

POLO⁺¹⁰

Media rates „Polo on Snow“ 2011

This special issue is the journalistic companion for the fan community of one of the most exclusive and most fascinating sports of the world: polo on snow. In sensational reports and lavish coverage through a wide range of photo series, we present the highlights of the past snow polo chukkas. The spectators in the field edge remain in the spotlight just like the international premium brand since they represent just as much the unique part of the elite world. Polo is more than just sports – Polo is a philosophy of life.

Frequency of publication: yearly.

Circulation: 5,000 copies.

Coverage: Kitzbuehel, St. Moritz, Klosters, Cortina d'Ampezzo, Megève and Moscow.

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Distribution area of the special issue "Polo on Snow"

Personalized single dispatch to sponsors' premium customers.

1,500 copies

Display during the top polo tournaments in Austria, Switzerland, Italy, France, Russia

3,500 copies

Advert rates (VAT added only inside Germany) applicable since January 2009

2/1 page 4C EUR 7,900.00

1/1 page 4C EUR 4,950.00

1/2 page 4C EUR 3,350.00

Branch exclusivity and premium placement within the magazine:

With pleasure we inform you about any suitable supplement.

Advertorials:

Advertorials can be booked for a minimum range of 1/1 page listed price with an additive production supplement per page. The reservation of an advertorial should be confirmed up to 3 weeks before the respective editorial deadline.

Furthermore, we need to receive within the same delay, all production documents (photos and information material), which are necessary for a complete coverage of the subject you wish to present in the next publication. You will have to furnish the information and material for the publishing company free of charge and organize the possibility to leave it to our disposal.

The production costs of the advertorials enclose the following services: Layout, text, as well as a reproducible artwork for the printer's copy:

1/1 side 1,500 euros

2/1 side 2,500 euros

Production costs for special formats are defined by written form within an offer of your advertising consultant.

Advertorials are labelled with the word "Advert". The print approval results from a narrow collaboration with the customer and the representative of the advertising agency. The colour proof is obtained by a contract proof.

Digressive pricing:

With simultaneous advertising in another magazine of our publishing company, we grant a 10% of discount on your advertising volume, a complementary 20% discount within in four issues. With pleasure we send you an overview of all our titles or your possibilities to become a sponsor.

Please feel welcome to ask us for any complementary media rates for the semi-annual **Polo+10** magazine, or for a personalized offer according to the requested advertising package or format. Our special editions „Sylt“ or other tournament specials for different regions in Germany represent other regional advertising conditions. Information on subjects in each edition, extracts of past issues of Polo+10, events and technical details of advert formats are available on our website when you enter <http://www.polo-magazin.de/mediadaten.php>

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