

# connoisseur *circle*

S P A  
SCHÖNHEIT + PFLEGE + ACHTSAMKEIT

SPECIAL EDITION TO EUROPE'S EXCLUSIVE  
GERMAN-SPEAKING LUXURY TRAVEL MAGAZINE

## Exclusive Premium Topics

CONNOISSEUR CIRCLE ACCOMPANIES READERS ON THEIR QUEST FOR WELL-BEING, BEAUTY AND RELAXATION, A QUEST WHICH ALLOWS THEM TO DISCOVER THEMSELVES – AND TO ENCOUNTER SPECIALISTS OF THE HIGHEST CATEGORY WHOSE PRIME CONCERN IS TO SATISFY THE NEEDS AND WISHES OF THEIR GUESTS: SELECT PRODUCTS, INNOVATIVE APPLICATIONS, SURPRISING HOTEL DISCOVERIES AND A SELECTION OF THE FINEST ADDRESSES FOR SPA & BEAUTY ARE ALL AN INVITATION FOR CONNOISSEURS TO DISCOVER THE WORLD'S BEST HOTELS AND ALSO A VALUABLE SOURCE OF INFORMATION ON THE MOST CURRENT TRENDS.

## Media information 2018

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### ADVERTISEMENTS RATES

2/1 page 4c, 420 x 297 mm

GERMANY	€	11,800.00
AUSTRIA	€	7,700.00
SWITZERLAND	CHF	9,400.00
SPECIAL RATES	€	13,500.00
all countries	CHF	16,600.00

1/1 page 4c, 210 x 297 mm

GERMANY	€	5,900.00
AUSTRIA	€	3,850.00
SWITZERLAND	CHF	4,700.00
SPECIAL RATES	€	6,800.00
all countries	CHF	8,400.00

## TOTAL CIRCULATION: 98,000

### AUSTRIAN CIRCULATION: 34,000 ISSUES

PRESENTED PERSONALLY OR PERSONALIZED DELIVERED: 23,000

#### CIRCULATION

- 7,500 newsstand retail
- 2,500 members of the Austrian Airlines HON Circle and selected Austrian Airlines Senators (To become a member of the HON Circle the traveler must accumulate 600,000 miles in two consecutive calendar years)
- 3,500 airports, airport lounges, etc. (Austrian Airlines, VIP-lounge Vienna International airport, etc.)
- 3,500 copies distributed in cooperation with selective partners, tourist organizations and DER Touristik travel agencies (DERTOUR deluxe cooperation)
- 15,000 exclusive distribution „Very Special Hotels“ to top decision makers and Connoisseur Circle members in Austria with a net household income of more than € 5,000

## GERMAN AND SWISS' CIRCULATION: 64,000 ISSUES

PRESENTED PERSONALLY OR PERSONALIZED DELIVERED:

GERMANY: 35,500

SWITZERLAND: 8,000

#### GERMAN CIRCULATION: 54,000

- 13,000 newsstand retail
- 8,000 direct delivery to frequent-traveler top decision makers in Germany earning a net household income of more than € 5,000 via distributor Very Special Hotels, Connoisseur Circle Members and Subscribers
- 14,000 direct delivery of fixed number of copies and distribution to top customers by more than 1,000 DER Touristik travel agencies (DERTOUR deluxe cooperation)
- 15,500 airport lounges (Austrian, Swiss, Lufthansa Business, Lufthansa First Class)
- 8,500 via brand partners, limousine services and tourist organizations luxury fairs, tou-

rism fairs (ILTM Cannes, ITB Berlin, Loop etc.), events and roadshows with DERTOUR deluxe and Connoisseur Circle Hospitality Awards

- 5,000 direct delivery to 4-star and 5-star hotels and to upscale tourist information agencies

#### SWISS' CIRCULATION: 10,000

- 1.500 Einzelhandel Kiosk
- 2.000 an CC-Members und Abonnenten sowie Direktübergabe an Endkunden ausgewählter Premium-Reisebüros
- 500 Swiss Lounges Airport Zürich
- 6.000 Direktversand an Entscheidungsträger in Touristik, Banken, regionale Interessenverbände der Schweiz, Premium-Kunden