

PREMIUM LIFESTYLE 2023



PREMIUM CONTENT

2023 will be a special year for PREMIUM Lifestyle. We've spent the last 20 years 'in constant pursuit of the extraordinary'. And we never get tired of discovering outstanding, stunning, enchanting places, creations or people. We find our invigorating energy in human limitless imagination, talent and ability to push boundaries.

Be with us in 2023 to create together: **The Milestones Issue**, **The Summer Stories Issue**, **The Outstanding Persons Issue** and the epic **20 Extraordinary Years Issue**.



PREMIUM Lifestyle

CALENDAR 2023

ISSUE ▼	THEME ▼	MATERIALS ACCEPTED BY ▼	READY FOR DISTRIBUTION ▼
March / April	The Milestones Issue	20 th March	18 th April
June / July	The Summer Stories Issue	22 nd May	23 rd June
October / November	The Outstanding Persons Issue	25 th September	23 rd October
December	20 Extraordinary Years Issue	13 th November	8 th December



OUR PREMIUM DISTRIBUTION

- Personalised, delivered by courier as a gift to 4000 HNWIs
- 1000 copies positioned at premium locations to reach readers in their spare time
- 1000 copies are at first-class SPA and beauty centres, private clubs, golf courses, 5 star hotels
- 1000 copies selectively distributed at high-end events as gift to attendees
- Coffee table edition with high-end print quality and outstanding graphic design
- Best articles from every issue published online

OUR PREMIUM READER

- Travels abroad at least 6 times per year for business and pleasure
- Has his/her own distinguishing style
- Enjoys social and cultural events regularly
- Is in good health and does sports on a weekly basis
- Curious and open, appreciates well-curated and well-written articles
- Actively shares recommendations to one's own social circle
- Stays informed by trusted media and websites

EFFECTS FOR YOUR BRAND

- **Reach the decision maker**

Each personalised copy arrives safely at the recipient's home or office by courier.

- **At the perfect time**

Brands reach a target group of HNWI* at their leisure time when people are in good mood, dedicated to reading, searching for inspiration or making plans for purchases and travel.

- **Strengthen the prestige of your brand**

Tailor-made content, impressive images and unparalleled quality – as your brand is in the company of other world-leading brands

- **Bring in positive emotions**

Your brand is on a first-name basis with the audience, readers take each article and advert as personal recommendation.

- **Complete your sales goals**

Show exclusive products and services to those who don't mind the price tag.

Over 70% of our readers are at top managerial levels with the highest income in the country.

**High net-worth individuals*



ADVERTISING/ADVERTORIAL PAGE



PREMIUM
Lifestyle

950 euro excl. VAT

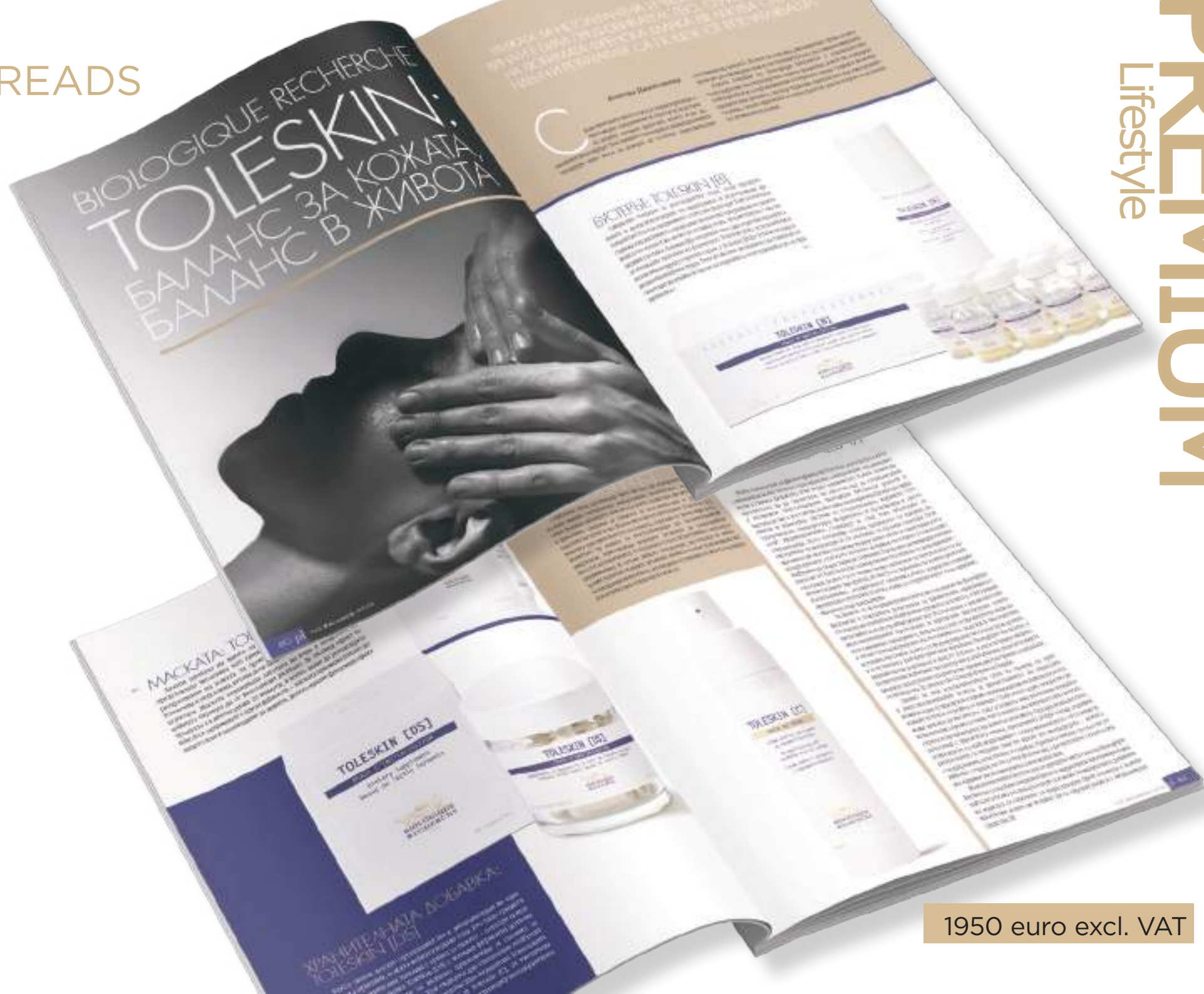
SPREAD (2 PAGES)



PREMIUM
Lifestyle

1490 euro excl. VAT

2 SPREADS



PREMIUM
Lifestyle

1950 euro excl. VAT

4 SPREADS



2890 euro excl. VAT

2ND COVER



PREMIUM
Lifestyle

1750 euro excl. VAT

3RD COVER

PREMIUM
Lifestyle



1750 euro excl. VAT

DATES TO REMEMBER

The Milestones Issue

- **Materials accepted by:** 20th March
- **Ready for distribution:** 18th April

