

Member of Publishing Group Deluxe®

MUNICH®

*Deluxe*

## REAL LUXURY INSIDE

The Publishing Group Deluxe stands for boundless luxury and lifestyle at the highest level. The high-quality magazine focuses specifically on a target group that has an exceptional affinity with luxury. The successful concept of an individual Deluxe Magazine undertakes contemporary themes in the fields of fashion, lifestyle, beauty and trends, travel and enjoyment and art and design to the highest standards for extremely demanding readers. The magazines are released two to four times a year and are dedicated exclusively to up-market lifestyle. All of the publishing group's publications are released in German, English and Russian. The magazines offer an exquisite platform for business and high-quality leisure activities and lifestyle in exclusive hot spots around the world. The Publishing Group Deluxe sets standards in the field of luxury.

### TARGET GROUP

As a successful media business, we have set ourselves the goal of communicating with an extremely exclusive and demanding target group: Ultra High Net Worth Individuals (UHNWIs). The term UHNWI was coined in the banking sector and can be defined as: Persons with investable assets of at least 30 million US dollars, excluding personal assets and property such as one's primary residence, collectibles and consumer durables. Ultra High Net Worth Individuals comprise the richest people in the world and control a disproportionate amount of global wealth. Ultra high net worth is generally quoted in terms of liquid assets over a certain figure. The exact amount differs by financial institution and region. The number of richest people has increased in recent years, and they have grown even richer. In recent years, the biggest growth in numbers of the mega-rich was in the emerging economies, specifically in the BRIC nations of Brazil, Russia, India and China – 2020 they have more than 600 billionaires in their ranks.

Through direct sales at the best locations, we attract expats, tourists or domestic seekers of luxury and we speak to them in their

own language. This is how we secure the attention of our advertising customers' target group – both nationally and internationally. About 60 per cent of our readers are women between 30 and 60. The other 40 per cent are men between 35 and 65.

### DISTRIBUTION

Sales and distribution by means of top partners from upmarket hotels and restaurants, exclusive city centre stores, art galleries and auction houses, private jets, airport VIP lounges and the general aviation centre allows us to have direct communication with this target group which has an exceptional affinity with luxury. Our channels of distribution are not just national, but international and contribute to the magazines' success.

### CUSTOMERS

Our customers include private banks, private clinics, real estate companies, beauty and wellness salons, designers, luxury hotels, jewellers, watchmakers, luxury car brands, museums and galleries and many more. We strive for more long-term partnerships and collaborations and we always endeavour to provide our advertising customers with the best possible presence.

### MARKET SITUATION

The desire for luxury is unchanged. Haute Couture, jewellery and watches are timeless classics and enjoy great popularity. The World Luxury Index shows an enormous increase since 2009. Would you like to communicate with this target group that has an exceptional affinity with luxury? Our publications offer you the ideal platform to do so.



## FACTS & FIGURES

### COLUMNS

Art & Culture, Business & Finance,  
Shopping & Lifestyle, Gourmet & Dining,  
Motor & Sports, Properties & Interior,  
Beauty & Medical, Travel & Resorts

### PUBLICATION DATES

18 April (Spring/Summer)  
17 October (Autumn/Winter)

### ADVERTISING DEADLINES

4 April (Spring/Summer)  
3 October (Autumn/Winter)

### EDITORIAL DEADLINES

28 March (Spring/Summer)  
26 September (Autumn/Winter)

### LANGUAGES

German, English and Russian

### CIRCULATION

35 000 copies

### DISTRIBUTION

April/Mai/June/July  
October/November/December/January

## TECHNICAL DATA

### FORMAT

230 x 297 mm

### IMAGE FILES

We accept images in the following formats: EPS, TIFF and JPEG in RGB or preferably CMYK.

The image resolution should be 300dpi in the selected image size. The images have to be in 4c color separation (as indicated under image data) and JPEG (highest quality) or compressed as ZIP.

### PRINTING MATERIAL

Material shall be delivered in the formats given in the media data. For full page formats we require 3mm bleed.

In the case of a double-page spread with text copy extending across the gutter margins, leave 2mm bleed on the center left and right-hand sides. Forwarding as a ready to print PDF-file with crop marks. All fonts have to be embedded.

A fee of Euro 110,- will be charged for advertising design.

### FORWARDING PRINTING MATERIAL

E-Mail: [graphics@munichdeluxe.eu](mailto:graphics@munichdeluxe.eu)

## FEES

### ADVERTISEMENTS

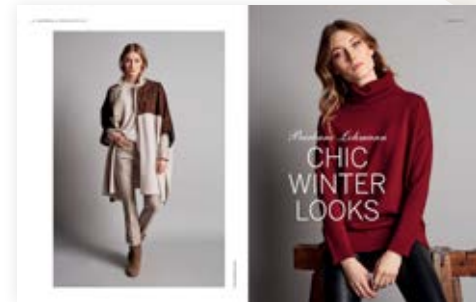
2/1 Double Page  
460 x 297 mm  
**€ 12.640,-**



1/1 Page (right-hand page guaranteed)  
230 x 297 mm  
**€ 7.900,-**



1/2 Page (right-hand page guaranteed)  
230 x 148,5 mm  
115 x 297 mm  
**€ 5.200,-**



### PREMIUM PLACEMENTS

3/1 Pages Cover Flap + IFC + P1  
665 x 297 mm  
**Fee upon request**



2/1 Pages IFC + P1 (inside front cover)  
450 x 297 mm  
**€ 17.380,-**



1/1 Page IBC (inside back cover)  
225 x 297 mm  
**€ 10.660,-**



1/1 Page OBC (outside back cover)  
230 x 297 mm  
**€ 13.820,-**



## ADVERTORIALS

Fees upon request

## EDITORS CHOICE

1/2 Page  
€ 2.500,-

1/4 Page  
€ 1.250,-



## ONLINE

### Website

Online Articles  
Deluxe Product Placement  
Classic Square Banner & Full Banner

### Instagram & Facebook

[instagram.com/publishinggroupdeluxe](https://www.instagram.com/publishinggroupdeluxe)  
[facebook.com/publishingdeluxe](https://www.facebook.com/publishingdeluxe)

Fees upon request

## CANCELLATION CONDITIONS

Cancellation requests must be received 14 days before advertising deadline. In the event of cancellation of an order, a cancellation fee amounting to 50% of the ad value will be invoiced. If the order is cancelled after the closing date of the advertisement or if the print documents do not arrive on time, the complete price for the agreed advertisement will be invoiced. For further details, please see our general terms and conditions.

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## CONTACT US

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