



# Christophorus Porsche Magazine 2018

Valid as of 1.1.2018

## Christophorus? Christophorus!

Christophorus? You heard right! Christophorus is the patron saint of all travelers and the perfect name giver for a magazine full of wanderlust. The Porsche customer magazine has been much more than just a car magazine from the start. And so its title conveys all there is to discover and to enjoy in the world. The most exclusive travel destinations, the best hotels, the most high profile individuals, the world's most beautiful routes - all this is the Christophorus Code, best experienced of course in the front seat of a Porsche.

Clearly, the journalistic concept featuring top writers from all areas is much to the taste of Christophorus readers. Christophorus magazine, on the market since 1952, is one of the most renowned and oldest customer magazines in the world. Vintage copies are collector's items.

Christophorus is published five times per year with a print run of over 500'000 copies (Publisher information) in ten different languages worldwide.

Porsche importers and centers use the Porsche magazine as a customer loyalty tool predominantly for new car buyers.

These customers receive Christophorus magazine as a personally addressed mailing from their Porsche importer/center.



### ***CHRISTOPHORUS AT A GLANCE***

Year established: 1952

Publisher: Dr. Ing. h.c. F. Porsche AG

Editorial Chief: Eckhard Eybl

Languages:10

Number of pages: 100–150 pages

**Swiss circulation: 4900 copies**

**Number of market pages: 14-16**

Success, quality, performance, emotionality and a touch of the extraordinary - those are the guiding principles of Christophorus.

And here is why: firstly, these principles make up the core of what Porsche stands for and secondly, it all fits perfectly to the readers of the Porsche customer magazine. Christophorus reflects an attitude to life. It takes readers deep into the world of Porsche, displaying success in all its amazing facets. Christophorus readers are predominantly high net-worth men with extraordinary financial capabilities. They are highly educated, career-oriented and free-spending. They value luxurious goods and exclusive lifestyles. However, their distinctive focus on premium products doesn't stop at their choice of cars. In every aspect of life, their taste for beauty and luxury is met only by the finest of goods. A multitude of premium brands already attract the attention of this extravagant readership through Christophorus magazine.

We are pleased to welcome you in our circle of brands and advise you in finding the best solution for your product.

## ***Target Group***

Masculine! 88% of readers are men

Top Age!

73% of readers are between 30 and 59 years

Career-oriented!

88% of the readers are company owners, chief executives or entrepreneurs

High Net-Worth Individuals!

Christophorus readers have an average monthly net income of 14'000 €. (Germany)

Source: Porsche Germany

# Calendar and Rates 2018

CHRISTOPHORUS

## Rates/ Deadlines

**Market Pages « Marktseiten »** (14-16 pages at the end of the magazine)

Circulation 4900 copies (60% DE, 30% FR, 10% IT)  
 Frequency 5x/year

Format ads	Rate in CHF * Global	Inserts, Circulation CH-DE, 2900 copies (non-discountable)	Inserts, Total circulation, 4900 copies DE/IT/FR (non-discountable)
1/1 page	3570.-	Up to 25g CHF 2'000.-	Up to 25g CHF 2'300.-
2/1 page	On request	Up to 50g CHF 2'420.-	Up to 50g CHF 2'700.-
<b>* Splits DE/FR available</b>	On request		

**Format:** mm  
 1/1 page 215 w x 280 h Magazine's format  
 Type area sizes\* 187 w x 247 h  
 Please ask for type area sizes. \* For bleed ads foresee 4 mm on trims

## Discount

Multiple	3+ ads	5%
	5+ ads	10%

**Terms of payment** Net within 30 days of release date. For advance payment before publication date, 2 % discount if no outstanding accounts.

**Material:** the material should be delivered in 3 languages DE/FR/IT or minimum DE/FR

VAT 8%, not included

Agency commission 15%

Edition	Publication date	Order deadline	Copy deadline	Delivery date for inserts
Nr. 385	23.2.18	24.11.17	1.12.17	On request
Nr. 386	27.4.18	6.2.18	13.2.18	
Nr. 387	13.7.18	20.4.18	27.4.18	
Nr. 388	28.9.18	2.7.18	6.7.18	
Nr. 389	30.11.18	7.9.18	17.9.18	

Subject to change without notice / \*Cancellation is only possible until the order deadline. Only written notice will be accepted.

## **Document formats**

Bleed advertisements must be net format plus extra bleed trim.

Full-page net format is a width of 215 mm and a height of 280 mm plus 4 mm trim on all sides.

Please make sure that added crop marks do not extend into the bleed area.

## **Data format**

PDF according to the X1a-standard with output profile ISO Coated v2 300% (ECI).

## **Colour space**

CMYK according to output profile ISO Coated v2 300% (ECI). Please find this profile here

[http://www.eci.org/media/downloads/icc\\_profiles\\_from\\_eci/eci\\_o!set\\_2009.zip](http://www.eci.org/media/downloads/icc_profiles_from_eci/eci_o!set_2009.zip)

Please make sure that the total area coverage (TAC) is not higher than 300%.

## **Proof**

Please send a color binding proof due to ISO Coated v2, maximum 300% (ECI) (Fogra 39) with Ugra/Fogra media wedge.

Data and digital proof please send to: Delius Klasing Verlag, Siekerwall 21, DE- 33602 Bielefeld, Frau Miele

**Please understand that complaints based on incorrect data or missing proofs cannot be accepted.**

For best quality assurance, please follow these technical requirements for your print data.

For any technical questions, please contact: Delus – Klasing Verlag

## **Data transfer / pdf to:**

- E-mail: [k.miele@delius-klasing.de](mailto:k.miele@delius-klasing.de) CC to: [info@affinity-primemedia.ch](mailto:info@affinity-primemedia.ch)

**Publisher:** Dr. Ing. h.c. F. Porsche Public Limited Company

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E-Mail: [nathalie.busslinger@porsche.ch](mailto:nathalie.busslinger@porsche.ch)

## **Advertising Sales:**

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