



**connoisseur**  
**CIRCLE** THE FINE ART OF TRAVEL



**New!**  
Direct delivery  
of CC to  
**TOP-customers**  
of more than  
**1000**  
**travel**  
**agencies**

**No. 1**  
**in the Luxury Travel Market**

Media Information 2020



# The world of Connoisseur Circle

Passion for travel: latest inside news and profitable special offers for our members. Published quarterly in Germany, Austria and Switzerland!

What makes Connoisseur Circle unique?

- Connoisseur Circle is the only German-language magazine that exclusively addresses luxury travelers. Luxury hotels and exclusive destinations worldwide are put to an impartial, objective test.
- The world of luxury and travel is a perfect environment for your brand presence. With a copy price well worth the investment and exclusive distribution partnerships, Connoisseur Circle targets the travel elite of German-speaking Europe.
- Connoisseur Circle is as much at home in select luxury hotels worldwide as in the exclusive Membership Circle and retail business.
- Our Website – [www.ccircle.cc](http://www.ccircle.cc) – and our Newsletter service announcing current offers for members provide a full picture of the luxury travel market leadership.

# Swiss Circulation: 11,000 4 issues per year

**Presented personally or personalized delivery: 8,000**

- 1,500 newsstand retail
- 2,000 to Connoisseur Circle members
- 1.500 Swiss lounges Zurich Airport, Geneva
- 6,000 direct delivery to decision makers in the tourist industry, banks, regional interest groups in Switzerland leaders in the tourist industry and their premium customers as well as 5-star hotels (annual hotel ranking: The Best Hotels in Switzerland)

Connoisseur Circle is disseminated both through upscale retail outlets and through our outstanding cooperation partners and targets luxury travelers and top-income earners in Switzerland.

## Our Exclusive Partner Packages – Your Advantage

**We offer an exclusive partnership to select customers.**

Give your clientele the benefit of Connoisseur Circle as a membership magazine or as a sophisticated giveaway. Or put our magazine on display in your business outlets or provide them in your hotel suites. We also offer you other opportunities in connection with Connoisseur Circle: everything is possible, from editorial exposure of your products in our magazine to exclusive branding of copies distributed by you. We will be glad to put a personal package together.

- **A specific number of copies, starting at 100.** When copies are ordered in sufficient quantities, the branding can be split over a number of issues.
- **Editorial exposure** in the form of specials or advertorials of varying size and scope.
- **Allotment of advertisement space.**
- **Inclusion in our Newsletter**, which indicates an exclusive commitment in our community. Here, as customer, you can present unique offers to our readers, including on a daily basis.

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## Dates

### **Publication dates**

3th of March 2020  
8th of July 2020  
25th of September 2020  
4th of December 2020

### **Advertising closing dates**

7th of February 2020  
12th of June 2020  
28th of August 2020  
9th of November 2020

# Your advertising possibilities



## Advertisement rates

1/1 page 4c, 210 x 297 mm

|             |     |          |
|-------------|-----|----------|
| Germany     | €   | 6,900.00 |
| Austria     | €   | 5,850.00 |
| Switzerland | CHF | 6,800.00 |

Special rates – all countries  
(A, D, CH)

|     |          |
|-----|----------|
| €   | 8,500.00 |
| CHF | 9,900.00 |

Total circulation:  
98,000 copies  
4 issues a year



## Advertisement rates

2/1 page 4c, 420 x 297 mm

|             |     |          |
|-------------|-----|----------|
| Germany     | €   | 12.900,- |
| Austria     | €   | 10.500,- |
| Switzerland | CHF | 11.800,- |

Special rates – all countries  
(A, D, CH)

|     |          |
|-----|----------|
| €   | 15.800,- |
| CHF | 19.000,- |

Placement on front and back covers (inside and outside) attract a 20 % surcharge.





# Connoisseur Circle Distribution partner



TURKISH AIRLINES CIP LOUNGE

## EXKLUSIVE PARTNERSHIPS IN SALES

**DER**TOUR  
DELUXE

### Airlines & Airport Lounges

- **ALLE LUFTHANSA FIRST CLASS LOUNGES** Frankfurt Airport
- **ALLE LUFTHANSA PRIVAT JET** Frankfurt Airport
- **ALLE LUFTHANSA BUSINESS CLASS LOUNGES** Flughafen München
- **ALLE LUFTHANSA BUSINESS CLASS UND SENATOR LOUNGES** Vienna International Airport
- **TURKISH AIRLINES CIP LOUNGE** Istanbul Departure
- **AUSTRIAN AIRLINES HON CIRCLE LOUNGE** Vienna International Airport
- **SKY LOUNGE** Vienna International Airport
- **8 SWISS LOUNGES** Flughafen Zürich
- **3 SWISS LOUNGES** Genève Aéroport

### Selected Hotels

- **THE ST. REGIS MARDAVALL** Mallorca
- **CASTILLO HOTEL SON VIDA** Mallorca
- **JUMEIRAH PORT SOLLER HOTEL & SPA** Mallorca
- **HOTEL DE ROME - ROCCO FORTE** Berlin
- **HYATT REGENCY** Düsseldorf
- **WEISSENHAUS GRAND VILLAGE RESORT & SPA** Ostsee
- **SEVERIN'S RESORT & SPA** Sylt
- **SEVERIN'S HOTEL LECH**
- **HOTEL BUDERSAND GOLF & SPA** Sylt
- **LANDHAUS STRICKER** Sylt
- **JUMEIRAH** Frankfurt
- **THE FONTENAY** Hamburg
- **STEIGENBERGER HOTEL TREUDELBERG** Hamburg
- **BRENNERS PARK-HOTEL & SPA** Baden-Baden
- **VILLA KENNEDY - ROCCO FORTE** Frankfurt
- **THE CHEDI ANDERMATT** Andermatt
- **WIDDER HOTEL** Zürich
- **PARK HYATT** Zürich
- **HOTEL SCHWEIZERHOF** Luzern
- **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
- **BÜRGENSTOCK RESORT** Bürgenstock, Schweiz

DERTOUR - Eine Marke der DER Touristik Deutschland GmbH · 60424 Frankfurt

**DER Touristik**  
**1.000 SELECTED TRAVEL AGENCIES**  
in Germany and Austria

### Lifestyle Partner

■ **E. BREUNINGER GMBH & CO.**  
Düsseldorf

## Media Delivery

If you want to send us your advertisements in electronic form, please observe the following guidelines to ensure the published result best meets your wishes:

- All images embedded in the advertisement must have a minimum resolution of 300 dpi. If logos or illustrations designed in other programs are featured, it is necessary to ensure that all fonts have been converted into vectors and the correct overprint mode has been set.
- All images must be set in the CMYK colour format. It is ideal if you provide us with a PDF suited for pre-press purposes. PDF files must be compatible with Acrobat 5 (PDF 1.4).
- Full page is 210 x 297 mm (wide x tall)
- For all advertisements to be cut, a 3 mm bleed is to be observed.
- The bleed area is to be overfilled by 3 mm.
- In order to keep file sizes as small as possible, embedded images should not be cropped by more than 10mm and must not be reduced by more than 60 percent.
- A coloured hard copy, or an accurate colour proof of the advertisement shall accompany the electronic data.
- ftp-transfer is available on request.

General terms and conditions:

[ccircle.cc/sitemap/service-infos/mediadaten/](http://ccircle.cc/sitemap/service-infos/mediadaten/)