No increase of advertising rates in 2017

Valid from Jan 2017

where® Berlin Media Kit
In Europe, where® Magazine exists in Paris, London, Milan, Rome, Moscow, Madrid, and, since 2014, Berlin!

For more than 80 years, where® Magazine has been the English-language guide for first-class tourists in about 70 cities over four continents. We can therefore offer a worldwide network of popular travel destinations.

**EUROPE**
- Monthly: 518,000
- Yearly: 5.5 Mio
- Berlin
- Budapest
- Dublin
- Istanbul
- London
- Madrid
- Milan
- Moscow
- Naples
- Paris
- Rome
- Venice
- Siberia
- St. Petersburg

**USA**
- Monthly: 4.6 Mio
- Yearly: 26.9 Mio
- Alaska & The Yukon
- Atlanta
- Baltimore
- Boston
- Charleston
- Charlotte
- Chicago
- Dallas
- Denver
- Georgia
- Indianapolis
- Jacksonville
- Las Vegas
- Los Angeles
- Maui
- Miami
- Minneapolis
- New Orleans
- New York
- Northern Virginia
- Oahu
- Orange County
- Orlando
- Philadelphia
- Phoenix
- San Antonio
- San Diego
- San Francisco
- Seattle
- South Florida
- St. Louis
- Tucson
- Washington DC

**AUSTRALIA, ASIA, AND AFRICA**
- Monthly: 165,000
- Yearly: 1.9 Mio
- Cape Town
- Hong Kong
- Macau
- Melbourne
- Singapore
- Sydney
- Adelaide
- Brisbane
- Cairns
- Darwin
- Dubai
- Hong Kong
- Jakarta
- Kuala Lumpur
- Melbourne
- Osaka
- Singapore
- Sydney
- Tokyo

**CANADA**
- Monthly: 379,000
- Yearly: 3.4 Mio
- Calgary
- Canadian Rockies
- Edmonton
- Halifax
- Mississauga
- Muskoka
- Ottawa
- Toronto
- Vancouver
- Victoria
- Whistler
- Winnipeg
Entirely in English

50
THOUSAND
Copies per Month

IN MORE THAN
220 Hotels

THE BEST ADDRESSES IN BERLIN

SHOPPING
MUSEUMS
GALLERIES
ENTERTAINMENT
DINING
NIGHTLIFE

where® Berlin – Key Facts
In Berlin since 2014

where® Berlin

In Berlin since 2014
BERLIN: Number 3 Destination in Europe after London and Paris

Most popular travel destinations in Germany according to overnight stays of foreign guests in 2015.

- Berlin: 13,648,135 Guests
- Munich: 6,980,503 Guests
- Frankfurt/Main: 3,891,729 Guests
- Hamburg: 3,108,279 Guests
- Cologne: 2,080,305 Guests
- Düsseldorf: 1,800,747 Guests

Berlin Tourism Booms
It’s high season all year round in Berlin

11.9 Million guests in hotels and pensions
+ 8.1% overnight stays from abroad

10.65 billion Euro gross sales generated through tourism

Berlin – Germany’s largest city

A population of more than 3.5 million
4,650 restaurants
around 900 pubs
190 bars and clubs
175 museums
more than 140 theaters
approximately 300 cinemas

Overnight guests staying in hotels spend more than €200 per day.

The average expenditure per person for a city trip abroad in 2014 was found to be slightly above €700.

Source: Office for Statistics Berlin-Brandenburg: visit Berlin (Berlin Tourismus & Kongress GmbH); results of the study “Economic factors for Berlin’s tourism and congress industry” 2015.
Holiday Inn Berlin-Mitte
Holiday Inn City Center East
Hollywood Media Hotel Berlin
Hotel "The Dude"
Hotel am Luisenplatz
Hotel am Steinplatz, Autograph Collection®
Hotel Anglettere Gold Inn
Hotel Bleibtreu Berlin
Hotel Brandenburger Tor
Hotel California
Hotel Catalonia
Hotel de Rome
Hotel Grünau
Hotel Hackescher Markt
Hotel Henriette
Hotel Indigo Berlin - Alexanderplatz
Hotel Indigo Berlin Ku’Damm
Hotel Kleie
Hotel Königliche Linie
Hotel Landhaus Alpina
Hotel Mühlgasse Berlin
Hotel Seehof Berlin
Hotel Vier Jahreszeiten
Hotel Villa Kastania
HSH Hotel Apartments Mitte
Insiderei by Meliá Berlin
InterContinental Hotel Berlin
Ivbergs Premium
Kempinski Hotel Bristol Berlin
Kongresshotel Templiner See
Ku’ Damm 101 Hotel
Leonardo Hotel Berlin
Leonardo Hotel Berlin City West
Leonardo Hotel Berlin Mitte
Leonardo Royal Hotel Berlin
Lindner Hotel am Ku’ Damm Berlin
Look Hotels Hotel O2
Loisau’s Place
Lux 11 Apartmentshaus
Maritim Hotel Berlin
Melia Berlin
Mercure Hotel & Residenz Berlin Checkpoint Charlie2701
Mercure Hotel Berlin City
Mercure Hotel Berlin Tempelhofer Airport
Mercure Hotel Berlin Zentrum150
Mercure Hotel Chateau Berlin am Kurfuerstendamm
Mercure Hotel City Potsdam
Michels Apart Hotel Berlin
Mondial
Mondrian Suites Hotel Berlin Checkpoint Charlie
NEW BERLIN
NH Berlin - Mitte
NH Berlin Alexanderplatz
NH Berlin City West
NH Berlin Frankfurter Allee
NH Berlin Friedrichstraße
NH Berlin Kurfürstendamm
NH Berlin Trelowitz
NH Hotel Potsdam-Kleinnachnow
NH Hotel Voltaire
nhow Berlin
Novotel Berlin Am Tiergarten
Novotel Berlin City West
Novum Hotel Gates
Palace Berlin
Park Hotel Blub Berlin
Park Inn Berlin City-West
Park Inn by Radisson Berlin Alexanderplatz Park
Plaza Prezlatzberg
Park Plaza Wallstreet Berlin
Penta Hotel Teltow
pentalotel Hotel Köpenick
Pestana Berlin Tiergarten
Pullman Berlin Schlosshof
Radisson Blu Hotel Berlin
RAMADA Hotel Berlin-Alexanderplatz
Ramada Hotel Berlin-Mitte
Ramada Plaza Hotel
Relais&Chateaux Hotel Bayerisches Haus
relexa hotel Stuttgarter Hof Berlin
Residenz Hotei
Resort Schloßhotel Seaside Garden Hotel
Romantik Hotel Kronprinz Berlin
SANA Hotel Berlin
Savoy Berlin
Schloss Kartzow
Schlosspark - Hotel
SCHÖNHUSE Apartments
Seminaris CampusHotel Berlin
Seminaris Seehotel Potsdam
Sens City Hotel Berlin
Sherton Grand Hotel Esplanade
Softel Berlin Gendarmenmarkt
Softel Berlin Kurfürstendamm
Soho House Berlin
Steigenberger am Kanzleramt
Steigenberger Berlin
Steigenberger Hotel Sanssouci
Soho House Berlin
Winters Hotel Berlin am Gendarmenmarkt
Tryp Berlin Mitte
UPSTALSBOOM FRIEDRICHSHAIN
Van der Valk Hotel Berlin-Brandenburg
Viktor’s Residenz-Hotel Tegel
Vision Apartments
Waldorf Astoria Berlin
Winters Hotel Berlin Mitte am Checkpoint Charlie
Winters Hotel Inters Hotel
Winters Hotel Berlin Mitte The Wall Checkp. Charlie
Wyndham Berlin Excelsior Hotel
Wyndham Garden Hotel Berlin Mitte
Art Hotel Connection
i 31 Hotel
Ibis Hotel Ku’Damm
k26 Apartments
Palance Where Lieferanschrift
MEININGER Hotel Berlin Prenzlauer Berg
Adagio Berlin Kurfürstendamm
Alfa Hotel
Arcadia Hotel
Arte Luise Kunsthotel
art’otel Berlin Kudamm
baxpack downtown Hotel/Hotel
Berlin Plaza Hotel
Best Western Hotel am Spittelmarkt
Best Western Hotel Berlin Mitte
Best Western Hotel City Ost
Calma Hotel Berlin Mitte
Concorde Hotel am Studio
DAS Hotel Berlinsarium
Days Inn Berlin City South
easyhotel Berlin
Fjord Hotel Berlin
Flatswell Hotel Berlin & Residenz am Park
Grand City Berlin Mark Hotel
Grand City Mark Apart Hotel
Grimm’s Hotel
Hampton by Hilton Berlin City West
Hotel Eoncelot Berlin
Hotel Gat Point Charlie Berlin
Hotel Jurine
Hotel Novum Frank
Hotel Prenz Berlin
Hotel Sylter Hof Berlin
Hotel Tiergarten Berlin
ibis Styles Berlin Ost
Jugendgastehaus St.-Michaelis-Heim
LINDENMANN’S
MEININGER Hotel Berlin Airport
MEININGER Hotel Berlin Hauptbahnhof
MEININGER Hotel Berlin Mitte “Humboldthaus”
Mercure Hotel Berlin am Alexanderplatz2316
NH Berlin Heinrich Heine
NH Berlin Potsdamer Platz
New Hotel Berlin
Novum Hotel Lichtburg
Park Consul Hotel
Schoenhausen Studios
SensCity Hotel Berlin Spandau
TITANIC COMFORT HOTEL

More than 220 hotels. Approximately 110 of them lay out the magazine directly in the room.

Distribution centers in Berlin

Berlin

25hours Hotel Bikini Berlin
ABACUS Tierpark Hotel
abba Berlin Hotel
Ackselhaus
Adina Apartment Hotel Berlin Checkpoint Charlie
Adina Apartment Hotel Berlin Hackescher Markt
Adina Apartment Hotel Berlin Hauptbahnhof
Adlon Kempinski Berlin
Albergo Berlin
Alexander Plaza Berlin
Almodovar Hotel B&BHOTELS andel’s Hotel Berlin
Aparion Apartments Berlin
Arcona Living Goethe 87
ARCOTEL John F
art’otel Berlin City Center West
art’otel Berlin-Mitte
Acsot-Bristol
Aspira Hotel
avendi Hotel am Griebnitzsee
Axel Hotel Berlin
Berlin Marriott Hotel
Best Western Hotel am Schloß Köpenick
Best Western Hotel President
Best Western KSnHotels
Best Western Plus Hotel Steglitz International
Best Western Premier Airporthotel Fontaine Berlin
Best Western Premier Hotel am Borsigturm
Best Western Premier Hotel Mau Berlin
Carmen 16
Casa Camper
Centrovital Hotel
Cityhotel am Gendarmenmarkt
Come Inn Berlin Kurfürstendamm
COSMO Hotel Berlin
Courtyard by Marriott Berlin Mitte
Crowne Plaza Berlin City Centre
Crowne Plaza Berlin Potsdamer Platz
Das Stue Hotel Berlin Tiergarten
Datami Berlin
Darint Sanssouci
Ellington
Estrel Hotel Berlin
Eurostars Berlin
Flair Hotel Riemers Hofgarten
Golden Tulip Berlin Hotel Hamburg
Grand City Holiday Inn Hotel Berlin City-West
Grand Hyatt Berlin
Grimm’s Hotel at Potsdamer Platz
Großer Kurfürst
Hecker’s Hotel
Hilton Berlin
Holiday Inn Berlin Airport - Conference Centre
Holiday Inn Berlin Alexanderplatz
Holiday Inn Berlin City East 4 Star
Holiday Inn Berlin City East 4 Star
Holiday Inn Berlin City East
Holiday Inn Berlin City West
Holiday Inn Berlin City West
Holiday Inn Berlin City West
Holiday Inn Berlin-City West
Holiday Inn Berlin-City West
Holiday Inn Berlin-City West
### Issue Sales Deadline Material Close
- **January**: 24.11.16  28.11.16
- **February**: 04.01.17  09.01.17
- **March**: 01.02.17  03.02.17
- **April**: 06.03.17  08.03.17
- **May**: 03.04.17  05.04.17
- **June**: 02.05.17  05.05.17
- **July**: 02.06.17  07.06.17
- **August**: 04.07.17  07.07.17
- **September**: 03.08.17  08.08.17
- **October**: 04.09.17  07.09.17
- **November**: 04.10.17  06.10.17
- **December**: 03.11.17  08.11.17

### Supplements (for total circulation only):
- **Supplements***: €65 every 1000 copies up to 20g. For every further 5g, add an additional €2.50/1000 copies
- **Inserts***: €65 every 1000 copies up to 20g. For every further 5g, add an additional €2.50/1000 copies
- **Glue-in supplements***: €50 every 1000 on a carrier ad

*Minimum/Maximum formats and placement on request

Please contact us for information regarding other special formats, such as testers, flags, covers, perfume samples, half-cover flaps, folded covers, perforations, and more. We will be happy to send you a concrete offer based on your specific needs.

### Discounts:
- **Culture discount**: 20%
  *Valid for all artistic and cultural institutions and persons.

### Special advertising formats:

**Second cover (C2)**: 6,900 €
**Third cover (C3)**: 5,500 €
**Fourth cover (C4)**: 7,400 €

### Double Page Spreads (DPS):

- DPS in the magazine (412 x 276 mm): 8,900 €
- DPS in C2 and C3: 9,900 €

### All formats, width and height:
- **1 full page**: 206 x 276 mm plus 3 mm bleed
- **2/3 of page**: 118 x 251 mm
- **1/2 page**: 118 x 190 mm
- **1/3 of page**: 57 x 124 mm
- **1/6 of page**: 57 x 60 mm
- **1/12 of page**: 57 x 39 mm

### Placement in “The Guide” section:
- **1/6 of page**: 57 x 124 mm
- **1/12 of page**: 57 x 60 mm

### Shop Stop:

- Placement next to Kurfürstendamm/Friedrichstr./Potsdamer and Leipziger Platz/Savignyplatz or Hackescher Markt.
- ca. 57 x 82 mm
- Photo 56 x 39 mm, text max 240 chars + address.
- 490 €

All prices include VAT.

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Technical Information

File format:
- Printable PDF
- Embed fonts
- CMYK
- No color management

Please send all template in CMYK mode
Photos: minimum 300 dpi
Photoshop EPS – 8 bits/Pixel, Binary

Open files
Adobe InDesign CS4
Adobe Illustrator CS4 EPS
If sending open files, please also attach all photos and fonts separately.

Print profile
Envelope ISO coated v2
Internal part PS O LWC improved eci

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