

MEDIA DATA 2023/24 POLO+10 WORLD



REACH approx > 120,000
LANGUAGE English

POLO+10 WORLD I / 2024

PUBLICATION DATE

— 15 October 2023

EDITORIAL DEADLINE

— 15 September 2023

POLO+10 WORLD II / 2024

PUBLICATION DATE

— 1 April 2024

EDITORIAL DEADLINE

— 1 March 2024

POLO+10 WORLD I / 2025

PUBLICATION DATE

— 15 October 2024

EDITORIAL DEADLINE

— 15 September 2024

POLO+10 WORLD is the largest platform for the polo sport in the world. With our website and >60,000 friends on Facebook, Instagram and Twitter, POLO+10 holds the biggest reach in the global polo-community.

DISTRIBUTION (APPROX 50% EUROPE, 50% WORLDWIDE)

POLO+10 WORLD reaches the decision makers and multipliers of the international polo scene by an individual distribution. The issues are displayed at the worldwide leading polo clubs as well as at hotels and hot-spots which are associated to the key polo venues. The POLO+10 Magazine reaches straight to the point the target group of the High Net Worth Individuals (HNWI) as well as the important personalities and players of the polo and highclass lifestyle scene. The globetrotters of the international polo jetset pay attention to POLO+10 and are reached by the magazine all over the world. The distribution focuses rather this target group than the local population of the respective country.

POLO+10 is the official partner of the most important Polo Associations.

Pricelist No. 29 / 1.2.2023

POLO+10 is an official cooperation partner of the Federation of International Polo (FIP), of the German Polo Association (DPV), of the Austrian Polo Association (APA), of the Central European Polo Association (CEPA), of the Polo Club Luxembourg, of the Mexican Polo Federation (FMP), of the South African Polo Association (SAPA) and of the International Beach Polo Association (IBPA).



MEDIA DATA 2023/24 POLO+10 D/A/CH



REACH
LANGUAGE

approx > 20,000
German

Since 2004 POLO+10 has been deeply rooted in the polo scene. With the German speaking issue, the magazine reaches its readers in Germany, Austria, Switzerland, Luxembourg and Liechtenstein. Polonews, personal interviews and portraits as well as high end photo spreads are characteristics of the POLO+10 Magazine.

Today POLO+10 is the biggest media platform for the international sport of polo in the world. Furthermore POLO+10 is renowned for the creation and production of high quality tournament magazines. Many of the big tournament organisers throughout the world are our clients regarding print products but also PR and online coverage on the social media channels.

POLO+10 promotes sustainability by reducing the number of printed copies and focusing on digital editions to reduce our carbon footprint and make a positive contribution to climate protection together with our advertising partners. 1,000 D/A/CH and 1,000 WORLD issues will be printed in full and in high quality (thread stitching!) and handpicked for distribution to the top decision makers of the polo scene. 10,000 postcards featuring a QR code will be distributed in German-speaking countries or worldwide according to our distribution list developed over 20 years, for downloading a fully interactive version of POLO+10 with links to all advertisers.

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* Germany / Switzerland / Austria / Luxembourg / Lichtenstein

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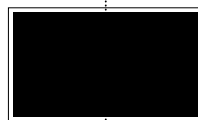
TECHNICAL DATA 2023/24



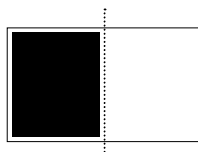
ADVERTISING FORMATS



2/1 Page
whole page
470 x 303 mm
(+3 mm trim allowance)



2/1 Page
with frame
450 x 283 mm



1/1 Page
with frame
215 x 283 mm



1/2 Page across/column
with frame
215 x 140 mm/105 x 283 mm



1/1 Page
whole page
235 x 303 mm
(+3 mm trim allowance)



1/4 Page
with frame
105 x 140 mm

Unique advertising formats upon request. The creation and layout of an advertisement can be provided by POLO+10 for a 120 EUR graphic design rate by the hour.

ACCEPTABLE DATA FORMATS FOR PRINTING

Acceptable formats: JPEG-, TIFF-, EPS-, or PDF-files | PDF-files must be in PDF/3X-Standard | Images, colors, and texts must be in CMYK. (color profile: FOGRA 39L / ISO coated v2 300% – www.eci.org), Optimal print resolution (300 dpi in original size)

ADVERTISEMENT PRICES (NET)

Size	POLO+10 WORLD	POLO+10 D/A/CH*	Special Placement Costs
2/1 page 4C	EUR 14,950	EUR 9,970	Back Cover = 50%
1/1 page 4C	EUR 9,970	EUR 6,750	Inside Front Cover = 40%
1/2 page 4C	EUR 6,490	EUR 4,250	Inside Back Cover = 30%
1/4 page 4C	EUR 3,900	EUR 2,500	Special Placement = 25%

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ADVERTORIALS 2023/24



www.poloplus10.com



ADVERTORIALS

In special cases POLO+10 accepts editorial coverage of clients, if the content matches the portfolio of POLO+10 issues. Advertorials must be approved by the editor in chief and appear at a minimum size of 1/1. All necessary materials are provided by the client two weeks before the editorial deadline.

The production costs of varying formats will be priced in consultation with the customer. The content will be produced in coordination with the customer. For orders with a size from 3 pages we offer special prices. Special formats, such as fold out covers, ect. are also available.

ADVERTORIAL PRICES (NET)

EDITORIAL SERVICES

POLO+10 also produce tournament magazines for clubs and polo organizers. To discuss your requirements please contact Thomas Wirth at wirth@polygo.de

Size	POLO+10 WORLD	POLO+10 D/A/CH*
1/1 page 4C	EUR 11,470	EUR 7,790
2/1 page 4C	EUR 16,990	EUR 11,470
3/1 page 4C	EUR 18,850	EUR 12,600
4/1 page 4C	EUR 20,450	EUR 13,600

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ONLINE DATA 2023/24



The POLO+10 website www.poloplus10.com is the biggest media platform for the international sport of polo. The page features daily up-to-date information, tournament dates and news, informative articles and stunning pictures. Additionally, the website provides in depth back-ground information from the world of polo with interviews from organisers, sponsors and players, as well as updates from polo grounds. Published in three languages (English, Spanish and German), the POLO+10 website reaches the worldwide polo-community.

With an advertisement on www.poloplus10.com our clients reach users interested in polo, highclass lifestyle and travel as well as luxury goods. Being partner on our website includes the appearance on the POLO+10 social media channels such as Facebook, Twitter and Instagram.

ADVERTISING FORMATS POLO+10 ONLINE (NET)

Size	per month
A. Banner Top (Leader Board Complete, 750 x 90 px*)	EUR 2,495
B. Banner Category (Leader Board Category, 750 x 90 px*) only on the homepage	EUR 1,995
B.1 Banner Category (Leader Board Comment, 750 x 90 px*) only on the subpages with comments	EUR 975
B.2 Banner Category (Leader Board Article, 750 x 90 px*) only on the article page	EUR 750
C. Banner Bottom (Board Complete Imprint, 750 x 90 px*)	EUR 1,495
D. Banner Sidebar (Medium Rectangle Sidebar, 330 x 276 px**)	EUR 1,995
E. Banner Outside (right or left) (Board Complete Outside, 160 x 600 px)	EUR 2.795
Advertorial (depending on size)	from EUR 3,500 per language

* Ad formats A-C are fixed in width but flexible in height from 90 to 180 px

** Ad format D is fixed in width but flexible in height from 276 to 400 px

When booking a banner with a duration of 3 months or more, we grant you 5% , from 6 months 15% and from 12 months 20% discount.

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NEWSLETTER DATA 2023/24



NEWSLETTER

www.poloplus10.com is growing continuously and is constantly being further developed. An online placement on the POLO+10 website automatically includes a presence in our POLO+10 newsletter and on the POLO+10 social media channels. The bilingual newsletter is produced on a regular basis and sent to a qualified distribution list that includes polo clubs, players, sponsors and multipliers of the international polo scene as well as VIP members.

ADVERTISING FORMATS POLO+10 NEWSLETTER (NET)

Size	per 5 Newsletter (Language as desired)
A. Banner Top Major (Leader Board Complete, 750 x 90 px*)	EUR 2,095
A.1 Banner Top (Leader Board Complete, 750 x 90 px*)	EUR 1,995
B. Banner Category (Leader Board Category, 750 x 90 px*)	EUR 1,495
C. Banner Bottom (Board Complete Imprint, 750 x 90 px*)	EUR 1,095

* All Ad formats are fixed in width but flexible in height from 90 to 180 px

For bookings of 3 newsletters or more, we grant you a 10% discount. For bookings of 9 newsletters or more, we offer a 20% discount.

All prices assume that all text / image material is provided by the client in line with Technical Kit guidelines (<https://poloplus10.com/advertising-rates/>). POLO+10 reserve the right to charge for editorial work or content research required to publish client content.

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