

## Exclusive Top-Level Advertising

BACK THE RIGHT HORSE WITH POLO+10...

... the official partner of the German Polo Association (DPV) and official partner to the Federation of International Polo (FIP), the Swiss Polo Association (SPA), the Austrian Polo Association (APA), the Central European Polo Association (CEPA) and the Polo Club Luxemburg;

... exclusive media partner to the most important tournament organizers in the German speaking world;

... your ticket to the "inner circle", the international community of players and polo followers;

... highly effective advertising platform: the range and carefully targeted distribution of the magazine means that it reaches customers you want to reach in an exclusive, high class context closely linked to positive and exhilarating sport experiences.

... distributed at all important tournaments in all German-speaking countries;

... presenting truly fabulous animals, the people behind the scenes and a real sense of lifestyle – POLO+10 showcases the world of polo, and gives its readers exciting insights;

... get straight to the unique target group of High Net-Worth Individuals (HNWIs);

... promoting polo: POLO+10 supports young talent, new tournaments and polo structures all over Europe;

... the longest established polo magazine throughout the German speaking world.

## Contact

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## POLO+10 Online

POLO+10 is the #1 internet platform for polo. POLO+10 reports daily, providing the latest facts and figures and full-scale photo galleries on all the current events and tournaments taking place in the German-speaking countries, as well as all important international tournaments. POLO+10 also has exciting background reports from the polo scene, interviews with organizers, players and sponsors, reports directly from the playing field and the sidelines.

POLO+10 taps into the social networks with its very popular newsletter, and our polo group in facebook is the largest polo group in Europe.

POLO+10 also works as a lifestyle portal with information, news and trends from the world of glamour and luxury, and offers you the ideal platform for brand presentation. Your advertising will reach up to 5,000 unique polo, lifestyle, glamour and luxury users every month.

## Sponsoring & VIP

We will be glad to get you VIP tickets and recommend exhibition space or sponsoring contracts for the perfect positioning of your brand. A combination of sponsoring and print presentation guarantees optimum placement and long-term effectiveness in this unique sport.

The result for our customers is maximum exposure and tangible monetary benefits. Go to [www.polo-magazin.de](http://www.polo-magazin.de) for more details, or call us directly. We'll be glad to talk through more details with you.

## Advertisement Prices

PRINT	Size	Net Price	ONLINE PER MONTH	Size	Net Price
	2/1 Page 4C	EUR 8,300		Wallpaper	EUR 1,095
	1/1 Page 4C	EUR 5,300		Skyscraper right	EUR 895
	1/2 Page 4C	EUR 3,500		Banner left	EUR 595
	1/4 Page 4C	EUR 2,050		Content Ads	EUR 125

We would be glad to make you an individual offer for your supplements or special advertising campaigns.

# POLO<sup>+10</sup>



PRINT & ONLINE MEDIA DATA 2012



## POLO+10 The Polo Magazine

MAIN PUBLICATIONS 2012

Circulation: 20,000 copies

Plan ahead! Note the following dates:

POLO+10 Spring Edition at the start of the new season in May 2012

POLO+10 Autumn Edition at the close of the season in October 2012

Coverage throughout Germany, Austria, Switzerland, Liechtenstein and Luxemburg.

### DISTRIBUTION POINTS INCLUDE

50 polo clubs and organizers spread all round the German-speaking countries and in the VIP areas of the best tournaments in Germany, Austria, Switzerland and Luxemburg.

Copies are sent to executives, policy-makers, multipliers and high net-worth individuals; free in exclusive business lounges, distribution by sponsors and advertising partners of top polo tournaments.

Distribution in collaboration with "Selected German Luxury Hotels" as well as first-class hotels, gourmet restaurants and hot-spots in our German-speaking territories, especially in Hamburg, Munich, Dusseldorf, Berlin, Cologne, Baden-Baden, Timmendorf, Klosters, Zurich, St. Moritz, Gstaad, Vienna, Kitzbuehel and Sylt.

Also available in selected news agencies and newsstands in German-speaking countries, including first class business traveler lounges and private airlines.



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Images: Jacques Toffi, Tony Ramirez/www.imagesofpolo.com, POLO+10



## POLO+10 on Snow 2012

SPECIAL EDITION IN GERMAN AND ENGLISH

Publication: January 2013

Countries: Germany, Austria, Switzerland, Russia, France and others

Winter polo on snow has two great features: an impressive tradition and a promising future. That's why POLO+10 is - for the fourth time - dedicating a special feature edition to winter polo.

### DISTRIBUTION

Polo World Cup on Snow, St. Moritz/Switzerland  
BMW Polo Masters Tour, France (Val d'Isère, Megève, Courchevel)  
Snow-Polo, Klosters/Switzerland  
Valartis Group Snow Arena Polo World Cup, Kitzbuehel/Austria  
Russian Snow Polo Cup, Moscow/Russia

Distribution to polo clubs in territory and in VIP areas of the best winter tournaments.

Copies are sent to executives, policy-makers, multipliers and high net-worth individuals; free in exclusive business lounges, distribution by sponsors and advertising partners of top polo tournaments.

Distribution in collaboration with "Selected German Luxury Hotels" as well as first-class hotels, gourmet restaurants and hot-spots in our German-speaking territories, especially in Kitzbuehel, St. Moritz, Davos-Klosters and Zurich.

## Tournament Magazines 2012

We will be glad to send you the complete media data for our main publications and the special issues. In 2012, there will be official tournament magazines e.g. for the title sponsors Berenberg Bank, BMW, Bucherer, Julius Bär and Sal. Oppenheim in Hamburg, Munich, Berlin, Oberursel/Frankfurt, Dusseldorf, Sylt, and in Gut Aspern and Gut Basthorst nearby Hamburg. Visit [www.polo-magazin.de](http://www.polo-magazin.de) for more details.