

2010 PAN-EUROPEAN/UK/MIDDLE EAST

International Editions



Connect with Europe's most sought-after consumers in the publications they trust and turn to: *Departures* and *Centurion* Magazines. Available in **16 markets** and more than **four languages**, *Departures* is your key to reaching Platinum Card® members, while *Centurion* offers privileged access to Europe's *Centurion*® members—both from American Express. Published quarterly, *Departures* and *Centurion* Magazines provide marketers with extraordinary environments for presenting their brands to members of the most exclusive American Express cards.

THE GLOBAL LUXURY LIFESTYLE SOURCEBOOK FOR THE WORLD'S MOST DESIRABLE AUDIENCE

READER DEMOGRAPHICS

	<i>Departures</i> Europe	<i>Centurion</i> Europe
Median Age	48	49
Avg. Household Income	\$379,440	\$863,600
Company Owner	39%	63%

PLANS IN THE NEXT 12 MONTHS TO:

Stay in a 5-Star Hotel	80%	94%
Travel to U.S.*	57%	62%
Avg. Spend on Watches	\$8,296	\$12,920
Avg. Spend on Fine Jewelry	\$7,890	\$13,464
Avg. Spend on Men's Fashion and Accessories	\$8,296	\$13,056
Avg. Spend on Women's Fashion and Accessories	\$8,704	\$14,416

SOURCE: 2007 AMERICAN EXPRESS JOURNAL INTERNATIONAL READER SURVEY EUROPE FIGURES ARE LISTED IN U.S. DOLLARS, BASED ON EXCHANGE RATE OF \$1.36 (12/08) *SOURCE: 2008 TRAVEL STUDY

CIRCULATION⁽¹⁾

PAN-EUROPEAN EDITIONS	<i>Departures</i>	<i>Centurion</i>	Combined	Language
United Kingdom	65,000	16,000	81,000	English
Germany	35,500	10,500	46,000	German
Austria	2,900	500	3,400	German
France	11,500*	(1,500) ⁽²⁾	11,500	French
Italy	28,600	1,700	30,300	Italian
Netherlands	6,500	1,550	8,050	English
Sweden	10,600	400	11,000	English
Spain	6,500	850	7,350	English
Finland	3,200	—	3,200	English
Switzerland ICC Edition	1,000	2,800	3,800	English
Denmark	11,900	—	11,900	English
Croatia	3,400	—	3,400	English
Baltic States ⁽³⁾	500	—	500	English
ICC Edition ⁽⁴⁾	6,000	5,300	11,300	English
Middle East ⁽⁵⁾ <i>Includes Saudi Arabia</i>	8,000	2,800	10,800	English
TOTAL DEPARTURES PAN-EUROPEAN CIRCULATION			193,100	
TOTAL CENTURION PAN-EUROPEAN CIRCULATION			42,400	
TOTAL DEPARTURES PAN-EUROPEAN, MIDDLE EAST & SAUDI ARABIA CIRCULATION			201,100	
TOTAL DEPARTURES & CENTURION PAN-EUROPEAN CIRCULATION			235,500	
TOTAL DEPARTURES & CENTURION PAN-EUROPEAN, MIDDLE EAST & SAUDI ARABIA			243,500	

⁽¹⁾ Circulation refers to printed circulation and contains promotional copies. ⁽²⁾ Supplement distributed with *Departures* in France to *Centurion* members. Only available through exclusive sponsorship. Information upon request. ⁽³⁾ Baltic States includes Estonia, Latvia, Lithuania. ⁽⁴⁾ Combined circulation of International Currency (U.S. Dollar and Euro) Card members (ICC) (e.g. Turkey, Russia, Monaco, Greece, Cyprus, Middle East). ⁽⁵⁾ Middle East includes United Arab Emirates (includes Dubai), Qatar, Oman, Bahrain, Kuwait and Lebanon. In *Centurion*, the Middle East and Saudi Arabia are included in the Pan-European buy. **Centurion* members in France also receive *Departures*

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DEPARTURES

ADVERTISING RATES (4/C GROSS)

The Pan-European buy for *Departures* includes: United Kingdom, Germany, France, Italy, Netherlands, Sweden, Spain, Finland, Switzerland, Austria, Croatia, Latvia, Lithuania, Denmark, Turkey, Russia, Monaco, Greece, Cypress and the Middle East. The Pan-European buy for *Centurion* includes: United Kingdom, Germany, Israel, Italy, Sweden, Spain, Netherlands, Switzerland, Middle East, Saudi Arabia, Turkey, Russia, Monaco, Greece, and Cypress.

PAN-EUROPE (FULL PAGE)	1X	2X	3X	4X
<i>Departures</i>	\$60,600	\$57,570	\$54,540	\$51,510
Centurion*	47,400	45,030	42,660	40,290
<i>Departures</i> /Centurion*	72,300	68,685	65,070	61,455

PAN-EUROPE + MIDDLE EAST

<i>Departures</i>	67,500	64,125	60,750	57,375
<i>Departures</i> /Centurion	\$79,000	\$75,050	\$71,100	\$67,150

PAN-EUROPE (1/2 PAGE)

<i>Departures</i>	\$36,360	\$34,542	\$32,724	\$30,906
Centurion*	28,440	27,018	25,596	24,174
<i>Departures</i> /Centurion*	43,380	41,211	39,042	36,873

PAN-EUROPE + MIDDLE EAST (1/2 PAGE)

<i>Departures</i>	\$40,500	\$38,475	\$36,450	\$34,425
<i>Departures</i> /Centurion	\$47,400	\$45,030	\$42,660	\$40,290

UK (FULL PAGE)

<i>Departures</i>	\$19,600	\$18,620	\$17,640	\$16,660
Centurion	17,900	17,005	16,110	15,215
<i>Departures</i> /Centurion	35,625	33,844	32,063	30,281

UK (1/2 PAGE)

<i>Departures</i>	\$11,760	\$11,172	\$10,584	\$9,996
Centurion	10,740	10,203	9,666	9,129
<i>Departures</i> /Centurion	21,375	20,306	19,238	18,169

Cover premiums: Fourth Cover: 35%, Second Cover: 25%, Third Cover: 20%. All rates are guaranteed in U.S. dollars. The Middle East and Saudi Arabia are included in the Centurion Pan-European buy.

AD CLOSING The European editions of *Departures* and *Centurion* Magazine are published quarterly.

ISSUE	SPACE AD CLOSING DATE	MATERIAL CLOSING DATE	IN-HOME: DEPARTURES & CENTURION
Spring	February 11	February 15	March 22
Summer	April 29	May 5	June 4
Autumn	July 29	August 2	September 6
Winter	October 7	October 11	November 19

TECHNICAL INFORMATION

Printing procedure: Offset, colors
Screen lines per cm: 70
Screen lines per inch: 175
Density of picture files: 300 dpi

SIZE REQUIREMENTS

FORMAT	TRIM SIZE (W X H)	BLEED SIZE (W X H)
Double-page spread	420 x 297 mm	426 x 303 mm
Full Page	210 x 297 mm	216 x 303 mm
½ Page–portrait	100 x 297 mm	106 x 303 mm
½ Page–landscape	210 x 140 mm	216 x 146 mm
1/3 Page–portrait	66 x 297 mm	72 x 303 mm
1/3 Page–landscape	210 x 99 mm	216 x 105 mm

Digital file on CD: QuarkXPress Mac (logos, fonts, 300 dpi scans) plus 300 dpi PDF file based on Euroscale offset standard and color-accurate proof. UCR (under-color removal) treatment. Total ink density under 300%. Provide each PDF with 300 dpi and correct color proof (Epson, HP, Iris).

Files may be uploaded to:

<http://ftp.journal-international.de/login>
User ID: ftp_adver / Password: gda3b / Folder: adver

Travel Advertisers: Creative modifications may be required to promote Platinum and Centurion Travel Service call-to-action.

TRANSLATIONS

Translations of advertisements into other languages for local magazine editions available upon request. Cost will be calculated depending on extent and complexity.

ADVERTISING CONTACT

Madelyn A. Roberts, Lifestyle Advertising Director
Departures Magazine/Centurion Magazine
1120 Avenue of the Americas, 11th Floor
New York, New York 10036
Tel: 212.827.6407 / Fax: 212.827.6413
Email: madelyn.a.roberts@aexp.com

MATERIAL/PRODUCTION CONTACT

Diana Veit, International Advertising Coordinator
Journal International
Hanns-Seidel-Platz 5
81737 Munich, Germany
Tel: +49 89 6427 9716 / Fax: +49 89 6427 9777
Email: veit@journal-international.de

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