

MEDIA DATA 2024/25 POLO+10 WORLD



REACH approx > 120,000
LANGUAGE English

POLO+10 WORLD I / 2025

PUBLICATION DATE
— 30 October 2024

EDITORIAL DEADLINE
— 1 October 2024

POLO+10 WORLD II / 2025

PUBLICATION DATE
— 15 April 2025

EDITORIAL DEADLINE
— 2 April 2025

POLO+10 WORLD I / 2026

PUBLICATION DATE
— 15 October 2025

EDITORIAL DEADLINE
— 15 September 2025

POLO+10 is the largest platform for the polo sport in the world. With our website and over 60.000 friends on Facebook, Instagram and X (Twitter), POLO+10 offers the most widespread reach into the global polo-community.

DISTRIBUTION (APPROX 50% EUROPE, 50% WORLDWIDE)

POLO+10 is the official partner of the most important Polo Associations worldwide. Our magazines are directly and selectively distributed worldwide to the decision makers and influencers of the international polo community and are displayed in worldwide leading polo clubs as well as at hotels and hot spots that are associated with key polo venues and events.

POLO+10 help you to directly access the High-Net-Worth Individuals (HNWI), important personalities, polo players, and the supporters of the exclusive and very niche polo community as we share reports about the polo sport, its important event and tournament news, and also deliver valuable and interesting insight about the latest trends, news and businesses that serve the high-end lifestyle of our readers. The polo community is a folk of jetsetters and globetrotters and not consistently resident in one spot and with POLO+10 you reach these moving individuals of your target market everywhere and all year round, as we are present where they play, stay and travel to.

Pricelist No. 32 / 5.9.2024

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 2024/25 POLO+10 D/A/CH



www.poloplus10.com



REACH approx > 20,000
LANGUAGE German

POLO+10 D/A/CH I / 2025

PUBLICATION DATE

— 30 October 2024

EDITORIAL DEADLINE

— 1 October 2024

POLO+10 D/A/CH II / 2025

PUBLICATION DATE

— 15 April 2025

EDITORIAL DEADLINE

— 2 April 2025

POLO+10 D/A/CH I / 2026

PUBLICATION DATE

— 15 October 2025

EDITORIAL DEADLINE

— 15 September 2025

POLO+10 has formed strong connections in the global world of polo since 2004. With the German edition of the magazine and the German digital media channels we reach readers in Germany, Austria, Switzerland, Luxembourg and Liechtenstein. Polo news, personal interviews and portraits of important individuals, events or businesses, as well as high quality photo galleries are characteristics of the POLO+10 Magazine. Today POLO+10 is the biggest media platform for the international sport. POLO+10 also produce specific tournament or club magazines and are renowned for the high quality of the creations in content and material. Many of the big tournament organisers around the world are our clients for print products and PR coverage in our digital media channels (website, newsletters, social media).

POLO+10 promote sustainability. With focus on digital editions we help to reduce the carbon footprint and make a positive contribution to climate protection together with our advertising partners. We print 500 WORLD + 500 D/A/CH exclusive copies of the magazine using high-quality paper and binding (thread stitching) for handpicked distribution to the top decision makers within the global polo community. In addition, we distribute 10,000 QR code postcards twice a year to download the digital copies of the POLO+10 magazine and get instant access to the fully interactive version of our media with direct links to all advertisers. We regularly promote our print and digital media channels to a distribution list of HNWI contacts that we have 'organically' grown over more than 20 years.

* Germany / Switzerland / Austria / Luxembourg / Lichtenstein

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).



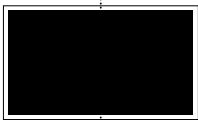
TECHNICAL DATA
2024/25



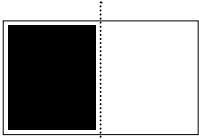
ADVERTISING FORMATS



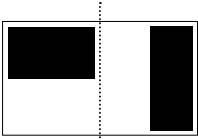
2/1 Page
whole page
470 x 303 mm
(+3 mm trim allowance)



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 are available upon request.
The creation and layout of adverts can be provided by
POLO+10 at a Graphic Design Rate of €120/hour.

ACCEPTED DATA FORMATS FOR PRINTING

Accepted 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%

* Germany / Switzerland / Austria / Luxembourg / Lichtenstein

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).



ADVERTORIALS
2024/25



www.poloplus10.com



ADVERTORIALS

POLO+10 publish editorial coverage of businesses, people or topics that are aligned with polo or the high end lifestyle. Advertorials must be approved by the chief editor and will only be published in full size pages. Clients are responsible to provide all content and picture material in line with the technical formats outlined in the media kit and no later than two weeks before the editorial deadline. Special formats, such as fold out covers or specially layouted pages, are available and will be priced individually.

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

* Germany / Switzerland / Austria / Luxembourg / Lichtenstein

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).



ONLINE DATA 2024/25



The POLO+10 website, www.poloplus10.com, 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, the high-end 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, X (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.

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).



NEWSLETTER DATA 2024/25



NEWSLETTER

www.poloplus10.com is growing continuously and is constantly further developed. Publications on our website automatically include a presence in our POLO+10 newsletter and 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 influencers of the international polo community as well as VIP members.

ADVERTISING FORMATS POLO+10 NEWSLETTER (NET)

Size	per Newsletter Pack (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

1 Newsletter Pack = Appearance in 5 consecutive newsletters. Receive a 10% discount for bookings of 3+ Newsletter Packs or a 20% discount for bookings of 9+ Newsletter Packs.

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.

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).

