

## REGIONAL OVERVIEW

**EMEA** (Europe/Middle East/Africa)

PUBLICATION	MARKET	LANGUAGE	CIRCULATION <sup>1</sup>	1/1 PAGE RATE €	1/1 RATE US\$
CENTURION	United Kingdom	English	13,000	€ 14,700	\$ 19,900
	Germany/Austria	German	9,100	€ 10,900	\$ 14,800
	Switzerland	English	3,200	€ 4,600	\$ 6,300
	Europe Edition <sup>2</sup>		4,500	€ 5,100	\$ 7,000
	ICC Edition <sup>3</sup>	English	6,800	€ 7,900	\$ 10,700
	Middle East <sup>4</sup>		5,000	€ 6,900	\$ 9,400
	France <sup>5</sup>	French Supplement	(1,700)	(€ 2,000)	(\$ 2,700)
<b>CENTURION EMEA</b>			<b>41,600</b>	<b>€ 37,000</b>	<b>\$ 50,000</b>
DEPARTURES	United Kingdom	English	61,000	€ 15,000	\$ 20,300
	Germany/Austria	German	41,800	€ 11,900	\$ 16,000
	Switzerland <sup>6</sup>	German & French	6,800	€ 4,900	\$ 6,600
	Italy	Italian	24,000	€ 9,500	\$ 12,800
	France <sup>5</sup>	French	11,700	€ 8,200	\$ 11,100
	Spain	Spanish	7,500	€ 5,400	\$ 7,400
	Netherlands		5,500	€ 4,000	\$ 5,400
	Sweden		12,000	€ 8,000	\$ 10,800
	Finland	English	5,500	€ 3,500	\$ 4,800
	Norway		1,000	€ 1,000	\$ 1,400
	ICC Edition <sup>3</sup>		7,800	€ 7,900	\$ 10,700
	Croatia	English	4,500	€ 3,200	\$ 4,400
	Middle East <sup>4</sup>		9,500	€ 7,200	\$ 9,800
	<b>DEPARTURES EMEA</b>			<b>198,600</b>	<b>€ 57,200</b>
<b>COMBINED</b>	<b>CENTURION &amp; DEPARTURES EMEA</b>		<b>240,200</b>	<b>€ 71,000</b>	<b>\$ 95,900</b>

**JAPA** (Japan/Asia/Pacific)

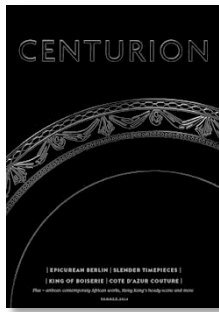
PUBLICATION	MARKET	LANGUAGE	CIRCULATION <sup>1</sup>	1/1 PAGE RATE €	1/1 RATE US\$
CENTURION	Hong Kong	English & Chinese <sup>8</sup>	10,000	€ 10,800	\$ 14,600
	Mainland China	Chinese <sup>8</sup>	3,000	€ 4,200	\$ 5,700
	Singapore	English	1,800	€ 3,000	\$ 4,000
	Taiwan	Chinese <sup>8</sup>	1,300	€ 3,000	\$ 4,000
	India	English	1,000	€ 1,000	\$ 1,400
	<b>CENTURION ASIA</b>			<b>17,100</b>	<b>€ 14,700</b>
DEPARTURES	Hong Kong	English & Chinese <sup>8</sup>	11,500	€ 6,200	\$ 8,400
	Singapore		4,500	€ 3,000	\$ 4,000
	Malaysia	English	3,500	€ 3,000	\$ 4,000
	Philippines		500	€ 1,900	\$ 2,500
	Taiwan	Chinese <sup>8</sup>	7,500	€ 4,500	\$ 6,100
	India	English	5,200	€ 3,000	\$ 4,100
	<b>DEPARTURES ASIA</b>			<b>32,700</b>	<b>€ 18,900</b>
<b>COMBINED</b>	<b>CENTURION &amp; DEPARTURES ASIA</b>		<b>49,800</b>	<b>€ 30,900</b>	<b>\$ 41,800</b>
JAPAN	CENTURION Japan	Japanese	6,800	€ 10,500	\$ 14,200
	DEPARTURES Japan		73,000	€ 15,800	\$ 21,400
<b>COMBINED</b>	<b>CENTURION &amp; DEPARTURES JAPAN</b>		<b>79,800</b>	<b>€ 21,000</b>	<b>\$ 28,400</b>
PACIFIC	CENTURION Australia	English	6,000	€ 10,500	\$ 14,200
	DEPARTURES Australia		24,000		
	DEPARTURES NZ	English	2,000	€ 11,000	\$ 14,900
<b>COMBINED</b>	<b>CENTURION &amp; DEPARTURES PACIFIC</b>		<b>32,000</b>	<b>€ 18,700</b>	<b>\$ 25,200</b>

**LATAM** (Latin America)

PUBLICATION	MARKET	LANGUAGE	CIRCULATION <sup>1</sup>	1/1 PAGE RATE €	1/1 RATE US\$
CENTURION	Mexico	Spanish	6,000	€ 5,900	\$ 8,000
	Argentina		1,000	€ 1,700	\$ 2,300
	IDC Edition <sup>7</sup>	English	2,000	€ 3,200	\$ 4,400
<b>CENTURION LATAM</b>			<b>9,000</b>	<b>€ 8,500</b>	<b>\$ 11,500</b>
DEPARTURES	Mexico	Spanish	45,000	€ 10,200	\$ 13,800
	IDC Edition <sup>7</sup>	English	8,000	€ 5,500	\$ 7,500
	<b>DEPARTURES LATAM</b>			<b>53,000</b>	<b>€ 13,400</b>
<b>COMBINED</b>	<b>CENTURION &amp; DEPARTURES LATAM</b>		<b>62,000</b>	<b>€ 17,400</b>	<b>\$ 23,500</b>

<sup>1</sup> Circulation refers to printed circulation. / <sup>2</sup> Europe Edition distributed in Italy (1,650 copies), the Netherlands (1,200), Spain (900), Sweden (500) and Turkey (250). / <sup>3</sup> Combined circulation of DEPARTURES/CENTURION readers with an international currency card account (ICC) - settled in US\$ or € - located in more than 170 markets e.g. Switzerland, Turkey, Monaco, Greece, Cyprus, UK, Middle East, etc. / <sup>4</sup> DEPARTURES Middle East: Saudi Arabia (3,000 copies), Rest of Middle East (6,500), CENTURION Middle East: Saudi Arabia 2,750 copies; Rest of Middle East 2,250 copies (e.g. UAE, Oman, Bahrain, etc.). / <sup>5</sup> In France, Centurion Members receive DEPARTURES Magazine and an additional CENTURION supplement which can be booked separately and is not automatically included in a Pan-Europe booking of CENTURION magazine. DEPARTURES France Edition is sent to both Platinum (10,000 copies) and Centurion Members (1,700 copies). / <sup>6</sup> Language split: 4,200 German copies, 2,600 French copies / <sup>7</sup> Combined circulation of readers with an international Dollar card account (IDC) settled in US\$ located in more than 16 countries across Central and South America, Caribbean and Bermuda. / <sup>8</sup> Hong Kong and Taiwan editions published in traditional Chinese, Mainland China edition in simplified Chinese.

## PAN-REGIONAL OVERVIEW



### CENTURION MAGAZINE

PAN-COMBINATIONS (Full Page)	CIRCULATION	€ RATE	US\$ RATE
EMEA	41,600	€ 37,000	\$ 50,000
JAPA*	29,900	€ 31,400	\$ 42,400
LATAM	9,000	€ 8,500	\$ 11,500
<b>ALL MARKETS</b>	<b>80,500</b>	<b>€ 68,000</b>	<b>\$ 91,800</b>



### DEPARTURES MAGAZINE

PAN-COMBINATIONS (Full Page)	CIRCULATION	€ RATE	US\$ RATE
EMEA	198,600	€ 57,200	\$ 77,300
JAPA*	131,700	€ 40,900	\$ 55,300
LATAM	53,000	€ 13,400	\$ 18,100
<b>ALL MARKETS</b>	<b>383,300</b>	<b>€ 94,000</b>	<b>\$ 126,900</b>



### CENTURION & DEPARTURES COMBINED

PAN-COMBINATIONS (Full Page)	CIRCULATION	€ RATE	US\$ RATE
EMEA	240,200	€ 71,000	\$ 95,500
JAPA*	161,600	€ 56,900	\$ 76,900
LATAM	62,000	€ 17,400	\$ 23,500
<b>ALL MARKETS</b>	<b>460,800</b>	<b>€ 125,000</b>	<b>\$ 169,000</b>

Applied FX rate: 1 EUR = 1.35 USD

\*JAPA Pan-Combinations include Japan, Asia and Pacific

**EMEA, JAPA, LATAM**  
TOTAL CIRCULATION:

**463,800** copies

TOTAL AUDIENCE REACH:

**1.7 MILLION** readers

