

POLO⁺¹⁰

THE OFFICIAL POLO-MAGAZINE

MEDIA DATA 2026/2027

Pricelist net No. 30 / 28.11.2025



25 YEARS

POLO⁺¹⁰

THE OFFICIAL POLO-MAGAZINE



POLO+10 readers are the largest polo community in the world! Reach approximately 25,000 polo enthusiasts per month with us.



We offer a wide range of advertising options – both online and in print – and will work with you to develop the right package for your high-quality company.

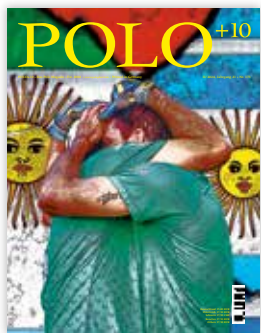


Thanks to our established network, POLO+10 allows you to reach an exclusive, high-quality target group and benefit from the best possible visibility.

For 25 years, we at POLO+10 have been deeply rooted in the polo scene. Our digital and print versions of the magazine reach readers throughout the German-speaking world (Germany, Austria, Switzerland, Luxembourg and Liechtenstein) as well as internationally with POLO+10 WORLD. Polo news, interviews and profiles, as well as high-quality photo galleries, are just some of the typical features of POLO+10.

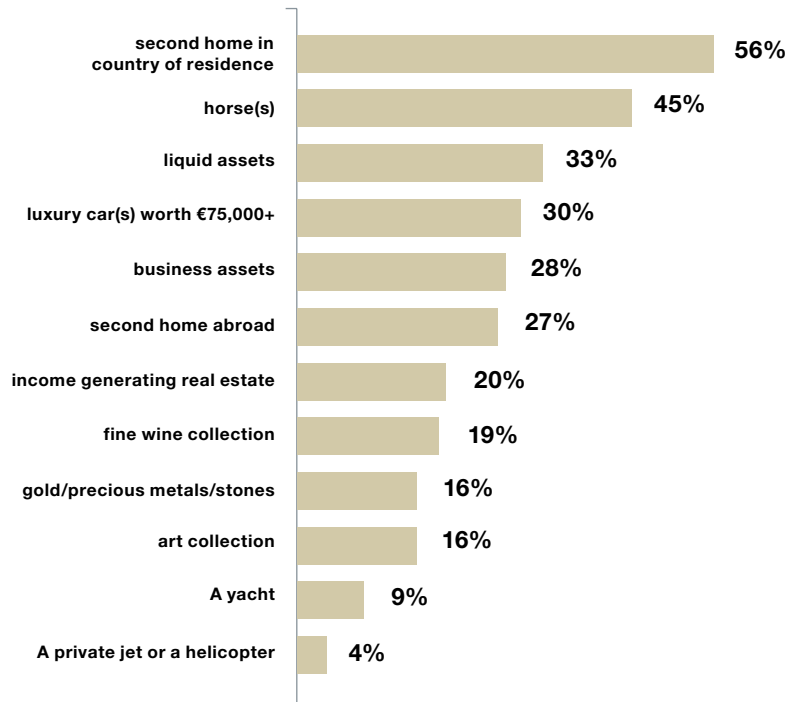
POLO+10 MAGAZINE PRINT & ONLINE

POLO+10 WORLD —————● Reach approx —————● + 120.000
POLO+10 D/A/CH —————● Reach approx —————● + 20.000

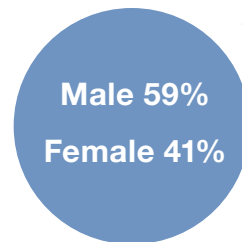
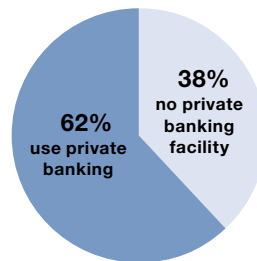
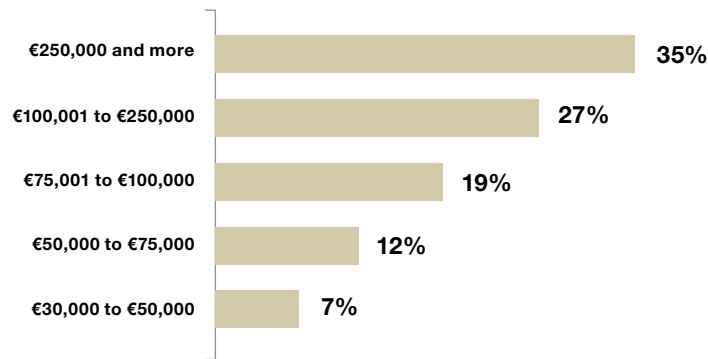


OUR READERS

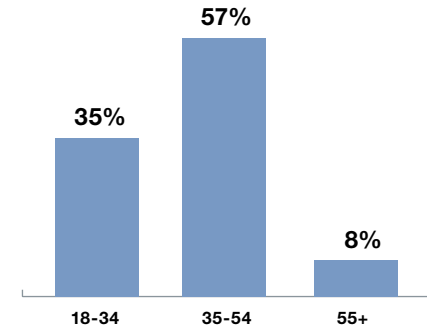
PERSONAL WEALTH – ASSETS OWNED



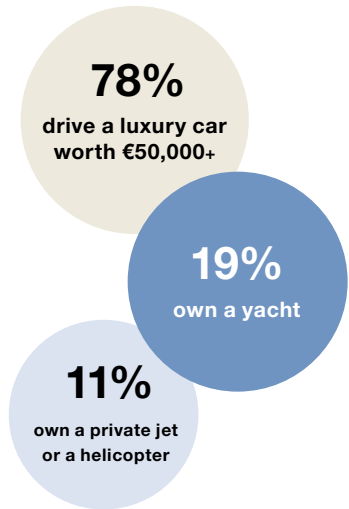
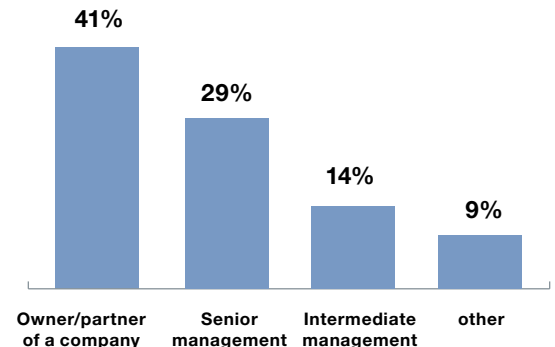
AVERAGE ANNUAL INCOME



AGE



OCCUPATION



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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POLO+10 BENEFITS IN SHORT

“There is no better passport to the world than a polo handicap.” – Sir Winston Churchill

- POLO+10 is your entrance card to the “inner circle” of the international polo community.
- Communicates one of the most special and luxurious sports in the world.
- Worldwide coverage of a unique target group and hand-picked contacts to high-net-worth individuals.
- Mesmerizing and concise reporting of the fascinating sport and its exclusive lifestyle.
- Cross-media and interactive customized media solutions in all conceivable formats.
- Outstanding distribution to the luxury and polo hotspots worldwide.
- Trusted by major brands and leading partners.



POLO+10

THE OFFICIAL POLO-MAGAZINE

POLO+10 PARTNERS

- Get straight to the most affluent target group of the world.
- POLO+10 attracts the most exclusive brands, reaching the highest social classes.
- The aura of polo appeals consumers belonging to the target group of high net-worth individuals.
- POLO+10 is a trademark that has proven to be the most effective and interesting channel to develop and communicate luxury products.



A. Lange & Söhne • AMG • Audi • Baldessarini • Bentley • Berenberg Bank • BMW • Brioni • BVLGARI • Deutsche Bank • Engel & Völkers • HSBC Guyerzeller • Jaguar • Jaeger-LeCoultre • Julius Bär • Hapag Lloyd • Hublot • Hugo Boss • Hyatt • Kempinski St. Moritz • La Martina • Land Rover • LGT • Mc Laren • Maserati • Mercedes Benz • Montblanc • Net Jets • Parmigiani Fleurier • Piaget • Porsche • Raymond Weil • Rolex • Sotheby's International Realty • Sunseeker • Tiffany • UBS • Vertu

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POLO+10 WORLD

GLOBAL DISTRIBUTION OVERVIEW

(PRINT + ONLINE)





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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
> 13.800 Fans

E-PAPER

YUMPU

United Kiosk

Readly

WhatsApp

POLO+10 Website

POLO+10 Newsletter

#poloplus10

www.poloplus10.com

@poloplus10

IN COOPERATION WITH LEADING POLO FEDERATIONS



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

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 5,000 D/A/CH +

5,000 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 5,000 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.

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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PRODUCTS

- Print
- Digital
- Partnerships

INDIVIDUAL OFFERS



Advertisements

Advertorial

Special formats



Online article

banner advertising

Newsletter



Event collaborations

Campaign

Joint marketing and promotion

- Firmly established in the international polo scene for 25 years
- Polo news, interviews, profiles, high-quality photo galleries
- The world's largest platform for international polo
- Many years of expertise in the creation and production of high-quality tournament magazines for the top polo events worldwide

GENERAL DISTRIBUTION MODE OF POLO+10 PUBLICATIONS



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PRINT EDITION

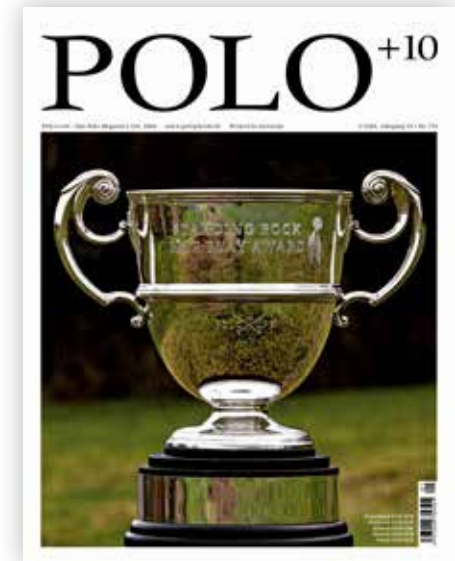
DATES & PRICES

POLO+10 WORLD in english Reach approx > 120.000	ISSUE	AD MATERIAL DEADLINE	PUBLICATION DATE
	II / 26	17 April 2026	8 May 2026
POLO+10 D/A/CH *) in german Reach approx > 20.000	I / 27	9 October 2026	23 October 2026
	II / 27	10 April 2027	24 April 2027

ADVERTISEMENT PRICES

Size	POLO+10 WORLD	POLO+10 D/A/CH *)	Special Placement Costs
2/1 page 4C	EUR 11,850	EUR 7,900	Back Cover = 40%
1/1 page 4C	EUR 7,125	EUR 4,750	Inside Front Cover = 30%
1/2 page 4C	EUR 3,975	EUR 2,650	Inside Back Cover = 20%
1/4 page 4C	EUR 2,175	EUR 1,450	Special Placement = 10%

*) Germany / Switzerland / Austria / Luxembourg / Lichtenstein



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OUR WEBSITE

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.

BANNER

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.

Format Banner	per month
A. Leader Board Complete, 750 x 90 px	EUR 950
B. Leader Board Category, 750 x 90 px	EUR 750
C. Board Complete Imprint, 750 x 90 px	EUR 450
D. Medium Rectangle Sidebar, 330 x 276 px	EUR 850

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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OUR NEWSLETTER

BANNER

Your brand message directly in our subscribers' inboxes

An advertising banner in the POLO+10 newsletter offers companies an exclusive opportunity to position their brand specifically within 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 direct access to an affinity target group, high visibility and measurable success.

BANNER ADVERTISING FORMATS POLO+10 NEWSLETTER

	Price per 5 Newsletters
A. Top Major (Leader Board Complete, 750 x 90 px*)	EUR 950
A. Top (Leader Board Complete, 750 x 90 px*)	EUR 850
B. Category (Leader Board Category, 750 x 90 px*)	EUR 750
C. Bottom (Board Complete Imprint, 750 x 90 px*)	EUR 450

* All ad formats have a fixed width but are flexible in height from 90 to 180 px.

All prices assume that all text/image material is provided by the customer.



A

A1

B

C

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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 laid out pages, are available and will be priced individually.

Prices and formats on request

OUR PORTFOLIO

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



Image: Maserati Polo Tour. © Maserati

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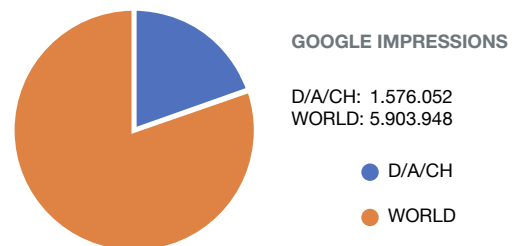
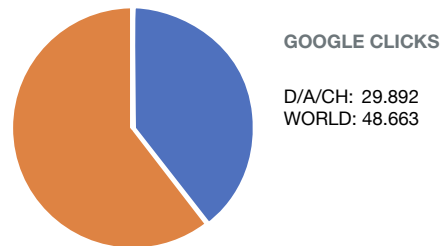
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ONLINE REPORT

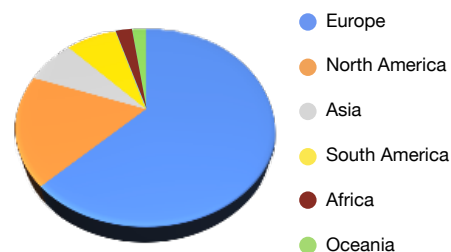
Editorially designed brand feature in POLO+10 magazine – ideal for new products, company stories or event reports. Price depends on scope. Creation by our editorial team, layout and one round of corrections are included on request.

CHANNEL PRICES FROM:

Polo News	1,200 EUR
Real Estate	2,840 EUR
Personalities & Clubs	1,050 EUR
Travel & Food	480 EUR



unique users in the world last 12 month (30. June 2022, matomo)	
Europe	55.579
North America	21.356
Asia	5.735
South America	5.728
Africa	2.089
Oceania	1.687
world total	92.174



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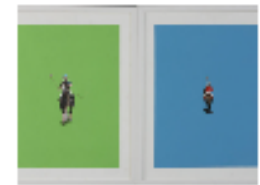


HOME NEWS ▾ LIFESTYLE ▾ EVENTS POLO FACTS ▾ +10 WORLD ▾ REAL F

Art & Design
Fashion
Travel & Food
Cars



Gut Seeburg am
Champagnerberg
Interview with Wu Jiqiang
Weiss at Gut Seeburg in
March 2024



Polo in oil on canvas at
Auction House
Rotherbaum



The

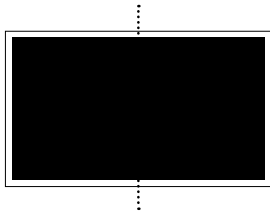
The new issue is now available!!

VIEW POST

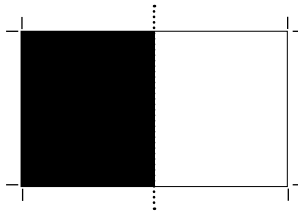
TECHNICAL DATA / AD FORMATS



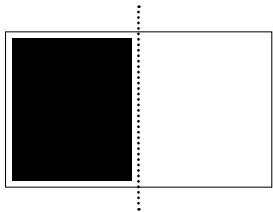
2/1 Page
in the bleed
470 x 303 mm
(+3 mm trim allowance)



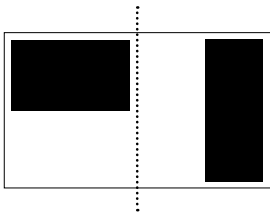
2/1 Page
with frame
450 x 283 mm



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



1/1 Page
with frame
215 x 283 mm



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



1/4 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.

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)



Image: Argentina Polo Day. © Florencia Fotografia

POLO+10 GmbH

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