

DEPARTURES

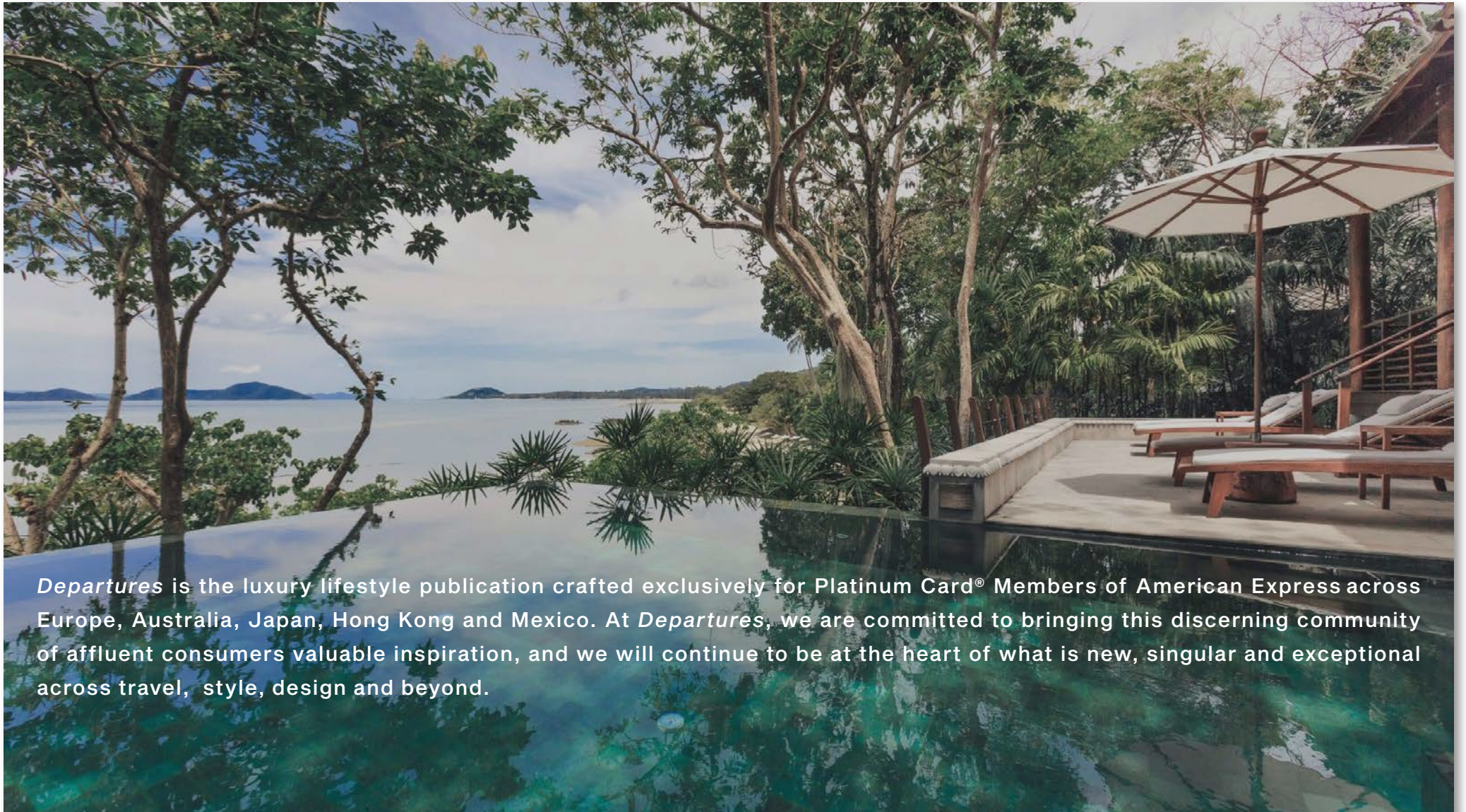
MAGAZINE



2025 MEDIA KIT

Brand Mission

DEPARTURES MAGAZINE



Departures is the luxury lifestyle publication crafted exclusively for Platinum Card® Members of American Express across Europe, Australia, Japan, Hong Kong and Mexico. At *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

DEPARTURES MAGAZINE

UNPARALLELED BENEFITS

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

PLATINUM TRAVEL AND LIFESTYLE SERVICES

More than 5,000 dedicated advisers globally act as a gateway to exclusive travel benefits and unique experiences

MEMBERSHIP REWARDS

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

GLOBAL LOUNGE COLLECTION

An expanding airport lounge programme with access to more than 1,400 lounges across 650 cities around the world



DEPARTURES MAGAZINE [departures-international.com](https://www.departures-international.com)

The luxury lifestyle publications crafted for Platinum Cardmembers across Europe, Australia, Japan, Hong Kong and Mexico

PRIVILEGE PROGRAMMES

Exclusive benefits such as Fine Hotels + Resorts

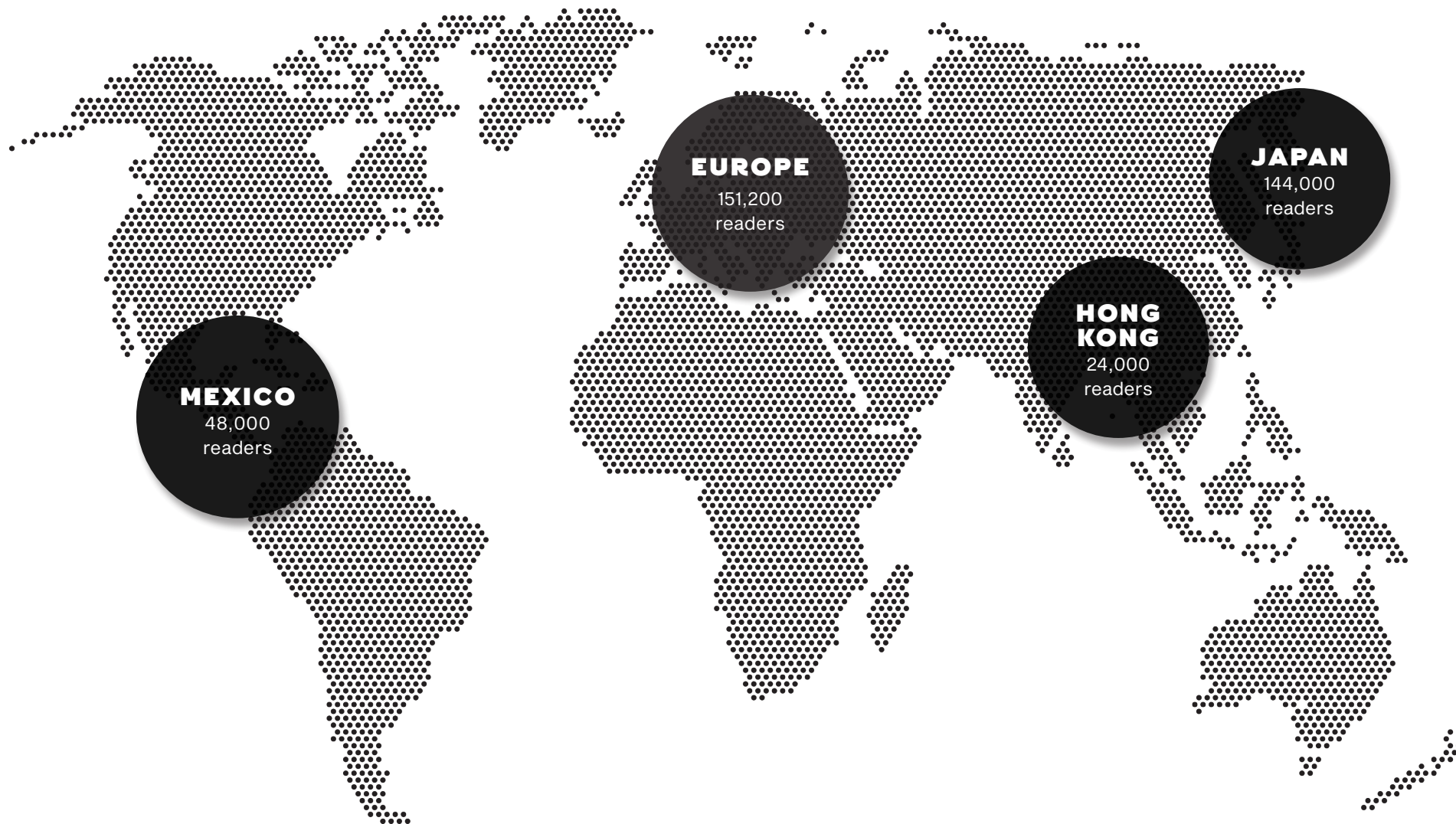
AMERICAN EXPRESS EXPERIENCES

Cardmembers enjoy a curated selection of events and experiences across music, theatre, sports, fashion and more

Access Global Affluence

DEPARTURES MAGAZINE

Published in 5 languages, the 6 international editions of *Departures* provide access to 367,200 readers.



Meet Our Audience

DEPARTURES MAGAZINE



Properties Owned	3
Company Owner / Partner	30%
American Express Membership	14 years
Leisure Trips per Year	12
Business Trips per Year	6
Average Age	49
Readership Male / Female	57% / 43%
Total Readership	367,200

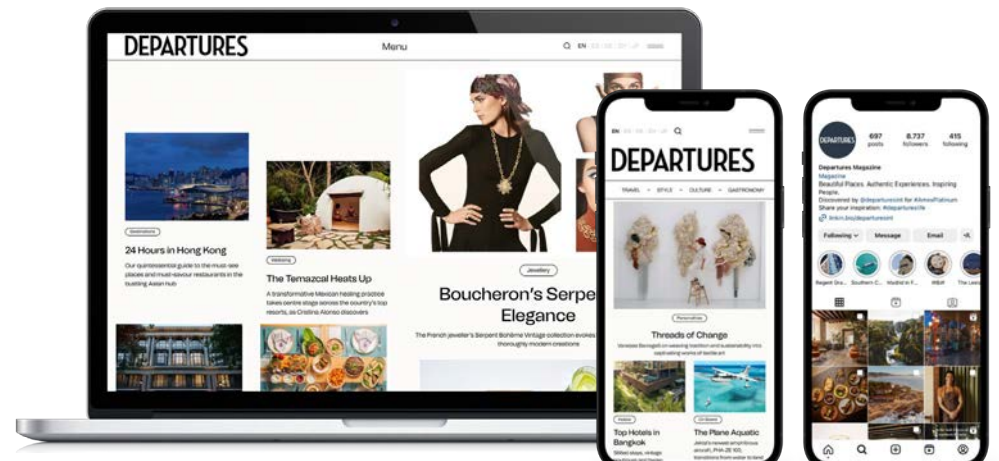
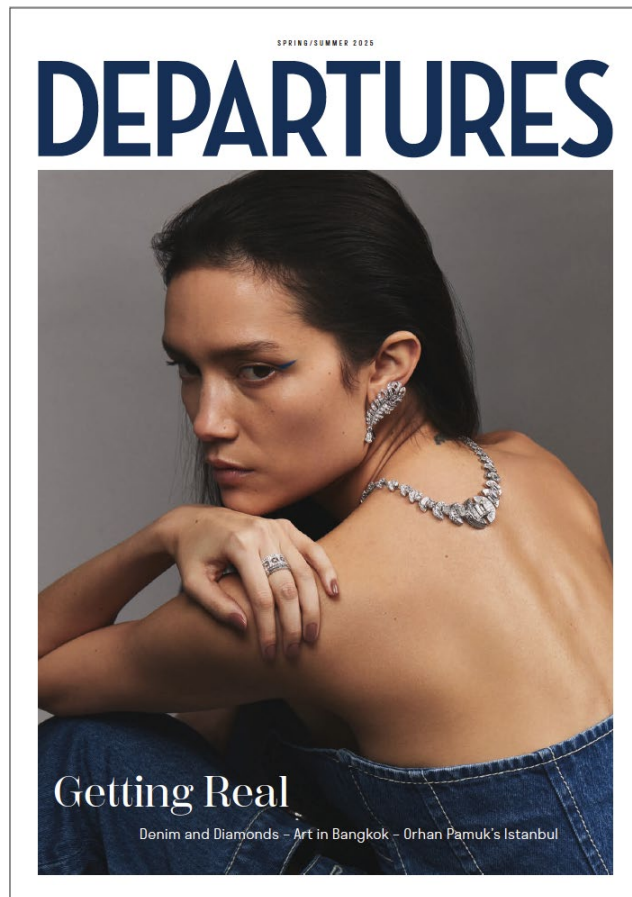
Always-On Inspiration

DEPARTURES MAGAZINE

Departures is a **discerning guide** to the most **captivating destinations**, experiences and creative forces around the world. From fashion and jewellery to interiors and timepieces, *Departures* offers a **fresh perspective** on style and wellbeing while also spotlighting the inspirational people, groundbreaking art and cultural trends that are pushing the envelope and broadening minds.

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

The @DeparturesInt social platforms **share up-to-date news** and behind-the-scenes coverage across the worlds of travel, style, culture, gastronomy and beyond.



2025 Departures Editorial Calendar

DEPARTURES MAGAZINE

APR/MAY ISSUE

INTERNATIONAL STYLE

We embrace our new era of maximalism to the fullest: looking to the worlds of haute couture, watches, jewellery and design, this issue explores the people behind the scenes as well as the latest launches and trends that will shape the year ahead.

SEP/OCT ISSUE

ADVENTURE CALLS

Venturing into the wild, we try out adrenaline-fuelled escapes across the globe as well as tamer itineraries that put the focus on one-of-a-kind panoramas. We also explore the wellness trend of getting back to nature, and we curate a list of must-haves for those taking the journeys and for those who want to cultivate a sense of adventure back at home, too.

NOV/DEC ISSUE

PALATE PLEASERS

Eating, drinking and cooking are all evolving at a breakneck pace: we take readers into the kitchens of some of the world's leading chefs to find out how they are reconceiving cuisine, from the ingredients to the dining-room ambience. We also explore trends in collecting wine, whisky and other comestibles – and look at the latest technologies that can transform home kitchens.



Publication Dates & Advertising Rates

DEPARTURES MAGAZINE



AMEX OFFER & BENEFIT ADS

TRAVEL BRAND & OFFER ADS

BRAND ADVERTISING (NON-TRAVEL)

	DEPARTURES	BOOKING & MATERIAL	BOOKING & MATERIAL	BOOKING	MATERIAL	PUBLICATION
ISSUE 1	EUROPE	24 Jan	14 Feb	14 Mar	21 Mar	30 Apr
	MEXICO	21 Feb	13 Mar	03 Apr	10 Apr	23 May
	HONG KONG	19 Feb	12 Mar	26 Mar	02 Apr	23 May
	JAPAN	07 Jan	10 Jan	07 Feb	14 Feb	28 Mar
ISSUE 2	EUROPE	05 Jun	27 Jun	24 Jul	31 Jul	09 Sep
	MEXICO	18 Jun	11 Jul	01 Aug	08 Aug	19 Sep
	HONG KONG	03 Jul	24 Jul	07 Aug	14 Aug	02 Oct
	JAPAN	24 Jun	15 Jul	11 Aug	19 Aug	30 Sep
ISSUE 3	EUROPE	08 Aug	29 Aug	22 Sep	01 Oct	11 Nov
	MEXICO	26 Aug	16 Sep	07 Oct	14 Oct	25 Nov
	HONG KONG	05 Sep	26 Sep	10 Oct	17 Oct	05 Dec
	JAPAN	22 Aug	12 Sep	10 Oct	16 Oct	28 Nov

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.

ADVERTISING RATES

	LANGUAGE	READERSHIP	SP RATE	DPS RATE
UNITED KINGDOM	English	72,000	€ 23,000	€ 43,700
GERMANY	German	36,000	€ 18,200	€ 34,580
SWITZERLAND	English	43,200	€ 7,400	€ 14,060
HONG KONG	English & Trad. Chinese	24,000	€ 9,600	€ 18,240
JAPAN	Japanese	144,000	€ 24,800	€ 47,120
MEXICO	Spanish	48,000	€ 14,800	€ 28,120

All rates quoted in EUR. Last updated: 20 November 2024.

NB: Readership is based on 2024 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. Publication dates are subject to adjustment.

Special Advertising Solutions

DEPARTURES MAGAZINE

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 Travel	+ 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%
+ 15%
+ 10%

DPS BASE RATE

+ 35%
+ 30%
on request

SPECIAL FORMATS

Loose and Bound-in Inserts

Inserts are limited to a maximum of 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

Advertorials are subject to a +15% surcharge on the 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.



Online Advertising Opportunities

DEPARTURES MAGAZINE

CROSS-MEDIA DISPLAY¹

High-impact ad units are seamlessly integrated across the *Departures* website 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

- 1920 x 1920
1920 x 1080

1. Geo-targeting possible in select regions and markets.

SPONSORED CONTENT

Advertorials

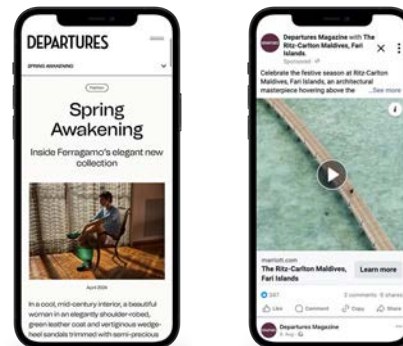
Whether your brand's own custom content or an article created in collaboration with the editorial team, advertorials offer a **native reading experience** to share your message with a highly discerning community of readers while being promoted on the homepage and across relevant website sections.

Video Integration

Integrated video content offers an **immersive user journey** dedicated to telling the brand's story.

Social Media

Ultra-targeted social campaigns via @DeparturesInt **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 *Departures* website. 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.



Print Specifications

DEPARTURES MAGAZINE

SINGLE PAGE (WxH)

DOUBLE-PAGE SPREAD (WxH)

	TRIM SIZE	BLEED SIZE	TRIM SIZE	BLEED SIZE
DEPARTURES MAGAZINE	210 x 297 mm	216 x 303 mm	420 x 297 mm	426 x 303 mm
DEPARTURES JAPAN EDITIONS	225 x 275 mm	231 x 281 mm	450 x 275 mm	456 x 281 mm

DELIVERY ADDRESS

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

FTP UPLOAD

Please contact material@jiexperience.com
for details.

FILE FORMAT

PDF/X4

COLOUR PROFILE

Offset
CMYK
Euroscale
PSO Coated v3

DENSITY OF IMAGE FILES

300 dpi

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.**



Advertising Guidelines

DEPARTURES MAGAZINE

1. INSERTS

a) Limitation of promotional inserts

Loose inserts are limited to a maximum of 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 is 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, not 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, Platinum Car Privileges etc.)

- 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
- All offers must be shared with JI Experience GmbH at the time of booking in order to provide timely feedback
- Advertiser shall submit creative by Amex Offer and Benefits Ads material deadline

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 magazine publication date
- Be incremental to/combinable with any existing programme benefits
- Be relevant and suitable for Platinum Cardmembers

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

DEPARTURES MAGAZINE

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 2024. 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

DEPARTURES MAGAZINE

For a tailored proposal,
please contact your local
representative or email
sales@jiexperience.com



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DEPARTURES

MAGAZINE

THANK YOU

We look forward to a successful partnership.

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