

CHRISTOPHORUS MEDIAKIT 2024



GOLDBACH

CHRISTOPHORUS

THE PORSCHE MAGAZINE

The name stands for the patron saint of travellers - and because the Porsche customer magazine has always been more than just a car magazine, the title reflects everything you can enjoy in this world. The most **exclusive destinations**, the **best hotels**, the **most interesting** people, the **most beautiful routes** - and, **of course, driving a Porsche**. And the journalistic concept with the best authors from all areas obviously meets the taste of the readers. **Christophorus, which has been around since 1952**, is one of the most renowned and longest-running customer magazines in the world. The Porsche importers or centres buy the Porsche magazine as a customer loyalty tool for their (predominantly) new car customers. They receive the Christophorus as a service from their **Porsche** importer/centre personally **addressed in an envelope to their home**.

Keyfacts:

- Year founded: 1952
- Publisher: Dr Ing. h.c. F. Porsche AG
- Language versions: 13
- Scope: 90 - 116 pages



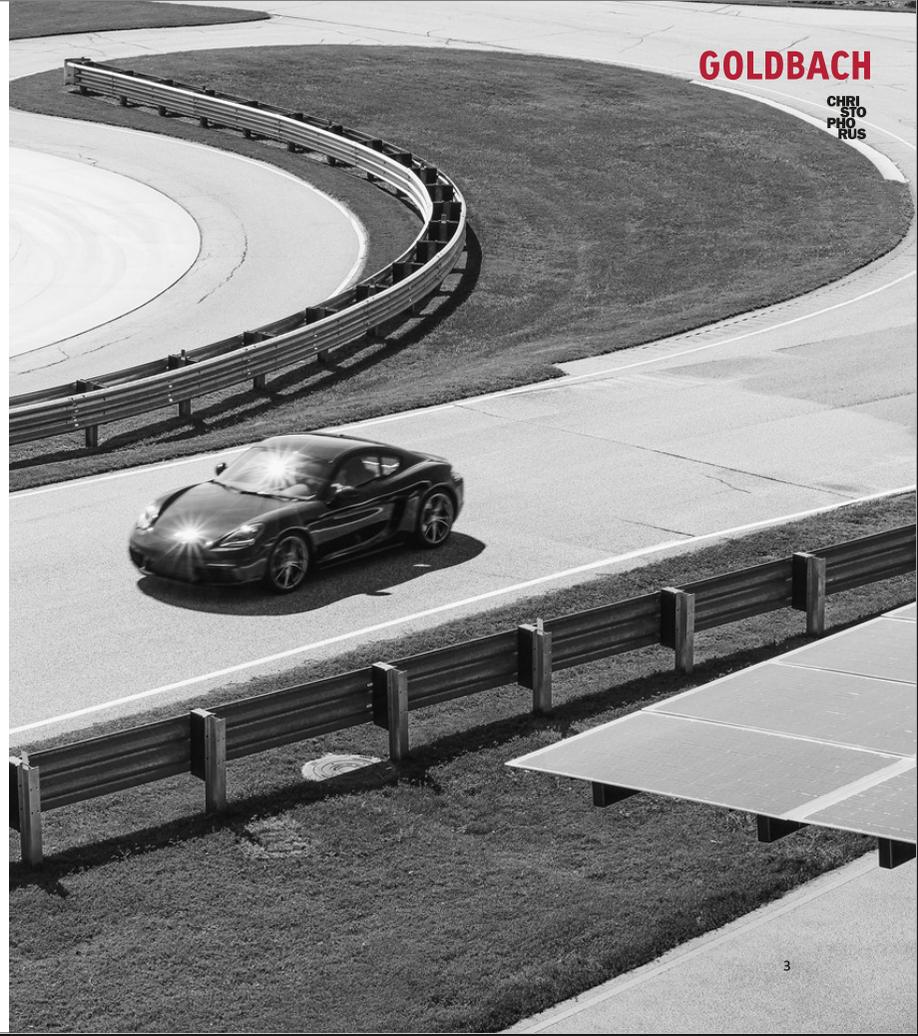
CHRISTOPHORUS

OUR READERSHIP

Success, quality, performance, emotions and the demand for something special - Christophorus is **guided by these principles**. Christophorus readers are predominantly male, have considerable incomes and therefore the highest **financial possibilities**. They are well-educated, professionally successful and keen consumers. They value luxury and an exclusive lifestyle.

Target group:

- **88%** men
- **73%** are between 30 and 59 years old
- **88%** of readers are entrepreneurs, managing directors, freelancers, executives or self-employed persons
- Christophorus readers have an average net household income of **€14,000** per month (in Germany)



DATES AND PRICES 2024

Rates/ Deadlines	Market Pages « Marktseiten » (14-16 pages at the end of the magazine)	
Circulation	8 542 copies (4 165 DE, 1 680 FR, 2 697 IT)	
Frequency	4x/year	
Format ads	Rate in CHF * Global	
1/1 page	3830.00	
2/1 page	On request	
* Splits DE/FR available	On request	
Format:	mm	
1/1 page	215 w x 280 h	Magazine's format
Type area sizes*	187 w x 247 h	
Please ask for type area sizes. * For bleed ads foresee 4 mm on trims		

Terms of payment: Net payment within 20 days of the publication date

Print material: 3 language versions should be supplied DE/FR/IT, or at least DE/FR

Value added tax: 8.1%, not included in the price

Agency commission: 15%

Issue 2024	Publication date	Advertising deadline	Print material closure
Nr° 1 / 410	29.03.2024	24.01.2024	06.02.2024
Nr° 2 / 411	21.06.2024	11.04.2024	24.04.2024
Nr° 3 / 412	13.09.2024	10.07.2024	23.07.2024
Nr° 4 / 413	06.12.2024	30.09.2024	14.10.2024

Subject to change without notice / *Cancellation is only possible up to the advertising deadline. Cancellations must be made in writing / *The advertisement subjects must be checked by Porsche AG

TECHNICAL REQUIREMENTS

Document formats

- Bleed advertisements must be net format plus extra bleed trim.
- Full-page net format is a width of 215 mm and a height of 280 mm plus 4 mm trim on all sides.
- Please make sure that added crop marks do not extend into the bleed area

Data format

- PDF according to the X1a-standard with output profile ISO Coated v2 300% (ECI).

Colour space

- CMYK according to output profile ISO Coated v2 300% (ECI). [Please find this profile here](#)
- Please make sure that the total area coverage (TAC) is not higher than 300%.

Proof

- Please send a color binding proof due to ISO Coated v2, maximum 300% (ECI) (Fogra 39) with Ugra/Fogra media wedge.
- Data and digital proof please send to: Delius Klasing Verlag, Siekerwall 21, DE- 33602 Bielefeld, Frau Miele
- **Please understand that complaints based on incorrect data or missing proofs cannot be accepted.**
- For best quality assurance, please follow these technical requirements for your print data.
- For any technical questions, please contact: Delus – Klasing Verlag

Data transfer / pdf to:

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THANK YOU WITH PASSION

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