



connoisseur circle

— THE FINE ART OF TRAVEL —



2024 MEDIA INFORMATION



# Where luxury travelers start their journey

THE LEADING MULTIMEDIA PLATFORM FOR LUXURY TRAVEL INSPIRATION

## THE NEW WAY OF TRAVELING

Luxury travelers are no longer content with having the fabled golden faucets in their suites. Instead, they want to discover special places off the beaten track and experience communities so different from their own. They want to relax in lavish retreats and enjoy the atmosphere of glamorous hotels as well as experience exciting adventures in nature. In a nutshell, **they want to create memories of unique and priceless moments.** To today's and tomorrow's luxury travelers, these notable experiences are as precious as gold.

## INSPIRE ME

Luxury travelers won't discover these incomparable locales unless they receive well-founded information to develop a taste for the extraordinary. That's why Connoisseur Circle's outstanding editorial team has created the **premier media platform** for luxury travelers and travel experts.

With its cross-media offers and various information channels, Connoisseur Circle is always at hand when the demand for new travel ideas and travel news arises. Our content can be accessed on cell phones, tablets, online, via an interactive digital magazine, or in print.



First-class travelers start their journey right at the source of luxurious inspiration, i.e., in Connoisseur Circle's travel world.



# Our community

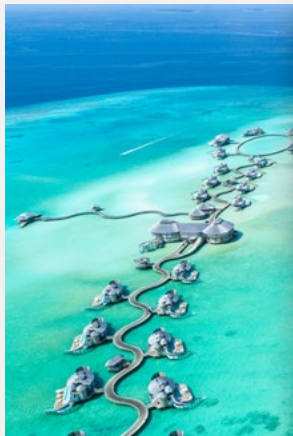
FREQUENT TRAVELERS AND BON VIVANTS WITH A TASTE FOR LUXURY

## OUR COMMUNITY IS MULTIFACETED

It includes younger people over the age of 30 who ascending the career ladder, as well as silver agers who are enjoying life to the fullest.

## THEY HAVE ONE THING IN COMMON, HOWEVER

All these connoisseurs have a high income. They like to take frequent trips, are loyal to their favorite brands, and they enjoy luxury products. .



As our multimedia channels contain a wide variety of travel inspirations, our customers can easily determine their favorite travel choices — from safaris and glamping to beach vacations, cruises, wellness getaways, mountain adventures, and city trips.

The gender ratio is well-balanced:

**54%**  
are female.

**61%**

of Connoisseur Circle's reach derives from the highest income category.

**67,3%**

travel at least 3 times a year.

For **91%**  
regular travel is the third most popular activity to achieve work-life balance.

**64,4%**

are luxury-oriented and are willing to spend their funds on indulgent lifestyle choices.

\*Standardized reader survey, offline/online fall 2023



# The community

OUR CUSTOMERS APPRECIATE OUR HIGH-QUALITY EDITORIAL CONTENT

## OUR COMMUNITY LIKES TO READ

Our community is on the constant look-out for reliable information. Our inspiring travel features expand their horizon.

90,8%

answered in the affirmative to the question whether they like to be inspired by Connoisseur Circle even if no trip is currently planned.

76,6%

use Connoisseur Circle as their first go-to source of information when researching new travel ideas and hotels.

47%

drew their travel and inspiration from Connoisseur Circle's media portfolio within the last 6 months.

65%

collect Connoisseur Circle magazines or save CC newsletters.



Connoisseur Circle's excellent and much appreciated editorial content and the involvement of our high-caliber readership create the framework for a high level of attention for advertising messages.

92,7%

would (greatly) miss Connoisseur Circle's travel inspirations.

91%

are especially interested in receiving insider tips on luxury travel, hotels, and itineraries.

94,3%

value first-hand information, a mix of editorial features, and hotel recommendations most.

Standardized reader survey, offline/online fall 2023



# Our reach

A MULTIMEDIA BRAND IS A STRONG MARKETING PARTNER

Our targeted, wide reach in the luxury travel sector is the result of our sustained branding efforts over the past **17 years**. This reach was achieved with the help of our cutting-edge editorial content and partnerships and distribution efforts with opinion leaders, tour operators, travel agencies, tourism experts, and multipliers cultivated over many years.

Connoisseur Circle reaches

**2,3 million**

people interested in luxury travel in the D/A/CH region.

**1,7 million**

contact opportunities through high-caliber partnerships in the luxury segment.



Connoisseur Circle World has achieved one of the top reaches in the DACH region after expanding its digital channels to complement its print magazine; increasing its POS services for travel agencies; and developing individualized, channel-specific content.



# A multichannel system with customized solutions

## **TRENDSETTER: TRAVEL CONTENT FOR ALL OCCASIONS**

The Connoisseur Circle media platform is not only used selectively before a planned trip but also provides content to sophisticated travelers who search for out-of-the-ordinary experiences throughout the year.

With its reach, multimedia channels, and high-caliber readership, Connoisseur Circle is therefore a **premium partner for strengthening brand identity** throughout the year. Our multimedia platform also serves as an **impetus and driving force for bookings and up-to-date offers** intended for immediate grasp.

## **SCORING A BULL'S EYE WITH YOUR ADVERTISING CONTENT**

Our customized solutions for your advertising message are as individualized as our customers' travel plans.

Depending on your advertising objectives, different channels can be combined in a meaningful way and ensure targeted touchpoints for your advertising message with the Connoisseur Circle community, which is always one click away from making a reservation. Attention-grabbing recommendations and different types of contests may support your marketing efforts.





# The Connoisseur Circle Ecosystem

## A PROFITABLE CROSSMEDIA CONCEPT

A great brand needs a great platform. Connoisseur Circle media mix includes a wide variety of content that ensures that marketing campaigns reach a high-caliber, travel-savvy readership.

### 2024 CONNOISSEUR CIRCLE MAGAZINE

circulation: 86,000 copies, quarterly

### A DIGITAL LUXURY JOURNEY – DIGITAL-MAGAZINE

Total reach\*: approx. 570,000 copies, quarterly (\*Total reach derived from newsstand and retail distribution and sales partnerships)

### WEBSITE

Monthly visitors: 21,000 Monthly unique users: 16,000 Average duration: 2:31 min.

### B2C-NEWSLETTER

30,000 subscribers International topics: bimonthly THE BEST HOTELS (DACH): bimonthly

### B2B-NEWSLETTER "CC VIP BRIEFLY"

9,000 business contacts

### E-MAGAZIN "CC VIP"

Monthly e-magazine 28,500 contacts 12,650 via TIC twice a year 20,000 subscribers of Rv9

### SOCIAL MEDIA

Facebook: approx. 17,900 followers  
Instagram: approx. 29,800 followers  
LinkedIn: approx. 3,150 followers



\*Total reach results from own distribution and distribution partnerships



# Connoisseur Circle

BROWSEABLE LUXURY



For 17 years and counting, our magazine has established itself as the leading publication for luxury travelers. Based on our high journalistic standards, we can offer our readership cutting-edge content that is both high in quality and enjoyable to read. Our readers enjoy our publications both in print and as an e-paper. They also collected them for later enjoyment.

**Publication dates:** March 29, July 12, October 11, December 10, 2024

**Advertising closing dates:** 07. März, 24 Juni, 16. September, 22. November

**Total circulation in 2024:** 86,000 copies, quarterly

**Germany:** 52,000 copies

**Circulation in Austria:** 25,000 copies

**Circulation in Switzerland:** 9,000 copies

**Distribution:** country-specific

Connoisseur Circle is distributed in the retail sector via newspaper kiosk, to high-caliber partners and end customers in the travel industry as well as in the upscale lifestyle segment. The magazine is available as an e-paper via Connoisseur Circle Direct, Press Reader and Readly.

**Presence guarantee:** Advertorials are published additionally and without surcharge online for the entire year on [www.ccircle.cc](http://www.ccircle.cc).



Further information, format samples and rates can be found here





# Connoisseur Circle. A Digital Luxury Journey

THE NEW E-MAGAZINE FOR LUXURY TRAVELERS




Connoisseur Circle's new digital magazine uses state-of-the-art technology and cutting-edge content to turn travel dreams into a virtual reality. Opening a new dimension in marketing, we can represent your product in a multimedia and interactive format: as sliders, videos, pop-ups for special offers as well as direct links to your website.

**2024 publication dates:** February 7, May 15, August 14, November 20.

**Distribution:** mailed to all CC members and subscribers of high-caliber distribution partners (First Class & More, Ingolstadt Village, Wertheim Village, AvD, FINE Weinmagazin)

**Total reach\*:** approx. 570,000 copies, quarterly

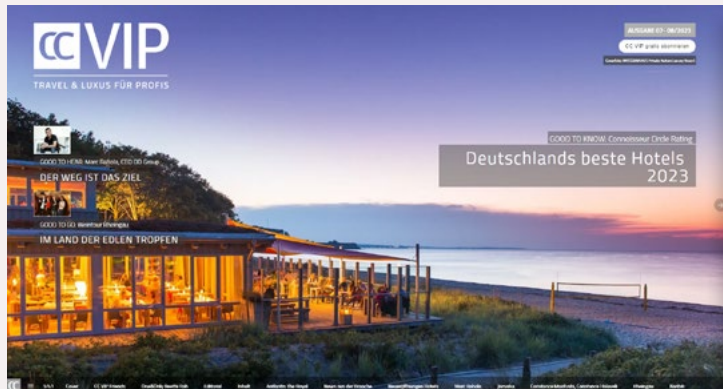
 Further information, format samples and prices can be found here.

\*Total reach derived from newsstand sales and sales partnerships



# Connoisseur Circle Business: CC VIP

THE E-MAGAZINE FOR TRAVEL INSIDERS



Our monthly e-mag for all travel experts includes travel news and special destination content, industry news, interviews, as well as restaurant and event recommendations for our B2B & travel agency partners.

28,500 contacts,

20,000 subscribers of Reise vor 9, bi-annual publication

12,650 Travel Industry Club contacts

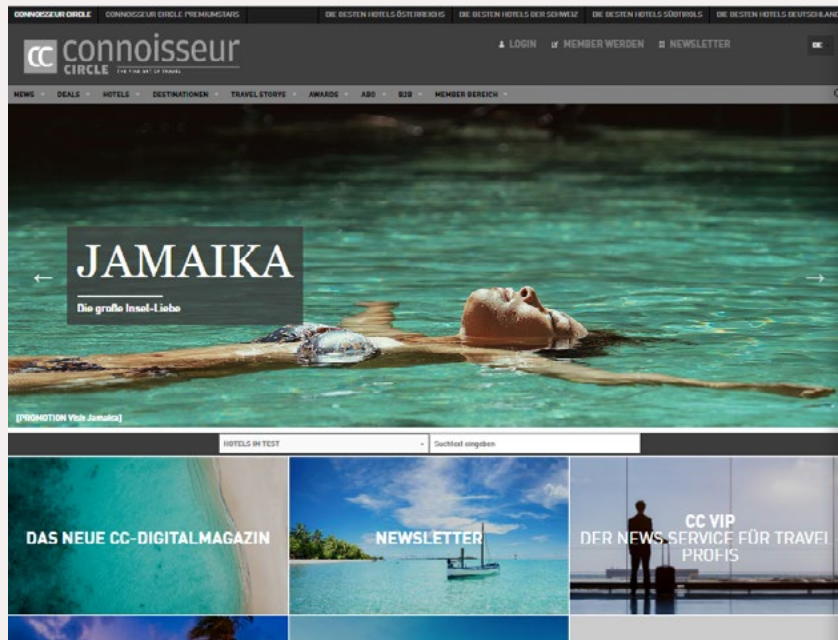


For more info, format samples and rates, click here.



# Connoisseur Circle: The Website

A PLATFORM FOR LUXURY TRAVELERS




Our website serves as an online hub for travel inspiration and virtual travel experiences. Our editorial team incorporates topics and special format offers defined in our annual partnerships. A fixed info bar accompanies users on their journey through our website. In addition, our website may also feature classic banner advertising as well as advertorials, which especially stand out in this high-caliber editorial environment. Exclusive offers may also be placed in the members-only section of the CC reading lounge.

Our platform is not only a source of information, but also provides extraordinary reading pleasure – that’s why readers return to our website, stay on it for a long time, and are very willing to

continue reading. To ensure maximum exposure to our advertisers’ message and build a harmonious relationship between our editorial staff and our advertisers, we have limited our advertising partnerships to annual co-operations.

Annual unique users: 210,000  
Annual visitors: 270,000  
Average visit duration: 2:31 min.

 Further information, formats and rates available on request.



# Connoisseur Circle Newsletter Platform

TRAVEL INSPIRATIONS DELIVERED RIGHT TO YOUR INBOX



Our newsletter platform is as multifaceted as our community. To cater to individual demands, we rely on compact, attention-grabbing teasers structured like short magazines. Our readers are regularly inspired to consciously read our content. Our customers' offers and product highlights are well placed here.



View sample newsletter.

Liebe Leserinnen und Leser,

**IMMER AKTUELL:** Auf [www.ccircle.cc](http://www.ccircle.cc) finden Sie eine täglich aktualisierte Auswahl der schönsten Luxus-Reisen.

**LASSEN SIE SICH INSPIRIEREN:** Hier finden Sie alle aktuellen Ratings der BESTEN HOTELS aus Österreich, Deutschland, Südtirol und der Schweiz: [www.die-besten-hotels.com](http://www.die-besten-hotels.com)

Und jetzt wünschen wir viel Freude mit unserer heutigen Auswahl an Specials, News und Insights!

HOTEL CASTEL PRAGSBLING



# Connoisseur Circle Newsletter World

CONCENTRATED INFORMATION THAT AWAKENS A YEARNING FOR TRAVEL



## CONNOISSEUR CIRCLE NEWS - OUR B2C NEWSLETTER:

Approx. 30,000 addresses

International themes for travel connoisseurs, twice a month: Top news, inspirations and exclusive experiences, hotels, destinations, international travel trends, and select offers.

Rating - The Best Hotels (DACH), twice a month: Highlights and offers from hotels in Austria, Germany, Switzerland, and South Tyrol included in the rating.

Average open rate: 35.8 %

Average click rate: 6.79 %

Average clicks per user: 3.52

**Formats:** Banner ad, standard text ad, premium text ad: Top 1 position. Talk to us about our special offers for our newsletter format!

## CC VIP BRIEFLY – OUR B2B NEWSLETTER:

Approx. 9,000 addresses

Published monthly as an established source of information for travel agencies and tourism experts, CC VIP BRIEFLY covers news and stories from the travel industry. Up-to-date content for B2B, business guests, travel agencies, as well as employer branding.

Average open rate: 38.38 %

Average click rate: 14.1%

Average clicks per user: 5.74

## CONNOISSEUR CIRCLE NEWSLETTER-MAGAZIN

Stand-alone: approx. 30,000 addresses

Structured in chapters, our newsletter magazine presents your product in great detail to our community. Content is presented as captivating travel features particularly suitable for offer-independent storytelling.


Only upon request in combination with annual co-operations.

Average open rate: 32.36 %

Average click rate: 5.76 %

Average clicks per opener: 3.86

**Top tip:** Newsletter sweepstakes to convey the product message and generate leads. Only upon request in combination with annual co-operations.

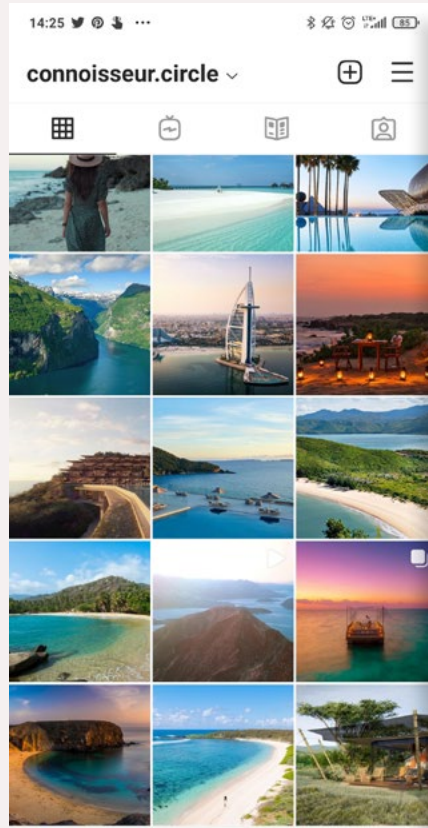
 More info and prices on request.



# Connoisseur Circle Social Media Platform

CAPTIVATING THE CC COMMUNITY

We customize travel inspiration to different channels and cover travel tips and deals through our social media channels. On LinkedIn, we expand our editorial content to include B2B topics, talks on specific themes, industry news, and HR topics.



**INSTAGRAM:** approx. 29,800 followers  
**FACEBOOK:** approx. 17,900 followers  
**LINKEDIN:** approx. 3,150 followers

Various standard editorial formats and a balanced editorial mix create a high engagement rate, thereby catching the attention of the social media community. Your content can be integrated into the following formats in a highly visible way:


- #hoteldesmonats [hotel of the month]
- #fürsiegefunden [found for you]: The best offers on the travel market
- #fürsiegetestet [tested for you]: Hotels personally tested by CC editors
- #ontour: Your CC editor on tour
- #neuerluxus [new luxury]: New travel

trends, news, visions

#travelnews: News from the hotel and travel industry

Specific content may be promoted to achieve a targeted reach in the luxury travel segment beyond that of our followers. Average monthly reach in our social media community: 450,000

Top tip: Sweepstakes to convey product message and generate leads. Only upon request in combination with annual co-operations.

 More info, formats and rates upon request.



# “The Best Hotels” rating

THE ESTABLISHED BENCHMARK FOR HOTELS IN THE D/A/CH REGION



CC expertise is also incorporated into the “The Best Hotels” ratings, the only objective evaluation system in Europe based on TrustYou, public voting, and an expert jury. Its standards are applied uniformly across four countries, constituting an important decision-making aid for potential guests.

Every year, the rating is revalidated and published in 10 to 14 categories in Austria, Switzerland, Germany, and South Tyrol.

All hotels included in the rating are presented on their own landing page for the entire year.

”

*“THE BEST HOTELS” rating has a very special significance for us. It is a sign of great appreciation for our wonderful team that seeks to inspire our guests every day by putting their heart and soul into their work. The rating is also a valuable guide for people from all over the world who are interested in a very special vacation that not only makes them feel happy and satisfied, but also has a lasting effect on them.“*

MARIA HAUSER, JUNIOR CEO AT THE 5\* BIO-HOTEL STANGLWIRT, WHICH RANKED FIRST IN THE “NATURE HOTEL” CATEGORY IN 2023

“





# The CC Hospitality Awards

A RANKING OF THE WORLD'S BEST HOTELS



The annual CC Hospitality Awards honor the world's best hosts — special luxury hotels that have performed exceptionally well throughout the year. CC's top-notch awards are a yardstick for the high-end hotel industry, best airlines, and cruise companies. At the same time, these awards provide a premium forum for hosts to present themselves to luxury travelers and the hotel and restaurant industry.

The best hosts will be nominated at the 2024 ITB. The CC Hospitality Awards ceremony is scheduled to take place in December 2024.

”

*It's an honor to accept this award on behalf of Soneva Jani.*

*BELOW: MARINE BIOLOGIST ELEANOR BUTLER, GENERAL MANAGER FREDERIC BROHEZ, RESORT MANAGER FATHIMATH SHAAZLEEN AND LIFE MANAGER ROHIT CHHETTRI*

“







# The pillars of distribution

A STRONG NETWORK

Evolving and expanded over the years, Connoisseur Circle's distribution channels are as diverse as our editorial channels.

Our strong in-house infrastructure and high-caliber network of distribution partners ensure that all of Connoisseur Circle's wide-reach products are consistently delivered to luxury travelers in the DACH region.

**With the help of its special travel agency co-operations, Connoisseur Circle can also directly represent its customers' advertising message at various points of sale.**

## PILLAR #1

Readers who receive magazines personally or purchase them (newsstand, direct sales) copy price 8,90€ / CHF

## PILLAR #2

Lounges, hotels, travel agencies: Directly at points of sale

## PILLAR #3

Sales and co-operation partners: multiple touch-points and targeted reach





## Connoisseur Circle distribution



Connoisseur Circle is distributed via the retail sector (newspaper kiosk) retail outlets, outstanding co-operation partners, and targeted digital distribution channels.

**2024 total circulation:  
86,000 copies, quarterly**



# Connoisseur Circle Distribution

GERMANY



**Circulation: 52,000 copies, quarterly**

**Personal handouts or personalized delivery: 35,000 copies**

- 6,000 copies newsstand sales
- 18,000 copies directly distributed to travel-savvy decision-makers and Connoisseur Circle members in Germany with a net household income of more than € 5,000
- 8,000 copies directly distributed via fixed purchase and distribution as well as displays by DER Touristik travel agencies (DERTOUR deluxe co-operation) to top customers
- 5,500 copies available in airport lounges (Austrian, Swiss, Lufthansa Business, Lufthansa First Class and VIP lounges in Frankfurt, etc.)
- 500 copies distributed via branding partners, limousine services and tourism organizations, at customer events and road shows with DERTOUR deluxe
- 9,000 copies channeled through industry distributor Top-Touristik („CC VIP“) to executives and senior employees
- 5,000 copies directly mailed to select 4- and 5-star hoteliers and Top-Touristik in Germany, inside and outside of the EU.

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office@ccircle.cc  
www.ccircle.cc

The general terms and conditions and the conditions for data delivery can be found at



# Distribution Connoisseur Circle

AUSTRIA



**■ Circulation: 25,000 copies, quarterly**  
**■ Handed out in person or personalized delivery: 20,500 copies**

- 2,500 copies at newsstands
- 1,500 copies in airport lounges (Austrian Airlines, VIP lounge at Vienna Airport, etc.)
- 1,500 copies distributed by select partners and tourism organizations (top ski resorts, limousine services, etc.) and Austrian travel agencies
- 18,500 copies directly distributed to travel-savvy decision-makers and Connoisseur Circle members with a net household income of more than € 5,000
- 500 copies channeled through Top Touristik industry distributors ("CC VIP") to executives and senior employees
- 500 copies directly mailed to select 4-star superior and 5-star hoteliers.

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The general terms and conditions and the conditions for data delivery can be found at [ccircle.cc/sitemap/service-infos/mediadata](http://ccircle.cc/sitemap/service-infos/mediadata)



# Distribution Connoisseur Circle

SWITZERLAND



**Circulation: 9,000 copies, quarterly**

**Personal hand-outs or personalized delivery: 7,000 copies**

- 1,500 copies at newsstands
- 4,000 directly distributed to travel-savvy decision-makers and Connoisseur Circle members with a net household income of more than CHF 5,000
- 1,500 copies channeled through Top Touristik industry distributors ("CC VIP") to executives and senior employees
- 500 copies distributed in lounges at Zurich and Geneva airports
- 1,500 copies directly mailed to decision-makers in tourism, banks, regional interest groups in Switzerland, premium customers, and 4- and 5-star hotels (annual hotel rating: the best hotels in Switzerland).

The general terms and conditions and the conditions for data delivery can be found at [ccircle.cc/sitemap/service-infos/mediadata](https://ccircle.cc/sitemap/service-infos/mediadata)



# Distribution lounges and airports

WHERE TRAVELERS HAVE TIME TO READ



## LOUNGES & CO

Connoisseur Circle is available to business class and first-class customers or clients of renowned credit card companies in more than 30 lounges in the DACH region, — a perfect opportunity to convey your advertising message to travelers in a relaxed atmosphere before and after departure.

## AIRLINES & AIRPORT LOUNGES

- VIP-SERVICES IM VIP-TERMINAL Frankfurt Airport
- AIRPORT DÜSSELDORF OPEN SKY LOUNGE – Flugsteig C (Non-Schengen)
- AIRPORT DÜSSELDORF HUGO JUNKERS LOUNGE – Flugsteig B (Schengen)
- LUFTHANSA FIRST CLASS LOUNGES Frankfurt Airport
- LUFTHANSA BUSINESS CLASS LOUNGES Flughafen München

- LUFTHANSA BUSINESS CLASS UND SENATOR LOUNGES Vienna International Airport
- AUSTRIAN AIRLINES HON CIRCLE LOUNGE Vienna International Airport
- SKY LOUNGE Vienna International Airport
- SWISS Flughafen Zürich
- SWISS LOUNGES Genève Aéroport



# Distribution Hotel Partners

AT HOME WITH THE BEST HOSTS IN THE WORLD



## SELECTED HOTELS

- WEISSENHAUS PRIVATE NATURE LUXURY RESORT Ostsee
- SEVERIN\*S RESORT & SPA Sylt
- LANDHAUS STRICKER Sylt
- FAIRMONT HOTEL VIER JAHRESZEITEN Hamburg
- ROCCO FORTE THE CHARLES HOTEL München
- LOUIS HOTEL München
- SCHLOSS ELMAU
- DER ÖSCHBERGHOF
- HYATT REGENCY DÜSSELDORF
- ROCCO FORTE HOTEL DE ROME Berlin
- WIDDER HOTEL Zürich
- PARK HYATT Zürich
- HOTEL SCHWEIZERHOF Luzern
- BÜRGENSTOCK RESORT Obbürgen, Schweiz
- THURNHER'S ALPENHOF Zürs am Arlberg
- ALMDORF SEINERZEIT Patergassen
- HOTEL SACHER Wien
- BIO- UND WELLNESSRESORT STANGLWIRT Going am Wilden Kaiser
- HOTEL ALMHOF SCHNEIDER Lech am Arlberg
- THE CHEDI ANDERMATT
- GRAND RESORT BAD RAGAZ



# Distribution travel agencies with focus on luxury travel

ALWAYS PRESENT AT POINTS OF SALE



## TRAVEL AGENCIES

Since 2008, Connoisseur Circle has partnered with the best travel agencies in the German-speaking region. High-turnover end customers are reached exclusively through high-score agencies — by means of personal handouts or delivery of the current issue and/or our e-magazine. Partner agencies that are members of the Travel Agent Circle (TAC) guarantee that your advertising message will reach your customers directly at the POS.

**DÉRTOUR**  
DELUXE





# Strong distribution partners ensure continuity and reach

”

*Thanks to our long-standing partnership with Connoisseur Circle, we can offer our 100,000 customers in the DACH region a top online product and advertise our flight expertise to a very interesting target group.*

ALEXANDER KOENIG, FIRST CLASS & MORE

“

## FIRST CLASS & MORE

**Addresses:** 100,000 newsletter addresses, 16,000 Gold Members

**Distribution product:** Connoisseur Circle - A DIGITAL LUXURY JOURNEY

**Distribution channel:** digital

**Target group:** Affluent frequent flyers & travel enthusiasts

The leading German-language web portal for luxury travel advertises insider prices to optimize miles and points programs of airlines, hotels, and car rental companies.



## FINE – THE WINE MAGAZINE

**Addresses:** 17,000 newsletter addresses

**Distribution product:** Connoisseur Circle - A DIGITAL LUXURY JOURNEY

**Distribution channel:** digital

**Target group:** All types of connoisseurs, wine enthusiasts as well as top earners interested in wine and opinion leaders with a special interest in travel & wellness, art and culture, exclusive watches and accessories. In more than 50 issues, FINE Das Weinmagazin has been telling the stories of the great wines of the world, about the people behind them, their passion and enthusiasm for turning types of grapes into the best end product.



## VALUE RETAIL

**Addresses:** 305,000 newsletter addresses

**Distribution product:** Connoisseur Circle - A DIGITAL LUXURY JOURNEY

**Distribution channel:** digital

**Target group:** Luxury lifestyle / fashion brands / jewelry / luxury shopping destinations in Europe with large online followings. The co-operation relates specifically to the two German-based destinations Wertheim Village (Frankfurt) and Ingolstadt Village (near Munich). Close ties through memberships.





## REISE VOR9

**Addresses:** 20,000 newsletter addresses

**Distribution product:** CC VIP / Connoisseur Circle -  
A DIGITAL LUXURY JOURNEY

**Distribution channel:** digital

**Target group:** B2B professionals and executives in the travel industry

Reise vor9 is one of the leading trade publications for the travel industry in the DACH region. The Reise vor9 newsletter provides a quick daily overview of the latest news on global tourism. It has become one of the most important sources of information for travel professionals over the past twelve years.

## TRAVEL INDUSTRY CLUB

**Addresses:** 12,600 newsletter addresses in total, including 1,600 paying members

**Distribution product:** CC VIP to all, CCD to members

**Distribution channel:** digital

The movers and shakers of the travel industry meet at TIC to discuss complex issues and envision the future of the travel industry. These decision-makers also look beyond the tourism industry by publicly highlighting the economic importance of the travel industry and alerting the media and policy-makers to its concerns. Members also benefit from events in a wide variety of formats as well as tourism trend research. In addition, they may become part of the travel industry think tank.

## AVD - AUTOMOBILCLUB

**Addresses:** 100,000 newsletter addresses

**Distribution product:** Connoisseur Circle -  
A DIGITAL LUXURY JOURNEY

**Distribution channel:** digital

**Target group:** Car owners, (worldwide) travelers from Germany

Mobility experts for over 120 years, with a wide range of services such as worldwide roadside assistance and worldwide car and travel protection, etc.



## HOME OF LUXURY BY ITB

Print & digital media partnership in the run-up to ITB and at ITB | B2B, event co-operation

**Target group:** B2B - buyers, purchasers, players in the luxury travel industry

The exhibition area HOME OF LUXURY by ITB offers luxury buyers and suppliers a unique environment to network at events and meetings in an extraordinary atmosphere. Panels and talks also take place at the ITB Berlin Convention.

HOME OF LUXURY by ITB

## DERTOUR DELUXE

**Sales product:** print

Distribution channel: analogue via travel agencies

**Target group:** Luxury travel bookers

DERTOUR deluxe is the exclusive marketing and sales partner in the distribution of the magazine that presents the latest travel destinations and their booking options online and offline. In addition, DERTOUR deluxe is a long-standing distribution partner for travel agencies that focus on luxury travel.

DERTOUR  
DELUXE

## LOOP

Media partnership

**Target group:** B2B - buyers, purchasers, players in the luxury travel industry

Loop is the only luxury travel trade show in the German-speaking region and Central and Eastern Europe that offers international luxury hotels and tourism suppliers a high-end platform. It creates a community where travel agencies, niche tour operators, and luxury tourism suppliers are right at home.



”

*For many years, I have appreciated Connoisseur Circle's competent and reliable team as well as the B2B magazine CC VIP. I can absolutely recommend the magazines to all luxury travel professionals as a source of inspiration and information.*

ASTRID OBERHUMMER, LOOP

“





”

*I didn't expect such a high number of downloads.  
Your magazine is way ahead of the game! Cong-  
ratulations!*

MICHAEL RUOSS, HEAD OF CONTENT & BUSINESS DEVELOPMENT

“

## MEDIA CARRIER SOLUTIONS

**Reach platform:** 1.2 million per month

**Distribution product:** Connoisseur Circle - A DIGITAL LUXURY JOURNEY

Downloads Connoisseur Circle - A DIGITAL LUXURY JOURNEY: average 2,000 downloads per month

**Distribution channel:** Digital via personalized online platforms

**Target group:** High-income travelers (€4,000 net and above)

Media Carrier Solutions is the world's leading provider of digital media, supporting 20+ airlines (Lufthansa Group, Austrian, Swiss) and 30+ international hotel groups (Mandarin

Oriental, Radisson Blu, Steigenberger).

Placement of Connoisseur Circle - A DIGITAL LUXURY JOURNEY: In the highlight module of Lufthansa, Austrian Airlines & SWISS/Edelweiss, in the special category Top Picks at Airlines & Hotels, a fixture in the Travel/Travel category (Top 10 placement) at Airlines & Hotels.

## CONNOISSEUR CIRCLE DIRECT

**Addresses:** 100,000 newsletter addresses

**Distribution product:** e-paper (upload of print edition)

**Distribution channel:** digital

**Target group:** travel-savvy customers, DACH region, 50% women / 50% men. Interests: 70% travel, 20% food/drink/indulgence, 10% fashion/lifestyle/beauty

Connoisseur Circle Direct uses e-targeting and direct addresses to reach people interested in luxury travel and travel and beauty.

## PRESS READER

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READLY The Connoisseur Circle Print issue can also be read via the Readly app.



# A personal statement

What began 17 years ago as a vision has become an indispensable part of the media landscape for luxury travelers and media planners alike.

Today, Connoisseur Circle is the only multimedia luxury travel platform in German. It includes a high-quality print magazine, several e-magazines (B2B and B2C) and comprehensive digital information offers developed for travelers with the highest expectations.

Connoisseur Circle has therefore established itself as a first-rate medium for luxury-savvy travelers who search for inspiration to choose hotels and destinations that live up to their expectations.

Under the direction of Editor-in-Chief Simone Dressler, eminent travel journalists contribute high-quality travel features, provide insider tips, test hotels and destinations, and supply all the news fit to print in the tourism industry.





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