

AGREEMENT FOR ADVERTISING IN «ST. MORITZ POLO MAGAZINE» ISSUE 2009

Advertisement prices anniversary issue 2009

	<i>Sponsors</i>	<i>Advertisers</i>	
Single page	CHF 9,000.-	CHF 10,000.-	Prices exclusive of 7.6% VAT.
Double page	CHF 14,000.-	CHF 16,000.-	

Conclusion of an agreement does not guarantee an automatic right to publication. St. Moritz Polo AG reserves the right to reject advertisements that do not fit in with the graphic concept of the magazine without further explanation. In this case the advertisement price will be refunded.

Details

Theme: St. Moritz

Print run: 15,000 copies

Editorial/advertising deadline: 31 July 2008

Printing: October 2008

Distribution: The St. Moritz Polo Magazine is the official publication of the St. Moritz Polo Club. It positions itself as a lifestyle magazine with exclusive stories and reports from the international world of polo, from St. Moritz and the Engadine, and from the world of luxury in all its many facets. Use the St. Moritz Polo Magazine to reach a high-quality target group at home in the upper luxury segment. The readers of the St. Moritz Polo Magazine stay at the world's best hotels, where the publication is on display in the rooms, they play golf and spend their holidays at the world's most beautiful locations. The most exclusive golf and polo clubs are among our partners and prominently display the publication. With an advertisement in St. Moritz Polo Magazine you will also be reaching the selected clientele of our partners and sponsors, who include Cartier, Maybach, Brioni, Bank Julius Baer, Mercedes AMG, Nespresso, Perrier Jouët and many more. Guests will read your advertisement in the charter aircraft of Air Engiadina and Hertz premium coaches, as well as at points of sale in the most exclusive boutiques and luxury outlets from St. Moritz, Zurich and London to Beverly Hills.

Language: English

Size: 104 pages, of which max. 40% advertising

Format: 23 x 33 cm (high), bled off, + 3 mm bleed

Colour: 4-colour (CMYK) Euroscale

Technical requirements: Images optimised for 72 lpi

Formats: PDF/X-3 (High-End-PDF)

Data delivery: Please send advertisements via ftp server: <http://ftp3.publicis.ch>, user: polo25, password: polo25, or via e-mail: polo.magazine@publicis.ch, or on CD-ROM: Publicis Werbeagentur AG, Adrian Haeni, Stadelhoferstrasse 25, 8024 Zürich. Please supply a colour proof for control and comparison.

Any additional costs incurred for processing the advertising material, insofar as it is not supplied in the correct format (see technical requirements), shall be charged to the advertiser.

Company: _____

Notes: _____

Date: _____

Signature: _____