



# MIRROR

## OF THE WORLD

Advertising and Publishing Center

**Your promotion in Ukraine is our work!**

## Why Mirror of the World?

Two tourists editions let us cover the whole spectrum of reading auditory – from professionals to final consumers



“Ukrainian tourism” - the only one professional edition in Ukraine about the tourism business



“Big journey” is a magazine about traveling for the whole family

## Why Mirror of The World?

Wide production opportunities let us to produce any advertising materials and products

### **Polygraphic services**

Design and production

Business cards, leaflets, posters, booklets, post cards, magazines, catalogues, books in hard and soft coverage

### **Business assortment**

Date book, business card album (holder), folders

Branded and named products

### **Advertising-souvenir products**

Branded cups, pens, lighters, etc.

T-shirts, caps, individual clothes

Paper blocks (stickers) with logo or with cover



## Mirror of The World

Optimize your expenses and make your campaigns more efficient

- Media planning & placement
- Press
- Radio
- TV
- Outdoor
- Transport (underground)
- Internet



## Why Mirror of The World?

Many years of partnership with leading media channels let us bring the information to 905 of Ukraine population

### Our media partners

#### **TV:**

- Inter, Noviy, ICTV, STB, 1+1, Ukraine, UT-1 (channels with high rating and national coverage);
- TET, Kino, Tonis, Maksi TV, Enter film (specialized channels have high affinity index in tourism category)

#### **Radio:**

- Russkoe radio, Nase radio, Dinamo, Europe +, Hit Fm, Autoradio (national coverage and high rating);
- Retro Fm, Nostalgia, Radio Alla, Jam Fm (high affinity index in tourism category)

#### **Press:**

- specialized editions: Ukrainian tourism, Big Journey

#### **General info:**

- Business, Kommersant, Segodnya (Today), Zdorov'e (Health), Women's magazine, Men's Health etc.

## Mirror of The World

### Event management

- Organizing and providing press-conferences, seminars.
- Corporate events, exit trip and trainings
- Presentations



## CONTACTS



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