



MEDIA INFORMATION EUROPE & MIDDLE EAST 2010

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MAGAZINE CONCEPT

THE POWER OF DEPARTURES & CENTURION



ULTIMATELY, CONNECTED.
REACH A SELECT COMMUNITY OF 100% PRE-QUALIFIED HIGH-SPENDERS, FREQUENT TRAVELLERS AND HIGHLY RESPONSIVE SERVICE EXPERTS THROUGH FIRST CLASS INDEPENDENT EDITORIAL THESE LOYAL CONSUMERS AND READERS TRUST AND REFER TO REGULARLY.



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

Departures Magazine is the quarterly luxury sourcebook for those who belong to the best customers from American Express - Platinum Cardmembers. It covers the finest in lifestyle and travel.

Departures provides its readers with the knowledge and resources to help them enrich their lives and live them to their full potential. It delivers news on what is exciting or distinctive with genuine insider tips and opinions.

Departures is where readers plan their most memorable holidays, find the perfect items to match their personal styles, and discover new favourites that last a lifetime. This stylish magazine provides trends in travel and fashion, jewellery, interiors and motors - among many other regular topics.



THE ULTIMATE 21ST CENTURY LIVING COMPANION FOR THE CENTURION COMMUNITY

Centurion Magazine is the encyclopaedia of luxury and trusted advisor for those who hold the most exclusive Card from American Express - Centurion. It covers the absolute best that life has to offer.

Centurion readers refuse to compromise: they are highly educated and experienced consumers of luxury, travel and culture - on a continual quest for unique experiences.

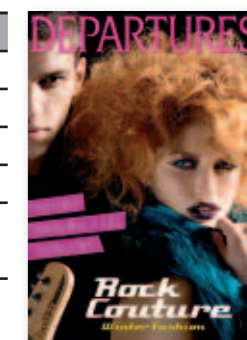
Centurion Magazine's elegant and sophisticated approach presents breath-taking fashion and jewellery, the latest travel destinations and the most luxurious homes and cars as well as in-depth articles on unique craftsmanship, art and superior gourmet trends. The award-winning editorial reflects the absolute highest levels of privilege, luxury and service.

CIRCULATION & RATES

EUROPE & MIDDLE EAST

DEPARTURES

DEPARTURES Magazine	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
United Kingdom	English	65,000	€14,850
Germany	German	35,500	€9,970
Austria		2,900 ²	(€2,800) ²
Italy	Italian	28,600	€14,500
France ³ (Platinum Members)	French	10,000	€8,000
France ³ (Centurion Members)		1,500	
ICC Edition ⁴	English	6,000 ²	€14,900 (EU Plus Edition)
Switzerland ICC Edition ⁴		1,000 ²	
Spain		6,500 ²	
Netherlands		6,500 ²	
Denmark		11,900 ²	
Sweden		10,600 ²	
Finland		3,200 ²	
Croatia		3,400 ²	
Latvia		500 ²	
SPECIAL RATE Pan-Europe		193,100	
Middle East ⁵	English	8,000 ²	€5,900
SPECIAL RATE Europe & Middle East		201,100	€47,900



CENTURION

CENTURION Magazine	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
United Kingdom	English	16,000	€13,600
Germany	German	10,500	€9,750
Austria		500	
Switzerland	English	2,800	€4,025
ICC Edition ⁴	English	5,300 ²	€11,900 (EU Plus Edition)
Europe Edition ⁶ (IT, NL, ES, SE)		4,500 ²	
Middle East ⁵		2,800 ²	
SPECIAL RATE Europe / Middle East		42,400	€33,400
France (Supplement) ³	French	(1,500)	Upon request



DEPARTURES & CENTURION COMBINED

Pan-Europe		
REGULAR RATE Single Market Buys		(€101,495)
SPECIAL COMBINATION RATE (46% discount)	235,500	€54,900
Pan-Europe & Middle East		
REGULAR RATE Single Market Buys		(€107,395)
SPECIAL COMBINATION RATE (45% discount)	243,500	€59,000

¹ Circulation refers to printed circulation and contains promotional copies.

² Split buys of single market upon request only. Additional cost for plate change may apply.

³ *Departures* France Edition is sent to both Platinum and Centurion members in France. Centurion members receive *Departures* as well as an additional *Centurion* supplement which can be booked separately.

⁴ Combined circulation of *Departures/Centurion* Magazine readers with an international currency card account (ICC) settled in US\$ or €, distributed in more than 170 markets e.g. Switzerland, Turkey, Monaco, Greece, Cyprus, UK, Middle East, etc.

⁵ *Departures* Middle East: Saudi Arabia (2,500), Rest of Middle East (5,500). *Centurion* Middle East: Saudi Arabia (1,000), Israel (800), Rest of Middle East (1,000).

⁶ Europe Edition distributed in Italy (1,700), the Netherlands (1,550), Spain (850), and Sweden (400).

SURCHARGES, DISCOUNTS & SPECIALS

PREMIUM POSITIONS & FRACTIONALS

SURCHARGES PREMIUM POSITIONS UK & Pan-Europe	
Outside Back Cover (OBC)*	+35%
Inside Front/Back Cover (IFC/IBC)*	+25%
Contents, Editor's Letter & Mastheads	+25%
Black Book	+20%
Front Half - Right Page	+15%
Advertorial**	+15%
Opposite Guaranteed Editorial	+10%

SURCHARGES PREMIUM POSITIONS Other Country Editions/Split Buys	
Outside Back Cover (OBC)*	+30%
Inside Front/Back Cover (IFC/IBC)*	+20%
Advertorial**	+15%

SURCHARGES FRACTIONALS All Editions	
Half Page	+20% Half 1/1 Page Rate x 1.2
Third Page	+20% Third 1/1 Page Rate x 1.2

*Premium positions IFC and OBC are sold separately for *Departures* and *Centurion*. Special cover positions OBC, IFC and IBC in the ICC editions are subject to special sponsorship opportunities on request and not automatically included in Pan-European bookings. Therefore, cover positions in the ICC editions can not be guaranteed in Pan-European bookings.

**Production and design costs for Advertorials upon request.

DISCOUNTS

FREQUENCY DISCOUNTS	
3x	3%
4x	4%

VOLUME DISCOUNTS	
2+ Pages	5%
4+ Pages	10%
8+ Pages	15%

SPECIALS

EXTRA VISIBILITY IN AN OUTSTANDING ENVIRONMENT

Centurion editions 3 & 4 come as special double issues. Issue 03/2010 comes with the Yachting Special in selected European markets. Issue 04/2010 comes with the Deeper Luxury Special in all global *Centurion* Magazine markets.

CENTURION YACHTING SPECIAL (sent with edition 03/2010)

Distribution	Edition	Circulation ¹	Rate 1/1 4c
Europe Edition ²		4,500	
ICC Edition ³	EU Plus Edition	5,300	€14,500
Middle East ⁴		2,800	
Switzerland, Liechtenstein	CH Edition	2,800	
Total Yachting Special		15,400	€14,500



CENTURION DEEPER LUXURY SPECIAL (sent with edition 04/2010)

Distribution	Language	Circulation ¹	Rate 1/1 4c
EUROPE/MIDDLE EAST			
United Kingdom	English	16,000	
Germany/Austria	German	11,000	
Switzerland		2,800	
Europe Edition ²		4,500	€33,400
ICC Edition ³	English	5,300	
Middle East ⁴		2,800	
France (Bonus Circulation) ⁵	French	1,500	
ASIA			
Hong Kong	Engl. & Chin.	11,700	US\$ 11,900
Singapore	English	1,500	
PACIFIC			
Australia	English	6,000	US\$ 10,700
SPECIAL RATE Global Buy		63,100	€40,000



¹ Circulation refers to printed circulation and contains promotional copies. ² Europe Edition distributed in Italy (1,700), the Netherlands (1,550), Spain (850), and Sweden (400). ³ Combined circulation of *Centurion* Magazine readers with an international currency card account (ICC) settled in US\$ or €, distributed in more than 170 markets e.g. Switzerland, Turkey, Monaco, Greece, Cyprus, UK, Middle East etc. ⁴ *Centurion* Middle East: Saudi Arabia (1,000), Israel (800) Rest of Middle East (1,000). ⁵ *Centurion* members in France receive *Departures* as well as an additional *Centurion* supplement which usually must be booked separately and is not included in the *Centurion* Pan-European Package. For the Deeper Luxury Double Issue 4/2010, the French *Centurion* Supplement is included as a bonus circulation.

DATES & GEOGRAPHIC DISTRIBUTION

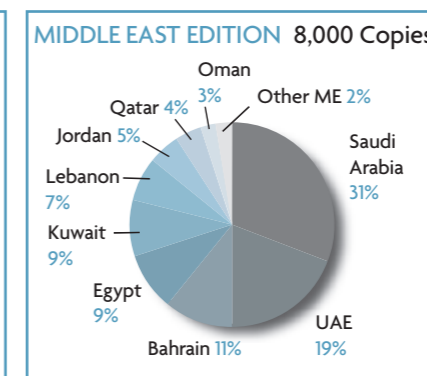
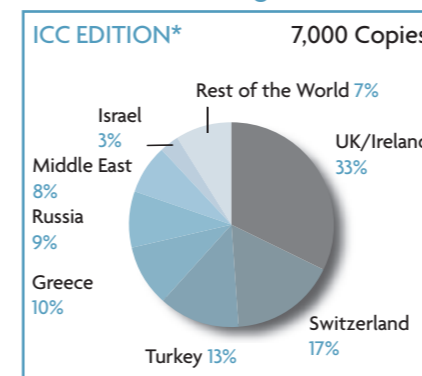
DATES & DEADLINES		TRAVEL & OFFER ADS*	BRANDING ADS		
ISSUE	MAGAZINE	BOOKING & PRINT MATERIAL	BOOKING DEADLINE	PRINT MATERIAL*	PUBLICATION DATE
01/2010 Spring (Mar/Apr/May)	CENTURION	08.02.	11.02.	15.02.	22.03.
	DEPARTURES Europe	15.02.	18.02.	22.02.	29.03.
	DEPARTURES Middle East	01.03.	04.03.	08.03.	09.04.
02/2010 Summer (Jun/Jul/Aug)	CENTURION	19.04.	22.04.	26.04.	04.06.
	DEPARTURES Europe	23.04.	28.04.	30.04.	11.06.
	DEPARTURES Middle East	06.05.	10.05.	12.05.	25.06.
03/2010 Autumn (Sept/Oct/Nov)	CENTURION & Yachting Special	26.07.	29.07.	02.08.	06.09.
	DEPARTURES Europe	30.07.	04.08.	06.08.	13.09.
	DEPARTURES Middle East	12.08.	17.08.	19.08.	24.09.
04/2010 Winter (Nov/Dec/Jan/Feb)	CENTURION & Deeper Luxury Special	04.10.	07.10.	11.10.	19.11.
	DEPARTURES Europe	11.10.	14.10.	18.10.	26.11.
	DEPARTURES Middle East	26.10.	28.10.	02.11.	10.12.

Cancellations are only possible up to two weeks prior to booking deadline. For premium positions, the cancellation deadline is four weeks prior to the booking deadline.

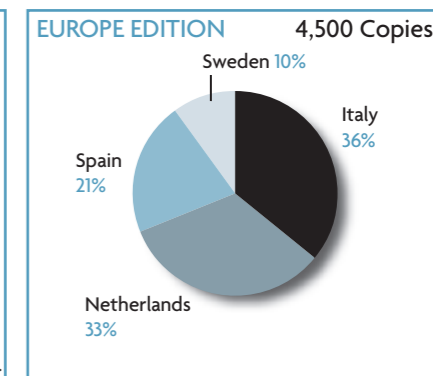
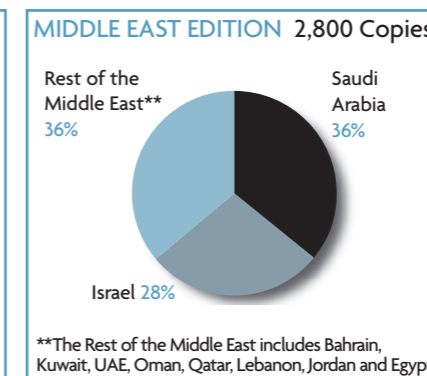
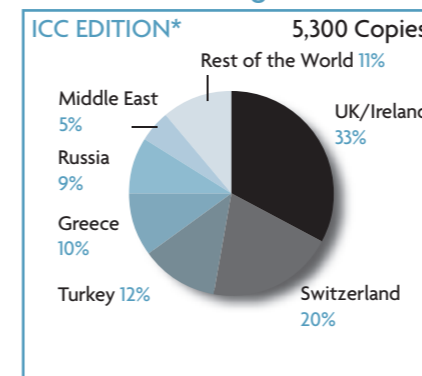
*Material deadline for travel ads and ads with exclusive offers one week earlier (due to Amex approval procedure).

GEOGRAPHICAL DISTRIBUTION - ICC, Middle East and Europe Editions

DEPARTURES Magazine



CENTURION Magazine



*The ICC edition is the combined circulation of *Departures/Centurion* Magazine readers with an international currency card account (ICC) settled in US\$ or € distributed in more than 170 markets e.g. UK, Switzerland, Turkey, Monaco, Greece, Cyprus, Middle East, etc.

PRINTED CIRCULATION & RATES 2010

PAN-REGIONAL OVERVIEW

EUROPE & MIDDLE EAST



1 Circulation refers to printed circulation and contains promotional copies.
 2 Split buys of single market upon request only. Additional cost for plate change may apply.
 3 *Departures* France Edition is sent to both Platinum and Centurion members in France. Centurion members receive *Departures* as well as an additional *Centurion* supplement which can be booked separately.
 4 Combined circulation of *Departures*/*Centurion Magazine* readers with an international currency card account (ICC) settled in US\$ or €, distributed in more than 170 markets e.g. Switzerland, Turkey, Monaco, Greece, Cyprus, UK, Middle East, etc.
 5 *Departures* Middle East: Saudi Arabia (2,500), Rest of Middle East (5,500). *Centurion* Middle East: Saudi Arabia (1,000), Israel (800), Rest of Middle East (1,000).
 6 Europe Edition distributed in Italy (1,700), the Netherlands (1,550), Spain (850), and Sweden (400).

DEPARTURES Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
United Kingdom	2004	English	65,000	€14,850
Germany	2004	German	35,500	€9,970
Austria	2004		2,900 ²	(€2,800) ²
Italy	2004	Italian	28,600	€14,500
France ³ (Platinum Members)			10,000	
France ³ (Centurion Members)	2004	French	1,500	€8,000
ICC Edition ⁴	2006		6,000 ²	
Switzerland ICC Edition ⁴	2006		1,000 ²	
Spain	2004		6,500 ²	
Netherlands	2006		6,500 ²	€14,900
Denmark	2006	English	11,900 ²	(EU Plus Edition)
Sweden	2006		10,600 ²	
Finland	2006		3,200 ²	
Croatia	2006		3,400 ²	
Latvia	2006		500 ²	
SPECIAL RATE Pan-Europe			193,100	€42,900
Middle East ⁵	2004	English	8,000 ²	€5,900
SPECIAL RATE Europe & Middle East			201,100	€47,900
CENTURION Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
United Kingdom	2001	English	16,000	€13,600
Germany	2000	German	10,500	€9,750
Austria	2010		500	
Switzerland	2002	English	2,800	€4,025
ICC Edition ⁴	2000		5,300 ²	€11,900
Europe Edition ⁶ (IT, NL, ES, SE)	2001	English	4,500 ²	(EU Plus Edition)
Middle East ⁵	2008		2,800 ²	
SPECIAL RATE Europe & Middle East			42,400	€33,400
France (Supplement) ³	2005	French	(1,500)	Upon request
CENTURION Europe incl. France			(43,900)	-/-
DEPARTURES & CENTURION Combined				
SPECIAL COMBINATION RATE Pan-Europe			235,500	€54,900
SPECIAL COMBINATION RATE Europe & Middle East			243,500	€59,000

ASIA



1 Circulation refers to printed circulation and contains promotional copies.
 2 Split buys of single market upon request only. Additional cost for plate change may apply.
 3 Combined circulation of *Platinum Magazine* readers with an international dollar card account (IDC) settled in US\$, distributed across Asia.

PLATINUM Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Hong Kong	2001	Engl. & Chin.	11,900	(US\$ 6,900) ²
Singapore	2003		3,000	(US\$ 3,950) ²
Malaysia	2003	English	5,400	(US\$ 3,950) ²
Taiwan	2006	Chinese	7,500	(US\$ 5,900) ²
IDC Edition ³	2005	English	500	(US\$ 2,500) ²
India	2006	English	5,200	US\$ 3,900
SPECIAL RATE Asia			33,500	US\$ 26,500
CENTURION Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Hong Kong	2001	Engl. & Chin.	11,700	US\$ 11,900
Singapore	2006	English	1,500 ²	(US\$ 2,900) ²
SPECIAL RATE Asia			13,200	US\$ 11,900
PLATINUM & CENTURION Combined				
SPECIAL COMBINATION RATE Asia			46,700	US\$ 36,900

PACIFIC



1 Circulation refers to printed circulation and contains promotional copies.

PLATINUM Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Australia	2003	English	21,000	US\$ 10,700
New Zealand	2003		2,000	
TOTAL PLATINUM Pacific			23,000	US\$ 10,700
CENTURION Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Australia	2004	English	6,000	US\$ 10,700
TOTAL CENTURION Pacific			6,000	US\$ 10,700
PLATINUM & CENTURION Combined				
SPECIAL COMBINATION RATE Pacific			29,000	US\$ 18,900

ADVERTISING SPECIALS

	DEPARTURES	CENTURION																								
BOUND-IN INSERTS (max. trimmed height: 297 mm) Bound-in print materials e.g. folders, booklets. A competitive quote for printing costs is available upon request.	<p>Total costs:</p> <p>2 pages—1.4 x 1/1 page rate 4 pages—1.8 x 1/1 page rate 8 pages—2.2 x 1/1 page rate 12 pages—2.6 x 1/1 page rate</p> <p>The costs for bound-in inserts include media costs and binding. They are based on local market rates. Additional postage costs to be calculated separately.</p>	<p>Total costs:</p> <p>2 pages—1.4 x 1/1 page rate 4 pages—1.8 x 1/1 page rate 8 pages—2.2 x 1/1 page rate 12 pages—2.6 x 1/1 page rate</p> <p>The costs for bound-in inserts include media costs and binding. They are based on local market rates. Additional postage costs to be calculated separately.</p>																								
LOOSE INSERTS Such as folders, postcards, mailings, flyers and special formats. Minimum size: 105 x 148 mm Maximum size: 180 x 260 mm Maximum width (for vertical insert): 180 mm	<p>Limited to two inserts per issue and a total weight of 220 grams for all inserts in the magazine.</p> <p>Rate per thousand:</p> <table border="1"> <thead> <tr> <th></th> <th>Single country</th> <th>Pan-Euro</th> </tr> </thead> <tbody> <tr> <td>0 – 50g:</td> <td>€500</td> <td>€350</td> </tr> <tr> <td>51 – 100g:</td> <td>€700</td> <td>€500</td> </tr> <tr> <td>101 – 150g:</td> <td>€900</td> <td>€650</td> </tr> </tbody> </table> <p>Rates include postage and media costs. Additional surcharge of up to 200% for inserts over 150 grams.</p> <p>A competitive quote for printing costs is available upon request.</p>		Single country	Pan-Euro	0 – 50g:	€500	€350	51 – 100g:	€700	€500	101 – 150g:	€900	€650	<p>Limited to one insert per issue and a total weight of 220 grams for all inserts in the magazine.</p> <p>Rate per thousand:</p> <table border="1"> <thead> <tr> <th></th> <th>Single country</th> <th>Pan-Euro</th> </tr> </thead> <tbody> <tr> <td>0 – 50g:</td> <td>€1,000</td> <td>€750</td> </tr> <tr> <td>51 – 100g:</td> <td>€1,250</td> <td>€900</td> </tr> <tr> <td>101 – 150g:</td> <td>€1,500</td> <td>€1,050</td> </tr> </tbody> </table> <p>Rates include postage and media costs. Additional surcharge of up to 200% for inserts over 150 grams.</p> <p>A competitive quote for printing costs is available upon request.</p>		Single country	Pan-Euro	0 – 50g:	€1,000	€750	51 – 100g:	€1,250	€900	101 – 150g:	€1,500	€1,050
	Single country	Pan-Euro																								
0 – 50g:	€500	€350																								
51 – 100g:	€700	€500																								
101 – 150g:	€900	€650																								
	Single country	Pan-Euro																								
0 – 50g:	€1,000	€750																								
51 – 100g:	€1,250	€900																								
101 – 150g:	€1,500	€1,050																								
TIP-ONS* Booklets, postcards, folders, etc. tipped-on to a single ad page in the magazine. Minimum size: 60 x 80 mm Maximum size: 105 x 148 mm *Prices for gluing only	<p>Rate per thousand:</p> <p>€75—At beginning or end of section €150—Tip-on by hand in a specific place in the magazine.</p> <p>A competitive quote for printing costs is available upon request.</p>	<p>Rate per thousand:</p> <p>€75—At beginning or end of section €150—Tip-on by hand in a specific place in the magazine.</p> <p>A competitive quote for printing costs is available upon request.</p>																								
GATEFOLDS Advertisement opening to left or right of page. Format slightly smaller than magazine (207/190/180 x 297 mm). Minimum paper weight: 115 gsm.	<p>Rates available upon request for:</p> <p>4 pages 6 pages</p>	<p>Rates available upon request for:</p> <p>4 pages 6 pages</p>																								

PROMOTIONS AND ADVERTORIALS

Starting from a full page – 15% surcharge.
 Production costs for promotions and advertorials comprise layout, copy, litho and photo shoots, depending on the client briefing and will be calculated based on extent and complexity. Booking must be made a minimum of **2 weeks prior to the official booking deadline.**

FOR MORE INFORMATION ON SPECIAL AD FORMATS, PLEASE CONTACT:

Neil Sartori, International Director of Sales. Tel +49 89 6427 9765 sartori@journal-international.com
 JOURNAL INTERNATIONAL PUBLISHING, Hanns-Seidel-Platz 5, D-81737 Munich, Germany.

READER PROFILE & SPENDING HABITS

READER SURVEY EUROPE 2009



WHO THEY ARE

Departures readers are affluent high net worth professionals, decision-makers and frequent travellers, who are used to the finer things in life and enjoy treating themselves. 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 – with as little stress as possible. And they use their independence – whether freedom of choice or financial – as the route to this carefree life that allows them to fulfil their dreams and aspire to more.

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* Magazine, one must be a Platinum Cardmember who gets the most from the lifestyle and travel benefits to enhance and simplify their busy lives.

DEMOGRAPHICS

Average age	49 years
Readership Male/Female	54%/46%
Married or living with partner	83%
Average number of readers per copy	3.7

PROFESSIONAL STATUS

Company Owner	33%
Chairman/President/Non-Executive Board Member/Managing Director/General Manager	20%
Head of Department/Senior Vice President/Other Senior Management position	22%

PURCHASING POWER

Average Household Income	€279,000
Average Total Net Worth	€2.4 million
Average Monthly Disposable Income (for shopping and entertainment)	€4,500
Average Number of Properties Owned	3.2

DEPARTURES READERS SPEND AN AVERAGE OF €4,700 PER PERSON WHEN THEY ARE ON HOLIDAY

DEPARTURES READERS ON THE MOVE

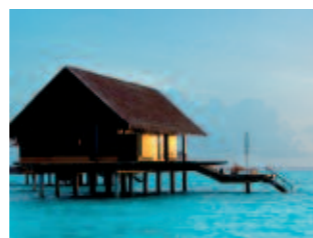
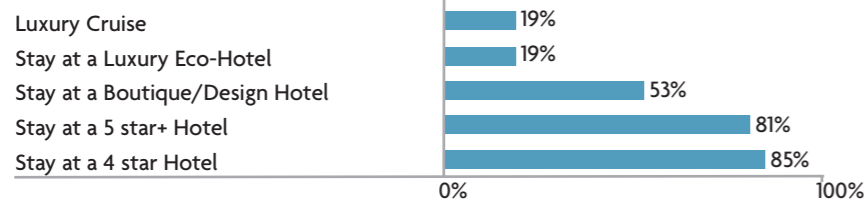
Average number of LEISURE TRIPS per year: **6**
Average number of BUSINESS TRIPS per year: **10**

HOLIDAY SPENDING

Average Spend per Holiday per Person: **€4,700**
Average Spend on Holiday Shopping: **€2,600**

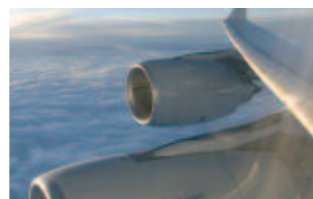
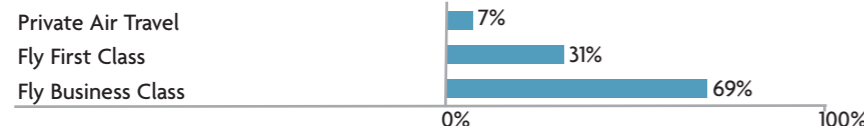
DEPARTURES READERS KNOW WHERE TO STAY

PLANS NEXT 12 MONTHS



THE COMFORT OF BUSINESS CLASS AND BEYOND

PLANS NEXT 12 MONTHS



68% OF READERS GET IDEAS FOR THEIR NEXT TRAVEL DESTINATION FROM DEPARTURES

Source: *Departures* Magazine Reader Lifestyle Survey Europe 2009.

READER PROFILE & SPENDING HABITS

READER SURVEY EUROPE 2009



THE FREEDOM FOR LIFE'S ESSENTIAL LUXURIES

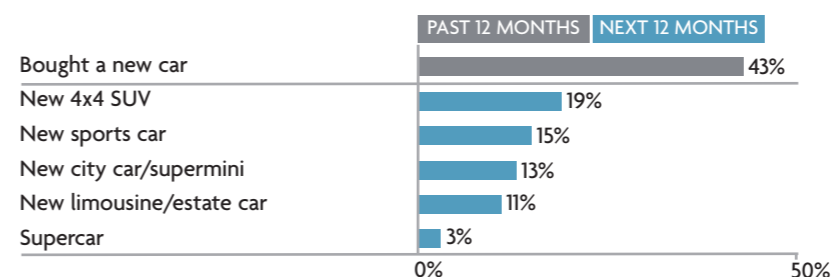
When *Departures* readers spend on luxury, they expect their purchases to set the standard of discernment – exclusive and unique.

AVERAGE SPENDING IN THE PAST 12 MONTHS ON...

	Men	Women
Women's Fashion, Accessories & Shoes	€14,600	€17,600
Men's Fashion, Accessories & Shoes	€12,200	€11,500
Watches	€7,600	€6,600
Fine & Custom-made Jewellery	€10,900	€12,700
Skincare, Cosmetics & Fragrances	€1,400	€1,700
Beauty/Wellness Treatments & Massages	€2,600	€3,300

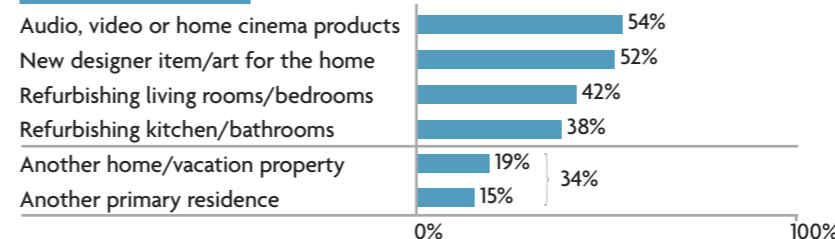


HIGH PERFORMANCE ON THE ROAD



HIGH PERFORMANCE AT HOME

PLANS NEXT 12 MONTHS



38% OWN THREE OR MORE PROPERTIES, 34% PLAN TO BUY A PROPERTY IN THE NEXT YEAR

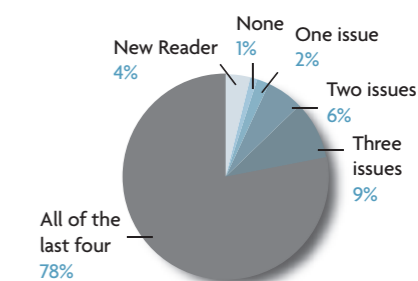
LOYAL CARDMEMBERS – REGULAR READERS

Departures readers are loyal American Express Cardmembers with the vast majority of 76% using their Platinum Card as main method of card payment. As a closed community they have very similar lifestyles and spending patterns in common. They are not only highly brand-loyal, but they are also regular readers who are extremely involved in *Departures* Magazine.

READER LOYALTY / ENGAGEMENT

Read all of the last 4 issues	78%
Read 3 or all 4 issues	87%
Average reading time	46 minutes
Times they pick up their magazine	2.6 times
Save the entire magazine	27%
Clip and save articles/ads	21%
Give it to close family and friends	37%

78% OF DEPARTURES READERS HAVE READ ALL OF THE LAST FOUR ISSUES



Source: *Departures* Magazine Reader Lifestyle Survey Europe 2009.

READER PROFILE AND SPENDING HABITS

READER SURVEY EUROPE 2009



WHO THEY ARE

Centurion readers are super-affluent high net worth individuals on a continual quest for the best and most exclusive. They own companies and frequently travel; they define success. Exceptionally discerning and style-conscious, *Centurion* readers are global players who gain truly worldwide access to the inaccessible. They do not compromise and expect only the highest level of personal commitment from those around them: individually tailored service, unlimited financial power, exclusive travel benefits, global access and influence.

Centurion is a global community of the highest earners and spenders on the market. 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.

DEMOGRAPHICS

Average age	51 years
Readership Male/Female	56%/44%
Married or living with partner	87%
Average number of readers per copy	3.7

PROFESSIONAL STATUS

Company Owner	49%
Chairman/President/Non-Executive Board Member/Managing Director/General Manager	27%
Head of Department/Senior Vice President/Other Senior Management position	14%

PURCHASING POWER

Average Household Income	€668,000
Average Total Net Worth	€4.9 million
Average Monthly Disposable Income (for shopping and entertainment)	€9,400
Average Number of Properties Owned	4.5

CENTURION READERS SPEND AN AVERAGE OF €7,200 PER PERSON PER HOLIDAY

ULTIMATE GLOBETROTTERS

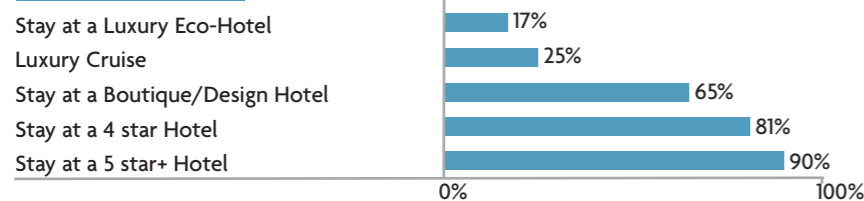
Average number of LEISURE TRIPS per year: **6**
 Average number of BUSINESS TRIPS per year: **12**

HOLIDAY SPENDING

Average Spend per Holiday per Person: **€7,200**
 Average Spend on Holiday Shopping: **€3,900**

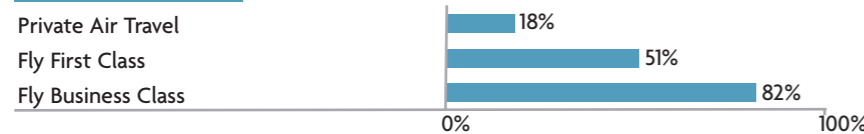
CENTURION READERS KNOW WHERE TO STAY

PLANS NEXT 12 MONTHS



FIRST CLASS AND BEYOND, THE COMFORT OF THE PRIVATE JET

PLANS NEXT 12 MONTHS



70% OF READERS GET IDEAS FOR THEIR NEXT TRAVEL DESTINATION FROM CENTURION MAGAZINE

READER PROFILE & SPENDING HABITS

READER SURVEY EUROPE 2009



CENTURION READERS SET THE STANDARD: THEY SIMPLY EXPECT THE BEST

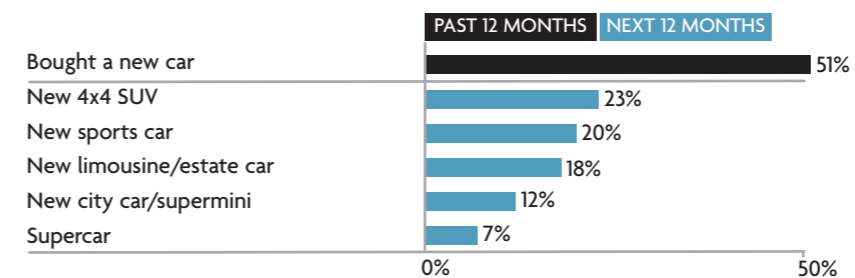
CENTURION READERS HAVE A MONTHLY DISPOSABLE INCOME OF €9,400 FOR ENTERTAINMENT AND SHOPPING

AVERAGE SPENDING IN THE PAST 12 MONTHS ON...

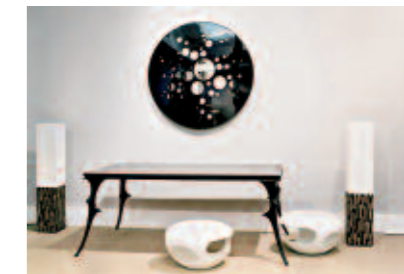
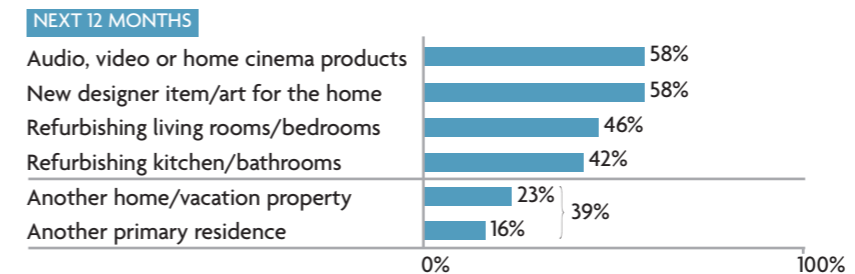
	Men	Women
Women's Fashion, Accessories & Shoes	€23,400	€26,100
Men's Fashion, Accessories & Shoes	€16,800	€13,800
Watches	€12,400	€9,600
Fine & Custom-made Jewellery	€18,800	€17,800
Skincare, Cosmetics & Fragrances	€2,000	€2,300
Beauty/Wellness Treatments & Massages	€3,700	€4,400



HIGH PERFORMANCE ON THE ROAD - BUYING PLANS



HIGH PERFORMANCE AT HOME - BUYING PLANS



45% OWN THREE OR MORE PROPERTIES, 39% PLAN TO BUY ANOTHER PROPERTY IN THE NEXT YEAR

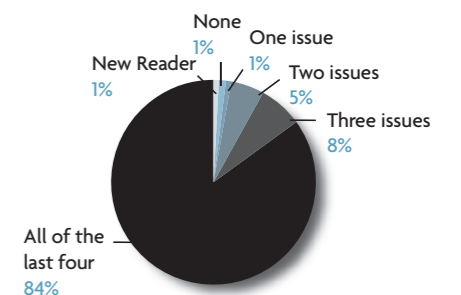
LOYAL CARDMEMBERS – REGULAR READERS

Centurion readers are loyal American Express Cardmembers with the vast majority of 76% using their Centurion Card as main method of card payment. As a closed community they are also regular readers extremely involved in *Centurion* Magazine.

READER LOYALTY / ENGAGEMENT

Read all of the last 4 issues	84%
Read 3 or all 4 issues	92%
Average reading time	45 minutes
Times they pick up their magazine	2.4 times
Save the entire magazine	27%
Clip and save articles/ads	19%
Give it to close family and friends	35%

84% OF CENTURION READERS HAVE READ ALL OF THE LAST FOUR ISSUES



ADVERTISER TESTIMONIALS

"We have advertised in many other publications in the past, but American Express Centurion Magazine is the only publication that gives us sales, every time. The continuing response demonstrates the guaranteed spending power of those holding the Centurion Card, those who can truly choose to invest in private aviation."

**David Macdonald, Director
AIR PARTNER PRIVATE JETS**

"With American Express Magazines, and in particular their Centurion Yachting Special, we at CNI have found that we have been able to target our campaign to a select group of highly affluent, well-travelled readers, many of whom are yachting enthusiasts interested in our exclusive services. Such genuine and targeted media is a rare find. We have a high regard for our relationship with American Express Magazines and the invaluable brand awareness that they have to offer to us."

**Jillian Montgomery, CEO
CAMPER & NICHOLSONS INTERNATIONAL**

"We have been working with Centurion and Platinum Magazines basically since the inception and have been extremely enthusiastic about the response. It is such a great medium because the readers are typically supporters of our premium brands, the Park and the Grand."

**David Udell
Senior Vice President - Operations Asia Pacific
HYATT HOTELS & RESORTS**

"Centurion Magazine is one of today's luxury lifestyle sourcebooks, a guide for high-net-worth, refined American Express Cardholders. To advertise and be featured in this magazine provides IWC with the great opportunity to underline its position as a premium luxury Swiss watch manufacturer of the highest repute and attract only those who can truly appreciate our exclusive horological specialities. These readers trust what is featured in the magazine and are highly responsive to both the advertising and editorial content..."

**Simon Chambers, UK Brand Manager
IWC**

"We highly value our relationship with Journal International and their premium magazines because they offer not only prime advertising space but they also open up the opportunity for 360° marketing activity. With these exclusive magazines and bespoke offers we can target our audience with specific marketing messages and generate a significant return on our investment. American Express Magazines are the only affinity-partner magazines we have on our schedule because the return on investment is measurable and proven to be extremely profitable..."

**Mike Biscoe, Head of Marketing
MASERATI**

"...Both Centurion and Departures Magazines are an integral part of our global marketing initiatives and help to ensure that our family of brands connect with these frequent travellers and high-net-worth consumers. Journal International offers the target readership that luxury advertisers strive after, without wastage. The readers are Premium Cardmembers from American Express who are proven high-spenders and affluent consumers. These cardmembers can afford to and do actually pay premium prices for the things they desire..."

**Chris Fradin, Senior Marketing Manager
PREFERRED HOTEL GROUP**

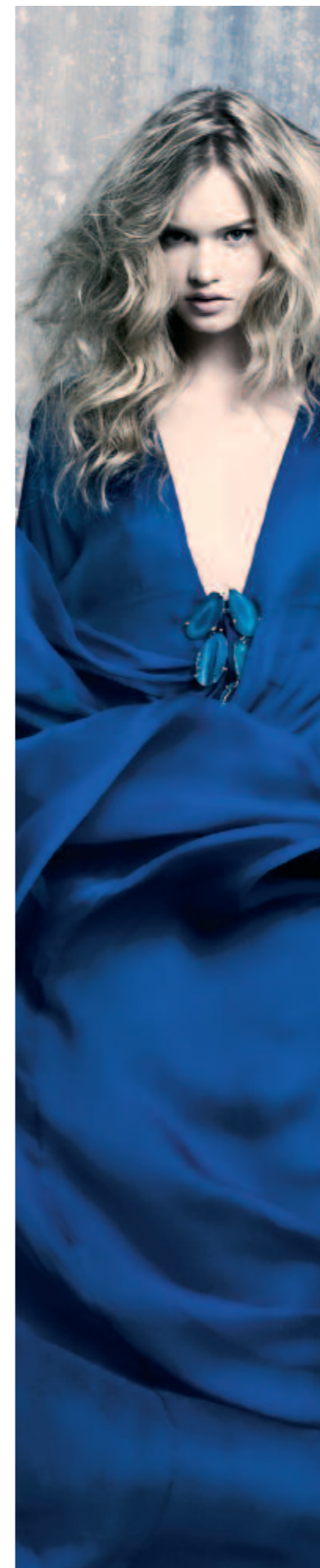
"Travelling in Premium Cabins (First and Business Class) and enjoying dedicated services such as an à la carte dinner or transit in the exclusive Premium Terminal isn't limited to Corporate Travellers. As a result, Qatar Airways is very keen to advertise in Departures. This allows our 5-star airline to reach valuable readers and frequent travellers to whom the choice of the airline is as important as the choice of the hotel when travelling, be it for business or leisure."

**Eric Didier, General Manager, France
QATAR AIRWAYS, PARIS**

AIR PARTNER



TECHNICAL INFORMATION



FILE SPECIFICATIONS

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

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

ADVERTISEMENT DIMENSIONS

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

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
1/2 page — portrait	100 x 297 mm	106 x 303 mm
1/2 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

LOCAL LANGUAGE ADVERTISEMENTS

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

Contact:
Diana Veit, Advertising Coordinator
veit@journal-international.de
Tel +49 89 64 27 97 16
Fax +49 89 64 27 97 77

FTP address:
<http://ftp.journal-international.de>
name of folder: adver
user ID: ftp_adver
password: gda3b

Delivery Address:
Journal International GmbH
Attention of Diana Veit
Hanns-Seidel-Platz 5
D-81737 Munich, Germany

**PLEASE INFORM US BY TELEPHONE
OR EMAIL BEFORE UPLOADING**

PRODUCTION CONTACT

Albert Keller, International Production Director
Tel +49 89 64 27 97 96, Fax +49 89 64 27 97 77
keller@journal-international.de

ADVERTISING GUIDELINES 2010

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 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. FINANCIAL SERVICES ADVERTISING

- Credit, Charge or Debit Card Financial Services and Spread-Betting/Specialized Services are NOT eligible to advertise
- The following segments are eligible to advertise: Private Banking, Current Account Banking, Off-Shore Banking, Funds Management, Pensions, Insurance (except travel-related), Mortgages, Brokerage, Tax Efficient Products

TRAVEL & OFFERS

3. TRAVEL ADVERTISEMENTS

Travel related advertising may be subject to the following Call-to-Action requirements and require approval by American Express.

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

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

b) Standard and Preferred Travel Partner Advertising with Cardmember Specific Offers

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

- Dual Call-to-Action required: MTS number and Partner's phone number (please refer to full TRAVEL ADVERTISING AND OFFER GUIDELINES 2010 for MTS Call-to-Action)
- The ad can include the generic website address of the advertiser. The ad cannot include web address with a slash linking directly to an offer

c) Preferred Travel Partner Advertising Promoting American Express Core Cardmember Benefit Platforms

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

- Single Call-to-Action required: MTS number only (Please refer to full TRAVEL ADVERTISING AND OFFER GUIDELINES 2010 for MTS Call-to-Action)

For approvals, final layout PDFs shall be provided to Journal International in a timely manner to allow appropriate review (at least one week prior to material deadline). For more information about travel advertising and offer guidelines with detailed Call-To-Action instructions, please see the full TRAVEL ADVERTISING AND OFFER GUIDELINES 2010 or contact Diana Veit (see contact below).

4. ADVERTISEMENTS WITH EXCLUSIVE CARDMEMBER OFFERS

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

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

Advertising Creative Requirements:

- Please see Call-to-Action requirements for advertising containing Cardmember Specific offers under point 3. Travel Advertisements b) and c). (Please refer to full TRAVEL ADVERTISING AND OFFER GUIDELINES 2010 for MTS Call-to-Action)
- 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

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)
- The offer does not conflict with and is combinable with any American Express programme like AMOR, Fine Hotels and Resorts and/or other programme benefits
- It is the best offer online or offline in the market during the time of the offer

FOR MORE INFORMATION ON ADVERTISING GUIDELINES, CALL-TO-ACTION GUIDELINES AND NUMBERS, AND APPROVAL PROCESS, PLEASE CONTACT:

Diana Veit, Advertising Coordinator, email: veit@journal-international.de, Phone: +49 89 6427 9716, Fax: +49 89 6427 9777

TERMS & CONDITIONS - EUROPE

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
Account number: 38 930 737
IBAN bank code: DE52 7002 0270 0038 9307 37

SWIFT/BIC code: HYVEDEMM
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 Werbegeellschaft 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.

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.

EUROPE

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Nordbahnstrasse 36/2/2,
1020 Vienna, Austria
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freia.csokor@publicitas.com

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