



# connoisseur

## CIRCLE

THE FINE ART OF TRAVEL

SPA  
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

### 2019

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### ADVERTISING RATES



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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

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 to top decision makers and Connoisseur Circle members in Austria with a net household income of more than € 5,000
- 2,000 direct delivery to selected 4- star superior and 5-star hotels

### GERMANY, SWITZERLAND CIRCULATION: 64,000

PRESENTED PERSONALLY OR PERSONALIZED DELIVERED:

GERMANY: 35,500

SWITZERLAND: 8,000

#### CIRCULATION GERMANY: 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 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)
- 5,500 airport Lounges (Austrian, Swiss, Lufthansa Business, Lufthansa First Class)
- 8,500 via brand partners, limousine services and tourist organizations luxury fairs, tourism 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

#### CIRCULATION SWITZERLAND: 10,000

- 1,500 newsstand retail
- 2,000 to Connoisseur Circle members and subscribers and customers of selected premium travel agencies
- 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 222 Best Hotels in Switzerland)

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