-Sri Lankan cooperation.

**The Isle of Treasure** provides the most accurate and latest information about what is happening in Sri Lanka as well as in Maldives. Every issue contains interviews with top officials and chief executives, as well as with experts in the field of investment, real estate and business. Our readers will learn about the development prospects of the country in the region firsthand. They'll also find an overview and analysis of the market, and get recommendations about how to establish new business in Sri Lanka.

**The Isle of Treasure** it is 100 pages of up to date information and the author's view. It is reviews of hotels and restaurants, nightclubs and art galleries, shopping centers and museums, sightseeing tours and tourist attractions.

**Target audience:** B2B segment - travel agencies, tour operators, national tourism offices, hotels, airlines, destination management companies and others – Especially professionals of the tourism industry.

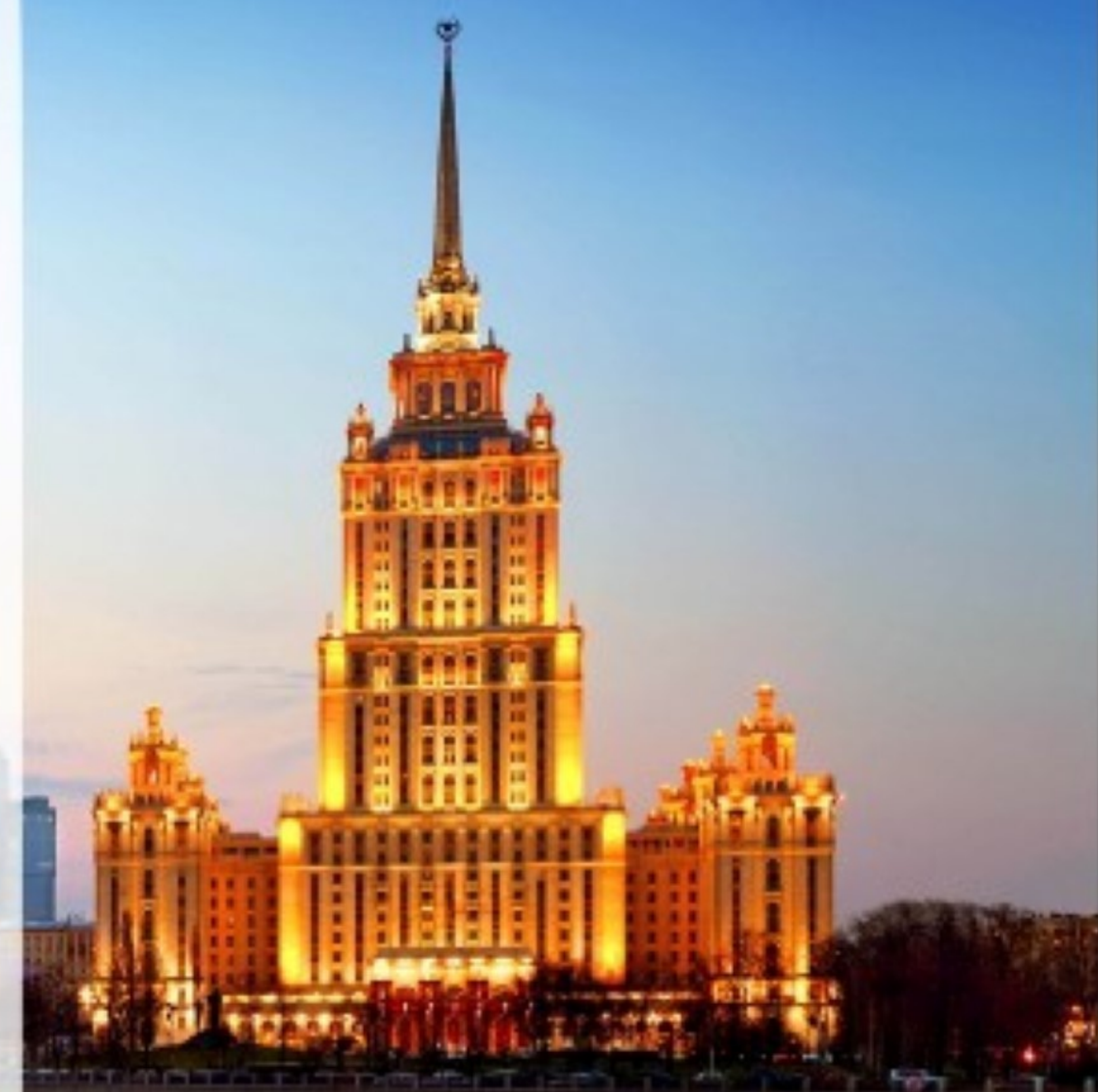




# GEOGRAPHICAL COVERAGE OF ISLE OF TRESURE AUDIENCE



Geographical coverage of Isle of Treasure audience: Russia: Moscow and Central region, Siberia and Far East; Kazakhstan, Belarus, Ukraine, Azerbaijan, Latvia, Georgia, Armenia, Uzbekistan, Kirgizstan. North-West region, the Ural region, Volga region, South of Russia, Tatarstan.





# DISTRIBUTION IOT IN CIS

COUNTRIES WHERE DISTRIBUTE ISLE OF TREASURE MAGAZINE ( CIS COUNTRIES)

- ▶ Moldova
- ▶ Russia
- ▶ Lithuania
- ▶ Turkmenistan
- ▶ Ukraine
- ▶ Bulgaria
- ▶ Armenia
- ▶ Latvia
- ▶ Belarus
- ▶ Georgia
- ▶ Kazakhstan
- ▶ Kyrgyzstan



# TARGET AUDIENCE

- Tourist from Russia, CIS, Germany, Czech Republic.
- Top managers of state and private corporations.
- Russian businessmen.

## Distribution

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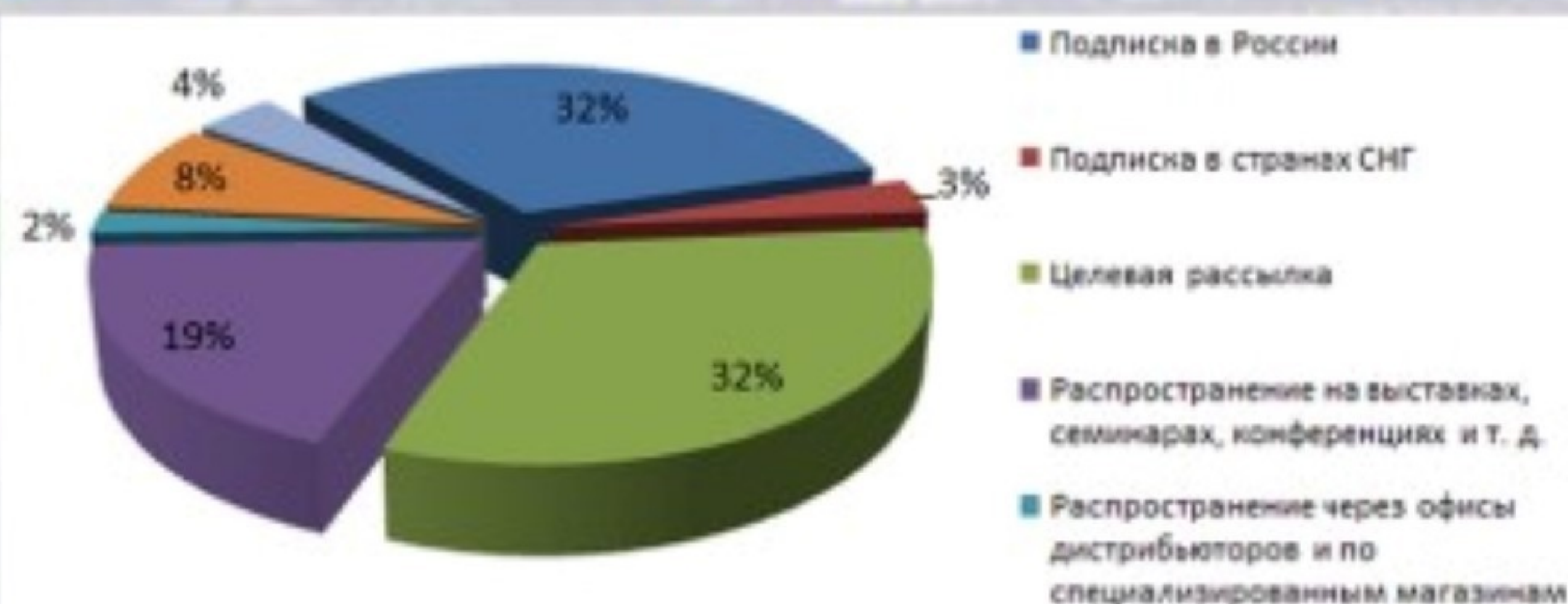
- Moscow, Saint Petersburg, Ekaterinburg, Nizhniy Novgorod, Samara Dushanbe, Prague, Berlin.
- Tourist companies of Russia, Tajikistan, Czech Republic, Germany.
- On board of airplanes.
- Airports.
- Hypermarkets.
- Malls.
- Magazine and newspaper stands.



# DISTRIBUTION IOT IN RUSSIA

Cities where distribute The Isle of treasure magazine in Russia

Rank	Name	Federal subject	Name	Federal subject
1	Moscow	Moscow	Ufa	Bashkortostan
2	Saint Petersburg	Saint Petersburg	Krasnoyarsk	Krasnoyarsk Krai
3	Novosibirsk	Novosibirsk Oblast	Perm	Perm Krai
4	Yekaterinburg	Sverdlovsk Oblast	Voronezh	Voronezh Oblast
5	Nizhny Novgorod	Nizhny Novgorod Oblast	Volgograd	Volgograd Oblast
6	Kazan	Tatarstan	Saratov	Saratov Oblast
7	Chelyabinsk	Chelyabinsk Oblast	Krasnodar	Krasnodar Krai
8	Samara	Samara Oblast	Tolyatti	Samara Oblast
9	Omsk	Omsk Oblast	Izhevsk	Udmurtia
10	Rostov-na-Donu	Rostov Oblast	Ulyanovsk	Ulyanovsk Oblast





# DISTRIBUTION / RUSSIA

**50,000** copies  
100 -120 pages, Monthly



5% WORLD COUNTRIES



Germany - Berlin

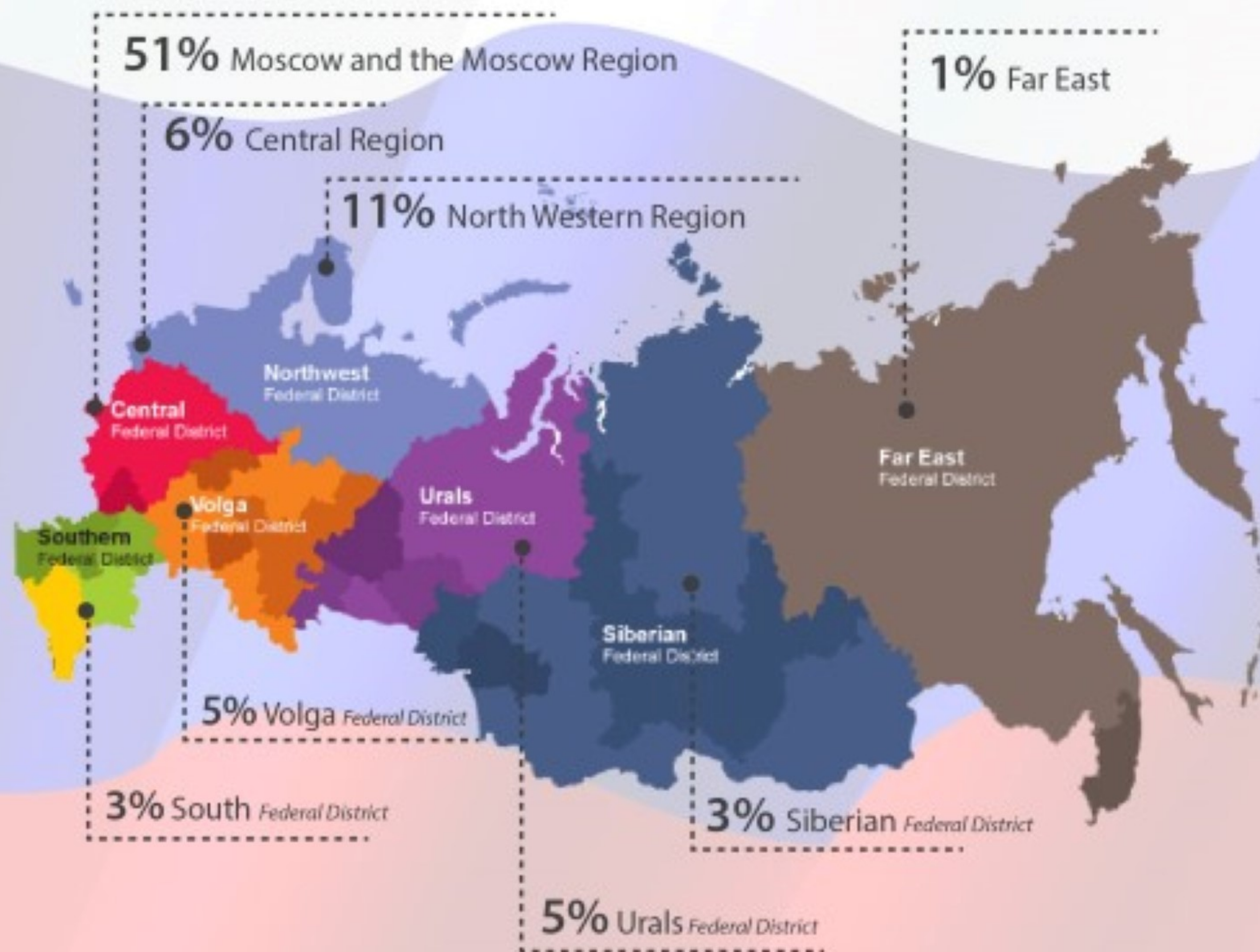
Czech Republic - Prague

Tajikistan - Dusharbe

USA - New York



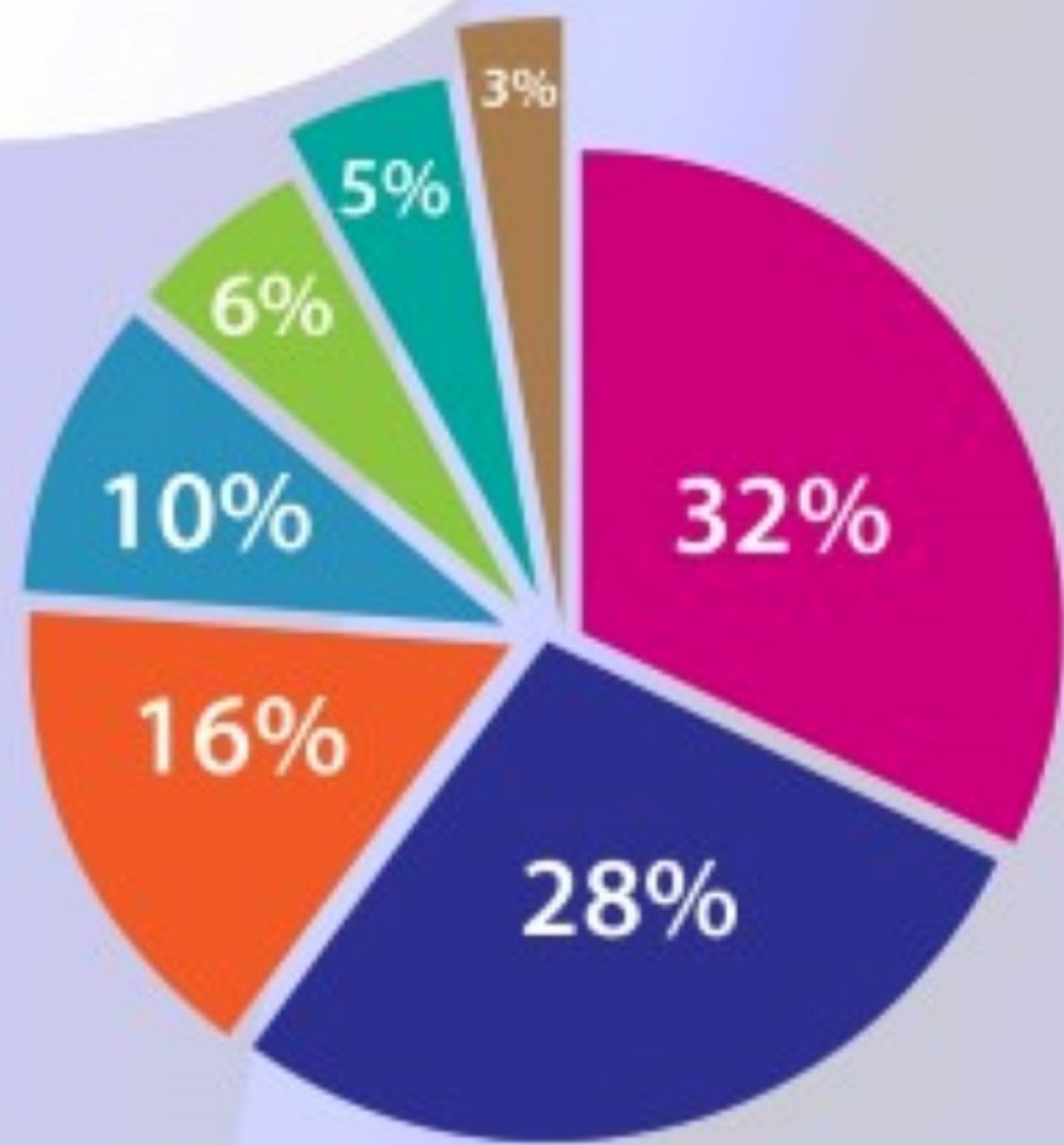
10% WORLD COUNTRIES





# DISTRIBUTION / PLACES

## Circulation Breakdown



- 32% Government
- 28% Corporate Subscribers
- 16% Travel Agencies
- 10% Exhibitions, Forums
- 6% Retail
- 5% Diplomatic Missions
- 3% Marketing Contacts

## RUSSIA

### Moscow:

- Embassy of Sri Lanka in the Russian Federation (Moscow)
- Russian Ministry of International Affairs (Moscow)
- Other Embassies in Moscow
- Domodedovo airport (Moscow)
- Sri Lankan Airline's regular flight to Moscow
- Fly Dubai Air lines
- Offices of large tour operators in Moscow
- Tourism Authority of Sri Lanka in Moscow
- Super Markets
- Shopping malls
- Metro stations in Moscow & St. Petersburg
- Cafes
- Restaurants

### Exhibitions In Russia / CIS & Baltic regions

- St. Petersburg, Russia  
Inwetex-CIS Travel Market  
Int'l Travel Exhibition
- St. Petersburg, Russia  
Leisure Without Borders. Winter /  
Отдых без границ. Зима Int'l Travel Fair
- St. Petersburg, Russia  
MICE / MICE индустрия  
Specialized Exhibition
- Sochi, Russia  
Tourism and Recreation / Курорты и Туризм  
Tourism and Recreation

- Moscow, Russia  
Intourmarket (ITM) / Интурмаркет  
Int'l Trade Fair for Travel & Tourism
- Moscow, Russia  
MITT  
Moscow Int'l Travel & Tourism Exhibition
- Krasnoyarsk, Russia  
Yenisey / Енисей  
Travel Exhibition
- Novosibirsk, Russia  
SITT  
Int'l Specialized Exhibition for  
tourism, leisure and sport. Airlines

### Sri Lanka

Bandaranaike international airport  
Hotels

### Maldives

Male Airport  
Hotels



# READERS PROFILE

## POTENTIAL READERS AUDIENCE

PER ISSUE / MONTHLY

# 82,900+

Print = 80,000 + Web = 2500 + Newsletter = 200 + Social = 200

### EMPLOYMENT

82% are employed

### EDUCATION

84% higher education

### MARITAL STATUS

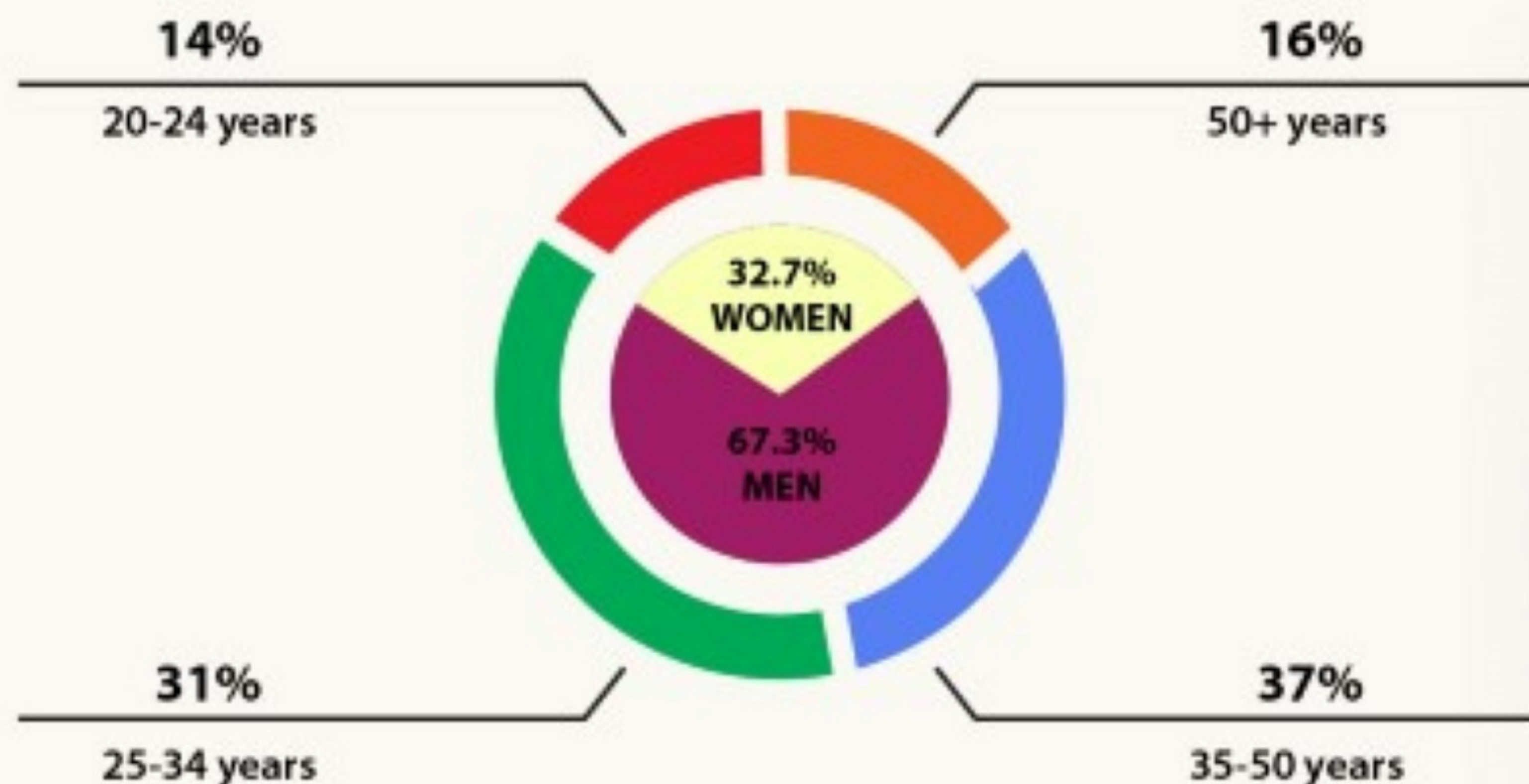
38% Married

### FINANCIAL STATUS

58% Averaged and Above

### EDUCATION

64% Top Managers,  
Qualified Specialists





# GEOGRAPHIC COVERAGE

## E-MAGAZINE OF ISLE OF TRESURE SUBSCRIBER SPLIT BY REGIONS

**11** Russian speaking countries.

**5 4 450** E-mail subscribers.

**48 000** Tourism professionals in company  
social networks groups.

**8 1 50** E-mail-addresses of luxury  
segment agents.

**5 44 450** E-mail subscribers.

**6000** Daily visits to web site.





## THE MAGAZINE HAS CIRCULATION OF UP TO 1, 50 000 COPIES AND IS DISTRBUTED FREE OF CHARGE IN RUSSIA & CIS...

- ▶ At the offices of the Chamber of Commerce of the Russian Federation in Moscow, Saint-Petersburg, Ufa, Krasnodar, Yekaterinburg, Samara, Chelyabinsk,
- ▶ At the State Duma of Russian Federation,
- ▶ At the local and regional administrations and governments, At the Department of Asia of the Russian Foreign Ministry,
- ▶ At the specialized exhibitions
- ▶ At the offices of travel agencies.
- ▶ Target audience of the magazine are businessmen, government officials, diplomats, as well as Russian citizens, preparing to go abroad in Sri Lanka.
- ▶ Among the partners of the magazine are Russian and foreign companies working in real estate and law, travel and tourism, commerce and entertainment industry.

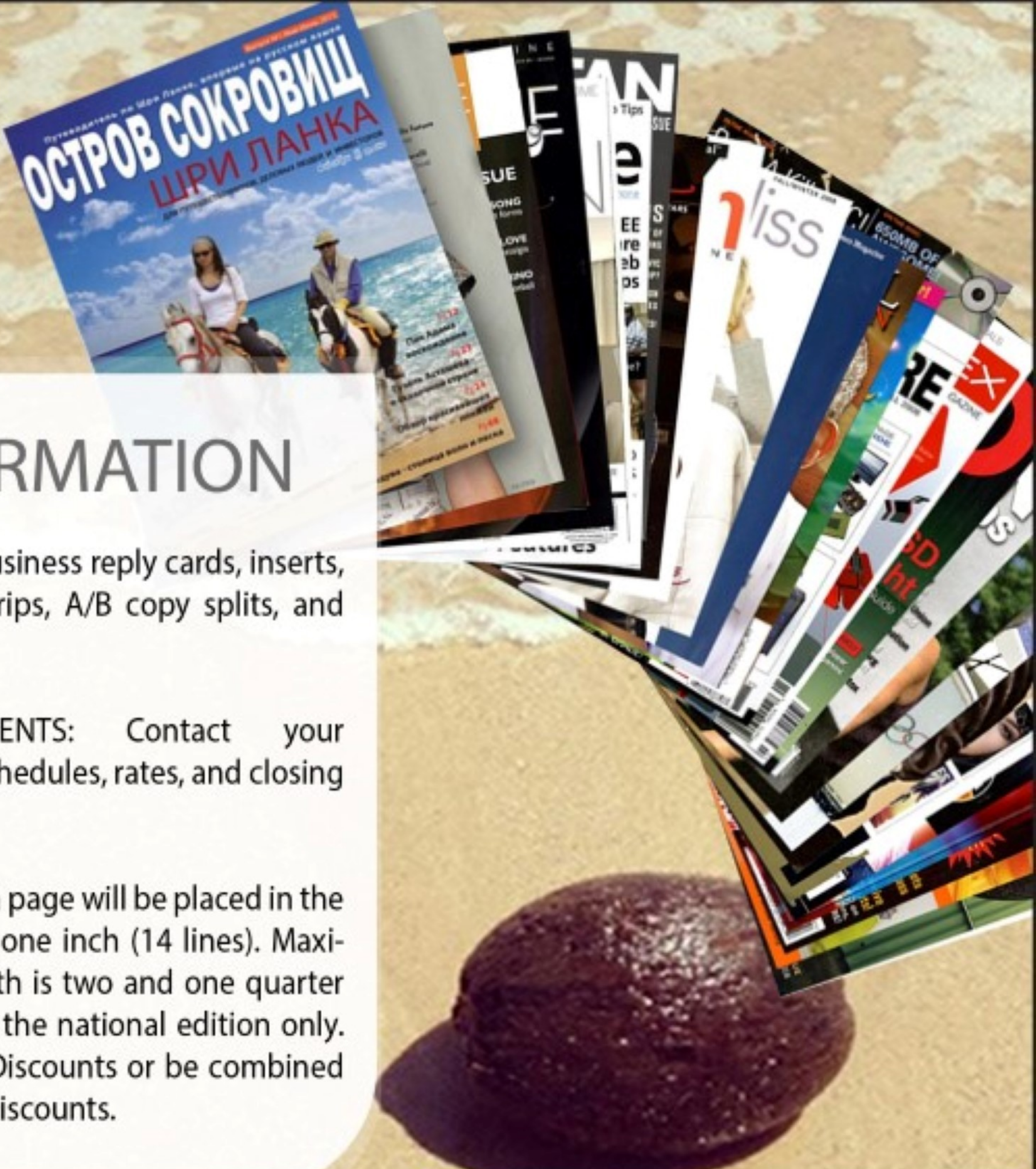


# ON LINE PROMOTIONS IN IOT WEB SITE

EXPONENTS PACKAGES OF ISLE OF TRESURE WEB SITE	MARKET LEADER	PRIORITY
Exponent's booth at the Fair webpage (company information)photo, video, catalogues, experts' presentations, online presentations, contacts)	Market Leader section Regular,	Priority's booths 5 000
Exponent's Online presentation	1 hour Regular, Regular	characters, 20 photos
Logo at the Fair webpage www.warnerpublishers.com all regions	1 hour Market	Regular 01 hour
Business contacts base of all listeners of Online presentation (from 1 000 contacts)	Leader's booths 5 000 characters, 20 photos	
News Mega top 1 piece, all regions (Fair webpage, www.warnerpublishers.com )		
Exclusive e-newsletter, all regions advertising section in the Editorial sales manual, all regions (Fair webpage, www.warnerpublishers.com)		
News 1 piece, all regions (Fair webpage, www.warnerpublishers.com )		
Exclusive e-newsletter, all regions Advertising section in the Editorial sales manual, all regions (Fair webpage, www.warnerpublishers.com )		







## GENERAL INFORMATION

**RATES AVAILABLE ON REQUEST FOR:** Business reply cards, inserts, gatefolds, cut outs, pop-ups, scent strips, A/B copy splits, and special matched fifth colors.

**SPECIAL ADVERTISING SUPPLEMENTS:** Contact your representative for information about schedules, rates, and closing dates.

**CONNECTIONS:** All ads less than 1/6 of a page will be placed in the Connections section. Minimum size is one inch (14 lines). Maximum size is four inches (56 lines). Width is two and one quarter inches. All Connections ads will run in the national edition only. Connections ads cannot earn Special Discounts or be combined with display ads to achieve frequency discounts.



# Web Site, Social Networks, Apps

**2,500+**

Page viewers  
per month

**500+**

Unique readers  
per week

**32%**

Mobile Traffic



## Social Networks



<https://www.facebook.com/Isle.of.Treasure/>

 **Apple Store**

*Comming Soon.....*

Apps get free access to read magazine  
in russian language





# Digital Ad Requirements for web base advertisement

All ad submissions must be PDF-x1a files uploaded to the [www.warnerpublishers.com](http://www.warnerpublishers.com) web site.

The PDF/X-1a files must have:

All fonts MUST be embedded (True Type fonts cannot be used for Printing).

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.

Maximum ink density: 300 total.

Resolution: 300 dpi

## Artwork Requirements

All artwork should be supplied as High-Resolution PDF files, Minimum 300 ppi in CMYK format, with all fonts embedded. RGB Format is NOT acceptable. Pages should contain accurate crop marks that are true to IOT Magazine's trimmed size 297mm high x 210mm wide. All PDFs must be single pages and NOT spreads. PDF files can be supplied by FTP, email or CD-ROM together with either a Matchprint, Cromalin or Laser colour proof; or a bromide proof for black and white adverts. Hard Copy proofs should be sent by mail to our office for all emailed artwork.

IOT Magazine has a FTP website for artwork uploads, please contact us for details.

Any work undertaken to adjust copy not supplied as a PDF, to comply with IOT Magazine's mechanical specification, will incur extra financial charges levied either on the advertiser or their agent. We will invoice these extra charges, plus local Value Added Tax (VAT) at an hourly rate for any such corrective work undertaken.

IOT Magazine will be pleased to supply quotations for any artwork that clients require. Artwork will be priced at competitive commercial rates.

Reproduction materials supplied will be returned on request.

Please send your artwork to:

## Isle of treasure Magazine:

[isleoftreasure@mail.ru](mailto:isleoftreasure@mail.ru)

[info@iyanaedu.com](mailto:info@iyanaedu.com)

Iyana Edu (Pvt) Ltd

No.55/5, 10th Lane, Wickramasinghapura, Battaramulla.

Tel: +94 11 2 774 321 Mob: +94 718652551

ICQ: 297346834, Skype ID: chintharu



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# IOT Advertising rates 2017-18

Position	Amount in SL Rupees	In US\$
Front page cover	500 000 LKR	3800 US\$
Front in side cover	200 000 LKR	1500 US\$
In first 2 pages	150 000 LKR	1250 US\$
In first 5 pages	1,30 000 LKR	1000 US\$
In first 10 pages	1,00 000 LKR	775 US\$
Inside pages	90, 000 LKR	700 US\$
Double page spread	1,20 000 LKR	950 US\$
In side back cover	1,50 000 LKR	1150 US\$
Back cover	1, 75 000 LKR	1350 US\$
Half page	75 000 LKR	575 US\$

Series Discount: 5% for 2 or more insertions  
 10% for 4 or more insertions  
 15% for 6 or more insertions  
 Agency Commission: 10%

## Publishing Dates 2017-18

IOT Magazine is published on Bi- monthly basis as per the following schedule:

Publishing dates	Issue closing date
November- December 2017	15 th October
January- February	15 th December
March- April	15 th February
May- June	15 th April
July - August	15 th June
September- October	15 th August
November- December 2018	15 th October

## Deadlines

- Booking 15th of month prior to publication
- Material 20th of month prior to publication
- Cancellation 5th of the month prior to publication

## IOT Mechanical Requirements

### Printing

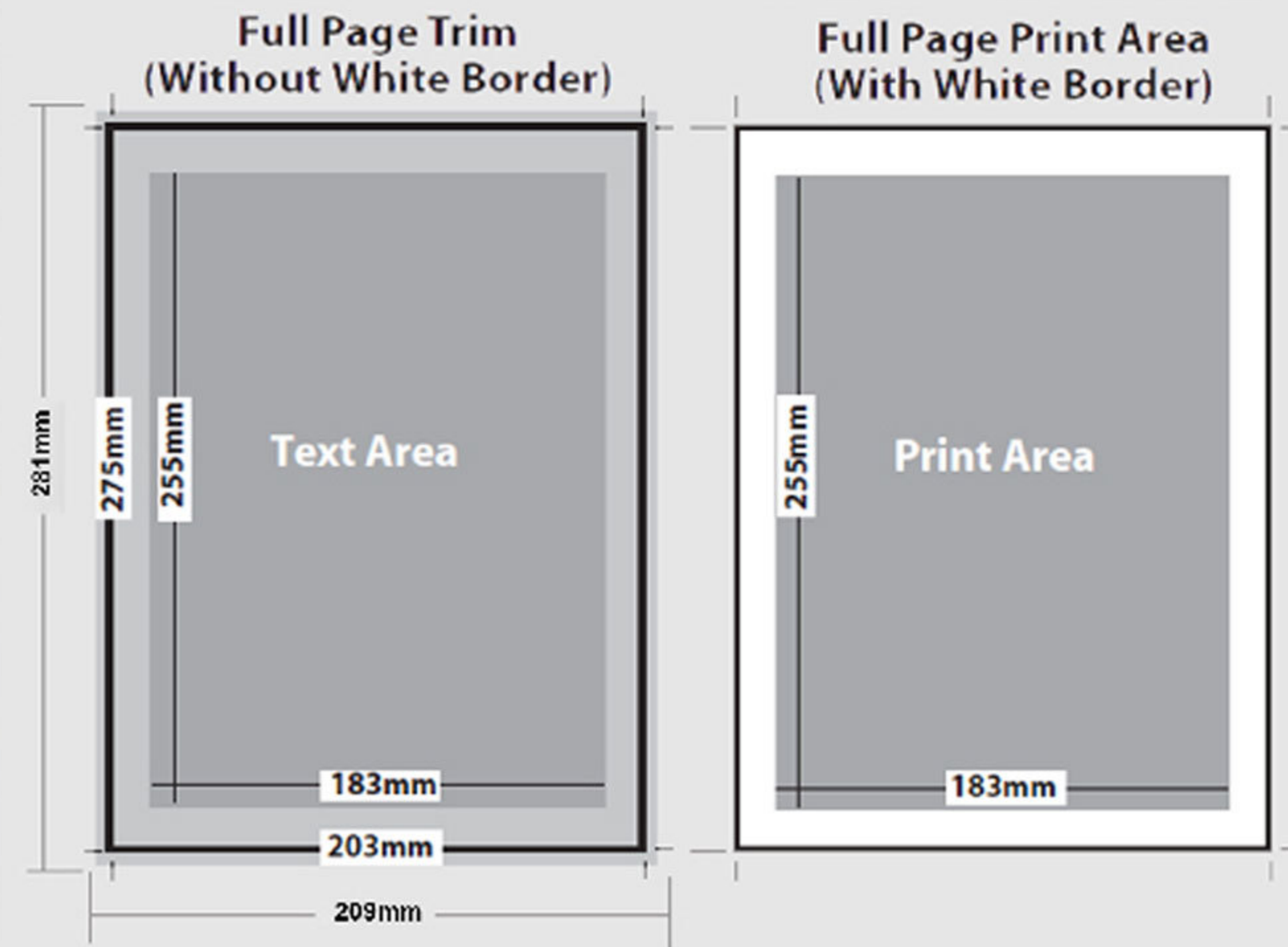
Web offset (SWOP)

Perfect binding

Publication trim size 8" x 10 7/8"

Advertisements will be accepted for publication in full colour or black and white.

*Any special requests for 'Spot' colours will incur extra charges.*





# Contact us

Will you advertise with us!

Join us today!

## **Chintha Senevirathna**

Director sales - Sales for Sri Lanka &  
European markets

Tel: +94112774963 Fax: +94112774963

Mob :+94 718652551

isleoftreasure@mail.ru

info@iyanaedu.com

## **Iyana Edu (Pvt) Ltd**

No.55/5, 10th Lane,  
Wickramasinghapura, Battaramulla.

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

<https://www.facebook.com/Isle.of.Treasure/>



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