

Sharm El Sheikh International Airport  
Hurghada International Airport



[Solutions Red Sea]

**Mediakit**  
2008

# Company Profile

**Solutions Red Sea**, registered at the Red Sea Governorate, are a team of European publishing & marketing professionals in partnership with the Egyptian Aviation Authorities, the Egyptian Airport Company and the authorities of Sharm El Sheikh & Hurghada International Airports.

Solutions Red Sea are the exclusive company that manages the Tourist Information Centers in the arrival halls of both international airports.

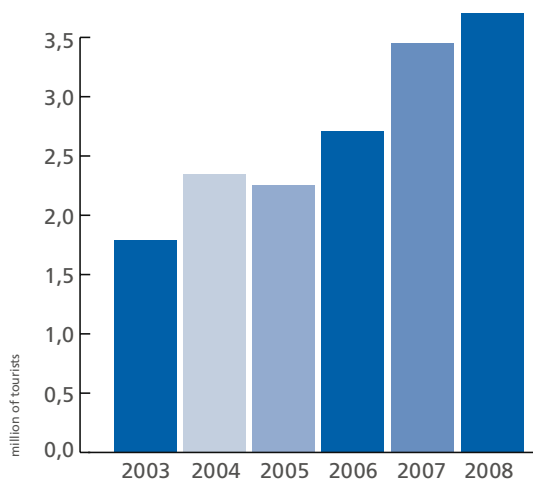
In addition to the Tourist Information Centers Solutions Red Sea publish Egypt's largest circulated tourist guides; 'Hello Red Sea, Hurghada edition' & 'Hello Red Sea, Sinai edition' as well as the Red Sea Riviera Property Directory. featuring the latest projects, developers and agencies/suppliers on the real estate market.



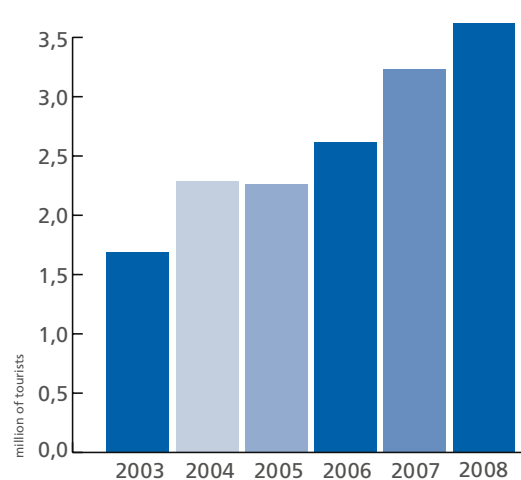
Your promotional and brand campaign will be delivered directly to 7 million tourists at the beginning of their holiday; inside the arrival halls of Sharm El Sheikh & Hurghada International Airports. Hello Red Sea & the Tourist Information Centers are the exclusive & only promotional Medium inside the airports that can offer you this unique level of brand recognition & promotional value.

Your brand will be the first to be seen, seen again, remembered and maybe taken home by 7 million tourists!

Sharm El Sheikh International Airport\*



Hurghada International Airport\*



\*official statistics provided by the authorities of Sharm El Sheikh & Hurghada International Airports (figures correct at 1st June 2008)

**Direct access to 7 Million tourists at the beginning of their holiday!**

# Promotional Services

## Hello Red Sea Pocket Guide

Sinai Edition 30,000 copies per month / 1,000 copies per day.  
Hurghada Edition 30,000 copies per month / 1,000 copies per day

Hello Red Sea, Sinai & Hurghada editions, Egypt's largest circulated tourist guides are of great assistance to the tourists entering the Red Sea Riveriera. Complimentary copies are given to the guests as they pass through passport control, wait for their luggage to arrive and exit the arrival halls.

On top of this service Solutions also provides the "Hello Red Sea" pocket guide in about 60 key locations in and around Sharm El Sheikh and Hurghada.

The "Hello Red Sea" pocket guide is written in 4 languages (English, German, Italian & Russian) and providing reader friendly sections which gives the reader essential knowledge on where to visit, shop, eat and drink.

Keep your promotional message in the tourist's back pocket for the entire duration of their holiday.

## VIP Welcome Pack

Our own travel wallet 'Welcome to the Red Sea Riviera', containing a copy of Hello Red Sea, a local map and promotional flyers. Place your promotional message on the back or inside of the wallet, our flagship display product, and maybe even see your message return to Europe as the tourists place their passport and tickets inside the wallet for their flight home.

## Editorial Sponsorship Hello Red Sea

Our editorial is impartial, and not influenced by advertisers or sponsors, but we can offer your company a sponsorship of a key section in the guide . Your logo placed on each page of the section and your own advert within the section.

## Special Inserted Section

Insert your special 2 page advertisement / advertorial section within Hello Red Sea, providing more space to promote your company message to the tourists.

## Bookmarks

For a stand alone presence, your custom-designed bookmarks can be inserted into the Hello Red Sea Pocket Guides.

## Flyer Distribution

Your flyer placed inside the VIP Welcome Pack. 1,000 flyers a day per airport (2,000 in total), 365 days a year.

Essential additional promotion for your business.

## Branded Staff Uniforms / Lanyards

Our team of 6 (in each airport) wearing branded uniforms / lanyards of your design throughout the 24hr shift, 365 days a year. Display your promotion around the arrival hall as our staff answer questions, offer information and assist the tourists at the beginning of their holiday.

## Property Directory

A bi-monthly publication covering the Red Sea Riviera, including the latest and hottest projects, developers and agencies/suppliers on the real estate market. Distributed in the airport as well as in key locations in an around Hurghada.

# DISTRIBUTION POINTS

## VIP Welcome Pack @ Airports

Our own travel wallet containing a copy of Hello Red Sea, a local map and promotional flyers is solely distributed in both Sharm El Sheikh & Hurghada International Airports.

### ■ Sharm El Sheikh International Airport

### ■ Hurghada International Airport

## TAKE ME I'M FOR FREE Distribution Stands

Additional to our daily distribution in the airports we have several stands in prime locations around Sharm El Sheikh and Hurghada town. These stands hold copies of the Hello Red Sea Pocket Guide as well as copies of our Red Sea Riviera Property Directory. All stands are refilled at least once per day.

## Sharm El Sheikh Town

### ■ Naama Bay

- Little Buddha
- Bus Stop
- Tavern
- 24/7 Supermarket
- Ghibli Raceway
- King Safari
- Makani
- Panorama
- Oonas Dive Centre

### ■ Nabq

- Alhambra Café La Strada
- Bacchus Market La Strada
- Kodak Hauza Beach Hotel
- Pharmacy Hauza Beach Hotel
- Café L'Aroma

### ■ Hadaba

- Adams
- 24/7 Supermarket
- Picasso Café
- Delta Sharm Resort
- El Fanara Beach Bar
- Iberotel El Fanar
- Falcon Inn Pharmacy
- Terizzina Beach
- Papas Tavern
- Makani
- Sheikh Abdullah
- Tavern 2
- Sheikh Abdullah Creative Grand Hotel
- Pharmacy Mexicana Hotel
- Supermarket Mexicana Hotel
- Metro

### ■ Shark's Bay

- Ana Supermarket  
Concorde El Salam
- Kodak
- Pharmacy
- Sheikh Abdullah
- White Knight Supermarket

## Hurghada Town

- Abu Ashara Family Market  
Downtown
- Abu Ashara Mall Sekalla
- Abu Ashara Super Market  
Tourist Road
- Ministry of Sound The Beach
- Hed Kandi Beach Bar
- Papas Bar Sekalla
- Papas 2 Downtown
- Sea Gull Resort Sekalla
- Bulls Cafe, Bakery & Restaurant
- Da Nanni
- Little Buddha
- Mahmya (Giffun sland)
- Hard Rock Cafe
- Bombay Flowers

- Cafe Del Mar
- Copa Cabana
- Pita Sphinx
- Esplanada Sphinx
- Da Capo
- Star Fish
- Regal Dive (complete VIP Wallets)
- Emperor Divers

### Further Spots:

- El Gouna
- Real Estate Agencies (diverse)
- Soma Bay
- Makadi



# Technical Guidelines

## Hello Red Sea Pocket Guide & Property Directory

### Mechanical specifications

Publication Trim Size:	10,3cm wide x 21cm high
Printing:	four color offset print
Binding:	perfect binding
Paper Stock:	Gloss coated

### Pre-press specifications

All advertising should be provided in a digital format. Required format for digital advertisement is:

- hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded
- hi-res Jpeg Format (300 DPI / CMYK)
- Macromedia Freehand / Adobe Illustrator. Embedded images must be a minimum of 300 Dpi (dots per inch). Color images must be CMYK. Text must be converted to paths.

Files containing RGB images cannot be accepted. For further instructions on how to prepare your digital advertisement please contact Mr. Jurgen Flass (010-1383147).

### Ad size (full page)

Publication Trim Size: **10,3cm wide x 21cm high**. Due to the perfect binding important contents should be placed not closer than 6mm to the edges of the page.

**For Bleed Ads: Live copy must be 5mm from all sides.**

### DPS (double page spread)

Publication Trim Size: **20,6cm wide x 21cm high**. Due to the perfect binding important contents should be placed not closer than 6mm to the edges of the left part as well as the right part of the double page.

**For Bleed Ads: Live copy must be 5mm from all sides.**

## VIP Wallet

### back cover (VIP wallet)

Publication Trim Size: **11,5cm wide x 21,5cm high**.

**For Bleed Ads: Live copy must be 5mm from all sides.**

### Inside (VIP wallet)

Please contact us for the exact diecut form.

# Solutions Red Sea - Key Contacts



## **Brian Evans - Managing Director**

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## **Garry Middlehurst - Operations Director**

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## **Lane Sands - Sales Executive**

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## **Clare Armstrong - Accounting Manager**

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## **Office Management**

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Hurghada: [info@solutions-redsea.com](mailto:info@solutions-redsea.com)

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## **Solutions Red Sea**

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