

POLO⁺¹⁰

Media rates 2011

Publication

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Coverage zone: Germany, Switzerland, Austria, Luxembourg and Liechtenstein.

Special tournament editions for: Sylt, Munich, Duesseldorf, Frankfurt, Berlin, as well as Hamburg and surroundings with Gut Basthorst and Gut Aspern.

Coverage

Display through 41 polo clubs in the German speaking area and VIP areas of the top Polo tournaments in Austria, Switzerland, Luxembourg and Germany 8.600 copies

Direct delivery to top opinion leaders, managers, decision-makers and High Net Worth Individuals, through international private airlines, financial partners and exclusive business lounges, by polo-tournament sponsors and advertising partners 3.800 copies

Distribution through the Association of Selected German Luxury Hotels and exquisite first-class Hotels, Gourmet restaurants and hot-spots in our distribution territories: St. Moritz, Klosters, Davos, Zurich, Gstaad, Vienna, Kitzbuehel, Hamburg, Sylt, Berlin, Munich, Duesseldorf, Baden-Baden and Cologne 6.400 copies

Paid Circulation: Subscribers and Newsstand circulation (in German speaking countries, including first class business traveller lounges and airports) 1.200 copies

Advertising Rates in EUR

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1/1 page 4C 4.950,-	2.600,-
1/2 page 4C 3.350,-	1.800,-
1/4 page 4C 1.950,-	1.000,-

With pleasure we inform you about any suitable supplement. An overview of other publications that our publishing company edits, as well as media specs for special editions concerning tournaments in Hamburg, Munich, Duesseldorf, Sylt and for the Hamburg area, Gut Aspern and Gut Basthorst, is also available.

Discount

For TWO adverts a year, we offer a 10% discount. In FOUR issues, we offer a 20% discount. A 2% discount is offered for wire transfer payment and a 3% discount for payment in advance.

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