

Media Kit 2019



CENTURION
AND
DEPARTURES



Contents

CENTURION & DEPARTURES MEDIA KIT 2019

Welcome to the world of CENTURION and DEPARTURES, the luxury lifestyle publications crafted exclusively for the most premium Cardmembers from American Express® — Centurion® and Platinum Card® Members in over 170 countries worldwide.

This select community of pre-qualified high spenders defines discernment and is the driving force behind every page of the print and digital publications, where first-class, independent editorial presents expertly sourced recommendations across travel, style, design and beyond — and an unparalleled environment within which to reach this uniquely affluent audience of loyal readers and consumers.

TABLE OF CONTENTS	
Print & Digital Channels Overview	page — 3
Magazine Reach	page — 4
Reader Profile	page — 5
Editorial Mission	page — 6-7
Editorial Calendar 2019	page — 8-9
Dates & Deadlines 2019	page — 10-11
Advertising Rates 2019	page — 12
Special Positions & Bespoke Solutions	page — 13
The Compendium by CENTURION	page — 14
Yachting in Focus	page — 15
Production Specifications	page — 16
Advertising Guidelines	page — 17
Terms & Conditions	page — 18
Advertising Sales Contacts	page — 19
Publishing House Contacts	page — 20



The World of Membership

CENTURION & DEPARTURES MEDIA KIT 2019

UNPARALLELED BENEFITS

With their powerful American Express Memberships, Centurion® and Platinum Card® members enjoy a host of exceptional services, exclusive privileges and unique experiences

MEMBERSHIP REWARDS

Redeemable points for travel, shopping and much more

CENTURION MAGAZINE

centurion-magazine.com

DEPARTURES MAGAZINE

departures-international.com

The luxury lifestyle publications crafted exclusively for Centurion and Platinum Card Members in over 170 countries worldwide

GLOBAL LOUNGE COLLECTION

An expanding airport lounge programme including The Centurion® lounge network that unlocks access to more than 1,100 lounges across 120 countries and counting

CENTURION AND PLATINUM TRAVEL AND LIFESTYLE SERVICES

Over 5,000 dedicated advisors globally for Centurion and Platinum Card members

AMERICAN EXPRESS EXPERIENCES

Unforgettable events in music, theater, sports and beyond

PRIVILEGE PROGRAMMES

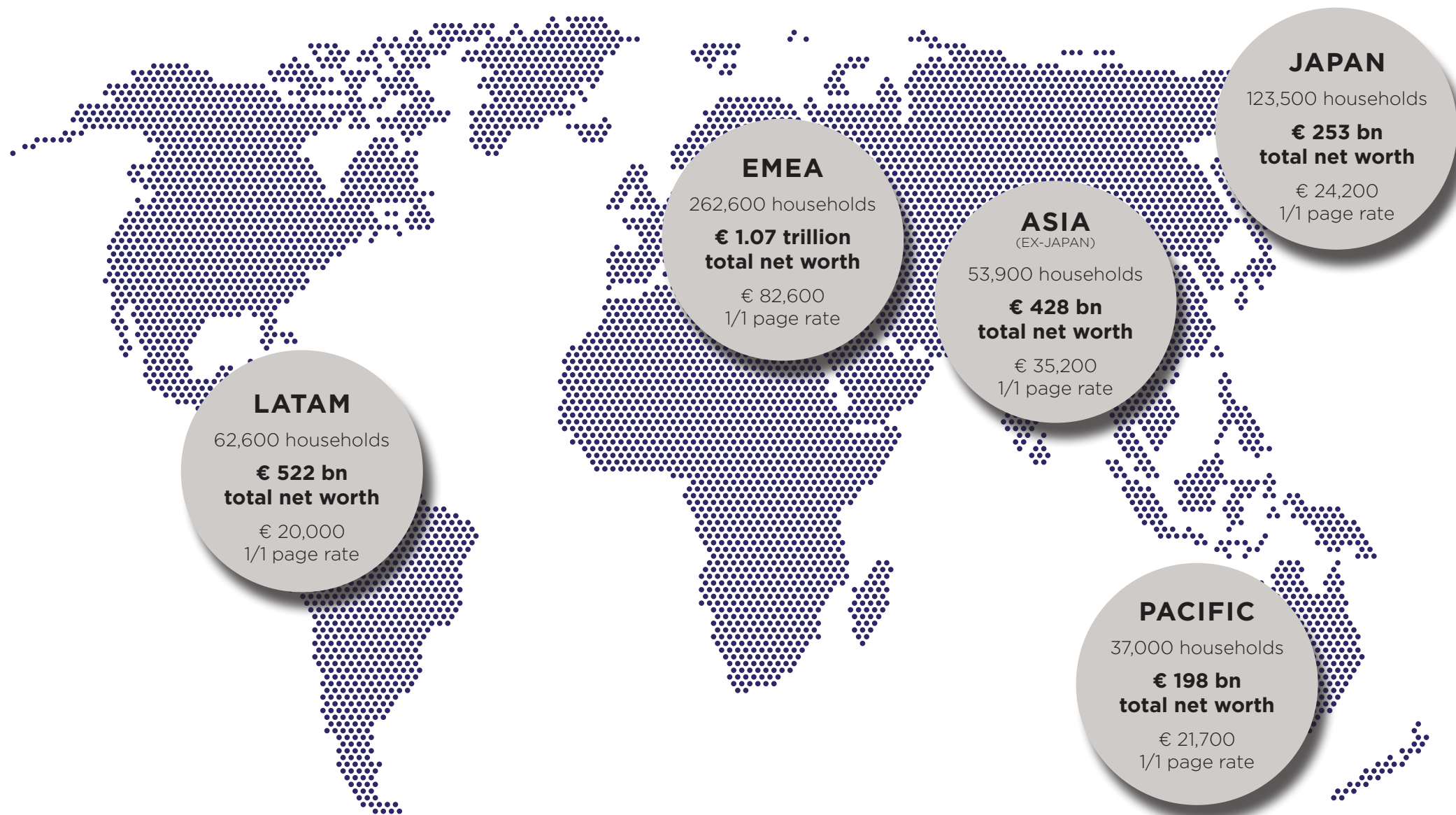
Exclusive benefits and access through Fine Hotels & Resorts, Global Dining Collection and more



Access Global Affluence

CENTURION & DEPARTURES MEDIA KIT 2019

The 34 international editions of Centurion and Departures, published in 9 languages, provide access to 539,600 Centurion® and Platinum Card® households, and a total net worth of over € 2.4 trillion.



Meet Your Audience

CENTURION & DEPARTURES MEDIA KIT 2019

Exclusively comprising 100% pre-qualified Centurion® and Platinum Card® members from American Express®, CENTURION and DEPARTURES cater to a unique and highly elusive community of the most affluent and discerning consumers in the world.

For CENTURION and DEPARTURES readers, being an American Express member represents a long-term commitment to the highest levels of service, personalisation and unrestricted access — a lifestyle essential, designed to meet every need of their truly global lives.

	CENTURION	DEPARTURES
Total Net Worth	€ 9.8 million	€ 3.6 million
Household Income	€ 1.6 million	€ 406,000
Properties Owned	6.0	3.6
Company Owner / Partner	53%	31%
American Express Membership	23 years	19 years
Leisure Trips per Year	14 trips	11 trips
Business Trips per Year	11 trips	8 trips
Average Age	57 years	56 years
Readership Male / Female	54% / 46%	52% / 48%
Readers per Copy	3.4	3.5
TOTAL CIRCULATION	85,800 copies	453,800 copies
TOTAL READERSHIP	291,720 readers	1.59 million readers

For more detailed reader profiles for your industry, please contact your local sales representative or email sales@jlexperience.com

Source: CENTURION & DEPARTURES Reader Lifestyle Survey Q2/Q3 2018



Editorially Inspired

CENTURION & DEPARTURES MEDIA KIT 2019

Serving as the reliable and trusted source of inspiration for those on the quest for extraordinary experiences and superlative items, CENTURION and DEPARTURES' network of over 120 editors, correspondents and journalists scour the globe for the unique, the new and the remarkable.

The result — print and digital lifestyle companions to which readers regularly and actively turn when planning their next trip, purchase or investment opportunity.



95%

rate their American Express magazine as **enjoyable to read**

83%

take inspiration from their magazine for their **next travel destination**

80%

have **read each** of the last four issues

79%

view their magazine as a **valuable benefit of their American Express membership**

44 Minutes

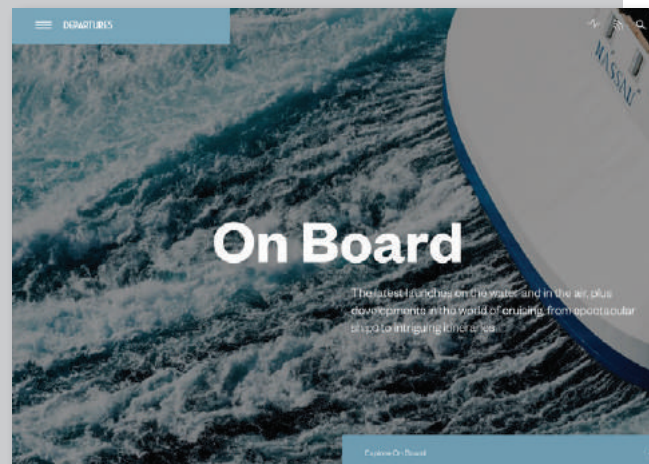
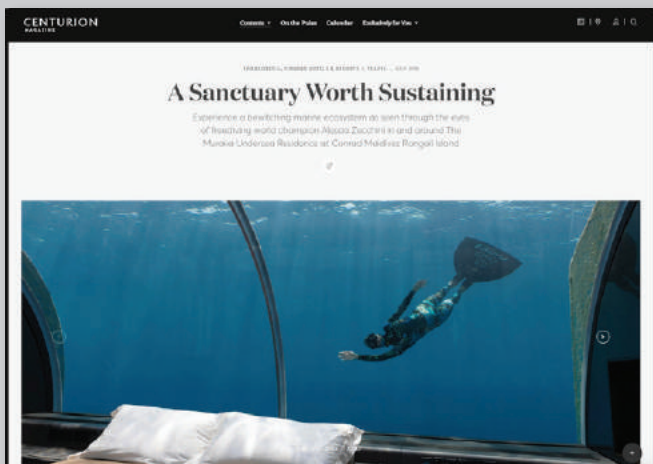
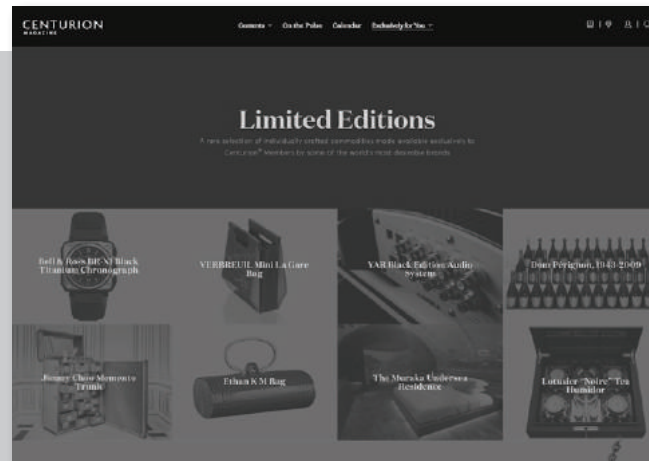
spent reading each issue

Digitally Connected

CENTURION & DEPARTURES MEDIA KIT 2019

Shaped to reflect the interests of this highly discerning audience, centurion-magazine.com and departures-international.com act as the official source of editorially independent luxury news and reviews for Centurion and Platinum Cardmembers worldwide.

With a host of features and personalised elements, the websites represent a finely tuned blend of inspiration and tools to complement and facilitate the unique lifestyle of our audience.



75+

curated destination guides, regularly updated across both sites

80+

limited-edition items and experiences made exclusively available to CENTURION readers so far

2,000+

editorial **travel recommendations & reviews**

97%

of CENTURION and DEPARTURES readers have a strong interest in online **reviews of hotels, bars and restaurants**

71%

consider their digital publication to have a **good mix of themes** relevant to their lifestyle

Centurion Editorial Calendar

CENTURION & DEPARTURES MEDIA KIT 2019

Q1 2019 — Mar / Apr

FOCUS ALL ABOUT GREECE

From Athens to the Peloponnese and the country's many isles — the latest hotel and spa news, plus the best itineraries, marinas and vessels for the yachting season.

PLUS

DISCOVERING MADAGASCAR

The African island is the Indian Ocean's biggest secret — why to go now, what to see and where to stay.

STYLE UPDATE

The best and most creative retail spaces, experiences and purveyors to know and visit now, plus the season's must-have fashions, accessories and jewels for him and her.



Q2 2019 — Jun / Jul

FOCUS HAUTE HORLOGERIE

Be they chronographs, moon phases, minute-repeaters or elegant evening watches: we assess the realm of timepieces with an updated appraisal from the home of timekeeping.

PLUS

ENGLISH COUNTRYSIDE ESCAPES

From Hampshire to the Cotswolds and Cornwall to Norfolk, where to stay, visit and decamp to for the perfect getaway.

ON THE OPEN ROAD

Debuts, test drives and tech; news from the world of motoring.

SPOTLIGHT ON YACHTS

As the Med season comes around, all the latest developments on the water.



Q3 2019 — Sep / Oct

FOCUS THE ULTIMATE GUIDE TO YACHTING

From over 100m behemoths to smaller and nimbler vessels, we check out the latest launches and innovations on the water, plus the best charter routes and destinations of the year.

PLUS

PROPERTY TIMES

Putting the real estate market in focus, detailing where to look and when to buy.



Q4 2019 — Nov / Dec

FOCUS A PRÉCIS OF HAUTE-JOAILLERIE

A sparkling, of-the-moment appraisal of milestone métiers — canvassing industry insights and showcasing the most exciting 2019 launches and trends.

PLUS

FESTIVE GIVING

Celebrate the season with glamour and style.

CONTRARIAN TRAVELS

Unexpected destinations that go against the grain to experience this quarter.



Departures Editorial Calendar

CENTURION & DEPARTURES MEDIA KIT 2019

Q1 2019 — Mar / Apr

FOCUS THE TRAVEL ISSUE

Features, travelogues, dispatches, photo essays and in-depth guides to the hottest cities, unspoiled destinations and transformative experiences for 2019 — with updates from Ecuador, Jamaica, Scandinavia, Los Cabos and Shanghai.

PLUS _____

CRUISE AWAY

Our annual guide to the world of cruising. From routes not often plowed in decadently spacious cabins to our favourite on-board accessories, a shortlist of the best ships and itineraries to entice the most distinguished cruiser.



Q2 2019 — Jun / Jul

FOCUS FACES TO WATCH

Taking the pulse of an industry in flux, a look at what's hot, what's not and why and how timepiece manufacturers are redefining themselves.

PLUS _____

GOLFING AROUND

The latest gear, equipment to covet and places to play.

GREAT DRIVES

We take a newcomer and put it through the paces in a locale that complements its attributes, plus the latest releases and accessories to pack.



Q3 2019 — Sep / Oct

FOCUS INTERNATIONAL STYLE

Style transcends sartorial desires to become an intrinsic part of the world around us — a look at the destinations, locales and international tastemakers who possess that special something we all seek.

IN PROFILE

The beauty and grooming products to invest in for your best self.

PLUS _____

OUT AND ABOUT

Adrenaline-inducing adventures to raise the pulse, free the mind and engage the soul.



Q4 2019 — Nov / Dec

FOCUS CELEBRATING THE SEASON

A de rigueur outline of what to buy the glamorous and stylish — the fashions, accessories and looks to covet for the festive season and beyond.

PLUS _____

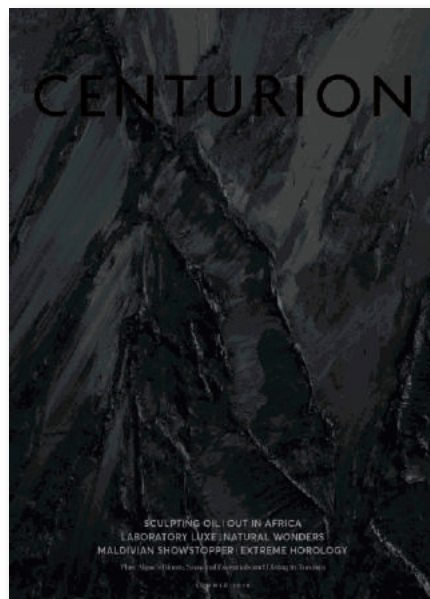
CRAFTING EXCELLENCE

Championing the best artisanal wares — creators who take materials and elevate them to another pantheon.



Publication Dates 2019

CENTURION & DEPARTURES MEDIA KIT 2019



ADVERTISING DEADLINES

AMEX OFFER & BENEFIT ADS

Refers to all advertising containing promotion of an American Express Cardmember offer or benefit. This deadline also applies to all special advertising formats (e.g. advertorials, inserts, tip-ons etc).

TRAVEL BRAND & OFFER ADS

Refers to all creatives promoting generic offers and/or travel-related establishments or services, including airlines, hotels, tour operators etc. For travel advertising running via special formats, or containing reference to American Express offers or benefits, please refer to the earlier deadline for *Amex Offer and Benefit Ads*.

BRAND ADS

Refers to all non-travel, non-offer standard advertising.

		AMEX OFFER & BENEFIT ADS	TRAVEL BRAND & OFFER ADS	BRAND ADVERTISING (NON-TRAVEL)		
		BOOKING & MATERIAL	BOOKING & MATERIAL	BOOKING	MATERIAL	PUBLICATION
Q1 2019	CENTURION EUROPE	07 Dec	28 Dec	25 Jan	01 Feb	15 Mar
	MIDDLE EAST	21 Dec	22 Jan	12 Feb	19 Feb	29 Mar
	MEXICO	04 Jan	25 Jan	22 Feb	26 Feb	10 Apr
	LATAM (IDC, ARG)	04 Jan	18 Jan	15 Feb	22 Feb	04 Apr
	PACIFIC	02 Jan	23 Jan	20 Feb	27 Feb	29 Mar
	ASIA	07 Jan	01 Feb	25 Feb	04 Mar	16 Apr
	JAPAN	14 Dec	11 Jan	01 Feb	08 Feb	22 Mar
Q2 2019	CENTURION EUROPE	22 Feb	15 Mar	12 Apr	17 Apr	03 Jun
	MIDDLE EAST	22 Mar	19 Apr	10 May	17 May	21 Jun
	MEXICO	12 Mar	03 Apr	30 Apr	03 May	11 Jun
	LATAM (IDC, ARG)	13 Mar	04 Apr	02 May	09 May	18 Jun
	PACIFIC	08 Mar	28 Mar	25 Apr	30 Apr	06 Jun
	ASIA	18 Mar	15 Apr	06 May	13 May	21 Jun
	JAPAN	14 Mar	11 Apr	02 May	09 May	21 Jun
Q3 2019	CENTURION EUROPE	31 May	19 Jun	19 Jul	26 Jul	03 Sep
	MIDDLE EAST	03 Jul	31 Jul	21 Aug	28 Aug	27 Sep
	MEXICO	26 Jun	18 Jul	14 Aug	19 Aug	19 Sep
	LATAM (IDC, ARG)	19 Jun	10 Jul	07 Aug	13 Aug	20 Sep
	PACIFIC	21 Jun	11 Jul	08 Aug	14 Aug	20 Sep
	ASIA	28 Jun	26 Jul	16 Aug	23 Aug	09 Oct
	JAPAN	19 Jun	18 Jul	08 Aug	14 Aug	27 Sep
Q4 2019	CENTURION EUROPE	08 Aug	29 Aug	26 Sep	01 Oct	14 Nov
	MIDDLE EAST	05 Sep	02 Oct	24 Oct	31 Oct	29 Nov
	MEXICO	02 Sep	23 Sep	21 Oct	25 Oct	25 Nov
	LATAM (IDC, ARG)	31 Aug	24 Sep	18 Oct	25 Oct	29 Nov
	PACIFIC	23 Aug	12 Sep	10 Oct	17 Oct	22 Nov
	ASIA	09 Sep	07 Oct	28 Oct	04 Nov	13 Dec
	JAPAN	22 Aug	19 Sep	10 Oct	17 Oct	29 Nov

Publication Dates 2019

CENTURION & DEPARTURES MEDIA KIT 2019



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		BOOKING & MATERIAL	BOOKING & MATERIAL	BOOKING	MATERIAL	PUBLICATION
Q1 2019	DEPARTURES EUROPE	14 Dec	4 Jan	01 Feb	08 Feb	22 Mar
	MIDDLE EAST	21 Dec	18 Jan	08 Feb	15 Feb	20 Mar
	MEXICO	11 Jan	01 Feb	01 Mar	05 Mar	18 Apr
	LATAM (IDC)	04 Jan	18 Jan	15 Feb	22 Feb	04 Apr
	PACIFIC	03 Jan	24 Jan	21 Feb	27 Feb	29 Mar
	ASIA	09 Jan	01 Feb	27 Feb	06 Mar	18 Apr
	JAPAN	19 Dec	23 Jan	13 Feb	20 Feb	03 Apr
Q2 2019	DEPARTURES EUROPE	28 Feb	21 Mar	18 Apr	25 Apr	07 Jun
	MIDDLE EAST	06 Mar	03 Apr	24 Apr	30 Apr	06 Jun
	MEXICO	26 Mar	17 Apr	15 May	17 May	04 Jul
	LATAM (IDC)	13 Mar	04 Apr	02 May	09 May	18 Jun
	PACIFIC	12 Mar	02 Apr	30 Apr	07 May	07 Jun
	ASIA	21 Mar	18 Apr	09 May	16 May	27 Jun
	JAPAN	22 Mar	18 Apr	10 May	17 May	03 Jul
Q3 2019	DEPARTURES EUROPE	07 Jun	28 Jun	26 Jul	02 Aug	11 Sep
	MIDDLE EAST	14 Jun	12 Jul	02 Aug	09 Aug	13 Sep
	MEXICO	04 Jul	25 Jul	22 Aug	26 Aug	09 Oct
	LATAM (IDC)	19 Jun	10 Jul	07 Aug	13 Aug	20 Sep
	PACIFIC	24 Jun	15 Jul	12 Aug	19 Aug	24 Sep
	ASIA	05 Jul	02 Aug	23 Aug	30 Aug	09 Oct
	JAPAN	28 Jun	26 Jul	16 Aug	23 Aug	03 Oct
Q4 2019	DEPARTURES EUROPE	16 Aug	6 Sep	02 Oct	11 Oct	22 Nov
	MIDDLE EAST	23 Aug	20 Sep	11 Oct	18 Oct	18 Nov
	MEXICO	04 Sep	27 Sep	23 Oct	29 Oct	06 Dec
	LATAM (IDC)	31 Aug	24 Sep	18 Oct	25 Oct	29 Nov
	PACIFIC	28 Aug	18 Sep	16 Oct	23 Oct	26 Nov
	ASIA	11 Sep	09 Oct	30 Oct	06 Nov	13 Dec
	JAPAN	27 Aug	24 Sep	15 Oct	22 Oct	05 Dec

Advertising Rates 2019

CENTURION & DEPARTURES MEDIA KIT 2019

CENTURION	LANGUAGE	CIRCULATION	SP RATE	DPS RATE
United Kingdom	English	13,000	€ 17,500	€ 33,250
Germany/Austria	German	9,100	€ 13,000	€ 24,700
Switzerland	English	3,200	€ 5,500	€ 10,450
France	French	1,700	€ 2,300	€ 4,370
Europe Edition ¹	English	4,500	€ 6,100	€ 11,590
ICC Edition ²	English	6,800	€ 9,400	€ 17,860
Middle East ³	English	5,000	€ 8,500	€ 16,150
EMEA PACKAGE - ALL EDITIONS		43,300	€ 44,000	€ 83,600
Hong Kong	English & Trad. Chinese	10,000	€ 12,900	€ 24,510
Mainland China	Simplified Chinese	3,000	€ 5,100	€ 9,690
Singapore	English	1,800	€ 3,700	€ 7,030
Taiwan	Traditional Chinese	2,200	€ 3,800	€ 7,220
India	English	1,500	€ 1,800	€ 3,420
Japan	Japanese	8,500	€ 12,300	€ 23,370
Australia	English	6,000	€ 12,500	€ 23,750
JAPA PACKAGE - ALL EDITIONS		33,000	€ 38,100	€ 72,390
Mexico	Spanish	6,500	€ 7,400	€ 14,060
Argentina	Spanish	1,000	€ 1,900	€ 3,610
IDC Edition ⁴	English	2,000	€ 3,900	€ 7,410
LATAM PACKAGE - ALL EDITIONS		9,500	€ 9,400	€ 17,860
COMBINATION — ALL CENTURION EDITIONS		85,800	€ 78,800 38% SAVING	€ 149,720 41% SAVING

¹ - CENTURION Europe Edition, distributed in Italy (1,650 copies), the Netherlands (1,200), Spain (900), Sweden (500) and Turkey (250). ² - Combined circulation of CENTURION/DEPARTURES readers with an International Currency Card account (ICC), settled in US\$ or €, distributed in more than 170 markets. ³ - CENTURION Middle East: Saudi Arabia (2,750 copies), rest of Middle East e.g. UAE, Oman, Bahrain (2,250 copies). DEPARTURES Middle East: Saudi Arabia (3,000 copies), rest of Middle East (6,500 copies). ⁴ - Combined circulation of CENTURION/DEPARTURES readers with an International Dollar Card account (IDC), settled in US\$, located in more than 16 countries across Central and South America, the Caribbean and Bermuda. ⁵ - DEPARTURES Switzerland: 4,200 German copies, 2,600 French copies. **NB:** Circulation refers to 2019 estimated printed circulation per issue. Journal International Experience GmbH reserves the right to modify advertising rates at any time on three months written notice. **Last updated - 12 December 2018**

DEPARTURES	LANGUAGE	CIRCULATION	SP RATE	DPS RATE
United Kingdom	English	70,300	€ 18,400	€ 34,960
Germany/Austria	German	47,000	€ 14,500	€ 27,550
Switzerland ⁵	German & French	6,800	€ 5,900	€ 11,210
Italy	Italian	24,000	€ 11,100	€ 21,090
France	French	12,600	€ 9,700	€ 18,430
Spain	Spanish	11,000	€ 6,800	€ 12,920
Europe Edition				
Netherlands	English	7,800		
Sweden		15,300	€ 19,200	€ 36,480
Finland		7,200		
ICC Edition ²	English	7,800	€ 9,400	€ 17,860
Middle East ³	English	9,500	€ 9,000	€ 17,100
EMEA PACKAGE - ALL EDITIONS		219,300	€ 66,100	€ 125,590
Hong Kong	English & Trad. Chinese	11,900	€ 7,600	€ 14,440
Asia Edition				
Singapore	English	4,500		
Malaysia		3,500	€ 9,100	€ 17,290
Philippines/Indonesia		1,000		
Taiwan	Traditional Chinese	7,500	€ 5,200	€ 9,880
India	English	7,000	€ 4,000	€ 7,600
Japan	Japanese	115,000	€ 19,900	€ 37,810
Australia		29,000		
New Zealand	English	2,000	€ 13,200	€ 25,080
JAPA PACKAGE - ALL EDITIONS		181,400	€ 49,500	€ 94,050
Mexico	Spanish	45,000	€ 11,900	€ 22,610
IDC Edition ⁴	English	8,100	€ 6,600	€ 12,540
LATAM PACKAGE - ALL EDITIONS		53,100	€ 15,400	€ 29,260
COMBINATION — ALL DEPARTURES EDITIONS		453,800	€ 104,500 42% SAVING	€ 198,550 45% SAVING

Special Formats & Solutions

CENTURION & DEPARTURES MEDIA KIT 2019

SPECIAL POSITIONS

SINGLE PAGES	SP BASE RATE
Outside Back Cover	+ 35%
Inside Back Cover	+ 25%
Opposite Editor's Letter	+ 25%
Opposite Masthead	+ 25%
Opposite Table of Contents	+ 25%
Within BlackBook	+ 20%
First 50%, RHP	+ 15%
Opp. Guaranteed Editorial	+ 10%
SPREADS	DPS BASE RATE
Inside Front Cover Spread	+ 35%
First Bank (after IFCS)	+ 30%
Reverse Z-Cover*	on request

* Reverse Z-Cover placement is only available in selected markets and upon special request. Additional production charges will apply.

SPECIAL FORMATS

Loose and Bound-in Inserts

Limited to a maximum of one insert per issue for CENTURION, and two for DEPARTURES. Media and production costs will be calculated based on size, weight and number of pages. Inserts requiring creative or production by JI Experience will be subject to additional production costs.

Advertorials

All advertorials are subject to a **+15% surcharge** on the standard single or double page base media rate. Additional costs will apply should translations, graphic adaptations or similar be required.

Advertorials created by the Magazine Team are calculated case-by-case, based on the extent and complexity of the activity.

BESPOKE PARTNERSHIPS

Tailor Your Message

CENTURION and DEPARTURES' dedicated Creative Solutions team are on hand to craft bespoke advertising packages to tell your story across print and digital platforms with maximum impact and relevance.

From editorial-style destination guides or in-depth feature advertorials, to exclusive purchase opportunities, event partnerships, on-location video or photography productions and more — each proposal is entirely customised to your needs and focus, resulting in a 360° partnership which will truly resonate with this highly valuable audience.

A range of special advertising solutions are available, please contact your local sales representative, or email sales@jiexperience.com for a tailored proposal.



The Compendium by Centurion

CENTURION & DEPARTURES MEDIA KIT 2019



€ 45.3 billion

readers' combined annual household spend on **leisure travel**

6.0 properties

owned on average

90%

have taken action upon seeing an advertising in their magazine

SPECIAL ANNUAL ISSUE

This annual keepsake edition, published at the turn of the year, serves as a **definitive forecasting tool** for the next twelve months.

In-depth interviews, revealing profiles and key insights from the most respected purveyors of luxury make this covetable issue a must-read for CENTURION readers across EMEA, LATAM and APAC, as it uncovers the principal trends that will shape the worlds of design, travel, style, cuisine, mobility and culture in 2019.

The **dedicated Fine Hotels & Resorts Showcase** rounds off this special issue with a selection of standout hotels worldwide, inspiring readers with the breadth of this unique programme's portfolio and offering participating properties the opportunity to reach their most valuable audience as they plan their travel for the year to come.

ADVERTISING RATES 2019

REGION	LANGUAGES	CIRCULATION	SP RATE	DPS RATE
EMEA & LATAM	English & German	43,600	€ 50,500	€ 95,950
APAC	English & Trad. Chinese	17,800	€ 19,700	€ 37,430
ALL MARKETS		61,400	€ 69,500	€ 132,500

DATES 2019

**BOOKING DEADLINE
BRAND ADS**

14 October

**BOOKING DEADLINE
FH&R SHOWCASE**

23 September

Yachting in Focus

CENTURION & DEPARTURES MEDIA KIT 2019



SPECIAL FOCUS - 2019

Starting in 2019, the dynamic world of yachting will form a more integral part of each quarterly issue of CENTURION and DEPARTURES across all international editions – with special focus on the sector in the form of a **dedicated multi-page section** in the CENTURION September / October issue. Celebrating the latest artistic and technological achievements from the industry, the award-winning team of editors will cover yachting across its many facets – from performance and design to travel and discovery – through round-ups of the latest launches and events, dedicated features and in-depth interviews with key personalities.

Online, readers will stay up-to-date with the hottest yachting news and updates from around the globe with dedicated areas on centurion-magazine.com and departures-international.com – promoted in each issue of the quarterly magazines.

€ 50,000

CENTURION readers' annual sailing yacht charter spend

20%

of CENTURION readers plan to purchase a motor yacht

€ 14,300

DEPARTURES readers' annual motor yacht charter spend

19%

of DEPARTURES readers plan to charter a yacht

ADVERTISING RATES 2019

CENTURION

REGION	LANGUAGES	CIRCULATION	SP RATE	DPS RATE
EMEA	English, German, French	43,300	€ 15,000	€ 25,000
APAC	English, Trad. & Simp. Chinese	24,500	€ 5,000	€ 8,000
LATAM	English, Spanish	9,500	€ 3,000	€ 5,000
ALL MARKETS		77,300	€ 18,000	€ 30,000

DEPARTURES

REGION	LANGUAGES	CIRCULATION	SP RATE	DPS RATE
EMEA	English, German, French, Italian, Spanish	219,300	€ 15,000	€ 25,000
APAC	English, Trad. Chinese	66,400	€ 5,000	€ 8,000
LATAM	English, Spanish	53,100	€ 3,000	€ 5,000
ALL MARKETS		338,800	€ 18,000	€ 30,000

NB: Special rates are valid exclusively for yachting brands, brokers and marinas.

Production Specifications

CENTURION & DEPARTURES MEDIA KIT 2019

ADVERTISEMENT DIMENSIONS

	SINGLE PAGE		DOUBLE-PAGE SPREAD	
	TRIM SIZE (WxH)	BLEED SIZE (WxH)	TRIM SIZE (WxH)	BLEED SIZE (WxH)
CENTURION & DEPARTURES JAPAN EDITIONS	225 x 275 mm	231 x 281 mm	450 x 275 mm	456 x 281 mm
CENTURION & DEPARTURES ALL OTHER EDITIONS	210 x 297 mm	216 x 303 mm	420 x 297 mm	426 x 303 mm
THE COMPENDIUM BY CENTURION	230 x 297 mm	236 x 303 mm	460 x 297 mm	466 x 303 mm

PLEASE NOTE

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

For double-page spreads, please add **5mm optical overlap** on the binding sides.

Please ensure all advertising materials are delivered as PDF/X4 files and adhere to CMYK colour profile. **RGB files cannot be accepted.**

Different magazine format for CENTURION & DEPARTURES Japan editions. All other editions adhere to standard magazine trim size (210 x 297 mm).

FILE SPECIFICATIONS

Advertising material must be delivered with a colour proof made from the print data submitted and in accordance with the colour profile stated below. 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.

The **high-resolution (300 dpi) digital PDF file** should be provided via FTP upload or email, according to the following specifications.

	CENTURION & DEPARTURES	THE COMPENDIUM
FILE FORMAT	PDF/X4	PDF/X4
COLOUR PROFILE	Offset CMYK Euroscale PSO Coated v3	Offset CMYK Euroscale PSO Uncoated
DENSITY OF IMAGE FILES	300 dpi	300 dpi

MATERIAL DELIVERY

FTP UPLOAD

Details will be provided upon booking confirmation.

Please contact material@jiexperience.com for details.

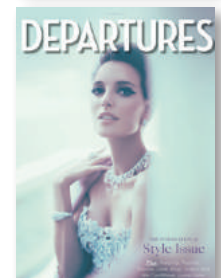
DELIVERY ADDRESS FOR COLOUR PROOFS

Journal International Experience GmbH
FAO: AMEX Ad Coordination Department
Hanns-Seidel-Platz 5, 81737 Munich, Germany

JAPAN EDITIONS



ALL OTHER EDITIONS



Advertising Guidelines

CENTURION & DEPARTURES MEDIA KIT 2019

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, email 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 must 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 a self-sealing mailer
- » Written confirmation that CM data will not be captured by any third parties is required
- » 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 Travel & Lifestyle Service ("TLS") is strongly encouraged

b) Travel advertising with Cardmember-specific offers (offers that can be fulfilled through TLS and other booking channels)

- » Dual Call-to-Action required: TLS number and the 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 TLS and are not available via other booking channels e.g. offers from Fine Hotels & Resorts and Preferred Lodging Partners, Cruise Privilege Programme, International Airline Programme - IAP, Highly Preferred Supplier Tour Operators, Platinum and Centurion Car Privileges)

- » Single Call-to-Action required: TLS number only

For approvals, final layout PDFs shall be provided to Journal International Experience by the deadline specified in this media kit 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 must be shared with Journal International Experience 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 to/combinable with any existing programme benefits
- » Be relevant and suitable for Centurion and/or Platinum Cardmembers

Offer Briefing Document:

Please submit the Offer Briefing Document, which can be obtained by contacting the Ad Coordination team, with the following information:

- » Target audience (Platinum or Centurion Cardmembers)
- » Date and length of offer validity (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 in the bottom right corner with appropriate clearance from other logos. The Blue Box should not be smaller than the advertiser's logo. There should never be card art on the ad creative.

Terms & Conditions

CENTURION & DEPARTURES MEDIA KIT 2019

PAYMENT TERMS

Invoicing will be in Euros issued by and payable to Journal International Experience GmbH. In case currencies other than Euros are requested the publisher reserves the right to adjust the exchange rate on a monthly basis in case of fluctuations greater than 2.5% from the 1st December 2018. **Payment must be received within 30 days after receipt of invoice.** A discount of 2% can be deducted, provided payment is made within 8 days of receipt of invoice.

TERMS & CONDITIONS

1. The following General Terms & Conditions (hereinafter “Terms”) shall govern the contractual relationship entered into by Journal International Experience GmbH (hereinafter “JIE”) 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 JIE or JIE 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 JIE. 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 JIE or an official JIE representative. All insertions must run in the issue indicated upon booking and insertions booked in 2019 must be printed by the Q1 2020 issue.

4. Cancellations of orders are only possible until four weeks prior to booking deadline. For premium positions the cancellation deadline is six weeks prior to booking deadline. Cancellations of digital bookings are only possible up to 31 days prior to campaign start.

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, JIE shall promptly request replacement artwork. JIE guarantees a customary print quality for the covered title within the limits set by the artwork. Costs incurred by JIE 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. JIE shall not be liable for any situation where agreed advertisement placements cannot be met due to delayed delivery of print material and in cases of a reduction of print quality.

6. JIE 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 JIE, if the contents violate laws or government regulations or if the publication is unacceptable for JIE, 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. JIE 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. JIE 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 JIE, its legal representatives and vicarious agents. Any liability of JIE 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 JIE. If JIE lets a reasonable grace period expire, if JIE 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 JIE for damages suffered by JIE 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 JIE from and against all claims asserted by third parties against JIE 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 JIE in the legal defence against third parties. JIE 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 JIE in their tenders, contracts and statements of accounts with the advertisers.

14. Artwork shall be returned to the Customer only upon special request. JIE’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 JIE’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 JIE.

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

Contact Us

CENTURION & DEPARTURES MEDIA KIT 2019

For a tailored proposal,
please contact your local
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Media Kit 2019

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AND
DEPARTURES

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