



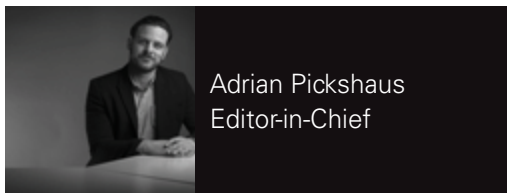
Lufthansa

exclusive



PROFILE 2018

CONCEPT



Adrian Pickshaus
Editor-in-Chief

LIFESTYLE FOR DECISION-MAKERS

LUFTHANSA EXCLUSIVE is the premium product in our magazine family. It is aimed at Lufthansa frequent flyers: a cosmopolitan and highly discerning clientele. Our guiding principle is to act as a compass for this highly mobile elite.

The selection of topics deliberately reflects the unique reading situation - our magazine is more of a coffee table book than a fast, news-driven read: opulent photo spreads and gripping long-form texts aim to enrich the readers' quality time.

With a unique mix of reports, portraits and business stories, we reflect the world that the approx. 300,000 decision-makers live in.



TARGET GROUP

YOUR CONTACT TO GERMANY'S BUSINESS PEOPLE

Whether they are HON Circle Member, Senator Card Holder or Frequent Traveller, each of the approx. 300,000 top Lufthansa customers in Germany receives a personal copy of LUFTHANSA EXCLUSIVE every month, meaning LUFTHANSA EXCLUSIVE has one of the highest circulation of any lifestyle magazine for decision-makers in Germany. The highly attractive target group of frequent flyers* is distinguished by outstanding performance values. 83% are male and 78% have net monthly household income of over € 3,500. LUFTHANSA EXCLUSIVE is delivered by personalised direct mail every month. The average household income is € 4,781. LUFTHANSA EXCLUSIVE can be booked together with Lufthansa Magazine or separately.

THE TOP ARGUMENTS FOR YOUR SUCCESS

- Highest circulation of any magazine for decision-makers.
- Best price-performance ratio among comparable lifestyle/business magazines.
- A homogeneous readership, meaning low wastage.
- Easy planning thanks to regular editorial lifestyle/business sections.

Source: b4p 2017, used Lufthansa several times a month/year for business flights



FACTS AND FIGURES

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READERSHIP

LUFTHANSA EXCLUSIVE is the premium Lufthansa magazine and is read by nearly 300,000 HON Circle member, Senator Card holder and frequent traveller each month. Around three quarters of frequent flyers are male, aged between 30 and 59 and have an above-average level of education and a high net monthly household income. Frequent flyers are luxury-oriented consumers who are highly brand and quality-conscious.

	Overall population (70.09 mill.) in %	Frequent flyer structure (0.76 mill.) in %	Index: Total = 100
Total	100	100	
Male	49	83	272
Female	51	17	56
Age			
14 - 19 years	7	0	
20 - 29 years	14	8	57
30 - 39 years	14	22	154
40 - 49 years	16	30	188
50 - 59 years	18	31	169
60+ years	31	10	32
av. Age	48,2	45,9	
Net monthly household income			
Up to € 2,000	34	4	11
€ 2,000 - € 3,000	26	11	40
€ 3,000 - € 3,500	9	8	84
€ 3,500 +	31	78	253
av. household income in EURO	2,878	4,781	

Source: b4p 2017, used Lufthansa several times a month/year for business flights



MEDIA FIGURES

Lufthansa Exclusive	
year founded	2004
Cover price	€ 0.00
Frequency	Monthly
Print run	296,833 (IVW IV/2017)
Paid circulation	295,239 (IVW IV/2017)
Trim size	205 x 260 mm
Ad rate, 2018	Single page 4c € 24,300
Cost per 1,000 copies	Single page 4c € 82.31

Source: IVW 2017

CONTACT

G+J Media Sales/ Direct Sales

Gruner + Jahr AG & Co KG
Phone +49 (0) 40 / 3703 - 5301
Fax +49 (0) 40 / 3703 - 17 5307
lufthansa @guj.de
www.gujmedia.com

G+J International Media Sales

Gruner + Jahr AG & Co KG
Phone +49 (0) 40 / 3703 - 2940
Fax +49 (0) 40 / 3703 - 17 2940
ims@guj.de
www.gujmedia.com

Austria and South Tirol

Gruner + Jahr Verlagsges. mbH
Phone +43 (0) 1 / 5 12 56 47 - 0
Fax +43 (0) 1 / 5 12 56 47 - 20
E-mail guj.oesterreich@guj.de

Belgium, Luxembourg, Netherlands

G+J International Media Sales bvba
Phone +32 (0) 9 / 2 35 02 10
Fax +32 (0) 9 / 2 35 02 11
E-mail guj.benelux@guj.de

France

G+J International Media Sales
c/o Prisma Media

Phone +33 (0) 1 / 73 05 65 32
Fax +33 (0) 1 / 47 92 67 25
E-mail gruner.paris@guj.de

Italy (excl. South Tyrol)

G+J International Sales Italy Srl
Phone +39 02 / 2 05 26 71
Fax +39 02 / 20 52 02 10
E-mail guj.italia@guj.de

Switzerland

Gruner + Jahr (Schweiz) AG
Phone +41 (0) 44 / 2 69 70 70

Fax +41 (0) 44 / 2 69 70 71
E-mail guj.schweiz@guj.de

United Kingdom, Ireland

Gruner + Jahr Limited
Phone +44 (0) 20 / 74 37 43 77
Fax +44 (0) 20 / 74 37 43 78
E-mail guj.uk@guj.de

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RELEVANCE MAKES THE DIFFERENCE

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