



PR2Point
Marketing communications agency



Media kit 2014



READY PACKAGES

For tour operators, travel agencies and DMCs

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.



PR2Point
Marketing communications agency

The package is recommended for hotels, airlines, cruise lines, tour operators, travel agencies and DMCs



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.



PR2Point
Marketing communications agency

The package is recommended for hotels, airlines, cruise lines, tour operators, travel agencies and DMCs



CONTACTS

Address: 21, Lubyanskiy proezd, Moscow, Russia

Phone: +7 (495) 225-96-45, +7 (903) 798-34-05

E-mail: info@pr2point.com

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.

