




MEDIA KIT 2025/26

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VISION

excellence starts here

SHAPING THE WORLD OF REAL ESTATE

Engel & Völkers is a global leader in luxury real estate and has been shaping exclusive markets worldwide for over 40 years. With an **international network** of experts, visionaries and advisors, it sets new standards for premium properties and bespoke services.

For over 15 years, a key part of its brand communication has been the **prestigious lifestyle magazine GG**, a unique blend of art, design and luxurious living.

GG Magazine offers a diverse range of premium content, making it **an ideal platform for advertisers targeting a sophisticated, high-net-worth audience.**

GG also provides exclusive **access to one of the world's wealthiest and most influential audiences**, taking readers on a global journey of discovery while presenting your brand in the prestigious Engel & Völkers environment.

In 2023 *Engel & Völkers*
managed
€32 billion in
*transactions**

* According to E&V internal data



PROFILE

where lifestyle thrives

GOOD REASONS TO ADVERTISE WITH US

GG MAGAZINE unlocks exclusive access to one of the **most affluent** and **influential target groups in the world.**

- **Exclusive market position:** With the majority of readers being middle-aged professionals in senior positions, your brand will be prominently showcased to decision-makers with substantial purchasing power.
- **High trust:** Print magazines enjoy a high level of trust and exude a sense of credibility compared to other offline and online marketing channels.*
- **Influential content:** The vast majority of readers confirm that print magazines act as a guide when making purchasing decisions, with 40-50 percent being strongly influenced by engaging content that prompts decision-makers into action.*
- **Luxury experience:** There's something special about holding a beautifully crafted magazine. In contrast to what digital media can't quite replicate, print magazines are regarded as a welcome break from the flood of information available and offer readers a sensory experience and a "little luxury."**
- **Targeted reach:** GG helps you reach an exclusive audience with a preference for luxury and quality that actively seeks out unique experiences. This makes the magazine an ideal platform to showcase luxury products and services.

* CMF Study 2022



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MAGAZINE CONTENT

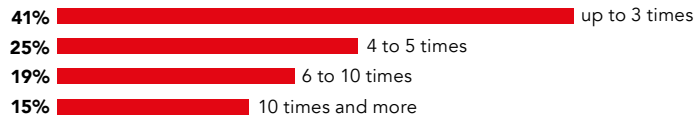
content & engagement

EXCEPTIONAL READER LOYALTY

Combining luxury, culture and style, GG Magazine offers advertisers direct access to affluent, highly engaged consumers with an interest in art, lifestyle, luxury travel and exclusive real estate, and features captivating interviews with **global icons like Sharon Stone, Sir Richard Branson and Kevin Costner.**

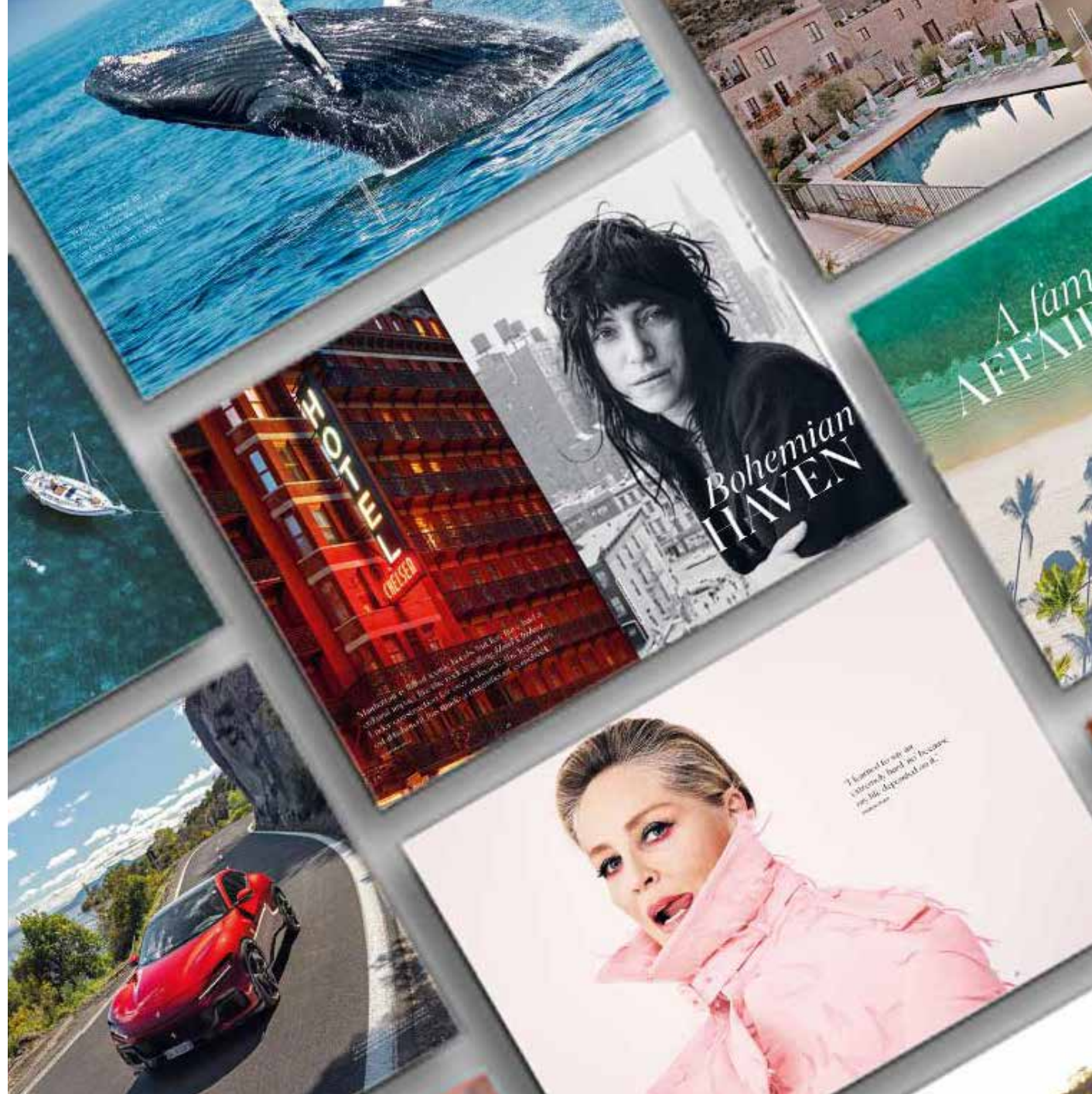
Unique travel stories, such as a Ferrari tour through New Zealand or a luxury cruise along the U.S. East Coast, provide inspiring experiences, while features on international architecture and design showcase stunning homes and interiors.

85% of GG Magazine readers **spend an average of 46 minutes per issue**, exhibiting active engagement. About 41% read the magazine multiple times, often investing up to two hours per issue. Additionally, **over 95% share it with others**, which illustrates exceptional reader loyalty and impactful word-of-mouth promotion.*



ENGAGEMENT

* Splendid Research 2022




AUDIENCE

sophisticated readership

GG Magazine reaches a high-income audience of approximately **2.7 million readers per year across five languages**. Known for their global travel habits – nearly 40% travel as often as four times a year – this well-educated demographic is almost evenly split by gender, while two-thirds are over 40 years of age.*

52%  male
48%  female



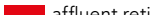
GENDER

73%  40 and older
26%  27-39




AGE

60%  university
40%  college

EDUCATION

45%  business owner
39%  various
16%  affluent retirees

OCCUPATION

59%  leadership
36%  budget authority
5%  other

EXECUTIVE POWER

23%  consulting
16%  banking & insurance
15%  construction & real estate
15%  services / trade
14%  IT
12%  industry
5%  other

SECTOR

* Splendid Research 2022



DEMOGRAPHICS*

spending & interests

LUXURIOUS LIFESTYLE

In 2023, E&V managed over **€ 32 billion in transactions****. GG Magazine readers are primarily HNWI and UHNWI individuals, many of whom own two or more properties or estates 78% of our readers have properties in their home country, while 29% own international properties. Additionally, 70% have liquid assets, and many own luxury items like art and high-end vehicles. More than half of our audience travel **four times and more per year**, highlighting their active lifestyle and affinity for luxury, which presents opportunities for tailored content.

89%  over €6,000

11%  up to €6,000

HHNI PER MONTH

47%  up to 3 trips

53%  4 and more trips


JOURNEYS PER YEAR

82%  luxury travel

82%  interiors / design

72%  homes & gardens

65%  fashion

54%  investment opportunities

54%  luxury cars

46%  watches / jewelry

36%  consumer electronics

29%  yachting

INTERESTS

*Splendid Research 2022 / ** Internal Data Engel & Völkers



international circulation



5 CONTINENTS – 30 COUNTRIES – 5 LANGUAGES

Global reach p.a.: 2,700,000

Per issue Global print run of 300,000, reach 900,000

Language	per edition
German	115,000*
English / U.S.	70,000
English / world	30,000
Spanish	30,000
French	30,000
Italian	25,000
Total circulation	300,000



* IVW certified

DISTRIBUTION*




sales & allocation

A UNIQUE DISTRIBUTION SYSTEM*

Instead of relying on traditional sales channels, GG Magazine is distributed primarily through the **Engel & Völkers network**, often by real estate agents, which creates a personal connection. Key distribution methods include:

- Distribution across **5 continents, 30 countries and 5 languages**
- The magazine **is personally handed** to clients by Engel & Völkers advisors
- GG is **taken to all client appointments**
- It is featured at Engel & Völkers events as a giveaway
- Subscriptions are available at select kiosks and airports
- Additionally, GG is distributed through architects and planners, in hotel lobbies, private practices and banks, and in golf, tennis and polo clubs

This tailored approach ensures high-quality circulation, enhancing brand loyalty and visibility within the luxury segment.

85%  receive the magazine directly through Engel & Völkers agents
12%  subscribers
3%  receive the magazine through displays and wholesalers

DISTRIBUTION**

*Splendid Research 2022 / ** Internal Data Engel & Völkers



ALLIES

partners & clients

ACCESS TO A HIGHLY AFFLUENT AUDIENCE

Our readers are decision-makers who value quality, exclusivity and luxury. By advertising with GG, your brand is featured **alongside premium partners** and outstanding content on real estate, lifestyle, design and travel, ensuring visibility and credibility.



Cartier



DEDON

RANGE
ROVER

la prairie
SWITZERLAND



Poliform

Minotti

bulthaup



PARMIGIANI
FLEURIER



ADVERTISING RATES

pricing structure

Whether you're looking for traditional ad placements, special formats like promotions or inserts, or unique attachment opportunities, we provide flexible solutions to meet your needs.

When you place an advertisement in **GG International**, your ad will be featured across **all language editions**. Alternatively, you can choose to book one or more specific language versions according to your preferences.

Edition	Circulation	Reach	Opening spread (2/1)	Full page (1/1)	DPS (2/1)	Back cover page	Special formats
International	300.000	900.000	€ 50.000	€ 25.900	€ 47.500	€ 42.900	<p>Promotions GG promotions are treated as standard ads and adhere to regular ad pricing. The design fee is € 750 per day, with billing based on the complexity of the project.</p> <p>Inserts Up to 20g € 150 per 1,000 copies Up to 30g € 160 per 1,000 copies Over 30g Pricing upon request</p> <p>Postcard attachments Postcard attachments on full-page carrier ads: € 80 per 1,000 copies.</p>
English U.S.	70.000	210.000	US\$ 14.000	US\$ 7.000	US\$ 10.000	US\$ 12.000	
English worldwide	30.000	90.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000	
German* DACH	115.000	375.000	€ 38.850	€ 18.800	€ 36.900	€ 31.800	
Spanish	30.000	90.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000	
Italian	30.000	75.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000	
French	30.000	90.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000	



* IVW certified



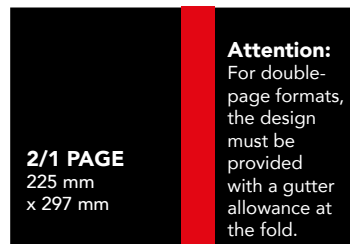
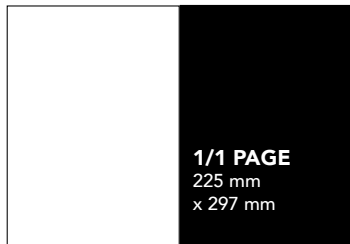
TECHNICAL DETAILS

formats & templates

- Bleed:** 3 mm on all outer edges
- Gutter allowance:** For double pages 5 mm on each side
- Cover:** Sheet-fed offset
- Content:** Web offset
- Screening:** FM screening
- Trim:** Deliver all print files as high-end PDFs, with an additional 3 mm bleed on the outer edges. Any elements at risk of being trimmed should be placed at least 5 mm away from the page edge.

Delivery address: BERTHEAU Druck GmbH, Michaela Möllenbeck,
Marie-Curie-Str. 10, 24537 Neumünster, Germany
Phone: +49 (0) 4321 952 67 60
moellenbeck@bertheau-druck.de

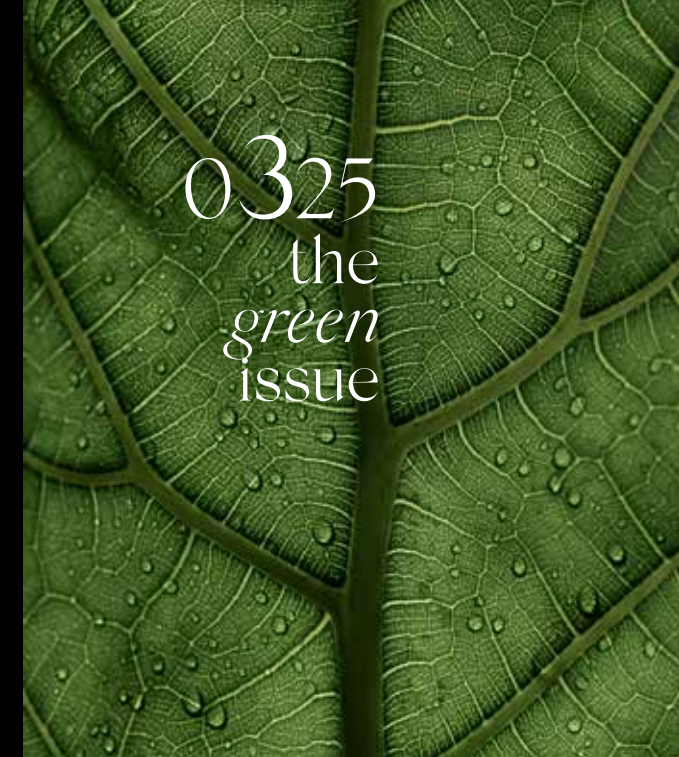
Delivery address for inserts & affixed items: FRANK Druck GmbH & Co. KG,
Industriestraße 20, 24211 Preetz, Germany



ANNUAL SCHEDULE

dates & deadlines

Issue	02/25	03/25	04/25	01/26	02/26
Theme	the Timeless issue	the Green issue	the Classics issue	the Craftsman issue	the Water issue
Advertising deadline	10.01.2025	11.04.2025	11.07.2025	10.10.2025	09.01.2026
Inserts to the printer	10.01.2025	11.04.2025	11.07.2025	10.10.2025	09.01.2026
Final submission of print materials	17.01.2025	18.04.2025	18.07.2025	17.10.2025	16.01.2026
Delivery of inserts	24.01.2025	25.04.2025	25.07.2025	25.10.2025	23.01.2026
Publication date	28.02.2025	30.05.2025	29.08.2025	28.11.2025	27.02.2026



0425
the classics
issue



CONTACT

advertising agents



Our advertising professionals are ready to assist you with any inquiries and provide tailored solutions to meet your needs.

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