

**Foreign visitors are spending
big money in your city.**

**Who can help you
put that money in your pocket?**

inyourpocket
ESSENTIAL CITY GUIDES

What is In Your Pocket?

In Your Pocket is Europe's leading publisher of locally produced city guides. Since its conception in a beer hall in Lithuania in 1992, *In Your Pocket* has expanded into more than 20 countries, covering cities from the Ukraine to Northern Ireland and Russia to Albania.

Readers of *In Your Pocket* guides are visitors to unfamiliar cities looking for answers to questions: Where will I sleep? Eat? Drink? Shop? They use and trust *In Your Pocket* to provide them with answers to their questions.

Since 1992 *In Your Pocket* has earned a reputation for producing comprehensive, independent, reliable and entertaining guides to some of Europe's hottest visitor destinations. Our high-quality and thoroughly-researched content, combined with an excellent distribution program, ensure our advertisers reach and attract new high spending customers time and time again. The readers have the money. Our clients have the products and services. *In Your Pocket* brings the two groups together.

In 2008

- In Your Pocket produced content to more than 120 towns and cities in 23 countries
- 3,500,000 guides were printed and distributed
- Over 8,500,000 million readers were reached by our print guides



What is In Your Pocket in Estonia?

In Your Pocket has been present in Estonia since 1997, during which time we have developed an excellent reputation for putting our many readers in touch with Estonian businesses. In 2009 the *In Your Pocket* range will continue to expand so wherever or whatever your business is, our guides will be bale to help you generate greater revenues from the rapidly expanding visitor market. We are going to reach over 200 000 readers in Estonia this year. Ask us how we can help you market your business to this group as effectively as possible.

In 2008

- In Your Pocket produced content to 5 cities in Estonia (Tallinn, Tartu, Pärnu, Narva and Haapsalu)
- Over 90,000 guides were printed and distributed
- Over 200,000 readers were reached by our print guides

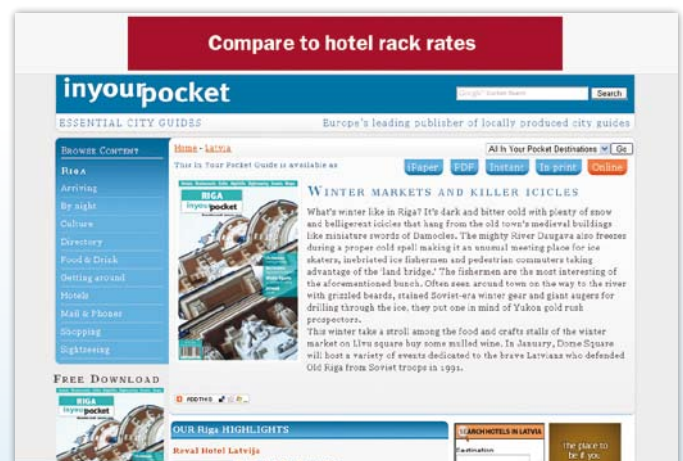


■ What is inyourpocket.com?

In 1997 inyourpocket.com became the online travel guide section of the In Your Pocket group. It became one of the first travel guides available online and has since won numerous plaudits and awards for the quality and accuracy of its content, most recently when *The Times* of Great Britain chose it - once again - as one of the top-10 websites on the internet for independent travelers. inyourpocket.com has been a constant trendsetter and was the first website to offer all of the content of its print guides for free, the first to offer complete links to all sites listed, and the first to develop a system to ensure that content included was updated on a daily basis. inyourpocket.com continues to develop and now offers the ability to post video clips and readers' comments, book hotel rooms, buy books and download and print specially designed PDF versions of our guides. Since the early days of the commercialization of the world-wide-web inyourpocket.com has been copied and imitated many times. It has never been bettered.

In 2008

- inyourpocket.com published content to more than 120 towns and cities in 23 countries
- Over 9,000,000 pages were viewed online
- Over 1,800,000 million unique visitors visited inyourpocket.com
- Over 300,000 PDF guides were downloaded from inyourpocket.com or viewed at Scribd.com



■ What is inyourpocket.com in Estonia?

inyourpocket.com in Country?? is the country's most popular travel website for English-speaking foreigners and one of the most popular sections of the inyourpocket.com domain. The entire content of our database is available to everyone online for free, and this covers thousands of listings - all with active web links - features, general information, facts, figures and links to other sites interesting for foreign visitors. The website has the advantage of being updated on a daily basis so that new information can be published quickly, giving businesses in Country?? immediate visibility online.

In 2008

- inyourpocket.com/estonia published content to 5 of the biggest and most popular towns and cities in Estonia, a figure which will increase in 2009
- Over 540,000 pages were viewed online
- Over 120,000 unique visitors visited inyourpocket.com/estonia
- Over 12,500 PDF guides were downloaded from inyourpocket.com

Latest readership survey (2007) results:

- Each In Your Pocket guide has an average readership of 2.49 readers
- 24% of readers use the guide on business trips
- 55% of readers use the guide on leisure trips
- 22% of readers are local residents
- 98% of readers said that IYP had helped them to decide on where to spend money
- IYP readers travel on average 4.5 times per year both on business and leisure trips
- IYP readers spend more than €100 per day while in foreign cities
- 75% of readers also use the IYP website
- 35% of readers had downloaded a guide for their trip prior to travelling
- 70% of readers come from the EU, 10% from N. America and 8% from non-EU European countries. 11% come from other parts of the world
- Readers are split approximately 50-50 between native English-speakers and non-native English-speakers.

"In Your Pocket is the only city guide that reaches every strata of visitor."

*Felix Bryant
CT Advertising International*

"When I need to reach foreign visitors In Your Pocket is an essential part of my media mix"

*Mary Raines
Brilliant Media*

"In Your Pocket brings me the high spenders I need."

*Asif Iqbal
Restaurant Owner*

"We get offered to carry a new guide to this city every week. The only one we stock is In Your Pocket."

*Pierre Laporte
Concierge
Sofitel*

"When the ministry has foreign visitors in town, we give them In Your Pocket. We even gave the US president a copy."

*Mihai-Razvan Ungureanu
Former Romanian Foreign Minister*

"There are five city guides on our stand, and they all get picked up. But they all get put back very quickly, except In Your Pocket."

*Jonathon Soper
General Manager
Inter Continental*

"In Your Pocket was our guide for everything: shopping, places to stay, things to see. It was also very handy in helping us understand the local people."

William O'Brien, Ireland

"Your advice on using taxis at the airport saved me a fortune. I am eternally grateful."

David Andrews, UK

"Your guides are brilliant, I love them... Only problem I see is that you don't do every city in the world."

Justin Hines, USA

"I appreciate the way you help people choose the right restaurant, café or hotel. I can put up with the advertising because of that: you make it easy to be not just a simple tourist."

Andrea Prete, Italy

"We have become addicted to IYP. When we travel to places where there is an IYP guide, we buy it and check for restaurants. With the help of IYP we try to find a new restaurant very often. We hope there will be IYPs for many more places."

Yvonne Warners, Netherlands

"A brilliant resource written by excellent writers."

The Guardian

"A phenomenon"

Herald Tribune

"Priceless"

The New York Times

"Practical and honest. It's like having a friend and an advisor all in one."

la Repubblica

"Quality city guides"

lonely planet



To find out more about the possibilities of developing your business with the help of In Your Pocket please contact us at:

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Tallinn In Your Pocket facts

- Published 6 times per year
- Language: English
- Printrun 10'000 - 12'000
- Number of readers per issue. 27'000
- Format A5
- Number of pages 100 lk

In Your Pocket has a dynamic, two-layered strategy for reaching readers: we sell directly to individuals and also provide copies to specially targeted groups through our extensive network of distribution points. This value-added service is often purchased by our partners in these sectors as part of an overall package. End-users thank our clients for providing guides at no cost.

■ Sales points

■ IN ESTONIA:

R-kioskite kett
Apollo raamatupoed
Tallinna Turismiinfo
Pühavaimu Kirik
Lindaline Express

Rahva Raamat
Raamatukoi raamatupood
Tartu Turismiinfo
Eurolines - Tallinna Bussijaam
Tallink Rootsi liin

G9 Hotell
Barons Hotell
Vana Tom Hostel
Baltic Hotel Vana Wiru
Reval Park Hotell
Lilleküla Hotell
Academic Hostel
Pirita TOP Hotell
St.Petersbourg
Metropol Hotell
Stroomi Hotell
Taanlinna Hotell

Baltic Hotell Imperial
Tatari53 Hotell
Susi Hotell
Uniquestay Hotell Tallinn
Merchant's House Hotell
Oru Hotell
Hotell Dorell
Schlössle Hotell
Hotell Reval Central
City Guesthouse
Rasastra B&B
Skåne Hotell

■ ABROAD:

Eurohostel (Finl
Helsinki Expert (Fin)

Akateeminen Kirjakauppa (Finl
Viking Reiser (No)

Estonian ebassies abroad

■ Partner distribution

Thru In Your Pocket offices in Latvia ja Lithuania (tourist information points, bookstores, hotels, travelagencies)

■ Hotel distribution (In room)

Reval Hotell Olümpa*
Reval Hotel Central*
Reval Park Hotell*
Meriton Grand Hotell Tallinn
Meriton Old Town Hotel
Kolm Õde
Kalev SPA hotel
Telegraaf
GO Hotel Shnelli
Radisson SAS*
Domina Ilmarine
Domina City
Uniquestay Tallinn
Uniquestay Mihkli
Schlössle
St.Petersbourg*
Baltic Hotel Vana Wiru*
Baltic Hotel Imperial*
Ülemiste Hotell
Savoy Boutique hotel
Bern
Erel Apartments
Sakala Residence
RED Group Apartments*
Old House guesthouse & hostel
Ites Apartments
Apartment.ee
Romeo Family Apartments*

* only similar product in room

■ Car rentals

Sir rent
R-Rent

■ Embassies and Chambers of Commerce

Austria Saatkond
Suurbritannia Ühendatud Kuningriik sk.
Ameerika Ühendriikide Saatkond
Ukraina Saatkond
Tšehhi Saatkond
Vene Saatkond
Leedu Saatkond
Hiina Saatkond
Saksamaa Saatkond
Soome Saatkond
Norra Saatkond
Valgevene Saatkond
Jaapani Saatkond

Ungari Saatkond
Hollandi Saatkond
Rootsi Saatkond
Poola Saatkond
Korea Saatkond
Itaalia Saatkond
Prantsuse Saatkond
Taani Saatkond
Kanada Saatkond
Austria Saatkond
Läti Saatkond

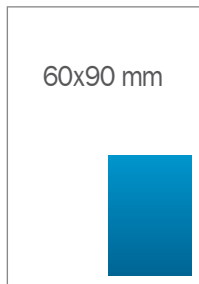
In Your Pocket Estonia
Vana-Viru 4 - 33
10111 Tallinn
tel. +372 644 6470
fax. +372 644 6470
tallinn@inyourpocket.com

Print advertising

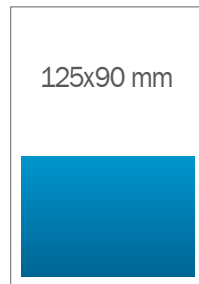


125x40 mm

1/4 page (horizontal or vertical)
[6000 kr]

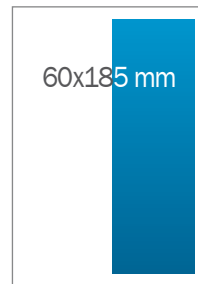


60x90 mm



125x90 mm

1/2 page (horizontal or vertical)
[8000 kr]



60x185 mm



143x210 mm
(+3mm bleed)

Full page
[14 000 kr]



143x210 mm
(+3mm bleed)

**Facing map/
Inside front**
[17 000 kr]



286x210 mm
(+3 mm bleed)

2 page spread
[20 000 kr]
**Page 2&3 spread/
Centre spread**
[23 000 kr]



143x210 mm
(+3mm bleed)

Inside back
[15 000 kr]



143x210 mm
(+3mm bleed)

Outside back
[21 000 kr]



60x20 mm

Brand spot
[3 spots - 3800 kr]
[5 spots - 5000 kr]

Ad design

Given high quality slide(s) and/or other suitable material we will be happy to design your ad for you:

Quarter page ad design	€90
Half page ad design	€140
Full page ad design	€225

Discounts

- Yearly contract (6 issues) - 20%
- 3 - 5 issues - 10%
- Two or more ads in one issue - additional 10%
- Pages 4 - 7 have an additional fee of 20%.

Material specifications

Deadline for advertising materials is 10 days before publishing date.

Advertising materials must be presented in a printable formats TIFF, PDF, EPS.

Image resolution should be 300 dpi to ensure satisfactory printing quality.

Ad design fee is 10% from the full rate price of the advertisement

Advertorials

Advertorials are published only in Getting around Keeping In Touch Shopping Directory sections (not in Where to Stay, Where to Eat, by Night and What to See sections).

There are two types of advertorials:

- Listing ad**, consisting of company's logo, contact data and short description. Size: 60 x 17 mm.

Clients who buy regular print ad receive the listing ad FOR FREE!

Price 2000 kr



Estonian Handicraft House
C-2, Pikk 22, tel. 631 40 76,
info@folkart.ee, www.folkart.ee.
► Open 10:00 - 18:00, Sun 10:00 - 17:00.

- Review in a box**, consisting of company's contact data, description and a photo. Description is written in cooperation with the editor following In Your Pocket's editorial format.

Size: 60 x 45 mm

Price 3000 kr

Boutique

Offering a wide selection of the finest fur coats, leather products, brand name handbags and accessories. Represented



Address, telephone, email, website. ► Open 11:00 - 19:00, Sat