

HARBOR

LUXURY COACHING MEDICINE TRAVEL REAL ESTATES



MEDIA-INFORMATION 2018



ABOUT HARBOR	2	PUBLICATION DATES	6
DATA	3	SIZES/PRICES	6
DISTRIBUTION	4	DISCOUNT	7
READERSHIP	5	BUSINESS CONDITIONS	8/9

BUSINESS STYLE LUXURY TRAVEL

HARBOR, the German quarterly luxury lifestyle magazine covers coaching, business, luxury, lifestyle, travel, beauty and medicine, aimed at professionally successful and affluent readers who enjoy a luxury lifestyle. HARBOR filters the best addresses, topics and items and in each issue introduces the most interesting of them.

Advantage for the featured institutions or labels: HARBOR can be utilized by these institutions for their own customer-marketing in the most efficient way. The combination of reputable high-class coaching and business themes and exclusive luxury or travel guarantees high interest with our readers. The singularity of the concept is additionally underlined by the extraordinary appearance.

An all-engrossing concept, encompassing all the valuable areas of life, suggests the rewards in life on the highest level. True luxury is celebrated, new goals and values are pointed out.

PUBLISHING HOUSE

HARBOR MAGAZIN
Tremmlallee 1 · 82031 Grünwald
T +49 (0)89 69 38 80 69
Geschäftsführung Alexander Lewinsky/Elke Bauer
UST-ID.NR. DE 285855625

PUBLISHER

HEAD OF ADVERTISING

Alex Lewinsky
T +49 (0) 89 89 05 97 12
Mobile +49 (0) 179 76 74 396
lewinsky@harbor-magazin.de

PUBLISHER

EDITOR IN CHIEF

Elke Bauer
T +49 (0) 89 69 38 80 69
Mobile +49 (0) 163 300 100 3
bauer@harbor-magazin.de

ADVERTISING ASSISTENT

ASSISTENT TO THE EDITOR IN CHIEF

Theresia Feigl
T +49 (0) 89 89 05 97 12
Mobile +49 (0) 172 57 48 216
feigl@harbor-magazin.de

EDITORIAL TEAM

Tremmlallee 1 · 82031 Grünwald
T +49 (0)89 69 38 80 69
redaktion@harbor-magazin.de

ABO

abo@harbor-magazin.de
ABO-Price Euro 20 Euro per year (D)
Copy-PRICE Euro 5,50

PUBLICATION

Quaterly

CIRCULATION 40.000

SIZE 210 mm Breadth, 280 mm Height

TYPE AREA 170 mm Breadth, 215 mm Height

PRINTING PROCESS Rotary Offset

COLORING PRINTING Euroscale

BINDING Adhesive Binding

BANK ACCOUNT

ELKE BAUER / HARBOR
Hypo Vereinsbank Grünwald
Kto.-Nr. 100 71 790 · BLZ 700 202 70
IBAN: DE30 7002 0270 0010 0717 90 · BIC: HYVEDEMMXXX

TERMS OF PAYMENT

To pay within 10 days after date of invoice

DISTRIBUTION

MZV – Moderner Zeitschriften Vertrieb GmbH & Co. KG
Ohmstraße 1 · 85716 Unterschleißheim
T +49 (0) 89.3 19 06-0
mzv@mzv.de · www.mzv.de

DISTRIBUTION HARBOR

COPIES EXCLUSIVE DISTRIBUTION OF APPROX. 40.000 COPIES

1.000	AIRLINES/LOUNGES (1st Class Business-/Senator and HON-Circle-Lounges) e.g. Cathay Pacific, Air Mauritius and other selected VIPLounges
8.000	WEALTHY PRIVATE CUSTOMERS of profiled banks, family offices, financial service providers as well as renowned certified accountants and Advocates
3.500	MEMBERS OF BANK Top Management AND SUPERVISORY BOARDS
5.500	CEO'S, GENERAL MANAGERS
6.000	ENTREPRENEURS
1.000	TOP-HOTELS exclusively those of the luxury segment
2.000	MARKETING DECISION MAKERS
1.000	TOP-EVENTS
12.000	RETAIL SALE in selected, qualified specialised Trade

ONLINE
EXCLUSIVELY AVAILABLE
ON **READLY**.

[HTTPS://DE.READLY.COM/TITLE/HARBOR-MAGAZIN](https://de.readly.com/title/harbor-magazin)

WEALTHY PRIVATE CUSTOMERS

OF LEADING BANKS, FINANCIAL ADVISORS, ASSET MANAGERS, FINANCIAL SERVICE PROVIDERS AS WELL AS RENOWNED CERTIFIED ACCOUNTANTS AND ADVOCATES

BUSINESS

BANK MANAGEMENT, SUPERVISORY BOARDS, BOARD OF MANAGERS, CEOS, BUSINESS MANAGERS, ENTREPRENEURS, HEADS OF MARKETING, MEDICS AND HOSPITAL PRESIDENTS

PUBLIC

PRIVATE CLINICS, TOP HOTELS, GOLF CLUBS, JEWELLERS, PERFUMERIES, BOUTIQUES, RESTAURANTS, TOP EVENTS

RETAIL SALE

IN SELECTED, QUALIFIED NEWSPAPER SHOPS IN GERMANY, AUSTRIA AND SWITZERLAND

ONLINE

ONLINE EXCLUSIVE ON READLY

HARBOR

READERS

HARBOR READERS ARE

HIGHLY QUALIFIED

the readership of HARBOR graduated the high school, university, doctorate, state doctorate and between 25 and 65 years old (m ca. 60%, F ca. 40%)

SUCCEED IN BUSINESS

mostly freelancers, act as business managers, executive employees or hold at least a managing position

WEALTHY

every second reader owns at least 1 million Euros

QUALITY CONSCIOUS

willing to spend more money on quality

HIGH-SPENDING

To range from furniture, fashion, jewellery, cars, consumer electronic to enjoyment, and entertainment or art

INTERESTED IN FINANCE

Very interested in funds, shares, equity holdings and real estates

INVEST IN THEIR OWN EDUCATION

HARBOR readers are in a learning mode. They are always very interested in coachings and take continuously part in coaching workshops.

	male female	60% 40%
HIGHLY QUALIFIED	High school, University, Doctorate, State Doctorate	85%
IN THEIR PRIME	between 25 and 65 years old	76%
SUCCESSFUL	independant, manager, executive employee	85%
CAN AFFORD LUXURY	monthly household net income >5.000 Euro	74%
	monthly household net income >10.000 Euro	26%
WEALTHY	own assets of at least 1 Mio. Euro	44%
QUALITY-CONSCIOUS	willing to pay a lot for high quality	46%
		92%

HARBOR

PUBLICATION DATES

HARBOR

ISSUES 2018	MATERIAL DEADLINE	PUBLICATION DATE
I.2018	3. November 2018	24.November 2018
II.2018	9. February	2. March
III.2018	4. May	25. May
IV.2018	17. August	7. September
I.2019	2. November	23. November

SIZES/PRICES

Net prices + VAT

SIZE	FORMAT IN MM	PRICE IN EURO
2/1-page	280 x 420 mm	17.800
1/1-page	280 x 210 mm	8.900
1/2-page horizontal	140 x 210 mm	4.450
1/2-page upright	280 x 105 mm	4.450
Opening Spread	280 x 420 mm	20.900
U2	280 x 210 mm	10.800
U4	280 x 210 mm	10.800

Advertorial on request
 RUBRIC „TRAVELGUIDE VIA“ - Presentation of Products and Hotels on request

(Format: width x height, please use 10mm all-round bleed for the advertisements)

DISCOUNT	AGENCY FEE 15%
2 advertisements 15%	
3 advertisements 20%	
4 advertisements 30%	

If placed within 12 months. No discounts on special prices and additional technical services

U4/COVER



PREVIEW/INSIDE BACK COVER



ADVERTISEMENT BESIDE EDITORS NOTE



ADVERTISEMENT BESIDE CONTENT



Insert with 10 mm bleed at outside, top and bottom margin, 8 mm in binding . Texts and graphics which are not allowed to be cut, must be positioned at least 10 mm away from the binding and margins.

PRINT MATERIAL

We prefer printing -PDFs plus colour proofs . PRINT-PDF'S FILE IN CMYK, EUROSCALE COATED V2, COATED FOGRA39
 Print material has to be sent to:

REDAKTION

BAUER@HARBOR-MAGAZIN.DE
 ELKE BAUER · EDITOR IN CHIEF HARBOR
 TREMMLALLEE 1 · 82031 GRÜNWALD
 T +49 (0) 89.69 38 80 69

No responsibility for reproduction in case of delivering the data without proof . Possible minor deviations of the colour shades are due to technical conditions of the printing method and paper quality.

HARBOR

BUSINESS CONDITIONS

1. Area of application

These terms and conditions apply to all advertisement orders given to HARBOR Magazin regarding the dissemination of a publication issued by HARBOR Magazin. Editorial ads, PR articles and supplements are also regarded as advertisements in this context. Should any individual terms be applicable only to commercial activities, i.e. with respect to those customers who are merchants, legal entities under public law or special assets under public law, this will be indicated in the following. It is in every case the customer order rendered in the form accepted by HARBOR Magazin (hereinafter referred to as the „Contract“) which is of defining importance regarding the content and extent of the services to be performed by HARBOR Magazin and the respective remuneration payable. Any conditions applied by the customer are hereby contradicted. Such conditions shall only acquire applicability if they have been expressly accepted by HARBOR Magazin. In commercial business, any arrangements deviating from or amending the contract shall only be applicable if they are set in writing or if such requirement of the written form has been previously declared in writing to be unnecessary.

2. Services performed

An obligation for HARBOR Magazin to perform a service only exists once an advertisement order has been expressly confirmed by HARBOR Magazin. Statements made in information and publicity materials by HARBOR Magazin, in particular statements regarding the size of circulation of the magazine published by HARBOR Magazin shall only form part of the contract if expressly stated in the contract. Date deadlines are only binding if expressly confirmed by HARBOR Magazin.

The place of fulfilment for the obligation to perform resting on HARBOR Magazin is Grünwald.

HARBOR Magazin reserves the right to reject advertisements in accordance with uniform, factually justified factors if these – whether with regard to content or form – constitute a violation of legal regulations, government orders or public morals, or if it can not be reasonably expected that HARBOR Magazin publish the advertisement, unless HARBOR Magazin has expressly committed itself to publishing the advertisement in the knowledge of its content and form. This also applies accordingly to supplements, even if these contain third party advertisements or if they give the impression of being part of the publication. The customer shall only receive proofs, printing documents, samples or sample copies of the advertisement if this is expressly agreed in the

contract. Advertisements can only be reproduced in certain issues or editions or in certain locations within the magazine if this has been expressly agreed in the contract.

3. Prices

In return for the performance of the arranged services, the customer undertakes to render payment of the price as stated in the contract. The correction of writing errors or obvious calculation mistakes is reserved. If no price is stated in the contract, the price given in the advertisement price list valid upon acceptance of the order shall be deemed to have been agreed. HARBOR Magazin reserves the right to amend prices for orders already received, however this shall only apply if and to the extent that the respective advertisements are to be printed more than four months subsequent to the conclusion of the contract. Outlays, e.g. the cost of producing or returning printing manuscripts or of forwarding to the customer replies to box number advertisements will be charged separately in accordance with the price list. The prices stated in the contract and in the price list are exclusive of value added tax. The discounts for multiple insertions stated in the price list shall only apply when the insertions referred to in the contract are to be made within a year, unless otherwise provided for in the contract. The place of fulfilment for the customer's payment obligation is Grünwald. All invoice payments are due within the deadline stated in the price list unless a different payment deadline has been agreed in the contract. In the event of payment arrears, the customer is obliged to pay interest on arrears at a rate of 8 % p.a. above the respective bank rate set by the Deutsche Bundesbank. The assertion of further damages due to arrears is reserved.

4. Changes to and cancellation of contract

The cancellation of an advertisement order by the customer is permissible. In such an event, HARBOR Magazin will, if possible, endeavour to replace said advertisement with a different advertisement or an article, however, irrespective of this, it shall still be entitled to demand payment of the arranged remuneration accordingly under application of § Business Conditions 649 BGB (German Civil Code). This is payable immediately. The right of both parties to cancel the contract on important grounds remains unaffected. If the customer desires to make amendments to the contract, in particular if he should wish to suspend the advertisement order, HARBOR Magazin will endeavour to comply with this wish. Should this not be possible, the contract

shall be deemed to have been cancelled unless the customer has expressly given deviating instructions. Any costs incurred as a result of the amendment shall be charged to the customer over and above the agreed price.

5. Warranty and liability of HARBOR Magazin

HARBOR Magazin warrants that the advertisements shall conform with the contractual agreements made with the customer regarding the standard printing quality for the selected printed object. Should this not be the case, the customer shall be entitled either to demand a reduction in the agreed price or the insertion of a free additional advertisement of standard quality, as he may choose, however this may only be to the extent that the purpose of the advertisement was impaired. The right of the customer to cancel the contract in the event that the additional advertisement is also faulty or does not appear within a reasonable period of time, is unaffected. Advertisements with obvious defects shall be deemed to have been accepted if no communication to the contrary is received by HARBOR Magazin within four weeks of their publication.

A claim for a reduction in remuneration is excluded if HARBOR Magazin has informed the customer of the reduction in circulation in sufficient time before publication to allow the latter to cancel the contract. A contractual or noncontractual obligation to give compensation for damage on the part of HARBOR Magazin, its employees and vicarious agents shall only exist if said damage is attributable to gross negligence or intent. The liability of HARBOR Magazin is limited to the capital disadvantage that HARBOR Magazin should have predicted upon conclusion of the contract as a possible consequence of contractual violation, unless the damage is attributable to gross negligence on the part of a body or senior executive at HARBOR Magazin or to intent. Warranty or damage compensation claims against HARBOR Magazin, with the exception of damage compensation claims due to unpermitted acts shall expire by limitation in accordance with the legal regulations, however after a period of two years at the latest following the performance of the service to which the claim refers.

6. Liability of the customer

In the event that the customer does not perform his service or does this after a delay, in particular if he does not comply with the agreed deadlines for providing his texts and printing manuscripts, HARBOR

Magazin shall, after having set an appropriate subsequent deadline, as far as this is possible, be released from its obligation to perform and shall be entitled to demand remuneration under according application of § 646, subsection 1 BGB (German Civil Code). This shall be payable immediately. The customer shall be liable for the content of the advertisement; in this regard the customer shall indemnify HARBOR Magazin against any claims with respect to third parties.

7. Final provisions

All declarations which are to be furnished in accordance with the contract or these conditions are only effective in writing. The customer shall only be entitled to transfer rights arising out of a contract with the prior consent of HARBOR Magazin – with the exception of payment claims. This consent can only be refused should important grounds exist. Settling off against claims with respect to HARBOR Magazin is excluded if these have not been legally established or are legally disputed. The exercising of a right of retention, including the commercial right of retention, is only admissible if based on the same contractual relationship.

Should one or several terms of the contract or of these conditions be or become ineffective or impossible to implement, this shall not affect the validity of the remaining terms.

The contractual relationships between the parties are subject to German law. For all disputes arising out of or in the context of the contract or these conditions, the courts in Grünwald/Munich shall be exclusively responsible, as long as (a) the customer is a general merchant, a legal entity under public law or a special asset under public law or (b) if the place of residence or normal abode of the customer at the time of institution of legal proceedings is either not within this country or is not known.

HARBOR MAGAZIN 2017
Court of jurisdiction: Munich