

THE GLOBAL LUXURY LIFESTYLE SOURCEBOOK FOR THE WORLD'S MOST DESIRABLE AUDIENCE



Connect with Europe's most sought-after consumers in the publications they trust and turn to: *Departures* and *Centurion* Magazines. Available in **17 markets** and **four languages**, *Departures* is your key to reaching Platinum Card® members, while *Centurion* offers privileged access to Europe's Centurion® members – both from American Express. Published quarterly, *Departures* and *Centurion*

Magazines provide marketers with extraordinary environments for presenting their brands to members of the most exclusive American Express cards.

READER DEMOGRAPHICS

	<i>Departures</i> Europe	<i>Centurion</i> Europe
Median Age	48	49
Average Household Income	\$410,340	\$960,531
Company Owner	39%	63%

PLANS IN THE NEXT 12 MONTHS TO:

Stay in a 5-Star Hotel	80%	—
Travel to U.S.	66%	—
Average spend on watches	\$8,894	\$13,994
Average spend on fine jewelry	\$8,423	\$14,597
Average spend on men's fashion and accessories	\$8,996	\$14,039
Average spend on women's fashion and accessories	\$9,437	\$16,052

Source: 2007 American Express Journal International Reader Survey Europe
Figures are listed in U.S. dollars, based on exchange rate of \$1.47 (12/12/07)

CIRCULATION

PAN-EUROPEAN EDITIONS

	<i>Departures</i>	<i>Centurion</i>	Combined	Language
United Kingdom	72,000	18,500	90,500	English
Germany	32,500	10,500	43,000	German
France	10,200	(1,500) ⁽¹⁾	10,200	French
Italy	27,000	Europe Edition ² (4,500 Italy, Sweden, Spain, The Netherlands)	27,000	Italian
The Netherlands	6,500		6,500	English
Sweden	9,500		9,500	English
Spain	6,000		6,000	English
Finland	2,300	—	2,300	English
Switzerland	6,500	2,800	9,300	English
Austria	2,900	—	2,900	German
Israel	—	800	800	English
Balance of Europe ⁽²⁾	12,200	—	12,200	English
Europe Edition ⁽³⁾	—	4,500	4,500	English
ICC Edition ⁽⁴⁾	7,000	5,200	12,200	English
Middle East ⁽⁵⁾	5,500	500	6,000	English
Saudi Arabia	2,500	1,000	3,500	English

TOTAL DEPARTURES PAN-EUROPEAN CIRCULATION	194,600
TOTAL CENTURION PAN-EUROPEAN CIRCULATION	43,800
TOTAL DEPARTURES & CENTURION PAN-EUROPEAN CIRCULATION	238,400
TOTAL DEPARTURES & CENTURION PAN-EUROPEAN, MIDDLE EAST & SAUDI ARABIA	246,400

⁽¹⁾ Supplement distributed with *Departures* in France to *Centurion* members. Only available through exclusive sponsorship. Information upon request.

⁽²⁾ Represents Croatia, Denmark, Latvia, Lithuania.

⁽³⁾ Europe Edition is an English language edition sent to *Centurion* members in Other European Markets (OEM) since 2005 that do not have their own local language edition (e.g. Italy, Sweden, Spain, The Netherlands).

⁽⁴⁾ Combined circulation of International Currency (U.S. Dollar and Euro) Card members (ICC) (e.g. Turkey, Russia, Monaco, Greece, Cyprus, Middle East).

⁽⁵⁾ Middle East includes United Arab Emirates (includes Dubai), Qatar, Oman, Bahrain, Kuwait and Lebanon. In *Centurion*, the Middle East and Saudi Arabia are included in the Pan-European buy.

ADVERTISING RATES (4/C GROSS)

The Pan-European buy for *Departures* includes: United Kingdom, Germany, France, Italy, The Netherlands, Sweden, Spain, Finland, Switzerland, Austria, Croatia, Latvia, Lithuania and Denmark. The Pan-European buy for *Centurion* includes: United Kingdom, Germany, Israel, Italy, Sweden, Spain, The Netherlands, Switzerland, Middle East and Saudi Arabia.

PAN-EUROPE FULL-PAGE RATES	1X	2X	3X	4X
<i>Departures</i>	\$58,841	\$55,899	\$52,957	\$50,015
<i>Centurion</i> *	\$46,037	\$43,735	\$41,433	\$39,131
<i>Departures/Centurion</i> *	\$70,183	\$66,674	\$63,165	\$59,656

PAN-EUROPE + MIDDLE EAST FULL-PAGE RATES

<i>Departures/Centurion</i>	\$76,697	\$72,862	\$69,027	\$65,192
-----------------------------	----------	----------	----------	----------

PAN-EUROPE 1/2 PAGE RATES

<i>Departures</i> 1/2 Page	\$35,305	\$33,540	\$31,774	\$30,009
<i>Centurion</i> 1/2 Page*	\$27,622	\$26,241	\$24,860	\$23,479
<i>Departures/Centurion</i> 1/2 Page*	\$42,110	\$40,004	\$37,899	\$35,793

PAN-EUROPE + MIDDLE EAST 1/2 PAGE RATES

<i>Departures/Centurion</i> 1/2 Page	\$46,018	\$43,717	\$41,416	\$39,115
--------------------------------------	----------	----------	----------	----------

Cover premiums: Fourth Cover: 35%, Second Cover: 25%, Third Cover: 20%

All rates are guaranteed in U.S. dollars.

*The Middle East and Saudi Arabia are included in the *Centurion* Pan-European buy.

AD CLOSING:

The European editions of *Departures* and *Centurion* Magazine are published quarterly.

ISSUE	SPACE AD CLOSING DATE	MATERIAL CLOSING DATE	IN-HOME: DEPARTURES	IN-HOME: CENTURION
Spring	February 1	February 8	March 28	March 20
Summer	April 18	April 25	June 13	June 6
Autumn	July 18	July 25	September 8	September 1
Winter	September 22	September 29	November 21	November 14

TECHNICAL INFORMATION

Printing procedure	Offset, colors
Screen lines per cm	70
Screen lines per inch	175
Density of picture files	300 dpi

SIZE REQUIREMENTS

Magazine Size	A4; 8.25 in. x 11.75 in.
Double Page Spread Trim	16.50 in. x 11.75 in.
Double Page Bleed	16.75 in. x 12 in.
Full Page Spread Trim	8.25 in. x 11.75 in.
Full Page Bleed	8.50 in. x 12 in.

Digital file on CD: QuarkXPress Mac (logos, fonts, 300 dpi scans) plus 300 dpi PDF file based on Euroscale offset standard and color-accurate proof. UCR (under-color removal) treatment. Total ink density under 300%. Provide each PDF with 300 dpi and correct color proof (Epson, HP, Iris).

Files may be uploaded to:

<http://ftp.journal-international.de/login>
User ID: ftp_adver
Password: gda3b
Folder: adver

Travel Advertisers: Creative modifications may be required to promote Platinum and *Centurion* Travel Service call-to-action.

ADVERTISING CONTACT:

Madelyn A. Roberts, Advertising Director

Departures Magazine/*Centurion* Magazine
1120 Avenue of the Americas, 11th Floor
New York, New York 10036

Tel: (212) 827-6407 **Fax:** (212) 827-6413

Email: madelyn.a.roberts@aexp.com

MATERIAL/PRODUCTION CONTACT:

Diana Veit, International Advertising Coordinator

Journal International
Hanns-Seidel-Platz 5
81737 Munich, Germany

Tel: +49 896427 9716 **Fax:** +49 89 6427 9777

Email: veit@journal-international.de

THE WORLD'S LEADING LUXURY SOURCEBOOK FOR THE WORLD'S MOST DESIRABLE AUDIENCE



Published six times per year in the Japanese language, the Japan edition of *Departures* presents an unparalleled opportunity to reach this nation's most qualified consumers — Platinum Card® and Centurion® members from American Express.

These individuals depend on

Departures as the coveted sourcebook for privileged access to extraordinary experiences and insider recommendations. Whether it's the latest news on a fashionable resort, a remarkable watchmaker, a rare automobile or a custom tailor, the Japan edition of *Departures* is the ultimate source of information for your top prospects.

READER DEMOGRAPHICS

Median age 30-59 87%

HHI \$90,000+ 82%

Occupation: Company owner 64%

IN A 12-MONTH PERIOD

Average # of personal trips 4.2

Spend at least \$5,000 on overseas travel 54%

Spend at least \$5,000 on watches 56%

Spend at least \$5,000 on jewelry 53%

Source: 2003 American Express Magazine Reader Survey Europe

ADVERTISING RATES (4/C GROSS)

CIRCULATION: 65,000

FOUR COLOR	1-2X	3-4X	5-6X	7-8X	9X
Full page	\$18,000	\$17,100	\$16,200	\$15,300	\$14,400
Spread	\$36,000	\$34,200	\$32,400	\$30,600	\$28,800
1/3 Page (Vertical)	\$9,000	\$8,550	\$8,100	\$7,650	\$7,200
1/2 Page	\$11,340	\$10,773	\$10,206	\$9,639	\$9,072
Second Cover Spread	\$43,200	\$41,040	\$38,880	\$36,720	\$34,560
Third Cover	\$19,200	\$18,240	\$17,280	\$16,320	\$15,360
Third Cover Spread	\$36,000	\$34,200	\$32,400	\$30,600	\$28,800
Fourth Cover	\$32,400	\$30,780	\$29,160	\$27,540	\$25,920
Spread before TOC	\$40,800	\$38,760	\$36,720	\$34,680	\$32,640
1 Page facing first TOC	\$21,000	\$19,950	\$18,900	\$17,850	\$16,800
Spread between TOC	\$38,400	\$36,480	\$34,560	\$32,640	\$30,720
1 Page facing second TOC	\$20,400	\$19,380	\$18,360	\$17,340	\$16,320
Spread after TOC	\$37,200	\$35,340	\$33,480	\$31,620	\$29,760
1 Page facing special column	\$19,800	\$18,810	\$17,820	\$16,830	\$15,840

Additional premium positions are available. Please contact your sales representative for more information. All rates are guaranteed in U.S. dollars.

2008 AD CLOSING

	COVER DATE	SPACE CLOSING DATE	MATERIAL CLOSING DATE
Volume 22	February/March	January 4	January 11
Volume 23	April/May	February 20	February 27
Volume 24	June/July	April 24	April 30
Volume 25	August/September	June 24	July 1
Volume 26	October/November	August 25	September 1
Volume 27	November/December	October 2	October 9

Note: Distribution is approximately the week prior to the month of the issue.

SIZE REQUIREMENTS

Outside Back Cover (full page)	275 x 213 mm
Spread (two pages)	275 x 456 mm
Full Page	275 x 228 mm
1/2 Page	255 x 104 mm
1/3 Page	255 x 66 mm

Note: All materials must be submitted with a color-accurate proof.

TECHNICAL INFORMATION

Printing procedure: Offset
 Screen lines per inch: 150
 Density of picture files: 300 dpi
 Accepted material: Digital files only

ADVERTISING CONTACT

Madelyn A. Roberts, Advertising Director

Departures Magazine/Centurion Magazine
 1120 Avenue of the Americas, 11th Floor
 New York, New York 10036

Tel: (212) 827-6407 **Fax:** (212) 827-6413

Email: madelyn.a.roberts@aexp.com

MATERIAL/PRODUCTION CONTACT

Cynthia A. Mora, Assoc. Production Manager

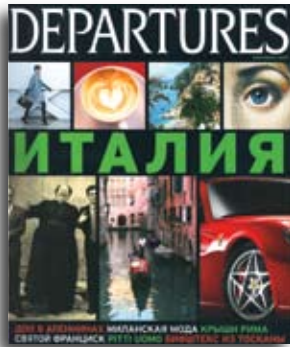
American Express Publishing
 1120 Avenue of the Americas, 16th Floor
 New York, New York 10036

Tel: (212) 382-5689 **Fax:** (212) 827-6463

Email: cynthia.a.mora@aexp.com



THE WORLD'S LEADING LUXURY SOURCEBOOK FOR THE WORLD'S MOST DESIRABLE AUDIENCE



Finally, a way to reach the hottest growth market of affluent spenders. The newest edition of *Departures* — created exclusively for Platinum Card® and Centurion® members from American Express — is a sophisticated and elegant guide for those

who can have anything they desire.

Unlike other publications in Russia, *Departures* is hand-delivered to the personal managers of this highly elusive audience. Each issue centers on a special topic — ranging from international style, spa experiences, and insider destination guides to insightful features on arts and culture — for an audience who continuously seeks the best that life has to offer.

**ADVERTISING RATES (4/C GROSS)
CIRCULATION: 10,000**

FOUR COLOR	1X	2-3X	4-5X	6-8X	9-11X	12X
Full Page	\$8,844	\$8,402	\$7,960	\$7,517	\$7,252	\$7,075
Two Page Spread	\$17,688	\$16,804	\$15,919	\$15,035	\$14,504	\$14,150
1/2 Page	\$6,355	\$6,037	\$5,720	\$5,402	\$5,211	\$5,084
1/3 Page	\$5,066	\$4,813	\$4,560	\$4,306	\$4,154	\$4,053
TOC	\$11,497	\$10,922	\$10,347	\$9,773	\$9,428	\$9,198
Spread B/W TOC	\$20,164	\$19,156	\$18,148	\$17,140	\$16,535	\$16,131
Inside Back Cover	\$12,116	\$11,510	\$10,905	\$10,299	\$9,935	\$9,693
Back Cover	\$19,811	\$18,820	\$17,830	\$16,839	\$16,245	\$15,848

All rates are guaranteed in U.S. dollars.

READER DEMOGRAPHICS

Median age	34-45 68%
Married, with children	64%
Occupation	Company owners, top management

HOW THEY TRAVEL*

WITHIN THE LAST SIX MONTHS:

Traveled first-and business-class	57%
Stayed in a luxury hotel	69%

TRAVEL TO

Europe	52%
Asia	26%
North America	14%
Other (Africa, S. America, Australia & Oceania)	9%

* Information based on *Departures* Russia reader's profile

2008 AD CLOSING

ISSUE	SPACE CLOSING	MATERIAL CLOSING	IN-HOME	SPECIAL TOPIC
March	January 15	January 21	February 20	Domestic Pleasures: Russian De Luxe
April/May	March 10	March 15	April 19	International Design Issue
June/July/ August	May 10	May 15	June 20	Adventurous Chic
September	July 10	July 15	August 20	Art Review: A Guide to Auctions, Galleries and Collections
October	August 15	August 15	September 20	Global Shopping
November	September 15	September 19	October 20	Discovering the New World – The Best of the West
December	October 15	October 21	November 20	Couture Issue: Paris - London - Milan -Tokyo

Note: Distribution is approximately the week prior to the month of the issue, with the exception of the April/May and June/July/August Issues.

SIZE REQUIREMENTS

Full-page bleed size	240 x 285 mm
Full-page trim size	230 x 275 mm
1/2 vertical	110 x 275 mm
1/2 horizontal	230 x 135 mm
1/3 vertical	77 x 275 mm
1/3 horizontal	230 x 90 mm
Minimum non-bleed margin	5 mm

Note: All materials must be submitted with a color accurate proof.

TECHNICAL INFORMATION

Printing procedure: Offset
 Screen lines per inch: 150
 Density of picture files: 300 dpi
 Files may be uploaded to:
 ftp://for-departures:hft%2sb*mq@217.74.133.72
login: for-departures
password: hft%2sb*mq

ADVERTISING CONTACT

Madelyn A. Roberts, Advertising Director
Departures Magazine/Centurion Magazine
 1120 Avenue of the Americas, 11th Floor
 New York, New York 10036
Tel: (212) 827-6407 **Fax:** (212) 827-6413
Email: madelyn.a.roberts@aexp.com

MATERIAL/PRODUCTION CONTACT

Maria Shumakova, Advertising Production Director
 HFS, 31B, Entrance 6
 U1. Shabolovka
 Moscow, Russia 117162
Tel: +7 495 633 56 30 **Fax:** +7 495 981 3911
Email: mshumakova@hfm.ru