

POLO⁺¹⁰

Media rates 2010

Publication

Circulation: 20.000 copies

Semi-annual: 19th April (spring) and 15th October (autumn).

Editorial closing date: 5th April (spring) and 22nd September (autumn)

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

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

Coverage

Display through 39 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 Net Jets international private airline, 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, Kitzbuechel, 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

Formats	Main edition (semi-annual)	Special edition for tournaments
2/1 page 4C	7.900,-	3.700,-
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, Berlin, 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.

If you need more technical ad information, rate structure and upcoming features please contact our office by phone +49 40 300 67 29-26 or via E-mail hallo@polo-magazin.de (Price list No. 12 – valid since January 1st 2010).

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