



**PR2Point**  
Marketing communications agency



Media kit 2014



# READY PACKAGES

For hotels, airlines and cruise lines

# PACKAGE “INFORMATION PRESENCE”

A ready plan of complex presence in Russian mass media for 1 year.

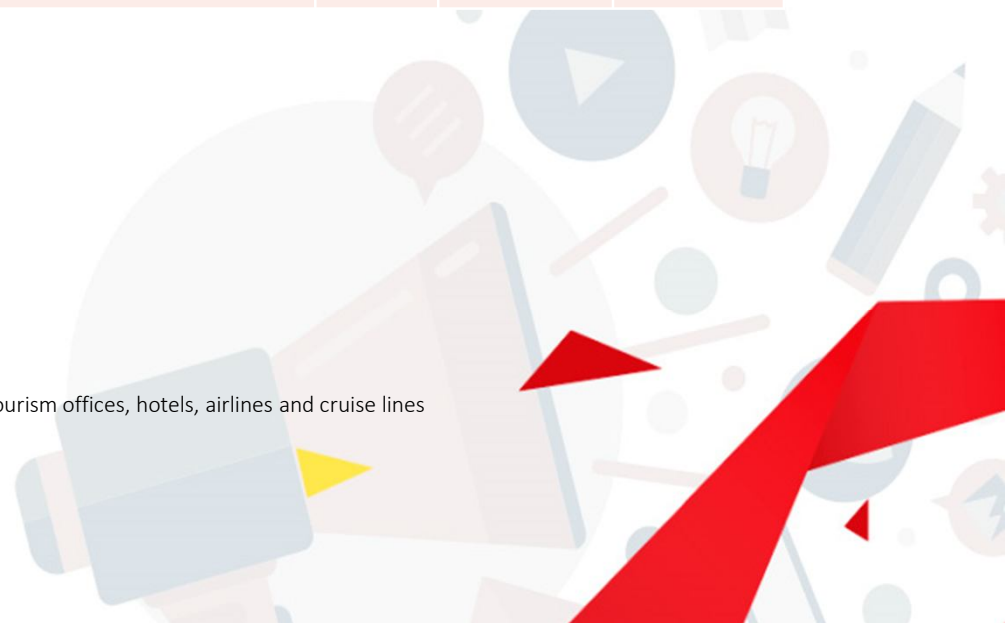
Services	Qty	Price	Total price
2 press conferences (the first one – to attract the media’s attention, the second one – to review the year’s results)	2	€ 2.500	€ 5.000
Compiling and mailing out 2 press releases a month, a guaranteed publication on Travel Russian News	24	€ 400	€ 9.600
2 press clippings (after 6 months and after a year)	2	€ 1.200	€ 2.400
Total amount (including the 10% discount)			€ 15.300

Monthly payment, a progress report at the end of each month.



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The package is recommended for national tourism offices, hotels, airlines and cruise lines



# PACKAGE "REAL+INFO PRESENCE"

A ready package of complex presence in mass media and at exhibitions for 1 year.

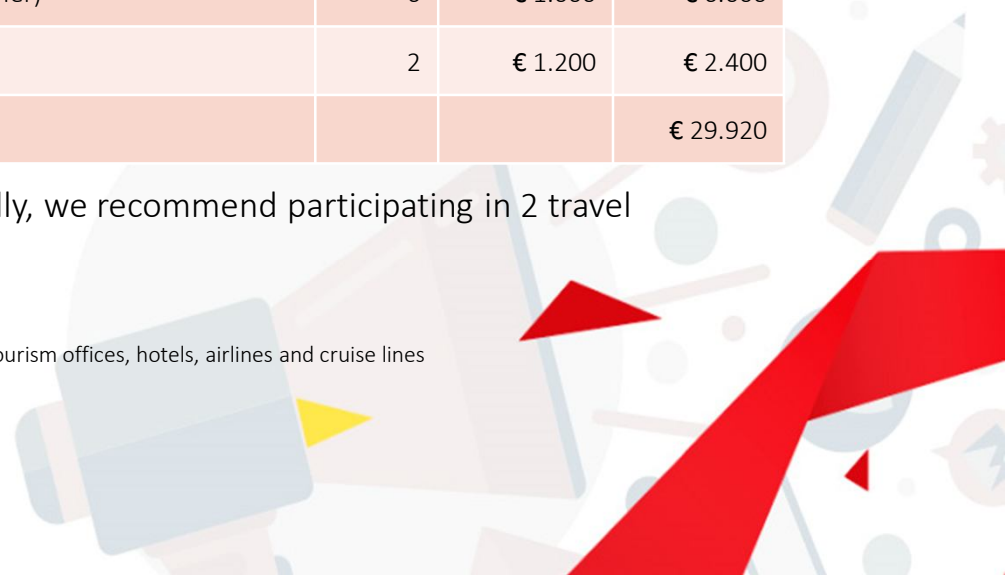
Services	Qty	Price	Total price
2 press conferences (the first one – to attract the media’s attention, the second one – to review the year’s results)	2	€ 2.500	€ 5.000
2 media tours (usually in spring and autumn)	2	€ 2.500	€ 5.000
Participating in 2 travel exhibitions (as a visitor), with professional escort, 3 days each	2	€ 3.600	€ 7.200
Compiling and mailing out 2 press releases a month, a guaranteed publication on Travel Russian News	24	€ 400	€ 9.600
Guaranteed publication of 6 articles or interviews in travel mass media outlets (price may be higher)	6	€ 1.000	€ 6.000
2 press clippings (after 6 months and after a year)	2	€ 1.200	€ 2.400
Total amount (including the 15% discount)			€ 29.920

Monthly payment, a progress report at the end of each month. Additionally, we recommend participating in 2 travel exhibitions with your own stand, the price will depend on the stand.



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# PACKAGE "BUSINESS PRESENCE"

A ready plan of complex presence on the Russian market for 1 year.

Services	Qty	Price	Total price
2 press conferences (the first one – to attract the media’s attention, the second one – to review the year’s results)	2	€ 2.500	€ 5.000
Participating in 2 travel exhibitions (as a visitor), with professional escort, 3 days each	2	€ 3.600	€ 7.200
Organizing 20 business meetings with Russian partners, professional escort, 2 hours each	20	€ 600	€ 12.000
Compiling and mailing out 2 press releases a month, a guaranteed publication on Travel Russian News	24	€ 400	€ 9.600
Guaranteed publication of 6 articles or interviews in travel mass media outlets (price may be higher)	6	€ 1.000	€ 6.000
2 press clippings (after 6 months and after a year)	2	€ 1.200	€ 2.400
Total amount (including the 15% discount)			€ 35.870

Monthly payment, a progress report at the end of each month. Additionally, we recommend participating in 2 travel exhibitions with your own stand, the price will depend on the stand.



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# PACKAGE “KING OF THE HILL (INFO)”

A ready plan of massive presence in mass media, on the Internet and at exhibitions for 1 year.

Services	Qty	Price	Total price
Package “Real presence”	1	€ 29.920	€ 29.920
Mass media, Internet, radio and TV advertising campaign		Subject to negotiation	
Keeping online accounts and social media marketing, reputation management		Subject to negotiation	
2 video interviews on Travel Russian TV (the first one – to attract attention, the second one – to review the year’s results)	2	€ 1.000	€ 2.000
1 special project (horse festival, contest with bloggers etc.)		Subject to negotiation	
Government relations (meeting Russian government figures of different ranks)		Subject to negotiation	
Total amount (including the 20% discount on our own services)		Subject to negotiation	

Monthly payment, a progress report at the end of each month.



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# PACKAGE “KING OF THE HILL (BUSINESS)”

A ready plan of massive presence on the Russian market for 1 year.

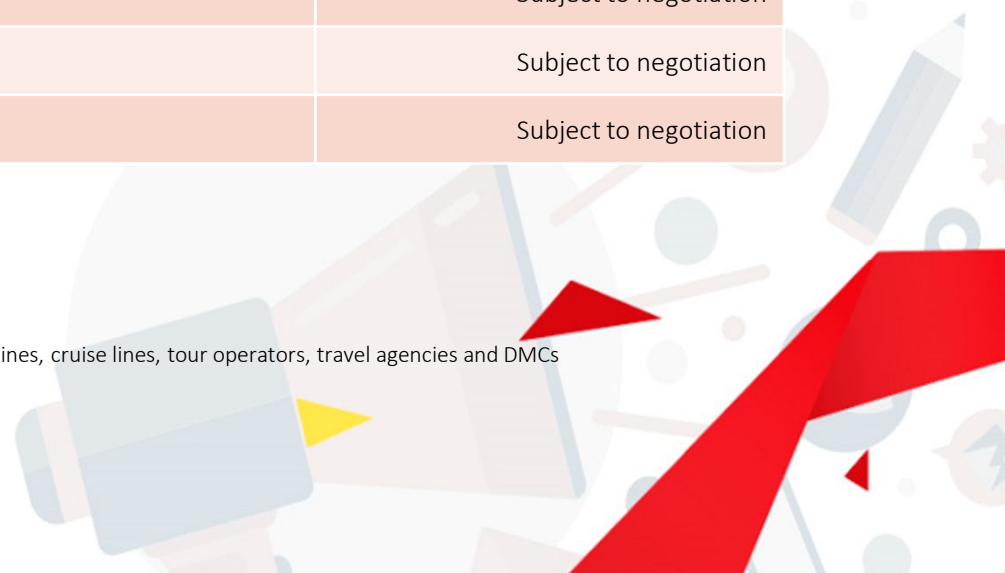
Services	Qty	Price	Total price
Package “Business presence”	1	€ 35.870	€ 35.870
Mass media, Internet, radio and TV advertising campaign			Subject to negotiation
Keeping online accounts and social media marketing, reputation management			Subject to negotiation
2 video interviews on Travel Russian TV (the first one – to attract attention, the second one – to review the year’s results)	2	€ 1.000	€ 2.000
1 special project (horse festival, contest with bloggers etc.)			Subject to negotiation
Government relations (meeting Russian government figures of different ranks)			Subject to negotiation
Total amount (including the 20% discount on our own services)			Subject to negotiation

Monthly payment, a progress report at the end of each month.



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# CONTACTS

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Do call – we are always glad to talk, or visit our office. It is located in the very center of Moscow, not far from Kitay-gorod metro station. We always have good coffee and cakes.

