

POLO⁺¹⁰

THE OFFICIAL POLO-MAGAZINE

MEDIA DATA 2025/26/27



POLO+10 WORLD	ISSUE	EDITORIAL DEADLINE	PUBLICATION
(English) Reach approx > 120,000	I / 26	10 September 2025	24 September 2025
POLO+10 D/A/CH *) (German)	II / 26	10 March 2026	24 March 2026
Reach approx > 20,000	I / 27	10 September 2026	24 September 2026

ADVERTISEMENT PRICES (NET) Pricelist No. 34 / 15.4.2025

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

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ADVERTORIALS



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 layouts pages, are available and will be priced individually.

Editorial Services

POLO+10 also produce tournament magazines for clubs and polo organizers. To discuss your requirements please contact us at hello@poloplus10.com

ADVERTORIAL PRICES (NET)

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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Image: Maserati Polo Tour. © Maserati

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OUR PORTFOLIO

High Class Magazines • Corporate Publishing • Social Media • PR / Media Management • Book Production
Business Reports • Image Brochures • Internal and External Communication



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 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.

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ONLINE

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.

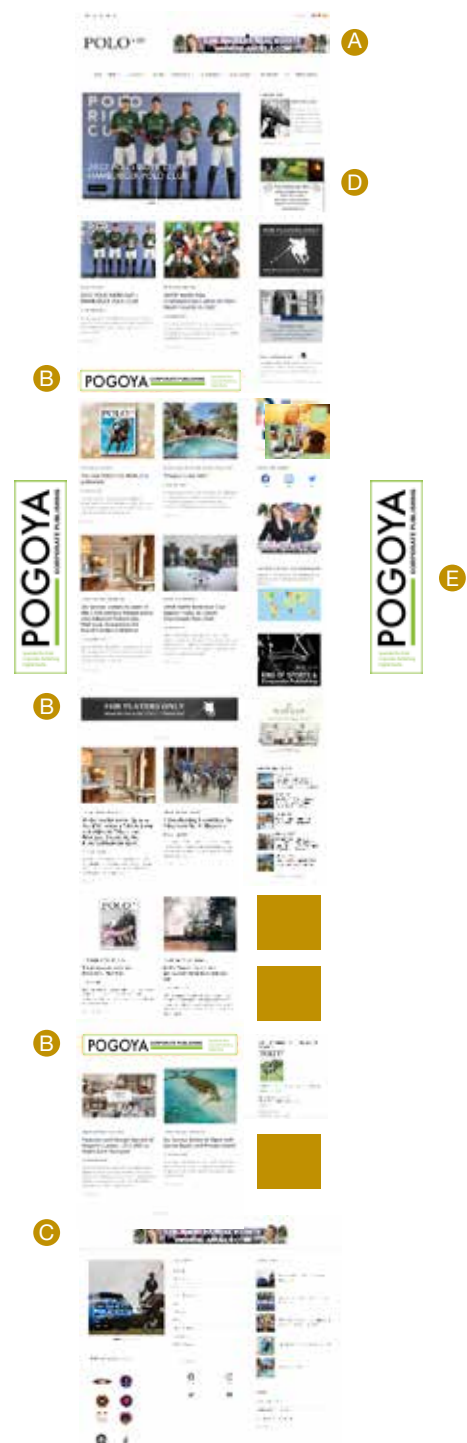
With an advertisement on www.poloplus10.com our clients reach users interested in polo, the high-end lifestyle and travel as well as luxury goods. Being partner on our website includes the appearance on the POLO+10 social media channels such as Facebook, X (Twitter) and Instagram.

ADVERTISING FORMATS POLO+10 ONLINE (NET)

Format	per month
A. Banner Top (Leader Board Complete, 750 x 90 px*)	EUR 1,950
B. Banner Category (Leader Board Category, 750 x 90 px*) only on the homepage	EUR 1,650
B.1 Banner Category (Leader Board Comment, 750 x 90 px*) only on the subpages with comments	EUR 650
B.2 Banner Category (Leader Board Article, 750 x 90 px*) only on the article page	EUR 650
C. Banner Bottom (Board Complete Imprint, 750 x 90 px*)	EUR 1,250
D. Banner Sidebar (Medium Rectangle Sidebar, 330 x 276 px**)	EUR 1,650
E. Banner Outside (right or left) (Board Complete Outside, 160 x 600 px)	EUR 2,250
Advertorial (depending on size)	from EUR 2,500 (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 offer you 5% , from 6 months 15% and from 12 months 20% discount.



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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.

The POLO+10 newsletter offers companies an exclusive opportunity to position their brand in the international polo community. With a dedicated and affluent readership of players, organisers, sponsors and polo enthusiasts, the newsletter offers a high-quality editorial environment for targeted advertising. Companies benefit from a direct approach to an affinity target group, high visibility and measurable success through detailed performance analyses. By combining high-quality content, exclusive offers and the latest news from the world of polo, the POLO+10 newsletter ensures maximum reach and effective brand communication. The newsletter has been harmonised with that of the World Polo Federation FIP and has been continuously updated by our team for over 20 years. We claim to have the most comprehensive newsletter in the global POLO scene. A strong asset from which our customers benefit!

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 1,500
A.1 Banner Top (Leader Board Complete, 750 x 90 px*)	EUR 1,400
B. Banner Category (Leader Board Category, 750 x 90 px*)	EUR 950
C. Banner Bottom (Board Complete Imprint, 750 x 90 px*)	EUR 750

* 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.



B

C

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TECHNICAL DATA

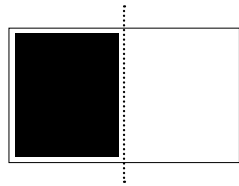
ADVERTISING FORMATS



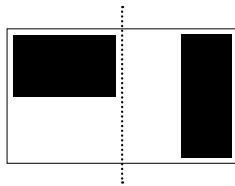
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(+3 mm trim allowance)



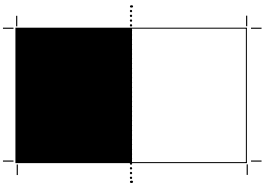
2/1 Page
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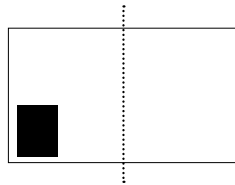
1/1 Page
with frame
215 x 283 mm



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



1/1 Page
in the bleed
235 x 303 mm
(+3 mm trim allowance)



1/4 Page
with frame
105 x 140 mm



Image: Argentina Polo Day, © Florencia Fotografia

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.

Advertising Templates

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)






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SOCIAL MEDIA

Website post published on the
POLO+10 Social Media Channels
Price upon request

-  Facebook
> 50.000 Fans
-  X (Twitter)
> 3.200 Follower
-  Instagram
> 13.500 Fans

E-PAPER

- YUMPU
- United Kiosk
- Readly
- WhatsApp
- POLO+10 Website
- POLO+10 Newsletter

#poloplus10
www.poloplus10.com
@poloplus10

ONLINE*

Website per month: www.poloplus10.com

Banner Top
750x90px, EUR 1,950
Banner Category
750x90px, EUR 1,650

Per Newsletter Pack

Banner Top
750x90px, EUR 1,500
Banner Category
750x90px, EUR 950

(Ad formats are fixed in width but flexible in height
from 90 to 180 px)
* see notes page 5

POLO+10 promotes sustainability by reducing the number of printed copies and instead focussing on digital editions in order to reduce our carbon footprint and make a positive contribution to climate protection together with our advertising partners. The respective print run is determined in consultation with our customers as required. We guarantee to print 500 D/A/CH + 500 WORLD editions

in a high-quality finish (thread stitching!), which are then hand-picked and distributed to the top decision-makers in the polo scene. We also distribute at least 10,000 QR code postcards twice a year to a contact list that has been growing for over 20 years; the QR codes allow you to download a fully interactive version of POLO+10 with links to all advertisers.

**For further information or special requests contact
hello@poloplus10.com or visit www.poloplus10.com**

IN COOPERATION WITH LEADING POLO FEDERATIONS

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).

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