

# CENTURION AND DEPARTURES

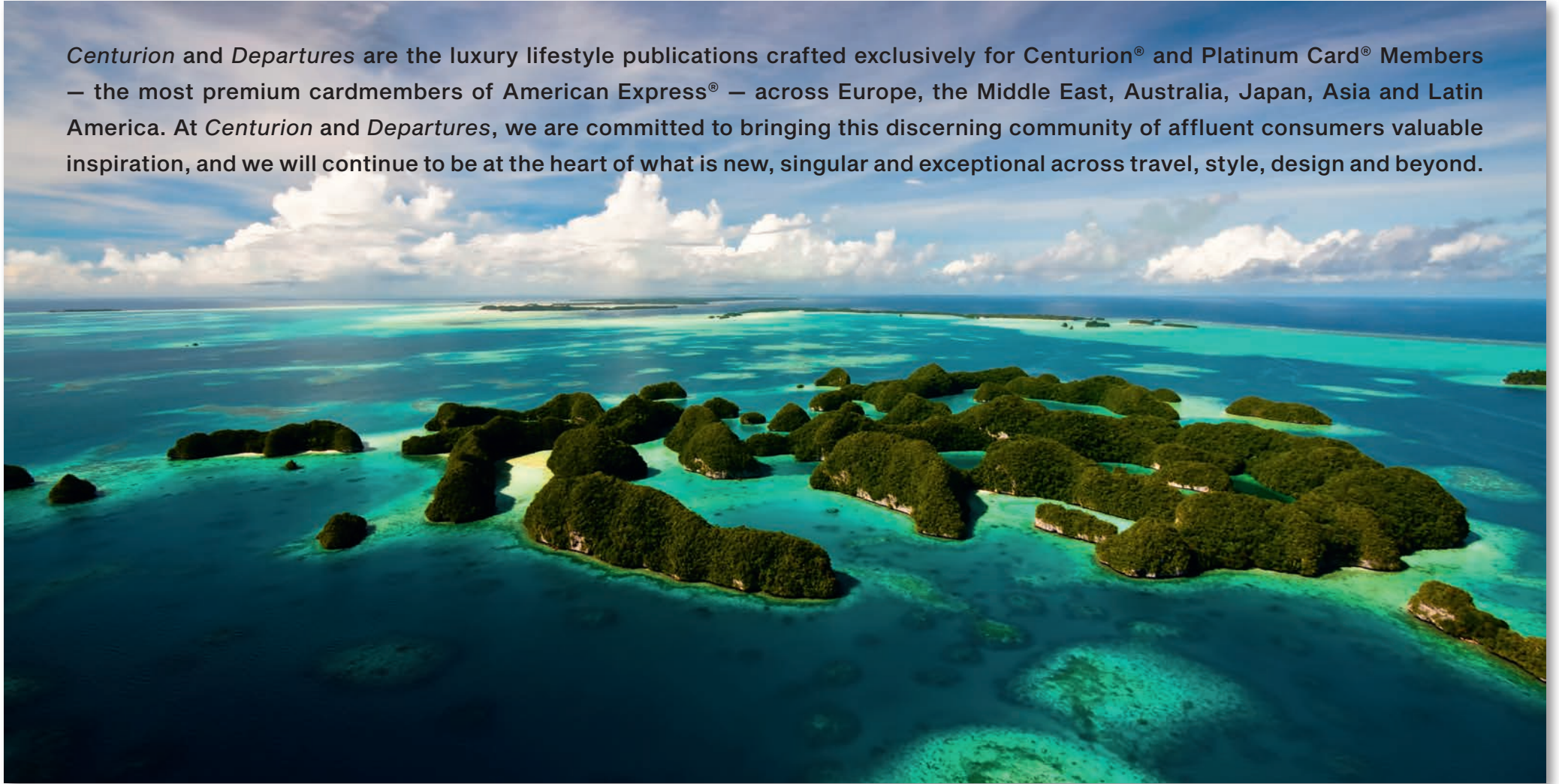


## 2024 MEDIA KIT

# Brand Mission

CENTURION & DEPARTURES MAGAZINES

*Centurion* and *Departures* are the luxury lifestyle publications crafted exclusively for Centurion® and Platinum Card® Members – the most premium cardmembers of American Express® – across Europe, the Middle East, Australia, Japan, Asia and Latin America. At *Centurion* and *Departures*, we are committed to bringing this discerning community of affluent consumers valuable inspiration, and we will continue to be at the heart of what is new, singular and exceptional across travel, style, design and beyond.





# The World of Membership

CENTURION & DEPARTURES MAGAZINES

## UNPARALLELED BENEFITS

With their powerful American Express Memberships, Centurion® and Platinum Card® Members enjoy a host of exceptional services, exclusive privileges and unique experiences.

### CENTURION AND PLATINUM TRAVEL AND LIFESTYLE SERVICES

More than 5,000 dedicated advisers globally act as a gateway to unique travel opportunities

### MEMBERSHIP REWARDS

A host of possibilities for earning and using redeemable points for travel, shopping and more

### GLOBAL LOUNGE COLLECTION

An expanding airport lounge programme with access to more than 1,400 lounges across 140 countries worldwide, including access to The Centurion® lounge network locations



### CENTURION MAGAZINE THE COMPENDIUM BY CENTURION [centurion-magazine.com](http://centurion-magazine.com)

### DEPARTURES MAGAZINE [departures-international.com](http://departures-international.com)

The luxury lifestyle publications crafted for Centurion and Platinum Cardmembers in Europe, the Middle East, Australia, Japan, Asia and Latin America

### PRIVILEGE PROGRAMMES

Exclusive benefits and access through Fine Hotels + Resorts, Global Dining Collection and more

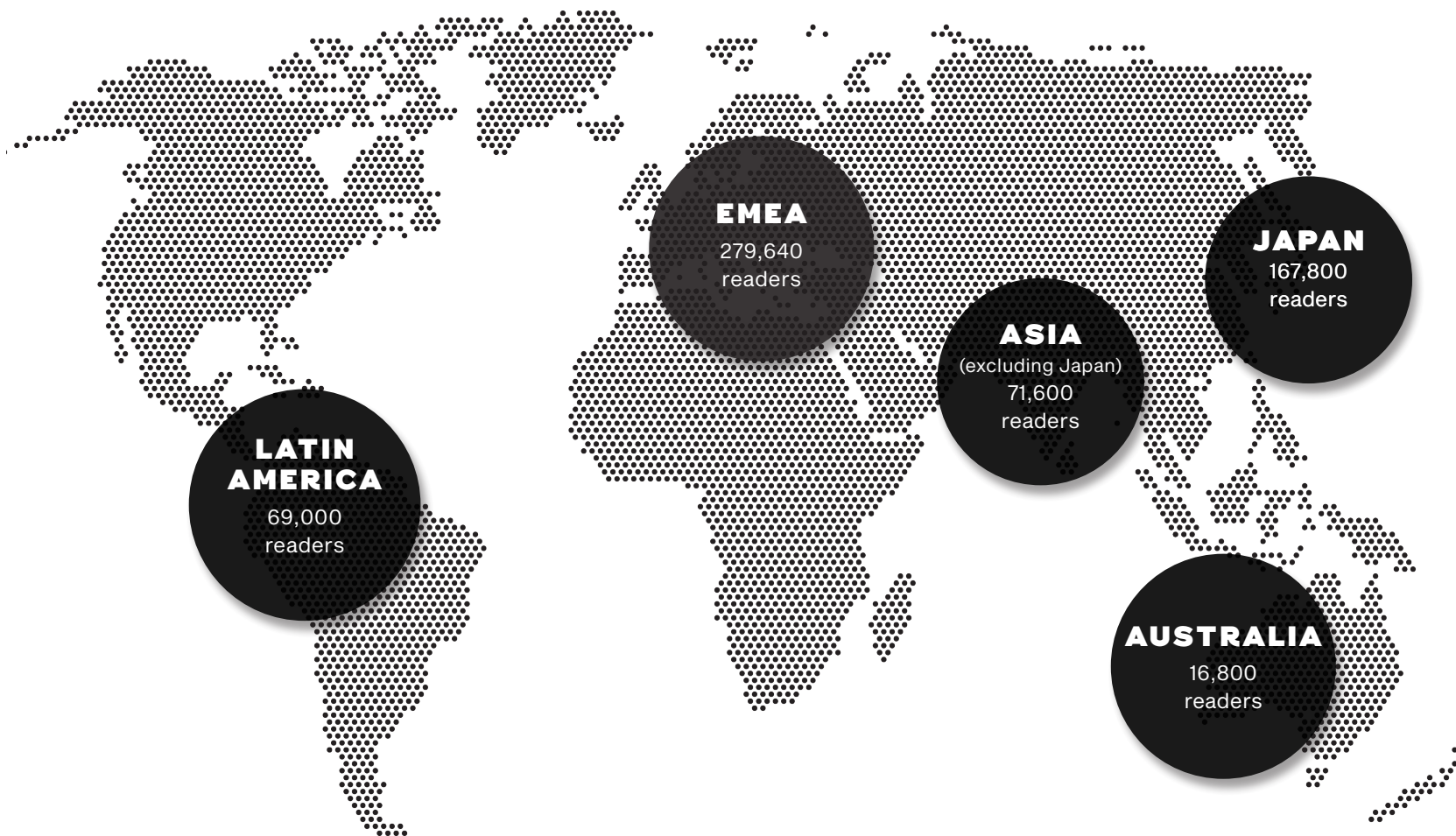
### AMERICAN EXPRESS EXPERIENCES

Cardmembers enjoy unforgettable events in live music, theatre, sports and more – virtually and in person

# Access Global Affluence

CENTURION & DEPARTURES MAGAZINES

Published in 7 languages, the 22 international editions of *Centurion* and *Departures* provide access to 604,840 readers with a total net worth of over \$ 1.2 trillion.



## LATAM

**\$ 118 bn**

combined net worth.

1/1 page rate: \$29,500

## EMEA

**\$ 677 bn**

combined net worth.

1/1 page rate: \$132,300

## ASIA (EXCLUDING JAPAN)

**\$ 281 bn**

combined net worth.

1/1 page rate: \$34,200

## JAPAN

**\$ 148 bn**

combined net worth.

1/1 page rate: \$46,600

## AUSTRALIA

**\$ 65.3 bn**

combined net worth.

1/1 page rate: \$18,100

# Meet Our Audience

CENTURION & DEPARTURES MAGAZINES



Total Net Worth

**CENTURION**

**\$ 9.2 million**

**DEPARTURES**

**\$ 2.5 million**

Household Income

**\$ 1.4 million**

**\$ 330,000**

Properties Owned

**6**

**3**

Company Owner / Partner

**54%**

**30%**

American Express Membership

**20 years**

**14 years**

Leisure Trips per Year

**14**

**11**

Business Trips per Year

**8**

**6**

Average Age

**56**

**49**

Readership Male / Female

**56% / 44%**

**57% / 43%**

Total Readership

**230,440**

**374,400**



# Inspiring Extraordinary Living

CENTURION & DEPARTURES MAGAZINES

Centurion and Departures are reliable and trusted resources for those on a continuous quest for unforgettable experiences and superlative commodities. Our network of over 120 editors, correspondents and journalists scour the globe for the unique, the new and the remarkable, curating independent editorial to reveal first-class recommendations for a way of life that soars far above the ordinary.



## PLACES

An opportunity to explore the places that fascinate and beguile us, whether as travel destinations or sites of creative inspiration.



## OBJECTS

Spotlighting the tactile, and often beautiful, items in our world that bring joy and show a dedication to craftsmanship and expertise.



## REFLECTIONS

Thoughtful, well-considered and sometimes behind-the-scenes perspectives on the fascinating people and ideas shaping our world.



## TRAVEL

A clued-up handbook surveying the places and experiences that are most interesting and compelling across the globe.



## STYLE

From fashion to jewellery, from watches to interiors, an all-angles guide to looking good and feeling great.



## CULTURE

The inspirational people, artworks, institutions and trends that are pushing envelopes and broadening minds.

# 2024 Centurion Editorial Calendar

CENTURION & DEPARTURES MAGAZINES

## APR / MAY ISSUE

### **SUSTAINABLE TRAVEL**

Truly mindful travel has reached every corner of the globe: we take you to the most interesting destinations and discover how both family-owned hotels and international brands are catapulting the industry towards a greener future.

### **PLUS SWING TIME**

A special roundup of all things golf, from new courses across the globe to the leading fairway-side properties for sale.



## JUN / JUL ISSUE

### **COLLECTABLE CRAFTS**

We are all collectors now, from watches and whisky to vintage handbags, iconic cars and limited-edition furniture. In this issue, we look at the transformation across the globe from objects into commodities and understand the prospects for retaining value. We also showcase the passionate art and craft behind the pieces – a key reason why these once merely functional creations have become so coveted by connoisseurs.



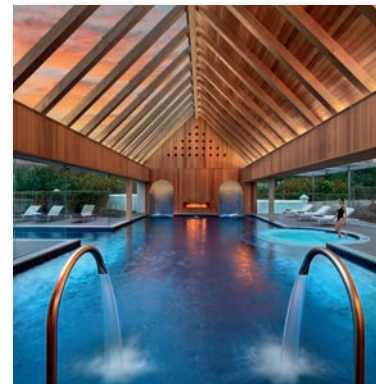
## SEP / OCT ISSUE

### **LIVING WELL**

With wellness taking an increasingly prominent place in our minds, we take a scientific approach to exploring which trends in well-being are most effective and which ones are less supported by the evidence. We'll also feature first-person reports from global spas, insight into the latest products and ideas for improving health at home.

### **PLUS YACHT TALK**

Superyachts, new technologies and the coming trends are all in focus – as well as ideas for all-season itineraries.



## NOV / DEC ISSUE

### **FOODIE FEASTS**

With their emphasis on locally sourced ingredients, expertly honed techniques and perfectly curated restaurant experiences, chefs are increasingly becoming global superstars. We meet some of the emerging toques across every continent and drop in on culinary temples that are changing how we relate to food. In time for the holidays, we also look at note-perfect gift ideas for the foodie in your life.



## ANNUAL ISSUE

### **THE COMPENDIUM**

This special annual issue serves as our global assessment of the year that lies ahead. It is an assiduously curated planner tracking the changes in the fields and sectors we regularly cover, complemented by a comprehensive selection of the coming year's most captivating innovations, trends, experiences and insights.



# 2024 Departures Editorial Calendar

CENTURION & DEPARTURES MAGAZINES

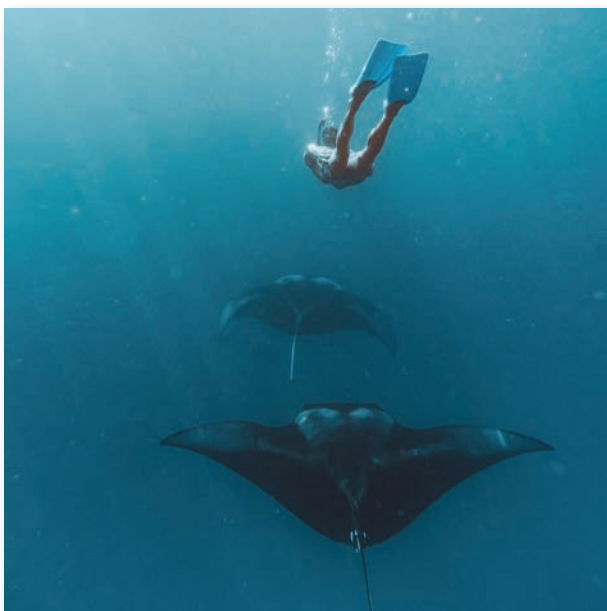
## APR / MAY ISSUE

### GREAT ESCAPES

As the world becomes ever-more accessible, it's choosing where to go that becomes the challenge. We spotlight the destinations, places and itineraries most worthy of attention – focusing on how they are pushing the boundaries of what travel can be.

### PLUS CRUISE NEWS

Discover the latest ships, trends, itineraries and people who continue to boost cruising's luxury quotient.



## SEP / OCT ISSUE

### THE POWER OF STYLE

Watches, jewellery, couture and more – we go on a deep dive into the vast world of international style. We meet the makers behind some of the world's most extraordinary watches, discover what new technology is bringing to avant-garde jewellers, and shortlist the fashion brands that are hitting all the right notes.



## NOV / DEC ISSUE

### PRESENT PERFECT

As it becomes harder and harder to find just the right gift, we cast the widest of nets. Whether you're looking to plan an escape to a wellness clinic for a loved one or are on the hunt for a one-of-a-kind timepiece for a special birthday, our global correspondents will surprise and impress with their insight and ideas. The issue is a showcase of the art of luxury and living well.





# 2024 Centurion Publication Dates

CENTURION & DEPARTURES MAGAZINES



## AMEX OFFER & BENEFIT ADS

Refers to all advertising containing promotion of an American Express Cardmember offer or benefit. This deadline applies to all special advertising formats (e.g. advertorials, inserts, tip-ons etc).

## TRAVEL BRAND & OFFER ADS

Refers to all creatives promoting generic offers and/or travel-related establishments or services, including airlines, hotels, tour operators etc. For travel advertising running via special formats, or containing reference to American Express offers or benefits, please refer to the earlier deadline for Amex Offer and Benefit Ads.

## BRAND ADS

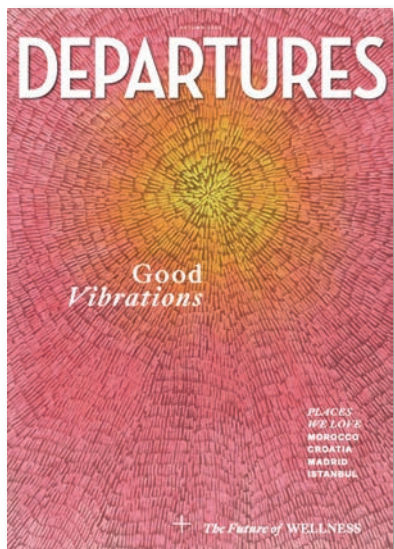
Refers to all non-travel, non-offer standard advertising.

		AMEX OFFER & BENEFIT ADS	TRAVEL BRAND & OFFER ADS	BRAND ADVERTISING (NON-TRAVEL)		
<b>CENTURION</b>		BOOKING & MATERIAL	BOOKING & MATERIAL	BOOKING	MATERIAL	PUBLICATION
<b>ISSUE 1</b>	<b>EUROPE</b>	05 Jan	26 Jan	23 Feb	01 Mar	19 Apr
	<b>MIDDLE EAST</b>	05 Jan	26 Jan	23 Feb	01 Mar	19 Apr
	<b>LATAM (MEX, ARG)</b>	19 Jan	09 Feb	01 Mar	08 Mar	19 Apr
	<b>AUSTRALIA</b>	18 Jan	01 Feb	29 Feb	07 Mar	19 Apr
	<b>ASIA</b>	08 Feb	29 Feb	14 Mar	21 Mar	09 May
	<b>JAPAN</b>	29 Dec '23	19 Jan	02 Feb	08 Feb	22 Mar
<b>ISSUE 2</b>	<b>EUROPE</b>	15 Mar	05 Apr	03 May	08 May	27 Jun
	<b>MIDDLE EAST</b>	15 Mar	05 Apr	03 May	08 May	27 Jun
	<b>LATAM (MEX, ARG)</b>	28 Mar	19 Apr	08 May	15 May	01 Jul
	<b>AUSTRALIA</b>	28 Mar	11 Apr	08 May	16 May	28 Jun
	<b>ASIA</b>	18 Apr	09 May	22 May	28 May	18 Jul
	<b>JAPAN</b>	15 Mar	05 Apr	30 Apr	08 May	21 Jun
<b>ISSUE 3</b>	<b>EUROPE</b>	14 Jun	05 Jul	02 Aug	07 Aug	27 Sep
	<b>MIDDLE EAST</b>	14 Jun	05 Jul	02 Aug	07 Aug	27 Sep
	<b>LATAM (MEX, ARG)</b>	19 Jul	09 Aug	02 Sep	06 Sep	21 Oct
	<b>AUSTRALIA</b>	26 Jul	09 Aug	06 Sep	13 Sep	25 Oct
	<b>ASIA</b>	31 Jul	21 Aug	04 Sep	11 Sep	31 Oct
	<b>JAPAN</b>	21 Jun	12 Jul	02 Aug	09 Aug	24 Sep
<b>ISSUE 4</b>	<b>EUROPE</b>	16 Aug	06 Sep	04 Oct	11 Oct	26 Nov
	<b>MIDDLE EAST</b>	16 Aug	06 Sep	04 Oct	11 Oct	26 Nov
	<b>LATAM (MEX, ARG)</b>	05 Sep	26 Sep	21 Oct	24 Oct	28 Nov
	<b>AUSTRALIA</b>	05 Sep	19 Sep	17 Oct	24 Oct	06 Dec
	<b>ASIA</b>	20 Sep	11 Oct	25 Oct	01 Nov	20 Dec
	<b>JAPAN</b>	19 Aug	09 Sep	07 Oct	15 Oct	25 Nov
<b>ISSUE 5</b>	<b>THE COMPENDIUM BY CENTURION</b>	20 Sep	04 Oct	08 Nov	15 Nov	20 Jan '25

Publication dates are subject to adjustment.

# 2024 Departures Publication Dates

CENTURION & DEPARTURES MAGAZINES



## AMEX OFFER & BENEFIT ADS

Refers to all advertising containing promotion of an American Express Cardmember offer or benefit. This deadline applies to all special advertising formats (e.g. advertorials, inserts, tip-ons etc).

## TRAVEL BRAND & OFFER ADS

Refers to all creatives promoting generic offers and/or travel-related establishments or services, including airlines, hotels, tour operators etc. For travel advertising running via special formats, or containing reference to American Express offers or benefits, please refer to the earlier deadline for Amex Offer and Benefit Ads.

## BRAND ADS

Refers to all non-travel, non-offer standard advertising.

DEPARTURES	AMEX OFFER & BENEFIT ADS	TRAVEL BRAND & OFFER ADS	BRAND ADVERTISING (NON-TRAVEL)			
	BOOKING & MATERIAL	BOOKING & MATERIAL	BOOKING	MATERIAL	PUBLICATION	
ISSUE 1	EUROPE	25 Jan	15 Feb	14 Mar	21 Mar	30 Apr
	MIDDLE EAST	25 Jan	15 Feb	14 Mar	21 Mar	30 Apr
	MEXICO	21 Feb	13 Mar	04 Apr	10 Apr	23 May
	HONG KONG	23 Feb	15 Mar	28 Mar	05 Apr	24 May
	JAPAN	29 Dec '23	19 Jan	13 Feb	20 Feb	29 Mar
ISSUE 2	EUROPE	06 Jun	27 Jun	25 Jul	29 Jul	09 Sep
	MIDDLE EAST	06 Jun	27 Jun	25 Jul	29 Jul	09 Sep
	MEXICO	21 Jun	12 Jul	05 Aug	09 Aug	19 Sep
	HONG KONG	03 Jul	24 Jul	07 Aug	14 Aug	02 Oct
	JAPAN	27 Jun	18 Jul	09 Aug	20 Aug	30 Sep
ISSUE 3	EUROPE	08 Aug	29 Aug	22 Sep	29 Sep	11 Nov
	MIDDLE EAST	08 Aug	29 Aug	22 Sep	29 Sep	11 Nov
	MEXICO	26 Aug	16 Sep	07 Oct	11 Oct	25 Nov
	HONG KONG	06 Sep	27 Sep	10 Oct	18 Oct	06 Dec
	JAPAN	23 Aug	13 Sep	09 Oct	17 Oct	29 Nov



# 2024 Advertising Rates

CENTURION & DEPARTURES MAGAZINES

CENTURION	LANGUAGE	READERSHIP	SP RATE	DPS RATE
United Kingdom	English	36,400	\$ 25,200	\$ 47,880
Germany / Austria	German	25,480	\$ 18,600	\$ 35,340
Switzerland	English	8,960	\$ 7,900	\$ 15,010
France	French	4,760	\$ 3,300	\$ 6,270
ICC Edition	English	19,040	\$ 13,600	\$ 25,840
Europe Edition	English	12,600	\$ 8,700	\$ 16,530
Middle East	English	14,000	\$ 12,300	\$ 23,370
<b>EMEA PACKAGE - ALL EDITIONS</b>		<b>121,240</b>	<b>\$ 63,400</b>	<b>\$ 120,460</b>
Hong Kong	English & Trad. Chinese	28,000	\$ 18,600	\$ 35,340
Mainland China	Simplified Chinese	8,400	\$ 7,200	\$ 13,680
Singapore	English	6,160	\$ 5,500	\$ 10,450
Taiwan	Traditional Chinese	5,040	\$ 5,400	\$ 10,260
Japan	Japanese	23,800	\$ 17,800	\$ 33,820
Australia	English	16,800	\$ 18,100	\$ 34,390
<b>JAPA PACKAGE - ALL EDITIONS</b>		<b>88,200</b>	<b>\$ 52,400</b>	<b>\$ 99,560</b>
Mexico	Spanish	18,200	\$ 10,700	\$ 20,330
Argentina	Spanish	2,800	\$ 2,900	\$ 5,510
<b>LATAM PACKAGE - ALL EDITIONS</b>		<b>21,000</b>	<b>\$ 12,500</b>	<b>\$ 23,750</b>
<b>ALL CENTURION EDITIONS PAN-REGIONAL COMBINATION</b>		<b>230,440</b>	<b>\$ 108,900</b>	<b>\$ 206,910</b>

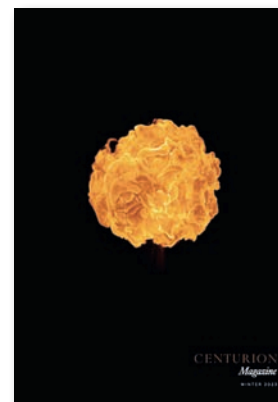
DEPARTURES	LANGUAGE	READERSHIP	SP RATE	DPS RATE
United Kingdom	English	72,000	\$ 26,500	\$ 50,350
Germany	German	36,000	\$ 20,900	\$ 39,710
Switzerland	English	43,200	\$ 8,500	\$ 16,150
Middle East	English	7,200	\$ 13,000	\$ 24,700
Hong Kong	English & Trad. Chinese	24,000	\$ 11,000	\$ 20,900
Japan	Japanese	144,000	\$ 28,800	\$ 54,720
Mexico	Spanish	48,000	\$ 17,000	\$ 32,300

<b>ALL DEPARTURES EDITIONS PAN-REGIONAL COMBINATION</b>	<b>374,400</b>	<b>\$ 76,000</b>	<b>\$ 144,400</b>
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<b>CENTURION &amp; DEPARTURES PAN-REGIONAL COMBINATION</b>	<b>604,840</b>	<b>\$ 166,800</b>	<b>\$ 316,920</b>
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All rates quoted in USD. Last updated: 20 November 2023.

NB: Readership is based on 2023 printed circulation per issue and the number of readers per magazine copy. JI Experience GmbH reserves the right to modify advertising rates at any time with three months written notice.



# Special Advertising Solutions

CENTURION & DEPARTURES MAGAZINES

## SPECIAL POSITIONS

### SINGLE PAGES

Outside Back Cover	+ 35%
Inside Back Cover	+ 25%
Opposite Editor's Letter	+ 25%
Opposite Masthead	+ 25%
Opposite Table of Contents	+ 25%
Within Places (Centurion)	+ 20%
Within Travel (Departures)	+ 20%
First 50%, Right Hand Page	+ 15%
Opposite Guaranteed Editorial	+ 10%

### SPREADS

Inside Front Cover Spread	+ 35%
First Bank (after IFCS)	+ 30%
Reverse Z-Cover*	on request

### SP BASE RATE

+ 35%
+ 25%
+ 25%
+ 25%
+ 25%
+ 20%
+ 20%
+ 15%
+ 10%

### DPS BASE RATE

+ 35%
+ 30%
on request

## SPECIAL FORMATS

### Loose and Bound-in Inserts

Limited to a maximum of one insert per issue for *Centurion*, and two for *Departures*. Media and production costs will be calculated based on size, weight and number of pages. Inserts requiring creative input or production by JI Experience will be subject to additional production costs.

### Advertorials

All advertorials are subject to a +15% surcharge on the standard single or double page base media rate. Additional costs will apply should translations, graphic adaptations or similar be required. Advertorials created by the magazine team are calculated on a case-by-case basis, dependent on the extent and complexity of the activity.

## BESPOKE PARTNERSHIPS

### Tailor Your Message

A dedicated creative solutions team is on hand to craft **bespoke advertising packages** to tell your story across our print and digital platforms with maximum impact and relevance.

From editorial-style destination guides or in-depth feature advertorials to exclusive purchase opportunities, event partnerships, on-location video or photography productions and more — each proposal is entirely customised to your needs and focus, resulting in a **360° partnership** which will truly resonate with this highly valuable audience.

**A range of special advertising solutions is available. For more information on advertising opportunities, please contact your local sales representative or email [sales@jiexperience.com](mailto:sales@jiexperience.com).**





# The Compendium by Centurion

CENTURION & DEPARTURES MAGAZINES

Published at the turn of the year, *The Compendium by Centurion* serves as the definitive forecasting tool for the next twelve months. Through in-depth insights from the most respected purveyors of luxury, it reveals the principal trends that will shape and inspire the worlds of travel and discovery, design, gourmet, mobility and beyond. The dedicated **Fine Hotels + Resorts Showcase** rounds off this special annual edition with a selection of exquisite stays worldwide, inspiring readers with the breadth of this exclusive programme's portfolio and offering participating properties the opportunity to reach *Centurion* readers as they plan their travels for the upcoming year.



**\$ 51.8 bn**

readers' combined annual household spend on leisure travel

**6 properties**

owned by readers on average

**20 years**

length of American Express membership on average

**46 minutes**

spent reading The Compendium on average

**85%**

find the magazine enjoyable to read

**84%**

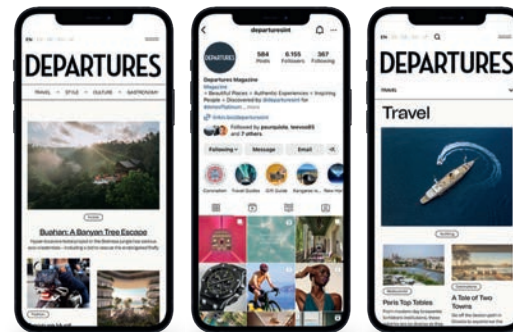
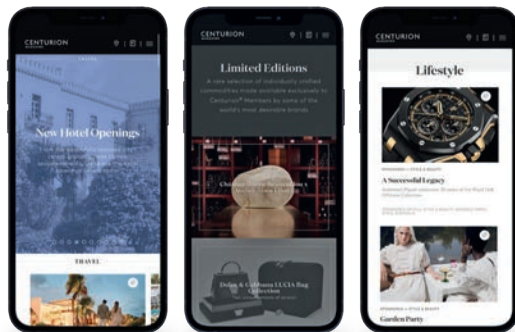
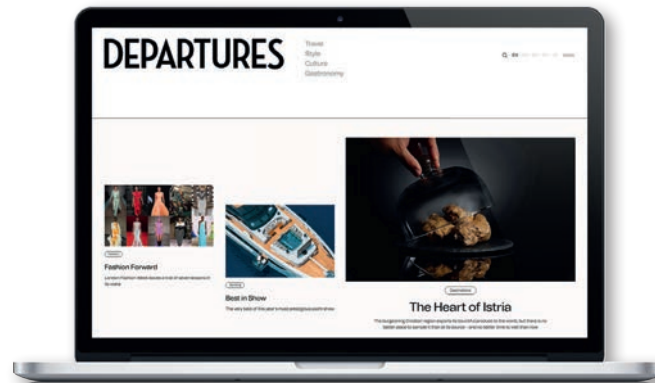
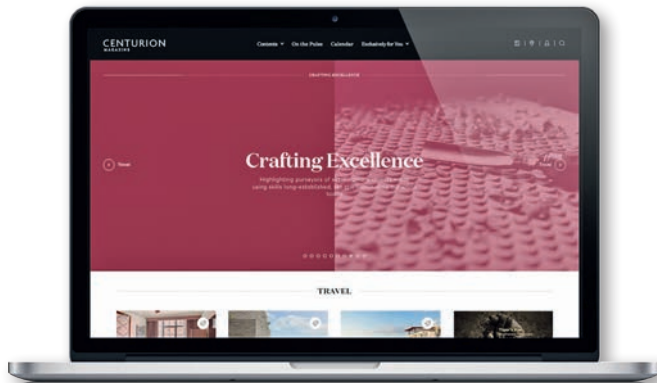
are inspired by the magazine to stay at recommended hotels and resorts

REGION	LANGUAGES	READERSHIP	SP RATE	DPS RATE
<b>EMEA</b> UK, Germany, Switzerland, Europe Edition, ICC Edition, Middle East	English & German	116,480	\$ 60,900	\$ 115,710
<b>APAC</b> Hong Kong, Singapore, Australia	English & Trad. Chinese	49,840	\$ 28,300	\$ 53,770
		<b>166,320</b>	<b>\$ 84,740</b>	<b>\$ 161,000</b>

# Always-On Inspiration

CENTURION & DEPARTURES MAGAZINES

Shaped to reflect the interests of this highly discerning audience, *centurion-magazine.com* and *departures-international.com* act as the official online source of editorially independent luxury news and reviews for Centurion and Platinum Cardmembers around the globe.



## centurion-magazine.com

A bespoke online experience crafted for the global community of Centurion Members.

The exclusive Member's Area offers verified *Centurion* readers **exclusive access** to additional content, features and limited-edition products.

## departures-international.com

Available in five languages, the *Departures* digital offering delivers an **engaging experience** to keep Platinum Cardmembers returning for more.

The @DeparturesInt social platforms share up-to-date news and insights into the worlds of travel, gastronomy, style and much more.

**93%**

rate their digital publication as enjoyable to read

**88%**

of visitors find *Centurion* and *Departures* contain valuable American Express benefit and offer information

**85%**

of *Centurion* and *Departures* visitors are inspired via the sites to try recommended hotels and resorts

**76%**

of visitors have taken action upon seeing an advertisement within the digital publications

**68%**

of *Centurion* and *Departures* visitors are inspired via the sites for products and services to buy



# Online Advertising Opportunities

CENTURION & DEPARTURES MAGAZINES

## CROSS-MEDIA DISPLAY<sup>1</sup>

High-impact ad units are seamlessly integrated across the *Centurion* and *Departures* digital publications to deliver a premium user experience.

### Display Advertising Formats

Minimum of 4 ad formats required:

- 1) 300 x 250
- 2) 300 x 600

At least one of the following:

- 3) 970 x 90
- 970 x 250
- 728 x 90

At least one of the following:

- 4) 320 x 50
- 320 x 75
- 320 x 100
- 320 x 150
- 300 x 100

Additional optional formats<sup>2</sup>

- 1920 x 1920
- 1920 x 1080

1. Geo-targeting possible in select regions and markets.
2. For *departures-international.com* only.

## SPONSORED CONTENT

### Advertorials

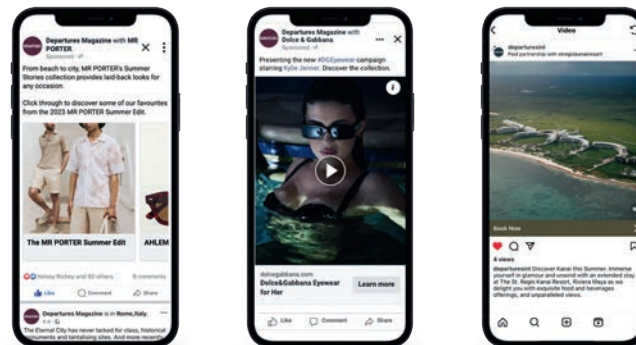
Whether your brand's own custom content or an article created in collaboration with the editorial team, advertorials offer a **native reading experience** to share your message with a highly discerning community of readers while being promoted on the homepage and across relevant website sections.

### Video Integration

Offers brands the opportunity to showcase their video content through an **immersive user journey** dedicated to telling the brand's story.

### Social Media

Sponsored posts and targeted campaigns via the @DeparturesInt social channels **amplify** your brand's message across a broader audience of luxury enthusiasts.

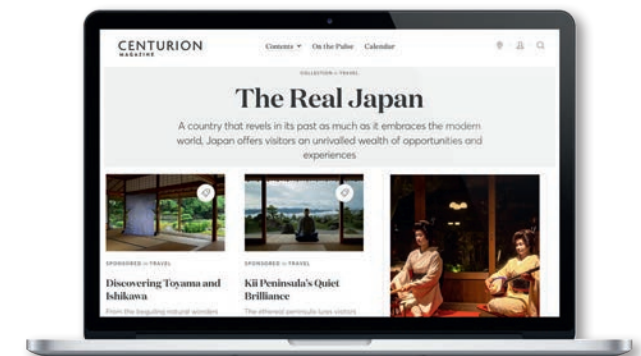


## DEDICATED BRAND HUBS

### Maximum Impact

For an **increased level of exposure and awareness**, dedicated brand hubs can be created and promoted via the *Centurion* and *Departures* website homepages. Your brand receives **full ownership** of the dedicated hub with display banners, brand logo integration and website links, plus a collection of custom content created in collaboration with our team of online editors and creators.

**For more information on advertising opportunities, or for a tailor-made proposal suited to your aims, please contact your local sales representative or email [sales@jixperience.com](mailto:sales@jixperience.com).**



# Print Specifications

CENTURION & DEPARTURES MAGAZINES

	SINGLE PAGE (WxH)		DOUBLE-PAGE SPREAD (WxH)	
	TRIM SIZE	BLEED SIZE	TRIM SIZE	BLEED SIZE
CENTURION & DEPARTURES	210 x 297 mm	216 x 303 mm	420 x 297 mm	426 x 303 mm
CENTURION & DEPARTURES <b>JAPAN EDITIONS</b>	225 x 275 mm	231 x 281 mm	450 x 275 mm	456 x 281 mm
THE COMPENDIUM <b>BY CENTURION</b>	230 x 297 mm	236 x 303 mm	460 x 297 mm	466 x 303 mm

## FILE SPECIFICATIONS

Advertising material must be delivered with a colour proof made from the print data submitted and in accordance with the colour profile stated below. Complaints concerning the colouration of an advertisement cannot be made if the advertiser fails to deliver a colour-accurate proof. We do not accept soft proofs.

The high-resolution (300 dpi) digital PDF file should be provided via FTP upload or email, according to specifications.

All relevant text must be placed a minimum of 10 millimetres away from the trim size.

For double-page spreads, please add a 5mm optical overlap on the binding sides. Please ensure all advertising materials are delivered as PDF/X4 files and adhere to CMYK colour profile. **RGB files cannot be accepted.**



## DELIVERY ADDRESS

Jl Experience GmbH  
 FAO: AMEX Ad Coordination Department  
 Thomas-Dehler-Straße 2, 81737  
 Munich, Germany

## FTP UPLOAD

Please contact [material@jiexperience.com](mailto:material@jiexperience.com) for details.

## CENTURION & DEPARTURES

## THE COMPENDIUM

## FILE FORMAT

PDF/X4

PDF/X4

## COLOUR PROFILE

Offset

Offset

CMYK

CMYK

Euroscale

Euroscale

PSO Coated v3

PSO Uncoated

## DENSITY OF IMAGE FILES

300 dpi

300 dpi

# Advertising Guidelines

CENTURION & DEPARTURES MAGAZINES

## GUIDELINES OBJECTIVE

The advertising guidelines are designed to provide an enhanced brand experience to the reader and ensure a smooth process between all parties involved by:

- Ensuring premium quality and balance of magazine content and advertising
- Aligning the promotion of specific offers in the magazines with other premium Cardmember communications (e.g. website, email communications, previews and direct mail)
- Following Call-to-Action and response element guidelines for specific types of advertisements
- Increasing advertising impact by limitation of promotional activities

## 1. INSERTS

### a) Limitation of loose inserts (promotional inserts)

- Loose inserts are limited to a maximum of one insert per issue for *Centurion Magazine* and two inserts for *Departures Magazine*
- Inserts featuring exclusive Cardmember offers must adhere to the same guidelines as advertisements with offers

### b) Inserts with response elements must adhere to local compliance to protect Cardmember (“CM”) data

- CM data should always be in an enclosed envelope or a self-sealing mailer
- Written confirmation that CM data will not be captured by any third parties is required
- Written confirmation that CM data are only collected in order to respond to the specific offer (Compliance requirements may vary by market)

## 2. TRAVEL ADVERTISEMENTS

Travel-related advertising is subject to the following Call-to-Action (“CTA”) requirements and approval by American Express.

### a) Travel brand advertising / advertising containing non-CM-specific (generic) offers

- The advert is not subject to CTA restrictions and may contain the advertiser’s phone number and generic website
- Active promotion of American Express Travel & Lifestyle Service (“TLS”) is strongly encouraged

### b) Travel advertising with CM-specific offers (offers that can be fulfilled through TLS and other booking channels)

- Dual CTA required: TLS number and the advertiser’s phone number
- The ad can include the generic website address of the advertiser, but not a slash linking directly to an offer

### c) Travel advertising promoting American Express Core Cardmember Benefit Platforms (offers that can be fulfilled exclusively through TLS and are not available via other booking channels

e.g. offers from Fine Hotels + Resorts and Preferred Lodging Partners, Cruise Privilege Program, International Airline Program - Highly Preferred Supplier Tour Operators, Platinum and Centurion Car Privileges)

- Single CTA required: TLS number only

## 3. ADVERTISEMENTS WITH EXCLUSIVE CARDMEMBER OFFERS

All advertisements containing a specific CM offer require approval from American Express via the following process:

- All offers or advertisements containing an offer must be pre-approved by American Express
- Advertiser shall submit the offer using the Offer Briefing Document at least two weeks before material deadline
- All offers must be shared with JI Experience GmbH at the time of booking in order to provide timely feedback

### Offer Requirements

Exclusive CM offers must:

- Exceed all other published offers
- Be able to be fulfilled using an American Express Card
- Last for a minimum of 12 weeks from the mail drop date
- Be incremental to/combinable with any existing programme benefits
- Be relevant and suitable for Centurion and/or Platinum Cardmembers

### Offer Briefing Document

Please submit the Offer Briefing Document, which can be obtained by contacting the Ad Coordination team, with the following information:

- Target audience (Platinum or Centurion Cardmembers)
- Date and length of offer validity (minimum of 12 weeks from magazine drop date)
- Offer description (including list of benefits, terms & conditions)

### Advertising Creative Requirements

Please see CTA requirements for advertising containing CM-specific offers under point 2. Travel Advertisements b) and c). Advertisements with exclusive CM offers shall contain the American Express logo: the Blue Box must appear in the bottom right corner with appropriate clearance from other logos. The Blue Box should not be smaller than the advertiser’s logo. There should never be card art on the ad creative.

For approvals, final layout PDFs shall be provided to JIE by the deadline specified in this media kit to allow for appropriate review.



# Terms & Conditions

CENTURION & DEPARTURES MAGAZINES

## PAYMENT TERMS

Invoicing will be in euros issued by and payable to JI Experience GmbH. In case currencies other than euros are requested the publisher reserves the right to adjust the exchange rate on a monthly basis in case of fluctuations greater than 2.5 per cent from 1 December 2023. Payment must be received within 30 days after receipt of invoice. A discount of 2 per cent can be deducted, provided payment is made within eight days of receipt of invoice.

## TERMS & CONDITIONS

1. The following General Terms & Conditions (hereinafter "Terms") shall govern the contractual relationship entered into by JI Experience GmbH (hereinafter "JIE") and the Customer when placing and processing Advertising Orders. Unless expressly provided otherwise, these Terms shall exclusively apply for this purpose. The Customer's general terms of contract or business shall be excluded, which shall also apply in the event that the inclusion of the Customer's general terms is not expressly contradicted by JIE or JIE provides its services without objection.

2. "Advertising Order" as defined in these Terms means the contract for the publication of one or several ads of an advertising customer or other advertiser ("Customer") for the purpose of distribution via a newspaper or magazine marketed by JIE. The Terms shall apply accordingly also to orders for tip-ons, bound-ins, inserts or special technical layouts.

3. The Advertising Order shall be effected upon the confirmation of acceptance by JIE or an official JIE representative. All insertions must run in the issue indicated upon booking and insertions booked in a given calendar year must be printed by the Q1 issue of the following year.

4. Cancellations of orders are only possible until four weeks prior to booking deadline. For premium positions the cancellation deadline is six weeks prior to booking deadline. Cancellations of digital bookings are only possible up to 31 days prior to campaign start.

5. The responsibility for the timely delivery of the ad or insert text and flawless artwork lies with the Customer. If the artwork is visibly unsuitable or damaged, JIE shall promptly request replacement artwork. JIE guarantees a customary print quality for the covered title within the limits set by the artwork. Costs incurred by JIE for requested or justifiable changes of the artwork following the closing and/or final delivery date for advertisements and/or print material shall be borne by the Customer. JIE shall not be liable for any situation where agreed advertisement placements cannot be met due to delayed delivery of print material and in cases of a reduction of print quality.

6. JIE reserves the right to reject advertising and insert orders on the basis of their contents, origin or technical design in accordance with the uniform objective principles of JIE, if the contents violate laws or government regulations or if the publication is unacceptable for JIE, which includes, but is not limited to advertising orders from competitors of an American Express company.

7. The invoice shall be payable within the period as shown in the Rate Card starting from the receipt of the invoice, unless other payment terms or advance payment has been agreed in writing in the particular case. JIE reserves the right to demand advance payment by the ad deadline for reasonable cause, such as the first establishment of business relations.

8. The advertising rates quoted are exclusive of VAT.

9. JIE shall be entitled to modify the Terms and the prices at any time upon three months written notice.

10. Claims for damages arising out of a positive breach of an obligation culpa in contrahendo or tort shall be excluded, even in case of orders placed by telephone; claims for damages

arising out of the impossibility of performance and delay shall be limited to compensation of the foreseeable loss and the fee payable for the relevant ad or insert. This shall not apply to cases of intent and gross negligence by JIE, its legal representatives and vicarious agents. Any liability of JIE for damages arising out of the lack of warranted characteristics shall remain unaffected.

11. Complaints about obvious defects must be filed by the Customer at the latest within two weeks after receipt of the invoice. Complaints about non-obvious defects must be filed by the Customer at the latest 30 days after publication of the ad. If the print of an ad is faulty in spite of the timely delivery of flawless artwork and in case of a timely complaint, the Customer may demand the reprint of a flawless replacement ad. A claim for supplementary performance shall be excluded, if such performance would result in unreasonable expenses for JIE. If JIE lets a reasonable grace period expire, if JIE refuses supplementary performance, and if supplementary performance is not acceptable for the Customer or fails, the Customer shall be entitled to rescind the contract or demand reduction of the payment to the extent to which the purpose of the ad was impaired. Warranty claims of merchants shall expire 12 months after the publication of the relevant ad.

12. The Customer warrants that it has all rights required for placing the ad. The Customer shall be liable to JIE for damages suffered by JIE due to claims asserted by third parties on the basis of provisions of press law or other laws. The Customer shall indemnify and hold harmless JIE from and against all claims asserted by third parties against JIE on the basis of an alleged infringement of provisions of competition law, criminal law, copyright law and other statutory provisions. The indemnification shall also cover the expenses incurred in the necessary legal defence against third parties. The Customer shall be obliged to provide all reasonable assistance to JIE in the legal defence against third parties. JIE shall not be obliged to examine orders and ads for determining whether they may infringe rights of third parties.

13. Advertising brokers and advertising agencies shall be obliged to adhere to the Rate Card of JIE in their tenders, contracts and statements of accounts with the advertisers.

14. Artwork shall be returned to the Customer only upon special request. JIE's obligation to preserve the artwork shall expire three months after the first-time distribution of the ad.

15. Should one or more provisions of these Terms and/or the Order be or become invalid, this shall not affect the validity of the remaining provisions. The Parties agree to replace an invalid provision through supplementary construction of these Terms with such a provision that comes as close as possible to the economic purpose originally intended by the Parties. The same shall apply to gaps found in these Terms.

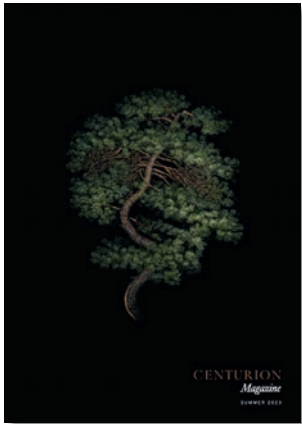
16. The place of performance shall be JIE's place of jurisdiction. The place of jurisdiction in business dealings with merchants, legal entities or special funds under public law shall be the place of business of JIE.

17. These Terms shall be governed by German law to the exclusion of its conflict of law rules and the UN Sales Convention.

# Advertising Contacts

CENTURION & DEPARTURES MAGAZINES

For a tailored proposal,  
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# CENTURION AND DEPARTURES

## THANK YOU

We look forward to a successful partnership.

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