

CHRISTOPHORUS MEDIAKIT 2025



CHRISTOPHORUS

THE PORSCHE MAGAZINE

The name stands for the patron saint of travellers – and because the Porsche customer magazine has always been more than just a car magazine, the title reflects everything you can enjoy in this world. The most **exclusive destinations**, the **best hotels**, the **most interesting** people, the most beautiful routes – and, **of course, driving a Porsche**. And the journalistic concept with the best authors from all areas obviously meets the taste of the readers.

Christophorus, which has been around since 1952, is one of the most renowned and longest-running customer magazines in the world. The Porsche importers or centres buy the Porsche magazine as a customer loyalty tool for their (predominantly) new car customers. They receive the Christophorus as a service from their **Porsche** importer/centre personally **addressed in an envelope to their home**.

Keyfacts:

- Year founded: 1952
- Publisher: Dr Ing. h.c. F. Porsche AG
- Language versions: 13
- Scope: 90 - 116 pages



CHRISTOPHORUS

UNSERE LESERSCHAFT

Success, quality, performance, emotions and the demand for something special – Christophorus is **guided by these principles**. Christophorus readers are predominantly male, have considerable incomes and therefore the highest **financial possibilities**. They are well-educated, professionally successful and keen consumers. They value luxury and an exclusive lifestyle.

Target group:

- **88%** men
- **73%** are between 30 and 59 years old
- **88%** readers are entrepreneurs, managing directors, freelancers, executives or self-employed persons
- Christophorus readers have an average net household income of **€14,000** per month (in Germany)



DATES AND PRICES 2025

Rates / Deadlines	Market pages (14- 16 pages at the end of the magazine)
Circulation	Total 9,100 copies, of which 4,500 in German 1,750 in French and 2,850 in Italian
Frequency	4x per year Prices CHF total circulation
Format ads	
1/1 page	CHF 3,830.00
2/1 page	On request
*Splits DE/FR available	On request
Format	mm
1/1 page	215 b x 280 h magazine format
Type area sizes*	187 b x 247 h
Please ask for type area sizes. *For bleed ads foresee 4 mm on trims	

Terms of payment: Net payment within 20 days of the publication date
Print material: 3 language versions should be supplied GER/FR/IT, or at least GER/FR
Value added tax: 8.1%, not included in the price
Agency commission: 15%

Issue 2025	Publication date	Advertising deadline	Copy deadline
Nr° 1 / 414	14.03.2025	08.01.2025	21.01.2025
Nr° 2 / 415	13.06.2025	09.04.2025	22.04.2025
Nr° 3 / 416	12.09.2025	09.07.2025	22.07.2025
Nr° 4 / 417	12.12.2025	08.10.2025	21.10.2025

Subject to change without notice / *Cancellation is only possible up to the advertising deadline. Cancellations must be made in writing / *The advertisement subjects must be checked by Porsche AG



TECHNICAL REQUIREMENTS

Document formats

- Bleed advertisements must be net format plus extra bleed trim.
- Full-page net format is a width of 215 mm and a height of 280 mm plus 4 mm trim on all sides
- Please make sure that added crop marks do not extend into the bleed area.

Data format

- PDF according to the X1a-standard with output profile ISO Coated v2 300% (ECI).

Colour space

- Please convert your image data with the profile ISO Coated v2 maximum 300% (ECI) to CMYK.
- The total colour application in the PDF must not exceed 300%, otherwise this will lead to drying problems after printing. You can find this profile here: http://www.eci.org/_media/downloads/icc_profiles_from_eci/eci_outputset_2009.zip

Proof

- A colour-accurate proof in accordance with ISO Coated v2, maximum 300% (ECI) (Fogra 39) with an evaluated Ugra/Fogra media wedge is required.
- Please send data carriers and colour proofs to: Delius Klasing Verlag, Siekerwall 21, DE- 33602 Bielefeld, Mrs Miele.
- Please note that complaints due to incorrect data or missing proofs cannot be recognised. For technical questions please contact: Delius Klasing

Data transfer / PDF to:

- E-mail: k.miele@delius-klasing.de Copy to: nathalie.busslinger@porsche.ch

Publisher

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