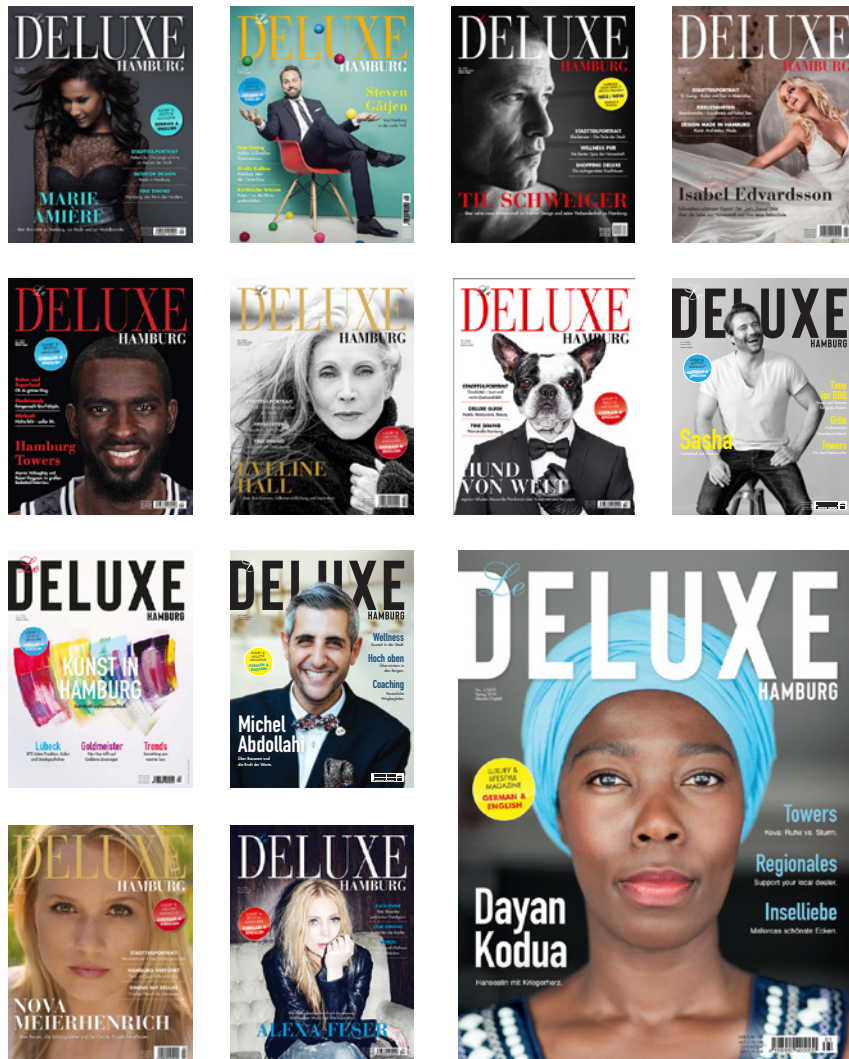


Le
DELUXE
HAMBURG

MEDIA DATA 2020



The most beautiful sides to the city

THE INTERNATIONAL LIFESTYLE MAGAZINE FOR HAMBURG – IN 2 LANGUAGES!

We're in good company. A magazine entitled "DELUXE" is published in many exciting cities such as Munich, Vienna, Zurich and Dubai – but we enjoy particularly close links with DELUXE Majorca. For many years, tourists, expats and sun worshippers have read the magazine on the popular Balearic Island. In 2014, DELUXE celebrated its Hamburg première. We will continue to reach our readership and customers in both the English and German languages in future.

TARGET GROUP WITH HIGH PURCHASING POWER

The magazine's annual circulation is 72,000 copies with a reach of approx. 280,000 readers. It is not for nothing that Hamburg is home to the most people who earn one million a year or more, has been an attractive location for investments for many years and combines economic power with quality of life like hardly any other city. Strengthen your business and use the magazine to intensify your relationships with Hamburg residents and visitors. As a B2C platform (Business to Consumer), we can reach your customer clientele through selected and intensive distribution with little distribution loss. The high-gloss magazine format is the perfect "display window" for you. Thanks to the bilingual nature of the magazine, we also offer you unique added value.

HIGHEST STANDARDS OF AESTHETICS

The magazine is produced to high-quality visual and content-related standards for a unique city. The magazine fascinates, awakens curiosity and is feels good to hold in the hand.

LONG-TERM PRESENCE

Each edition goes on sale in the city region of Hamburg, the metropolitan region and in central hotspots. As a B2C magazine, its scale of distribution is continuously scrutinised and optimised.



2020

RELEASE DATES

EDITION 1/2020

ADVERTISING DEADLINE 13 February
PUBLICATION DEADLINE 2 March

EDITION 2/2020

ADVERTISING DEADLINE 14 May
PUBLICATION DEADLINE 1 June

EDITION 3/2020

ADVERTISING DEADLINE 13 August
PUBLICATION DEADLINE 31 August

EDITION 4/2020

ADVERTISING DEADLINE 12 November
PUBLICATION DEADLINE 30 November

Our readers, your target group

READERSHIP + KEY DATA

DISTRIBUTION

- Tourism and gastronomy (including hotels, cruise ship companies, restaurants, bars)
- Sports clubs and associations (including fitness, spa, golf, sailing and polo clubs)
- Business clubs (PR, marketing, finances), lounges, car dealers, trade fairs, estate agents, interior designers
- Agencies (PR, media, marketing)
- Retailers (including in Centrum, HafenCity, Sternschanze, St. Georg, Eppendorf, Blankenese, Winterhude, Rotherbaum)
- Metropolitan region (depending on season, including Sylt, St. P.-Ording, Timmendorfer Strand, Travemünde)
- International circulation
- Subscribers, multipliers, selected newsagents
- Archive

ADVERTISING PRICES (PLUS LEGALLY APPLICABLE VAT)

2/1 page, 4c	EUR 3,300	U2, 4c	EUR 2,860
1/1 page, 4c	EUR 2,200	U3, 4c	EUR 2,640
1/2 page, 4c	EUR 1,500	U4, 4c	EUR 3,300
1/3 page, 4c	EUR 1,000		

DISCOUNT SCALE

For advertisements spanning two DELUXE editions, we offer a 10% discount on the advertising volume as well as 20% discount for an advertisement spanning four editions. This discount scale is also offered in combination with Le DELUXE travelbook and THE MALLORQUIN. We would be happy to advise you.

Unique advertising formats, inserts and extras such as the inner pages of a fold-out cover page are available as a special format on request. Composition including layout of all advertisements is available upon request. Subject to change. Our terms and conditions apply. The publishing house reserves the right to change or modify distribution of the magazine and supply an offer of equal or greater distribution. Circulation can be up to 15% higher or lower depending on season. Price list no. 3 – valid starting 1 January 2019.

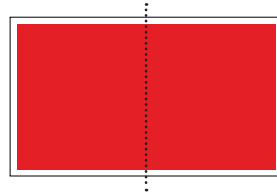
DELUXE HAMBURG

- gets people interested in Hamburg
 - entices people to visit other cities and travel regions
 - provides relaxation away from stress of everyday life
 - entertains with personal stories
 - informs about current themes and events
 - activates readers
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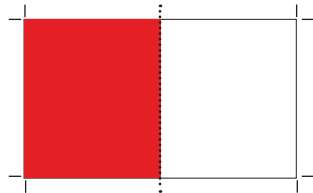
FORMATS



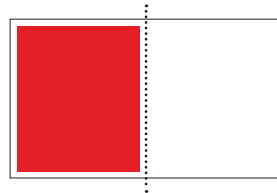
2/1 PAGE
in bleed area (+3 mm trim allowance) 460 x 297 mm



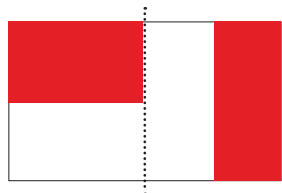
2/1 PAGE
in type area 424 x 257 mm



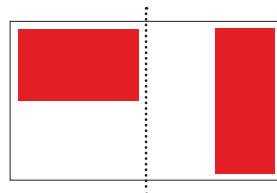
1/1 PAGE
in bleed area (+3 mm trim allowance) 230 x 297 mm



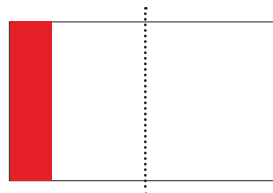
1/1 PAGE
in type area 197 x 257 mm



**1/2 PAGE LANDSCAPE/
PORTRAIT**
in bleed area (+3 mm trim allowance) 230 x 146 mm / 114 x 297 mm



**1/2 PAGE LANDSCAPE/
PORTRAIT**
in type area 197 x 126 mm / 96 x 257 mm



1/3 PAGE PORTRAIT
in bleed area (+3 mm trim allowance) 80 x 297 mm

ACCEPTABLE DATA FORMATS FOR ADVERTISEMENT TEMPLATES

Printable formats: JPEG, TIFF, EPS or PDF files

PDF files must be in PDF/3X-Standard Images, colours, and texts must be in CMYK.

(colour profile: FOGRA 391 / ISO coated v2 300% – www.eci.org)

Optimal print resolution: 300 dpi in original size

Open files: InDesign, Illustrator, Photoshop
Fonts and images must be delivered separately.

Fonts must be rasterised in EPS files.

The production costs of varying formats will be priced in consultation with the advertising department. Advertorials will be marked with the word “advertorial”. The content will be produced in coordination with the customer or responsible agency. Colour matching will be done with a colour-binding proof on request (for a fee). We would be happy to answer any questions you may have.

Files (from Office programs including OpenOffice) generated in Word or PowerPoint using the program “AFPL Ghostscript” to create PDF files are not suitable for printing.

CONTACT

ADVERTISING

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