

# TourPressClub

## PRINT & DIGITAL

PRESENTATION KIT  
PRINT & DIGITAL PUBLICATIONS  
E-MAGAZINE - TOURPRESSCLUB |  
PRINT MAGAZINE - INDUSTRY OF TOURISM & CULTURE  
[WWW.TOURPRESSCLUB.RU](http://WWW.TOURPRESSCLUB.RU)  
VALID FROM 01. 01. 2020

TOURPRESSCLUB | EUROPE

| NORDICS

| RUSSIA & CIS

| NORTH AMERICA

| SOUTH AMERICA

| BALKANS

# WHY PARTNER WITH US?

- ▼ **STRONG & REPUTABLE BRAND**
- ▶ **LEADER FOR MORE THAN 20 YEARS**
- ▲ **HIGH READER LOYALTY**
- ▶ **AWARD-WINNING INTERNATIONAL JOURNALISTS**
- ▲ **EXPERTS IN GLOBAL TOURISM & CULTURE**
- ▶ **HIGHLY TAILORED CONTENT**
- ▶ **AVAILABLE IN BOTH PRINT & DIGITAL**
- ◀ **TRAVEL JOURNALISM GUILD - OF THE RUSSIAN MEDIA UNION**

# GUILD REPUTATION LEGACY

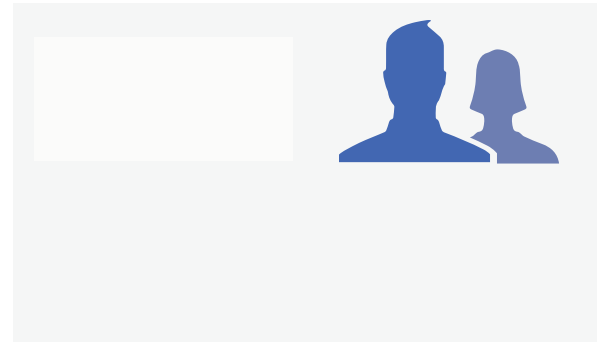
- ▼ **TourPressClub is a Travel Journalism Guild of the Media Union of the Russian Federation. This non-profit public organisation was founded in 1994 and is one of Russia's oldest Associations of Professional Journalists working in the sphere of Tourism and Travel.**
- ▶ **TourPressClub has over Seventy Members in Media, working with Print and Digital publications, and radio and television channels, as well as International Journalists.**
- ▲ **Since 2000, TourPressClub has been publishing The 'Industry of Tourism & Culture' Print Magazine for companies and professionals. The publication is printed in full-color, with a laminated cover and 64-88 glossy pages.**
- ▲ **Published 2x Year, in Spring and Autumn, before largest Tourism Exhibitions in Russia, where it is being distributed.**
- ▶ **Distributed free of charge to tour operators, agencies, major Russian and foreign tourism exhibitions, insurance and transport companies, diplomatic and national tourism offices, as well as state and public organisations of the Russian Federation.**
- ▶ **Full version of the print publication is also available in a digital form and can be viewed and downloaded on the TourPressClub.ru website for free.**
- ▶ **Since 2014, TourPressClub has also been publishing 'TourPressClub' E-magazine. The aim of this publication is to acquaint readers with up-to-date tourism information, innovations in the infrastructure of tourism and culture, as well as new areas for independent travel. The magazine is published 3-4x Year.**
- ▶ **Both magazines are also available on Russia's main portal for digital media – [www.ppressa.ru](http://www.ppressa.ru) and on [www.issuu.com](http://www.issuu.com) - the world distributing leader of digital magazines, books and catalogs.**

READERSHIP

**1 100 000+**

PER EDITION

**20 YEARS**  
STRONG REPUTATION



# TourPressClub

CONTENT LANGUAGE

**> RUSSIAN**

PUBLISHED  
**2X YEAR**

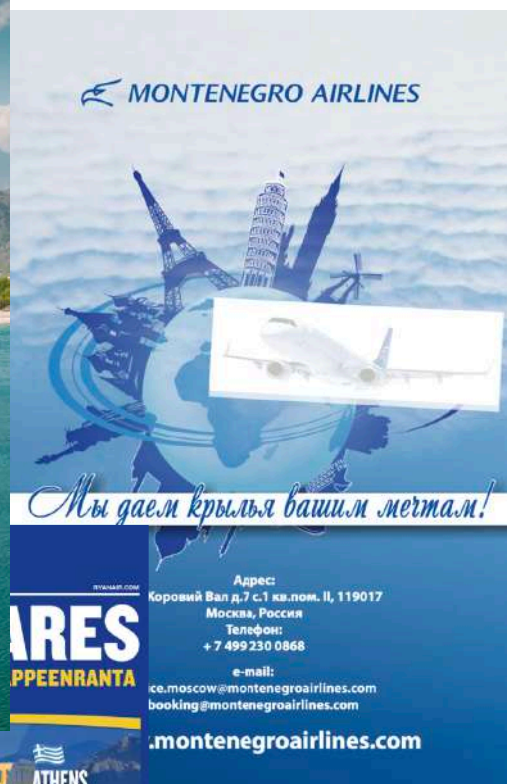
**PRINT**

PUBLISHED  
**3-4X YEAR**

**DIGITAL**

**70+**

INTERNATIONAL  
TRAVEL  
JOURNALISTS



# 2020 PUBLICATION PLAN



**MAR. 2020**

**100 YEARS SINCE BIRTH OF  
GEORGI OTS EDITION**

INTERMED EXPO IN MOSCOW  
INTOURMARKET EXPO IN MOSCOW  
(Past Edition)

**SEP. 2020**

**BIG 20 YEARS  
ANNIVERSARY EDITION**

LEISURE EXPO IN MOSCOW  
INTERNATIONAL HEALTH FORUM  
IN ST. PETERSBURG  
INTERNATIONAL EXHIBITION:  
'RUSSIAN HEALTHCARE WEEK' IN MOSCOW

**MAR. 2021**

THEME: TBD  
(Next Year's Edition)

**SEP. 2021**

THEME: TBD  
(Next Year's Edition)



# 2020 PUBLICATION PLAN

DIGITAL

**MAR. 2020**  
**PARAGUAY PRESS TRIP**  
**SPECIAL COVERAGE EDITION**

INTERVIEW W/  
THE MINISTER OF TOURISM OF PARAGUAY  
(Past Edition)

**DEC. 2020**  
**NEW YEAR'S &**  
**CHRISTMAS EDITION**

CALENDAR OF  
ACTIVITIES DURING  
FESTIVE SEASON.  
THEME: TBD  
(Upcoming New Year's Edition)

**MAR. 2021**  
THEME: TBD  
(Next Year's Edition)

**JUL. 2021**  
THEME: TBD  
(Next Year's Edition)

**DEC. 2021**  
THEME: TBD  
(Next Year's New Year's Edition)

# TourPressClub SPECIAL EDITIONS



▶ **AIVAR MÄE**  
Director of Estonian National Opera

**Launch Date:**  
Mar. 2020



▶ **ZELJKA RADAK KUKAVICIC**  
Director of National Tourism Organisation of Montenegro

**Launch Date:**  
Nov. 2019



▶ **FRANCESCA LAVAZZA**  
Trustee of the S. R. Guggenheim Foundation & Member of the Board of the Lavazza Group

**Launch Date:**  
Mar. 2017



▶ **MARTA MADRENAS**  
Mayor of Girona, Spain & Member of the Parliament of Catalonia

**Launch Date:**  
Sep. 2017



▶ **ILHAM ALIYEV**  
President of Azerbaijan

**Launch Date:**  
Mar. 2015



▶ **KIMMO YARVA**  
Mayor of Lappeenranta, Finland

**Launch Date:**  
Mar. 2014



# TourPressClub SPECIAL EDITIONS



▶ **SOFIA MONTIEL DE AFARA**  
Minister of Tourism of Paraguay

**Launch Date:**  
Mar. 2020



▶ **DIRK HILBERT**  
Lord Mayor of Dresden, Germany

**Launch Date:**  
July. 2019



▶ **EMILIANO GARCÍA-PAGE**  
President of Castile-La Mancha, Spain

**Launch Date:**  
Mar. 2017



▶ **ELENA KOUNTOURA**  
Member of the European Parliament / Ex-Minister of Tourism of Greece

**Launch Date:**  
Jul. 2016



▶ **JOSE MARÍA LUNA AGUILAR**  
Director of the Russian Museum and Pompidou Centre Collections in Málaga, Spain

**Launch Date:**  
Mar. 2016



▶ **YELENA KALNITSKAYA**  
Russian Art Critic and Museologist St. Petersburg, Russia

**Launch Date:**  
Jul. 2015



**FOR ANY INQUIRIES  
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THANK

YOU



**TourPressClub**

**BEYOND BORDERS**

[www.TourPressClub.ru](http://www.TourPressClub.ru)