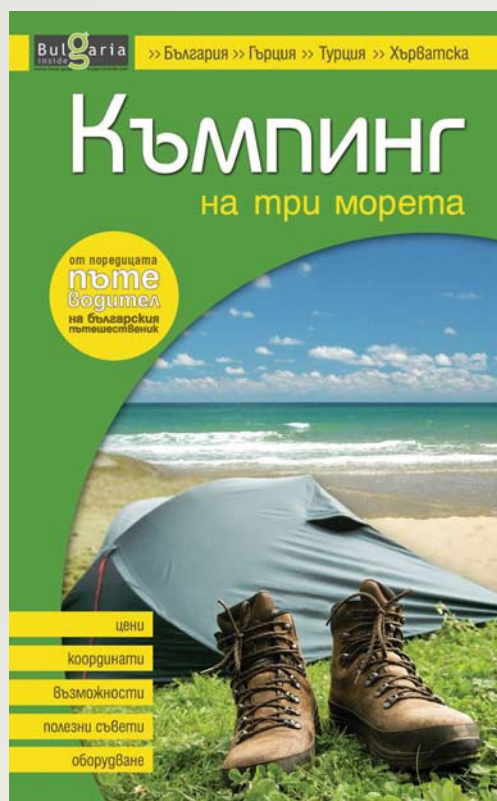


www.BulgariaInside.com
and camping portal
www.CAMPING.bg
present:



The guidebook “Camping on Three Seas” will be in Bulgarian and is part of the very successful series “Guidebook of the Bulgarian Traveler”. It will be released in the beginning of May 2010 on the Bulgarian market. The book resulted from the partnership between Book Boutique media company and the Bulgarian camping portal www.Camping.bg.

The book will include information about camping sites in Bulgaria, Greece, Turkey and Croatia. Each site will be presented with information, pictures, contact information, conditions and prices. A separate section will present useful tips from experienced camping enthusiasts. This section will provide information about equipment, transportation, accessories and tips on traveling abroad.

This book will be distributed in all parts of Bulgaria, thus giving camp site owners the chance to advertise and promote their activities.

Design will supplement the information. The publication will be in 13x22 cm format, using luxurious paper on its 172 pages. The design is modern, attractive and attention-grabbing. It will facilitate the presentation of information and enhance readability. Camping sites will be presented in specialized sections based on country and region of location.

SMS payment will give readers the option to purchase an electronic edition of the guidebook.

The price of the publication is set at 9 Bulgarian leva (about 4.5 euro).

Specifications

Pages: 80 grams, glossy paper
Covers: 300 grams + UV

Distribution

Bookstores: Bookstores all over Bulgaria (Helicon, Pingvinite, Ciela, Hermes Books) etc.
Fuel stations: OMV, Shell, Lukoil, Petrol, Eco, Rompetrol
Supermarkets: Metro, Kaufland, Billa, Fantastico, Karfur, Picadilly etc.
Specialized kiosks: In all coastal resorts and cities, Bulgaria's airports, all malls in the country
Others: tourism sites and landmarks throughout the country, Bulgarian museums etc.

Advertising Rates

Second Cover: 800 leva (407 euro)
Third Cover: 700 leva (356 euro)
One page: 400 leva (204 euro)
Two pages (spread): 600 leva (305 euro)
½ page: 300 leva (153 euro)
Branding: negotiable

Deadlines

To inquire about inclusion: April 12 2010
For submission of advertising materials: April 19 2010

Discounts

Volume discount: to be negotiated
Advertising agency discount: 15 %

* Prices do not include Value Added Tax (VAT)

For more information, question and inquiries:: (+359) 2 873 1776, (+359) 878 70 8992,
(+359) 888 50 8343; advertising@bulgariainside.com, advertising@camping.bg