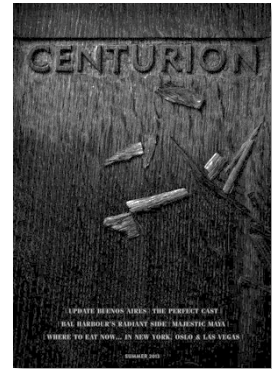


MEDIA INFORMATION

TARGETED MEDIA SOLUTIONS FOR LUXURY ADVERTISERS



RATE CARD
INTERNATIONAL EDITIONS
EMEA
APAC
LATAM
&
DIGITAL

2014

Luxury Lifestyle Publications exclusively for Platinum Card® and Centurion® Members
from American Express® published by Journal International



Access Affluence.



Ultimately connecting luxury advertisers with the right audience.

Delivering an unparalleled editorial environment and unrivalled audience, CENTURION and DEPARTURES magazines are a "category of one". No other media property represents the sophisticated and modern lifestyle of the truly affluent and reaches them in such a direct and efficient manner. These exclusive publications are a must buy for any company that desires to reach consumers with discriminating taste and a discerning eye that recognises the value of luxury and the importance of investing in quality.



**THE LUXURY
SOURCEBOOK FOR
AFFLUENT, EDUCATED,
WELL-TRAVELLED
CONSUMERS**

www.departures-international.com

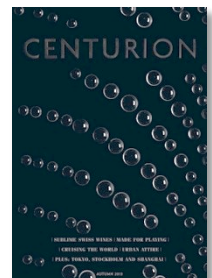
DEPARTURES readers are affluent, high net worth professionals, decision-makers and frequent travellers, who enjoy the finer things in life. As they lead exceptionally busy lives, both in professional and personal terms, time is of the essence for these influential consumers.

Spending their free time as they want means enjoying a high quality of life. They use their independence - whether freedom of choice or financial - as the route to a carefree life that allows them to fulfil their dreams and aspirations.

The American Express Platinum Card is more than just a card: it unites a community of cosmopolitan, family-orientated men and women, who travel widely for both business and pleasure. To receive DEPARTURES, one must be a Platinum Cardmember.

**THE ULTIMATE
21ST CENTURY LIVING
COMPANION FOR THE
CENTURION
COMMUNITY**

www.centurion-magazine.com



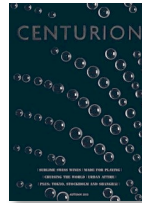
CENTURION readers are super-affluent HNWIs on a continual quest for the best and most exclusive experiences. They own companies and are constantly on the move; they define success.

Exceptionally discerning and style-conscious, these global players truly value worldwide access to the inaccessible. They do not compromise and expect only the highest level of personal commitment: individually tailored service, unlimited financial flexibility, exclusive travel benefits and global access.

Centurion is a global community of the highest earners and spenders worldwide. To receive CENTURION Magazine, one must be a Centurion Member from American Express: an individual who can afford virtually anything. The card itself is one of the world's most exclusive, offered by invitation only.

CENTURION

READER PROFILE
EMEA, ASIA, PACIFIC



PURCHASING POWER	EMEA AUDIENCE	ASIA AUDIENCE	PACIFIC AUDIENCE
Ø Total Net Worth	€ 6.7 million	€ 7.1 million	€ 6.5 million
Ø Annual Household Income	€ 960,000	€ 1.3 million	€ 690,000
Ø Monthly Disposable Income (Shopping & Entertainment)	€ 12,500	€ 13,700	€ 11,000
Ø Number of Properties Owned	5.5	4.8	4.9
DEMOGRAPHICS	EMEA AUDIENCE	ASIA AUDIENCE	PACIFIC AUDIENCE
Number of Children	1.6	1.5	2.1
Married or Living with Partner	88%	87%	91%
Readership Male/Female	56% / 44%	50% / 50%	44% / 56%

DEPARTURES

READER PROFILE
EMEA, ASIA, PACIFIC



PURCHASING POWER	EMEA AUDIENCE	ASIA AUDIENCE	PACIFIC AUDIENCE
Ø Total Net Worth	€2.3 million	€ 3.9 million	€ 3.7 million
Ø Annual Household Income	€ 251,000	€ 651,000	€ 358,000
Ø Monthly Disposable Income (Shopping & Entertainment)	€ 4,500	€ 7,600	€ 6,100
Ø Number of Properties Owned	3.2	4.3	3.6
DEMOGRAPHICS	EMEA AUDIENCE	ASIA AUDIENCE	PACIFIC AUDIENCE
Number of Children	1.4	1.5	1.9
Married or Living with Partner	84%	81%	88%
Readership Male/Female	54% / 46%	50% / 50%	53% / 47%

Source: Centurion and Departures Reader Lifestyle Survey, 2012; FX rate used: US\$1 = €1.35 / AU\$ 1 = US\$ 0.93

More detailed travel and lifestyle profiles or spending patterns available upon request.
(e.g. automobile, real estate, interior design, watches, jewellery, fashion, online shopping etc.)

PLEASE CONTACT YOUR LOCAL SALES REPRESENTATIVE OR:
Christoph Gerth, gerth@journal-international.com, +49 89 6427 97 - 65

CIRCULATIONS & RATES 2014

EUROPE & MIDDLE EAST

CENTURION	LANGUAGE	CIRCULATION ¹	1/1 PAGE RATE €	1/1 RATE US\$
United Kingdom	English	13,000	€ 14,000	\$ 18,900
Germany/Austria	German	9,100	€ 10,400	\$ 14,000
Switzerland	English	3,000	€ 4,200	\$ 5,700
Europe Edition ²		4,550	€ 4,900	\$ 6,600
ICC Edition ³	English	6,800	€ 7,500	\$ 10,100
Middle East ⁴		4,350	€ 5,900	\$ 8,000
CENTURION EMEA		40,800	€ 35,500	\$ 47,900
France ⁵	French Supplement	1,700	€ 2,000	\$ 2,700
DEPARTURES				
United Kingdom	English	63,000	€ 15,000	\$ 20,300
Germany/Austria	German	41,800	€ 11,500	\$ 15,500
Switzerland ⁶	German & French	6,800	€ 4,700	\$ 6,300
Italy	Italian	25,000	€ 9,500	\$ 12,800
France ⁵	French	11,700	€ 7,900	\$ 10,700
Spain	Spanish	6,900	€ 4,900	\$ 6,600
Netherlands		5,500	€ 3,800	\$ 5,100
Sweden		11,500	€ 7,600	\$ 10,300
Finland	English	5,000	€ 3,100	\$ 4,200
ICC Edition ³		6,800	€ 6,800	\$ 9,200
Croatia		4,500	€ 3,100	\$ 4,200
Middle East ⁴		9,500	€ 6,900	\$ 9,300
DEPARTURES EMEA		198,000	€ 55,500	\$ 74,900
CENTURION & DEPARTURES EMEA		238,800	€ 69,000	\$ 93,200

ASIA

CENTURION	LANGUAGE	CIRCULATION ¹	1/1 PAGE RATE €	1/1 RATE US\$
Hong Kong	English & Chinese	10,000	€ 10,300	\$ 13,900
Singapore	English	1,800	€ 3,000	\$ 4,000
Taiwan	Chinese	1,300	€ 3,000	\$ 4,000
CENTURION ASIA		13,100	€ 12,500	\$ 16,900
DEPARTURES				
Hong Kong	English & Chinese	11,000	€ 5,900	\$ 7,900
Singapore		4,500	€ 3,000	\$ 4,000
Malaysia	English	3,500	€ 3,000	\$ 4,000
Philippines		500	€ 1,900	\$ 2,500
Taiwan	Chinese	7,500	€ 4,400	\$ 5,900
India	English	5,200	€ 2,900	\$ 3,900
DEPARTURES ASIA		32,200	€ 19,900	\$ 26,900
CENTURION & DEPARTURES ASIA		45,300	€ 29,500	\$ 39,800

JAPAN

CENTURION	LANGUAGE	CIRCULATION ¹	1/1 PAGE RATE €	1/1 RATE US\$
CENTURION Japan	Japanese	6,500	€ 10,000	\$ 13,500
DEPARTURES Japan		70,000	€ 15,000	\$ 20,300
CENTURION & DEPARTURES JAPAN		76,500	€ 21,000	\$ 28,400

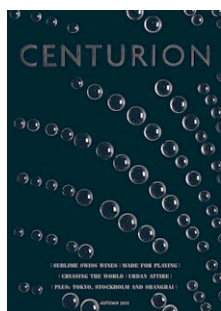
PACIFIC

CENTURION	LANGUAGE	CIRCULATION ¹	1/1 PAGE RATE €	1/1 RATE US\$
Australia	English	6,000	€ 10,000	\$ 13,500
DEPARTURES				
Australia		24,000		
New Zealand	English	2,000	€ 10,700	\$ 14,500
CENTURION & DEPARTURES PACIFIC		32,000	€ 18,100	\$ 24,500

LATAM

CENTURION	LANGUAGE	CIRCULATION ¹	1/1 PAGE RATE €	1/1 RATE US\$
Mexico	Spanish	6,000	€ 5,600	\$ 7,500
Argentina		1,000	€ 1,600	\$ 2,100
IDC Edition ⁷	English	1,500	€ 2,600	\$ 3,500
CENTURION LATAM		8,500	€ 8,100	\$ 11,000
DEPARTURES				
Mexico	Spanish	45,000	€ 9,900	\$ 13,400
IDC Edition ⁷	English	8,000	€ 5,300	\$ 7,200
DEPARTURES LATAM		53,000	€ 13,000	\$ 17,500
CENTURION & DEPARTURES LATAM		61,500	€ 16,900	\$ 22,800

¹ Circulation refers to printed circulation. / ² Europe Edition distributed in Italy (1,650 copies), the Netherlands (1,200), Spain (950), Sweden (500) and Turkey (250). / ³ 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. / ⁴ DEPARTURES Middle East: Saudi Arabia (3,000 copies), Rest of Middle East (6,500). CENTURION Middle East: Saudi Arabia 2,500 copies; Rest of Middle East 1,850 copies (e.g. UAE, Oman, Bahrain, etc.). ⁵ DEPARTURES France Edition is sent to both Platinum (10,000 copies) and Centurion Members (1,700 copies). In addition to DEPARTURES, Centurion Members receive a CENTURION supplement which can be booked separately and is not included in Pan-Europe bookings / ⁶ Language split: 4,200 German copies, 2,600 French copies / ⁷ 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.



CENTURION MAGAZINE

PAN-COMBINATIONS (Full Page)	CIRCULATION	€ RATE	US\$ RATE
EMEA	40,800	€ 35,500	\$ 47,900
APAC*	25,600	€ 28,900	\$ 39,000
LATAM	8,500	€ 8,100	\$ 11,000
ALL MARKETS	74,900	€ 64,000	\$ 86,400



DEPARTURES MAGAZINE

PAN-COMBINATIONS (Full Page)	CIRCULATION	€ RATE	US\$ RATE
EMEA	198,000	€ 55,500	\$ 74,900
APAC*	128,200	€ 40,000	\$ 54,000
LATAM	53,000	€ 13,000	\$ 17,500
ALL MARKETS	379,200	€ 92,000	\$ 124,200



CENTURION & DEPARTURES MAGAZINE

PAN-COMBINATIONS (Full Page)	CIRCULATION	€ RATE	US\$ RATE
EMEA	238,800	€ 69,000	\$ 93,200
APAC*	153,800	€ 55,400	\$ 74,800
LATAM	61,500	€ 16,900	\$ 22,800
ALL MARKETS	454,100	€ 125,000	\$ 168,750

Applied FX rate: 1 EUR = 1.35 USD

*APAC Pan-Combinations include Japan, Asia and Pacific



EMEA, APAC, LATAM
TOTAL CIRCULATION:

454,100

TOTAL AUDIENCE REACH:

1.7 MILLION READERS**

**Total reach based on an average of 3.8 readers per copy

SPECIAL POSITION RATES

2014

EUROPE & MIDDLE EAST

EURO RATES* FULL PAGES & DPS

	OBC/ Outside Back Cover	IBC, Opp.Contents, Editor's Letter & Mastheads	Full Page within Black Book	Full Page Front Half-RHP, Advertorial	Full Page Opposite Guaranteed Editorial	Double Pages/ Regular DPS	Double Pages/ IFC/1st, 2nd, 3rd DPS
CENTURION							
United Kingdom	€ 18,900	€ 17,500	€ 16,800	€ 16,100	€ 15,400	€ 26,600	€ 35,000
Germany/Austria	€ 14,040	€ 13,000	€ 12,480	€ 11,960	€ 11,440	€ 19,760	€ 26,000
Switzerland	€ 5,670	€ 5,250	€ 5,040	€ 4,830	€ 4,620	€ 7,980	€ 10,500
Europe Edition ²	€ 6,615	€ 6,125	€ 5,880	€ 5,635	€ 5,390	€ 9,310	€ 12,250
ICC Edition ³	€ 10,125	€ 9,375	€ 9,000	€ 8,625	€ 8,250	€ 14,250	€ 18,750
Middle East ⁴	€ 7,965	€ 7,375	€ 7,080	€ 6,785	€ 6,490	€ 11,210	€ 14,750
CENTURION EMEA	€ 47,925	€ 44,375	€ 42,600	€ 40,825	€ 39,050	€ 67,450	€ 88,750
France ⁵	€ 2,700	€ 2,500	€ 2,400	€ 2,300	€ 2,200	€ 3,800	€ 5,000
DEPARTURES							
United Kingdom	€ 20,250	€ 18,750	€ 18,000	€ 17,250	€ 16,500	€ 28,500	€ 37,500
Germany/Austria	€ 15,525	€ 14,375	€ 13,800	€ 13,225	€ 12,650	€ 21,850	€ 28,750
Switzerland ⁶	€ 6,345	€ 5,875	€ 5,640	€ 5,405	€ 5,170	€ 8,930	€ 11,750
Italy	€ 12,825	€ 11,875	€ 11,400	€ 10,925	€ 10,450	€ 18,050	€ 23,750
France ⁵	€ 10,665	€ 9,875	€ 9,480	€ 9,085	€ 8,690	€ 15,010	€ 19,750
Spain	€ 6,615	€ 6,125	€ 5,880	€ 5,635	€ 5,390	€ 9,310	€ 12,250
Netherlands	€ 5,130	€ 4,750	€ 4,560	€ 4,370	€ 4,180	€ 7,220	€ 9,500
Sweden	€ 10,260	€ 9,500	€ 9,120	€ 8,740	€ 8,360	€ 14,440	€ 19,000
Finland	€ 4,185	€ 3,875	€ 3,720	€ 3,565	€ 3,410	€ 5,890	€ 7,750
ICC Edition ³	€ 9,180	€ 8,500	€ 8,160	€ 7,820	€ 7,480	€ 12,920	€ 17,000
Croatia	€ 4,185	€ 3,875	€ 3,720	€ 3,565	€ 3,410	€ 5,890	€ 7,750
Middle East ⁴	€ 9,315	€ 8,625	€ 8,280	€ 7,935	€ 7,590	€ 13,110	€ 17,250
DEPARTURES EMEA	€ 74,925	€ 69,375	€ 66,600	€ 63,825	€ 61,050	€ 105,450	€ 138,750

ASIA-PACIFIC

CENTURION							
Hong Kong	€ 13,905	€ 12,875	€ 12,360	€ 11,845	€ 11,330	€ 19,570	€ 25,750
Singapore	€ 4,050	€ 3,750	€ 3,600	€ 3,450	€ 3,300	€ 5,700	€ 7,500
Taiwan	€ 4,050	€ 3,750	€ 3,600	€ 3,450	€ 3,300	€ 5,700	€ 7,500
CENTURION ASIA	€ 16,875	€ 15,625	€ 15,000	€ 14,375	€ 13,750	€ 23,750	€ 31,250
DEPARTURES							
Hong Kong	€ 7,965	€ 7,375	€ 7,080	€ 6,785	€ 6,490	€ 11,210	€ 14,750
Singapore	€ 4,050	€ 3,750	€ 3,600	€ 3,450	€ 3,300	€ 5,700	€ 7,500
Malaysia	€ 4,050	€ 3,750	€ 3,600	€ 3,450	€ 3,300	€ 5,700	€ 7,500
Philippines	€ 2,565	€ 2,375	€ 2,280	€ 2,185	€ 2,090	€ 3,610	€ 4,750
Taiwan	€ 5,940	€ 5,500	€ 5,280	€ 5,060	€ 4,840	€ 8,360	€ 11,000
India	€ 3,915	€ 3,625	€ 3,480	€ 3,335	€ 3,190	€ 5,510	€ 7,250
DEPARTURES ASIA	€ 26,865	€ 24,875	€ 23,880	€ 22,885	€ 21,890	€ 37,810	€ 49,750
JAPAN							
CENTURION Japan	€ 13,500	€ 12,500	€ 12,000	€ 11,500	€ 11,000	€ 19,000	€ 25,000
DEPARTURES Japan	€ 20,250	€ 18,750	€ 18,000	€ 17,250	€ 16,500	€ 28,500	€ 37,500
PACIFIC							
CENTURION Australia	€ 13,500	€ 12,500	€ 12,000	€ 11,500	€ 11,000	€ 19,000	€ 25,000
DEPARTURES Australia/NZ	€ 14,445	€ 13,375	€ 12,840	€ 12,305	€ 11,770	€ 20,330	€ 26,750

LATAM

CENTURION							
Mexico	€ 7,560	€ 7,000	€ 6,720	€ 6,440	€ 6,160	€ 10,640	€ 14,000
Argentina	€ 2,160	€ 2,000	€ 1,920	€ 1,840	€ 1,760	€ 3,040	€ 4,000
IDC Edition ⁷	€ 3,510	€ 3,250	€ 3,120	€ 2,990	€ 2,860	€ 4,940	€ 6,500
CENTURION LATAM	€ 10,935	€ 10,125	€ 9,720	€ 9,315	€ 8,910	€ 15,390	€ 20,250
DEPARTURES							
Mexico	€ 13,365	€ 12,375	€ 11,880	€ 11,385	€ 10,890	€ 18,810	€ 24,750
IDC Edition ⁷	€ 7,155	€ 6,625	€ 6,360	€ 6,095	€ 5,830	€ 10,070	€ 13,250
DEPARTURES LATAM	€ 17,550	€ 16,250	€ 15,600	€ 14,950	€ 14,300	€ 24,700	€ 32,500

*USD rates available upon request

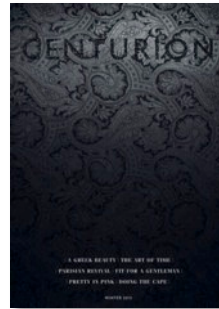
DISCOUNTS, YACHTING SPECIAL & SPECIAL ADVERTISING

DISCOUNTS

per Magazine

2+ pages	5%
4+ pages	10%
8+ pages	15%
12+ pages	20%

Discounts based on the number of full page insertions during a 12 months contract year per magazine



YACHTING SPECIAL - CENTURION AUTUMN 2014

BOOKING
21.07.2014

PRINT MATERIAL
28.07.2014

PUBLICATION
01.09.2014

CONCEPT - EXTRA VISIBILITY IN AN OUTSTANDING ENVIRONMENT

The **YACHTING SPECIAL 2014** is sent as a special double-issue with the autumn edition of CENTURION magazine. Centurion® Members from AMERICAN EXPRESS® enjoy exclusive access to the style, glamour and excitement of yachting – from the spectacle of the latest super yachts and the newest innovations in yacht design through to hot trends in yachting fashion, sailing watches and other yachting accessories. 76+ pages covering the latest in yachting and sailing - the annual CENTURION YACHTING SPECIAL has extended in reach and brings even more exciting yachting coverage.



MARKET	LANGUAGE	CIRCULATION	1/1 RATE €	1/1 RATE US\$
Switzerland		3,000		
Europe Edition	English	4,550	€ 14,500	\$ 19,600
ICC Edition		6,800		
Middle East		4,350		
CENTURION Yachting Special		18,700	€ 14,500	\$ 19,600

DISCOVER THE TOP CHANNEL IN REACHING **YACHTING ENTHUSIASTS** AND LUXURY CONSUMERS ACROSS EUROPE AND THE MIDDLE EAST - ALSO AVAILABLE ON WWW.CENTURION-MAGAZINE.COM

PROMOTIONS AND ADVERTORIALS

Design and production costs for promotions and advertorials may comprise layout, copy, litho and photo shoots, depend on extent and complexity and will be calculated based on the client briefing. Booking and material deadline for advertorials and special promotions is four weeks prior to the regular material deadline for brand advertisements. Specifications and briefing document upon request.

SPECIAL ADVERTISING FORMATS

Special advertising formats such as bound-in and loose inserts, gatefolds, cover gatefolds, in-book gatefolds, tip-on cards etc. are available upon request. The number of loose inserts is limited to one insert per Centurion issue and two inserts per Departures issue. Booking and material deadline for advertising specials is four weeks prior to the regular material deadline for brand advertisements.

PLEASE CONTACT THE SALES TEAM TO CHECK AVAILABILITY OR TO REQUEST A COMPETITIVE QUOTE:

MR. CHRISTOPH GERTH, International Director of Sales
Tel +49 89 642 797 65, gerth@journal-international.com

CONNECT WITH HNWI'S AND LUXURY CONSUMERS - ACROSS MULTIPLE PLATFORMS

We are everywhere our readers are: print, digital, mobile, social and video. The audience of CENTURION and DEPARTURES magazines represent the world's most discerning luxury consumers, an audience devoted to the pursuit of the exclusive experience - without compromise. They are at the core of our brands, and are the driving force behind the development of centurion-magazine.com and departures-international.com.

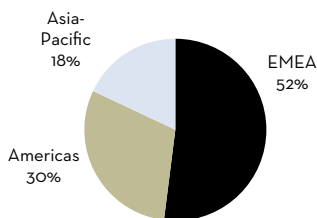
CENTURION-MAGAZINE.COM



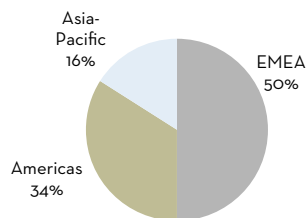
DEPARTURES-INTERNATIONAL.COM



www.centurion-magazine.com exclusively targets Centurion members across EMEA, Asia-Pacific and Latin America, reflected in the geographic origin of its website visitors from more than 170 countries.



departures-international.com curates content for Platinum Cardmembers across EMEA, Asia-Pacific and Latin America, reflected in the geographic origin of its website visitors from more than 170 countries.



WEBSITE USAGE

Average time spent on site per visit	13 minutes
% of total visits from mobile devices	27%
Content is enjoyable to read	76%

Sources: LAB Online Luxury Index 2013; etracker (June - August 2013)

WEBSITE USAGE

Average time spent on site per visit	14 minutes
% of total visits from mobile devices	30%
Content is enjoyable to read	85%

ADVERTISING OPPORTUNITIES - STANDARD & CUSTOMIZED

For advertisers who want to extend their campaigns online across continents or geo-targeted, we offer standard as well as rich media IAB ad units as well as customized creative solutions including homepage and section takeovers, exclusive sponsorships and content solutions. Please contact us at any time to request an offer that meets your campaign goals and specific requirements.

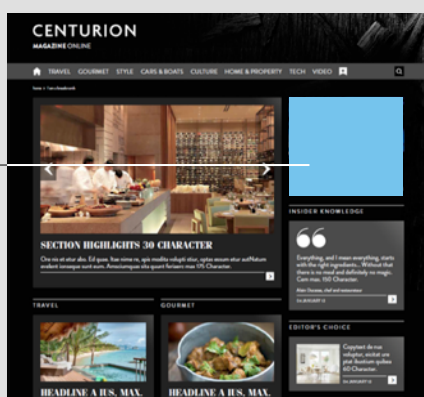
STANDARD IAB. FORMATS - SAMPLES



Leaderboard
728 x 90 px
Super Leaderboard
970 x 90 px

Medium Rectangle
300 x 250 px

Half Page/Super MPU
300 x 600 px



CURRENT WEBSITE STATISTICS SUCH AS VISITOR NUMBERS,
CREATIVE POSSIBILITIES AND QUOTES UPON REQUEST:

Ms. Irena Raltcheva, International Sales Manager, Tel +49 89 642 797 55, raltcheva@journal-international.com

CENTURION

DEPARTURES

EUROPE	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	24.01.	31.01.	07.02.	17.03.
02/2014	08.04.	14.04.	22.04.	02.06.
03/2014	14.07.	21.07.	28.07.	01.09.
04/2014	22.09.	29.09.	06.10.	14.11.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	31.01.	07.02.	14.02.	24.03.
02/2014	11.04.	17.04.	28.04.	10.06.
03/2014	21.07.	28.07.	04.08.	10.09.
04/2014	29.09.	06.10.	13.10.	21.11.

MIDDLE EAST	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	24.01.	31.01.	07.02.	17.03.
02/2014	08.04.	14.04.	22.04.	02.06.
03/2014	14.07.	21.07.	28.07.	01.09.
04/2014	22.09.	29.09.	06.10.	14.11.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	19.02.	26.02.	05.03.	03.04.
02/2014	30.04.	08.05.	15.05.	16.06.
03/2014	07.08.	14.08.	21.08.	23.09.
04/2014	20.10.	27.10.	03.11.	01.12.

ASIA	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	17.02.	24.02.	03.03.	16.04.
02/2014	02.05.	09.05.	16.05.	25.06.
03/2014	05.08.	12.08.	19.08.	03.10.
04/2014	15.10.	22.10.	29.10.	10.12.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	20.02.	27.02.	06.03.	18.04.
02/2014	06.05.	13.05.	20.05.	27.06.
03/2014	11.08.	18.08.	25.08.	03.10.
04/2014	21.10.	28.10.	04.11.	12.12.

JAPAN	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	06.02.	13.02.	20.02.	28.03.
02/2014	02.05.	14.05.	20.05.	30.06.
03/2014	11.08.	14.08.	22.08.	29.09.
04/2014	08.10.	14.10.	22.10.	28.11.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	29.01.	07.02.	12.02.	21.03.
02/2014	28.04.	07.05.	13.05.	20.06.
03/2014	04.08.	11.08.	18.08.	25.09.
04/2014	02.10.	09.10.	16.10.	24.11.

PACIFIC	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	10.02.	17.02.	24.02.	26.03.
02/2014	22.04.	29.04.	06.05.	06.06.
03/2014	29.07.	05.08.	12.08.	19.09.
04/2014	02.10.	10.10.	17.10.	20.11.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	13.02.	20.02.	27.02.	31.03.
02/2014	25.04.	02.05.	09.05.	13.06.
03/2014	01.08.	08.08.	14.08.	22.09.
04/2014	09.10.	16.10.	23.10.	24.11.

MEXICO	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	24.01.	14.02.	21.02.	04.04.
02/2014	09.04.	30.04.	07.05.	13.06.
03/2014	16.07.	06.08.	13.08.	24.09.
04/2014	29.09.	13.10.	20.10.	27.11.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	12.02.	05.03.	12.03.	11.04.
02/2014	17.04.	12.05.	19.05.	16.06.
03/2014	30.07.	20.08.	27.08.	22.09.
04/2014	30.09.	21.10.	28.10.	24.11.

IDC & ARGENTINA	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	10.02.	03.03.	10.03.	17.04.
02/2014	25.04.	16.05.	23.05.	27.06.
03/2014	31.07.	21.08.	28.08.	01.10.
04/2014	01.10.	22.10.	29.10.	03.12.

	TRAVEL & OFFER ADS	BRAND ADVERTISING		PUBLICATION
	MATERIAL*	BOOKING	MATERIAL	
ISSUE				
01/2014	10.02.	03.03.	10.03.	17.04.
02/2014	25.04.	16.05.	23.05.	27.06.
03/2014	31.07.	21.08.	28.08.	01.10.
04/2014	01.10.	22.10.	29.10.	03.12.

Cancellation for brand advertisements: two weeks prior to booking deadline. Cancellation for premium positions and travel/offer advertisements: four weeks prior to booking deadline

*Booking & material deadlines for ads with AMEX Core Card benefits (e.g. FHR offers), advertorials/inserts (produced by JI) and Pan bookings: four weeks prior to brand material deadline

FILE SPECIFICATIONS

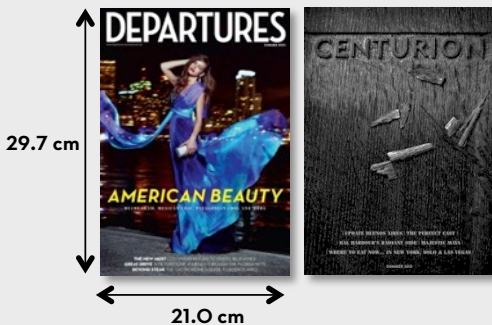
Advertising material has to be delivered with a colour proof made from the print data submitted and in accordance with the colour profile we use. Complaints concerning the colouration of an advertisement cannot be made if the advertiser fails to deliver a colour accurate proof. We do not accept soft proofs.

Colour profile:	Offset, CMYK	Euroscale ISO 12647-2PSO
File format:	PDF/X3	
Density of picture files:	300 dpi	

Digital file on CD or via FTP upload: High-resolution 300 dpi file based on Euroscale offset standard and colour accurate proof. Only digital files will be accepted.

ADVERTISEMENT DIMENSIONS for:

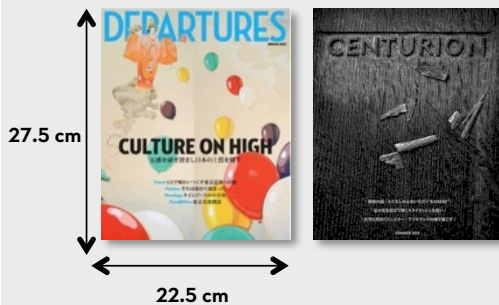
Editions in Europe, Middle East, Asia (except Japan), Pacific CENTURION Mexico & IDC Editions



FORMAT	BLEED SIZE (W x H)	TRIM SIZE (W x H)
Double page spread*	426 x 303 mm	420 x 297 mm
Full page	216 x 303 mm	210 x 297 mm
1/2 page - portrait**	106 x 303 mm	100 x 297 mm
1/3 page - portrait**	72 x 303 mm	66 x 297 mm

ADVERTISEMENT DIMENSIONS for:

DEPARTURES Mexico DEPARTURES & CENTURION Japan



FORMAT	BLEED SIZE (W x H)	TRIM SIZE (W x H)
Double page spread*	456 x 281 mm	450 x 275 mm
Full page	231 x 281 mm	225 x 275 mm
1/2 page - portrait**	116 x 281 mm	113 x 275 mm
1/3 page - portrait**	78 x 281 mm	75 x 275 mm

All relevant text must be placed a minimum of 10 mm away from trimmed size of the page.

*Please add 5mm optical overlap on the binding sides. **Fractional pages cannot be booked in Departures Mexico.

TRANSLATIONS INTO LOCAL LANGUAGES

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

AD MATERIALS DELIVERY

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 Fax +49 89 64 27 97 -77

ASIA & PACIFIC

Ms. Jill Ray
 ray@journal-international.de
 Tel. +49 89 64 27 97 -95
 Fax +49 89 64 27 97 -77

MATERIALS CAN BE UPLOADED TO OUR FTP SERVER. ACCESS DETAILS WILL BE PROVIDED UPON BOOKING.

DELIVERY ADDRESS:

Journal International GmbH, FAO: Amex Ad Coordination
 Hanns-Seidel-Platz 5, D-81737 Munich, Germany

ADVERTISING GUIDELINES

INSERTS, TRAVEL & OFFER ADS

GUIDELINES OBJECTIVE

The Advertising Guidelines are designed to provide an enhanced brand experience to the reader and ensure a smooth process between all parties involved by:

- Ensuring premium quality and balance of magazine content and advertising
- Aligning the promotion of specific offers in the magazines with other premium Cardmember communications (e.g. website, e-mail communications, previews and direct mail)
- Following Call-to-Action and response element guidelines for specific types of advertisements
- Increasing advertising impact by limitation of promotional activities

1. INSERTS

a) Limitation of loose inserts (promotional inserts)

- Loose inserts are limited to a maximum of one insert per issue for Centurion Magazine and two inserts for Departures Magazine.
- Inserts featuring exclusive Cardmember offers adhere to the same guidelines as advertisements with offers

b) Inserts with response elements must adhere to local compliance to protect Cardmember (CM) data

- CM data should always be in an enclosed envelope or in a self-sealing mailer
- Written confirmation that CM data will not be captured by any third parties
- Written confirmation that CM data are only collected in order to respond to the specific offer (Compliance requirements may vary by market.)

2. TRAVEL ADVERTISEMENTS

Travel related advertising is subject to the following Call-to-Action (CTA) requirements and approval by American Express.

a) Travel Brand Advertising/Advertising containing Non-Cardmember-Specific (Generic) Offers

- The advert is not subject to CTA restrictions and may contain the advertiser's phone number and generic website
- Active promotion of American Express Membership Travel Service (MTS) Call-to-Action is strongly encouraged

b) Travel Advertising with Cardmember Specific Offers

(Offers that can be fulfilled through MTS and other booking channels.)

- Dual Call-to-Action required: MTS number and advertiser's phone number
- The ad can include the generic website address of the advertiser, but not a slash linking directly to an offer

c) Travel Advertising Promoting American Express Core Cardmember Benefit Platforms

(Offers that can be fulfilled exclusively through MTS and are not available via other booking channels e.g. offers from the FHR & Preferred Lodging Partners, Cruise Privilege Programme, International Airline Programme (IAP), Highly Preferred Supplier Tour Operators, Platinum & Centurion Car Privileges.)

- Single Call-to-Action required: MTS number only

For approvals, final layout PDFs shall be provided to Journal International by the deadline specified in this mediakit to allow for appropriate review.

3. ADVERTISEMENTS WITH EXCLUSIVE CARDMEMBER OFFERS

All advertisements containing a specific Cardmember offer require approval from American Express via the following process:

- All offers or advertisements containing an offer must be pre-approved by American Express
- Advertiser shall submit the offer using the 'Offer Briefing Document' at least two weeks before material deadline
- All offers are shared with Journal International at the time of booking in order to provide timely feedback

Offer Requirements:

Exclusive Cardmember offers must:

- Exceed all other published offers
- Be able to be fulfilled using the American Express Card
- Last for a minimum of 12 weeks from the mail drop date
- Be incremental/combinable with any existing programme benefits
- Be relevant and suitable for Platinum and Centurion Cardmembers

Offer Briefing:

Please submit the 'Offer Briefing Document' which can be obtained by contacting Diana Veit, with the following information:

- Target audience (Platinum or Centurion Cardmembers)
- Date and length of offer (minimum of 12 weeks from magazine drop date)
- Offer description (including list of benefits, terms & conditions)

Advertising Creative Requirements:

- Please see Call-to-Action requirements for advertising containing Cardmember Specific offers under point 2. Travel Advertisements b) and c).
- Advertisements with exclusive Cardmember offers shall contain the American Express logo: the Blue Box appears at the bottom. The Blue Box should not be smaller than the advertiser's logo. There should never be card art on the ad creative

For more information with detailed Call-To-Action instructions, please contact the Advertising Coordination Team:

EMEA & LATAM Editions:

Ms. Diana Veit

veit@journal-international.de, Tel. +49 89 64 27 97 -16

APAC Editions:

Ms. Jill Ray

ray@journal-international.de, Tel. +49 89 64 27 97 -95

TERMS & CONDITIONS

PAYMENT TERMS

Invoicing will be in Euros (unless otherwise requested), issued by and payable to Journal International. Payment within 30 days after receipt of invoice, (net). A discount of 2% can be deducted, provided payment is made within 8 days of receipt of the invoice.

Bank name: HypoVereinsbank Munich

SWIFT/BIC code: HYVEDEMM

Account number: 38 930 737

IBAN bank code: DE52 7002 0270 0038 9307 37

Bank code: 700202 70

VAT ID: DE 129 50 3742

TERMS AND CONDITIONS

1. The following General Terms and Conditions (hereinafter "Terms") shall govern the contractual relationship entered into by Journal International Verlags- und Werbegesellschaft mbH (hereinafter "JI") and the Customer when placing and processing Advertising Orders. Unless expressly provided otherwise, these Terms shall exclusively apply for this purpose. The Customer's general terms of contract or business shall be excluded, which shall also apply in the event that the inclusion of the Customer's general terms is not expressly contradicted by JI or JI provides its services without objection.

2. "Advertising Order" as defined in these Terms means the contract for the publication of one or several ads of an advertising customer or other advertiser ("Customer") for the purpose of distribution via a newspaper or magazine marketed by JI. The Terms shall apply accordingly also to orders for tip-ons, bound-ins, inserts or special technical layouts.

3. The Advertising Order shall be effected upon the confirmation of acceptance by JI or an official JI representative.

4. Cancellations of orders are only possible up until two weeks prior to booking deadline. For premium positions the cancellation deadline is four weeks prior to booking deadline. Cancellations of Online bookings are only possible up to 31 days prior to campaign start date, or

10 business days or less before live date: 100% cancellation fee

11-15 business days before live date: 75%

16-20 business days before live date: 50%

21-30 business days before live date: 25%

5. The responsibility for the timely delivery of the ad or insert text and flawless artwork lies with the Customer. If the artwork is visibly unsuitable or damaged, JI shall promptly request replacement artwork. JI guarantees a customary print quality for the covered title within the limits set by the artwork. Costs incurred by JI for requested or justifiable changes of the artwork following the closing and/or final delivery date for advertisements and/or print material shall be borne by the Customer. JI shall not be liable for any situation where agreed advertisement placements can not be met due to delayed delivery of print material and in cases of a reduction of print quality.

6. JI reserves the right to reject advertising and insert orders on the basis of their contents, origin or technical design in accordance with the uniform objective principles of JI, if the contents violate laws or government regulations or if the publication is unacceptable for JI, which includes, but is not limited to advertising orders from competitors of an American Express company.

7. The invoice shall be payable within the period as shown in the Rate Card starting from the receipt of the invoice, unless other payment terms or advance payment has been agreed in writing in the particular case. JI reserves the right to demand advance payment by the ad deadline for reasonable cause, such as the first establishment of business relations.

8. The advertising rates quoted are exclusive of VAT.

9. JI shall be entitled to modify the Terms and the prices at any time upon three months written notice.

10. Claims for damages arising out of a positive breach of an obligation, culpa in contrahendo or tort shall be excluded, even in case of orders placed by telephone; claims for damages arising out of the impossibility of performance and delay shall be limited to compensation of the foreseeable loss and the fee payable for the relevant ad or insert. This shall not apply to cases of intent and

gross negligence by JI, its legal representatives and vicarious agents. Any liability of JI for damages arising out of the lack of warranted characteristics shall remain unaffected.

11. Complaints about obvious defects must be filed by the Customer at the latest within two weeks after receipt of the invoice. Complaints about non-obvious defects must be filed by the Customer at the latest 30 days after publication of the ad. If the print of an ad is faulty in spite of the timely delivery of flawless artwork and in case of a timely complaint, the Customer may demand the reprint of a flawless replacement ad. A claim for supplementary performance shall be excluded, if such performance would result in unreasonable expenses for JI. If JI lets a reasonable grace period expire, if JI refuses supplementary performance, and if supplementary performance is not acceptable for the Customer or fails, the Customer shall be entitled to rescind the contract or demand reduction of the payment to the extent to which the purpose of the ad was impaired. Warranty claims of merchants shall expire 12 months after the publication of the relevant ad.

12. The Customer warrants that it has all rights required for placing the ad. The Customer shall be liable to JI for damages suffered by JI due to claims asserted by third parties on the basis of provisions of press law or other laws. The Customer shall indemnify and hold harmless JI from and against all claims asserted by third parties against JI on the basis of an alleged infringement of provisions of competition law, criminal law, copyright law and other statutory provisions. The indemnification shall also cover the expenses incurred in the necessary legal defence against third parties. The Customer shall be obliged to provide all reasonable assistance to JI in the legal defence against third parties. JI shall not be obliged to examine orders and ads for determining whether they may infringe rights of third parties.

13. Advertising brokers and advertising agencies shall be obliged to adhere to the Rate Card of JI in their tenders, contracts and statements of accounts with the advertisers.

14. Artwork shall be returned to the Customer only upon special request. JI's obligation to preserve the artwork shall expire three months after the first-time distribution of the ad.

15. Should one or more provisions of these Terms and/or the Order be or become invalid, this shall not affect the validity of the remaining provisions. The Parties agree to replace an invalid provision through supplementary construction of these Terms with such a provision that comes as close as possible to the economic purpose originally intended by the Parties. The same shall apply to gaps found in these Terms.

16. The place of performance shall be JI's place of jurisdiction. The place of jurisdiction in business dealings with merchants, legal entities or special funds under public law shall be the place of business of JI.

17. These Terms shall be governed by German law to the exclusion of its conflict of law rules and the UN Sales Convention.

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