



**THE MAGAZINE**

Our new HIGH CLASS special offers content in high quality for premium brands in the categories Watches, Jewellery, Fashion, Beauty, Travel and Gourmet.  
New trends, stylish design and latest fashion are presented along motorized dreams and sporty accessories.

The luxury special is included in our magazines YACHT, BOOTE, BOOTE EXCLUSIV and PORSCHE KLASSIK.

**Print run**

200,000 copies

**Total circulation**

453,000\* readers

**Magazine size**

205 mm x 300 mm  
as XXL-Special in YACHT, BOOTE, BOOTE EXCLUSIV, PORSCHE KLASSIK

**Frequency of publication**

1 x per year

**Processing**

saddle stitch

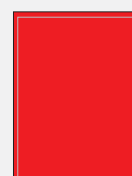
**Print profile**

ISO Coated V2

\*YACHT: 220.000, BOOTE Abo: 69.000 (AWA 2016), BOOTE EXCLUSIV: 88.000 (Readership survey 2015, Market Research), PORSCHE KLASSIK: 76.000 (publishing house information).



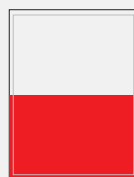
2/1 page  
Trim size\* 410 x 300



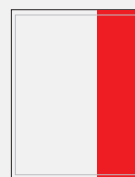
1/1 page  
Trim size\* 205 x 300



1/2 page vertical  
Trim size\* 102 x 300



1/2 page horizontal  
Trim size\* 205 x 145



1/3 page vertical  
Trim size\* 63 x 300



1/3 page horizontal  
Trim size\* 205 x 95

\* All advertisements with bleed format must have a trim of 5 mm around the page. All important elements have to be 10 mm away from the trim. All format specifications in mm (width x height).

**AGENCY COMMISSION 15%**

PUBLICATION SCHEDULE				
MAGAZINE	ISSUE	FIRST SELLING DAY	BOOKING DEADLINE	DEADLINE OF PRINT DATA
BOOTE EXCLUSIV	06/17	02.11.2017	13.09.2017	27.09.2017
YACHT	24/17	15.11.2017		
BOOTE	12/17	15.11.2017		
PORSCHE KLASSIK	02/17	08.11.2017		

SIZE	PRICE 4C
1/1	12,750.00 €
1/2	6,500.00 €
1/3	4,000.00 €
2/1	25,500.00 €

**PRINT/DIGITAL-COMBINATION**

The HIGH CLASS SPECIAL will also be published digitally in the magazine-apps. Book digital enrichments (link activation, picture gallery and video connection) of your ad to increase your number of contacts.

RUNTIME	MINIMUM SIZE PRINT	COSTS PER ADVERT
1 issue	1/3 page	300.00 €

DISCOUNTS	
FREQUENCY DISCOUNT:	
2 ads	5 %
VOLUME DISCOUNT	
2 pages	10 %
3 pages	15 %

The prices quoted are exclusive VAT.