

JOIN US IN OUR SPRING EDITION 2022



Introducing the world to the best of Montenegro, Serbia, Croatia, Bosnia & Herzegovina and Slovenia in one unique publication. Reserve your place to become part of this enviable club.

MEDIA KIT

**WELCOME TO
THE JOINT EDITION THE
COLLECTION,
MONTENEGRO, SERBIA
CROATIA, SLOVENIA
BOSNIA & HERZEGOVINA**

The collection is a showcase of the best the region has to offer in terms of tourism and lifestyle and acts as the penultimate business card to introduce the region to potential tourists and investors.

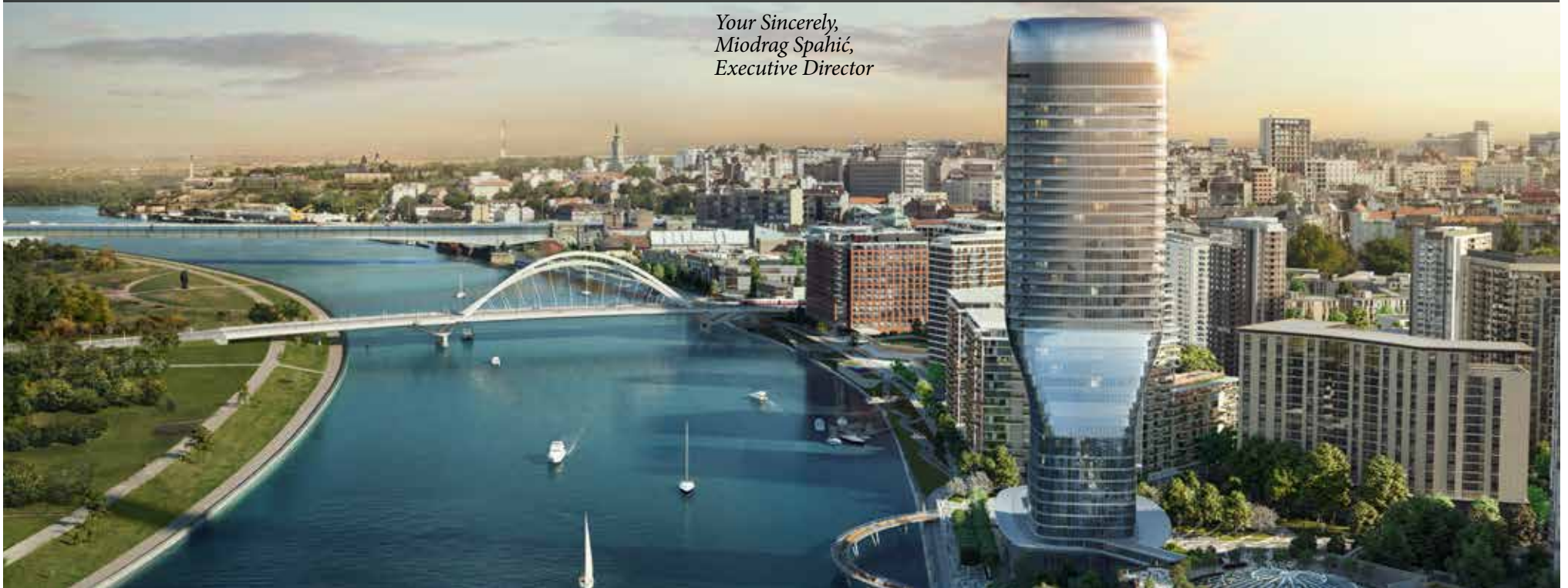
Trends show that the new travellers move about in one region – immersing themselves in culture and multiple locations. Our region is a treasure-trove - From the world's most beautiful Croatian coast and hinterland, to the infamous nightlife and gastronomy experiences of Serbia, the contrasts and friendliness of Bosnia & Herzegovina, the perfect green and safe oasis - Slovenia is the green heart of Europe, and the adventure playground that is Montenegro – We have it all.

It is our pleasure to invite you to join our distinguished collection of 'The Best of the Best' which our region has to offer - partners who are part of the only club in the region which targets the most elite and prestigious readers – reaching those, who matter, who have a vested interest in our countries or plan to have, in the future.

The Collection magazine is the ultimate marketing tool for the region and has become the main reference library for tourists and investors. The Collection stands alone in print media quality – using clever and concentrated circulation to reach HNWI readers who appreciate the finer things in life. The Collection is an ambassador in its own right, promoting the region locally and around the world. Our next edition will be available in late April 2022 and we invite you to be part of the success story.

*Your Sincerely,
Miodrag Spahić,
Executive Director*

Belgrade Waterfront



WHERE YOU CAN PICK UP YOUR COPY OF THE COLLECTION?

MONTENEGRO:

One&Only Portonovi
Aman Sveti Stefan*
Regent Porto Montenegro, Tivat
The Chedi Luštica Bay, Tivat
Maestral Casino & Resort, Sveti Stefan
Ananti Resort, Residences & Beach Club, Rezevici
Splendid Conference & Spa, Becici
Hilton Podgorica Montenegro
CUE Podgorica
voco Podgorica
Hemera Podgorica
Huma Kotor Bay Hotel & Villas
Iberostar Grand Perast
Avala Resort & Villas, Budva
Hotel Bianca Resort & Spa, Kolasin
Astoria Boutique Hotels, Budva, Tivat, Kotor
Forza Hotels, Kotor
La Roche Hotel & Beach Bar, Tivat
Hotel Hippocampus, Kotor
Historic Boutique Hotel Cattaro
Casa Del Mare Boutique Hotels
Four Points by Sheraton, Kolasin
Majestic Hotel Budva
Blue Kotor Bay Premium Spa Resort
Nikki Beach Montenegro
Vissi d' Arte Hotel, Budva
Villa Geba, Sveti Stefan
Azul Beach Resort Montenegro by Karisma
Lazure Marina and Hotel

SERBIA:

Hilton Belgrade
Hyatt Regency Belgrade
Square Nine Hotel Belgrade
Saint Ten Hotel Belgrade
Crowne Plaza Belgrade
Radisson Collection Hotel, Old Mill Belgrade
Hotel Metropol Palace, a Luxury Collection Hotel, Belgrade
Grand Hotel & Spa, Kopaonik
Sheraton Novi Sad
Resort Fruške Terme, Vrdnik
Hotel Premier Aqua, Vrdnik
Falkensteiner Hotel Belgrade
A Hoteli - Grand Hotel Tornik, Zlatibor
A Hoteli - Hotel Izvor, Arandjelovac
Gorski Hotel & Spa, Kopaonik
Viceroy Kopaonik

CROATIA:

Maistra Hospitality Group - Maistra Collection, Rovinj
Meneghetti Wine Hotel & Winery, Bale
Diamond Villa - Luxury Residences, Korcula
Grand Sea Villas, Savudrija
Esplanade Zagreb Hotel
San Canzian Village & Hotel, Buje
Maslina Resort, Hvar
Hilton Zagreb
Hotel Ikador, Opatija
Villa Dubrovnik

BOSNIA & HERZEGOVINA:

Tarčin Forest Resort & Spa, Sarajevo
Hotel Sana, Sarajevo
Monti Spa&Wellness, Igman



We can be found in 4000 hotel rooms in the region, more than 100 restaurants, hand delivered to 1000 key decision makers and everywhere possible where we can get our product in front of targeted clients.

In the era of Covid-19 and 'low touch' tendencies where there is regular use, our magazine can also be digitally downloaded by scanning our QR code and this option is available in multiple locations, from hotel lobbies, restaurants, gyms and beauty / cosmetic salons, general reception areas, airport lounges and in multiple locations across the region.

NUMBERS

8000

Printed distribution
copies each run

3

issues per year
(April, August,
December)

60000

Readership
per issue
(estimated)

DISTRIBUTION

Cherry-picked and targeted for effective distribution, to put your product into the hands of readers who have an appreciation for the finer things in life.



One & Only Portonovi

MONTENEGRO | SERBIA | CROATIA | BOSNIA & HERZEGOVINA | SLOVENIA

THE COLLECTION

WHERE TO FIND US

Firstly, through our much-appreciated alliance with our hotel partners, we are present in over 7000 of the finest hotel rooms in the region. We deliver copies to tourism and investment fairs and key distribution points in the region such as restaurants, main attractions and airport lounges. In addition, we will hand deliver copies to a select group of foreign potential guests and investors and circulate in the region to influential decision makers, CEOs, investors, ambassadors and other interested stakeholders which includes industry leaders and the political elite.

When placed in hotel rooms, The Collection is delivered in the form of a 'coffee table book' designed to be enjoyed by hotel guests, time and time again.

The Collection is also hand delivered to all all yacht's in Porto Montenegro, Luštica Bay and Portonovi.

Rolex, Petite Geneve Petrović, Belgrade - Budapest - Porto Montenegro



ONLINE EDITION

www.thecollectionmags.com

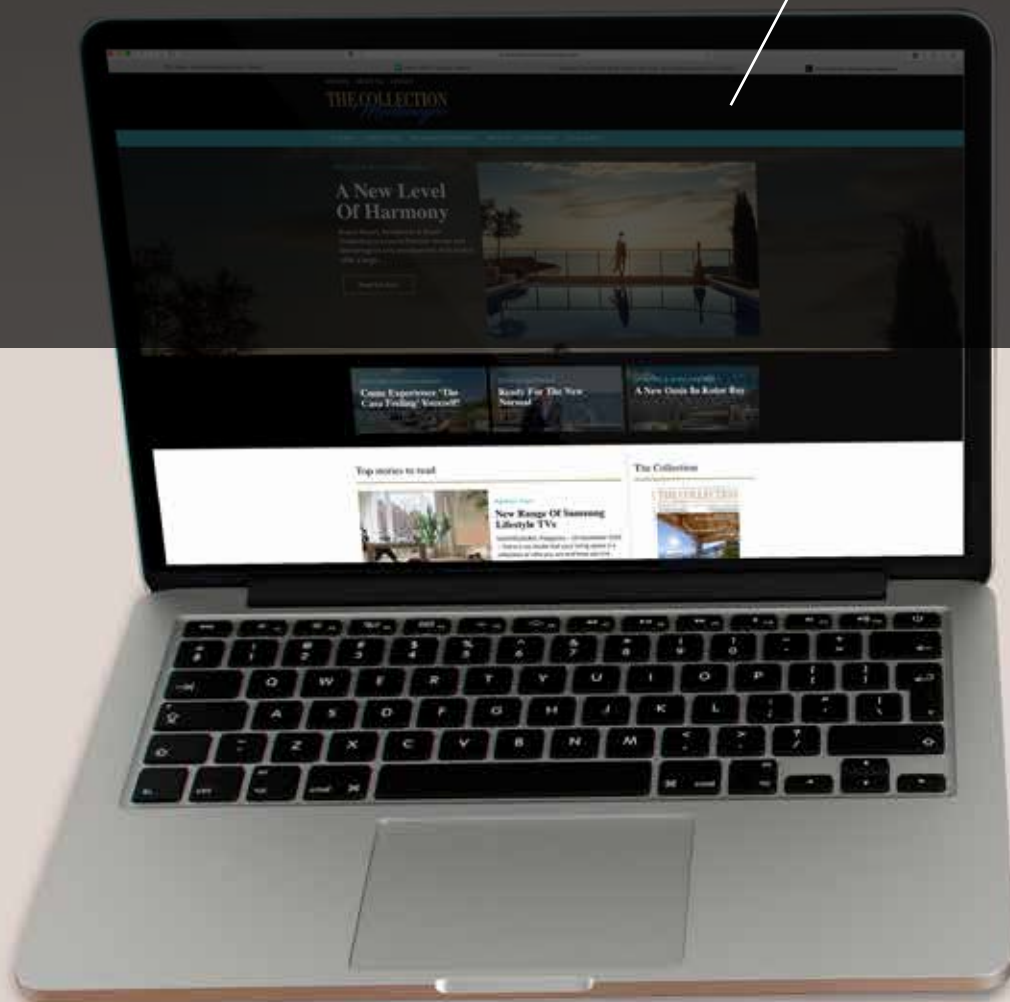
Full online edition also available at www.issuu.com

All advertising material will be posted on The Collection instagram business profile & facebook page#thecollectionmags

The online version of the magazine is available for reading digitally and available online on our new portal launching in February 2022.

Our new portal will be live daily - with updated news and information and the 'go to' platform for local and regional readers and all tourists visiting the region – looking for the insiders view of the best of the best that the region has to offer.

 @thecollectionmags



LANGUAGES

As we feature material from across four countries in the region, all articles are featured in English and also translated into the official language of the country of origin of the article. Our multi-lingual team will do the translation and proofreading of all texts.

Villa Geba, Sveti Stefan, Montenegro

MONTENEGRO | SERBIA | CROATIA | BOSNIA & HERZEGOVINA | SLOVENIA

THE COLLECTION

IMPORTANT NOTICE



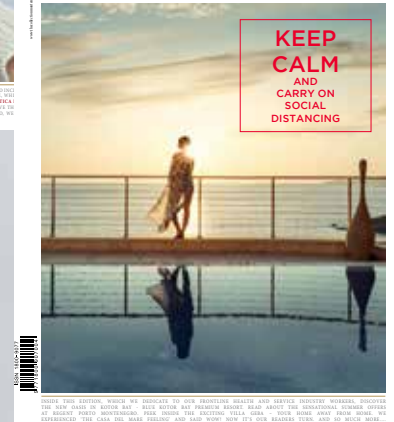
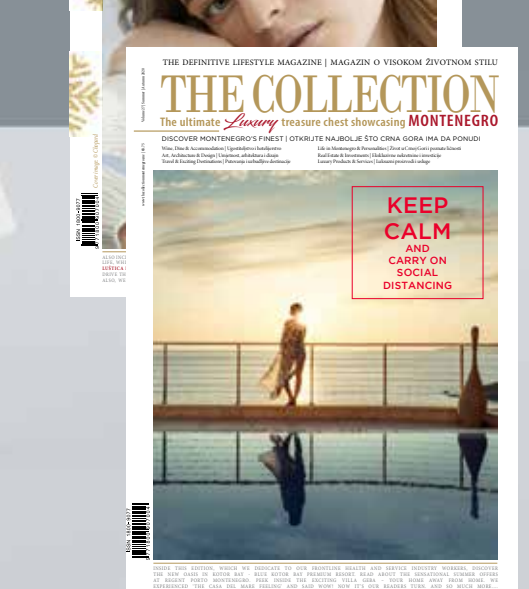
Deadline for reservation
of advertising space is

MARCH 22

For further information please contact us via email:
sales@thecollectionserbia.com
milos@theluxurycollection.me

THE COLLECTION, MONTENEGRO THE COLLECTION, SERBIA COVERS

COVERS - A PROVEN
TRACK RECORD FOR
DELIVERING EXCELLENCE



MONTENEGRO | SERBIA | CROATIA | BOSNIA & HERZEGOVINA | SLOVENIA

THE COLLECTION

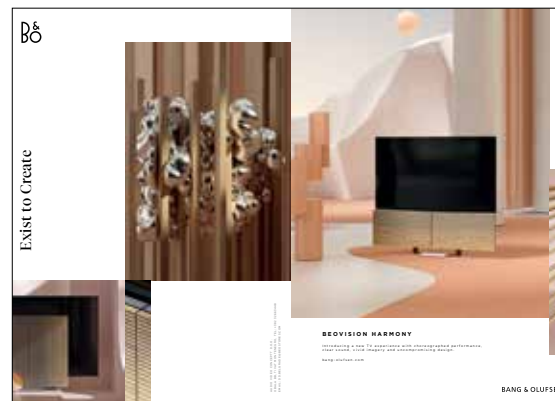
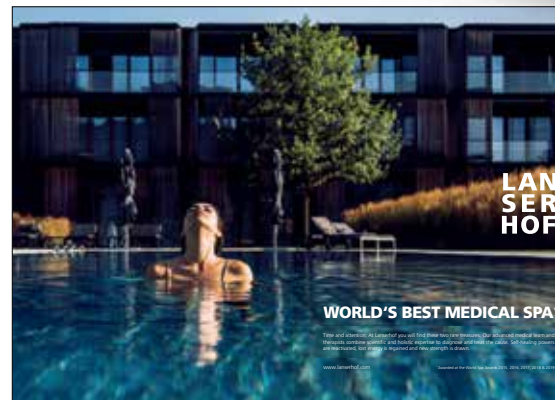
ADVERT EXAMPLES AND PRICES



MAJOR PAGES

- BACK COVER: 4,000 EUR
- DOUBLE-PAGE SPREAD (PAGES 2-3): 3,000 EUR
- DOUBLE-PAGE SPREAD (PAGES 4-5): 2,800 EUR
- DOUBLE-PAGE SPREAD (PAGES 6-7): 2,600 EUR
- DOUBLE-PAGE SPREAD (PAGES 8-9): 2,400 EUR
- DOUBLE-PAGE SPREAD (PAGES 10-11): 2,200 EUR
- DOUBLE-PAGE SPREAD (PAGES 12-13): 2,000 EUR
- PAGE FACING IMPRESSUM: 1,500 EUR
- PAGE FACING CONTENT: 1,400 EUR
- PAGE FACING CONTENT-2: 1,300 EUR
- PAGE FACING INTRODUCTION: 1,200 EUR
- PAGE FACING INTRODUCTION-2: 1,100 EUR
- BACK INSIDE COVER: 2,000 EUR

MAJOR PAGES EXAMPLES



ADVERT EXAMPLES AND PRICES

- ONE-PAGE ADS (INSIDE): 900 EUR
- TWO-PAGE (SPREAD) ADS (INSIDE): 1,500 EUR

Jahorina OC, Bosnia & Herzegovina



(The cost of advertisement preparation is included in the prices shown where the advertisement is used exclusively in THE COLLECTION, M&S. Where the advertisement is thereafter required to be used elsewhere by the client, the work completed by our team in preparation is chargeable).

ADVERTISING REQUIREMENTS

TC ADVERTISING SIZE REQUIREMENTS

Space unit	Full Bleed	Final Trim Size
2 Page Spread	486x341mm	480x335mm
Full Page	243x341mm	240x335mm

EXTENSIONS - Tiff 300dpi, HQ pdf all CMYK
SEND via Mail or WeTransfer



ONE PAGE ADS (EXAMPLES)



ADVERTORIAL EXAMPLES AND PRICES

- ADVERTORIALS – 6 PAGES: 1,950 EUR
- ADVERTORIALS – 8 PAGES: 2,250 EUR
- ADVERTORIALS – 10 PAGES: 2,600 EUR

ADVERTORIAL PAGES

6 pages

Approximately 900 words in one language + up to 10 images



SQUARE NINE HOTEL
Meets a home as a prius

The hotel offers
two cuisines
serving modern
European
cuisine in an
elegant setting
and Japanese
delicacies on the
hotel's rooftop
terrace.

Montenegro | 50

Hotel Square Nine
Belgrade delivers
the elegance
and is certainly a
Ten out of Ten
Belgrade.

Montenegro | 51

REAL ESTATE/ CIP PRICES/ INVESTMENT PROJECTS

- ONE-PAGE ADS: 1,200 EUR
- TWO-PAGE (SPREAD) ADS: 2,000 EUR
- ADVERTORIALS – 6 PAGES: 2,800 EUR
- ADVERTORIALS – 8 PAGES: 3,000 EUR
- ADVERTORIALS – 10 PAGES: 3,200 EUR






www.thecollectionmags.com

All advertising material will be posted on

 The Collection Magazines

 The Collection Magazines

 @thecollectionmags