



THE WORLD FINEST CLUBS

MEMBER OF THE LEGENDARY PREMIUM PUBLISHING BUNDLE, WITH THE UNIQUE AND PERSONAL DIRECT-DISTRIBUTION TO THE BEST CORPORATE CLIENTS AND WORLD'S FAMOUS DECISION MAKERS

HAPPY 15th ANNIVERSARY
1995-2010
Open House, Healthy Group

The goal of the company is to award the most exclusive nightclubs worldwide with the "World's Finest Clubs Award". This award is a quality seal and denotes an international reputation. Each participating club is strictly vetted by The World's Finest Clubs to ensure that it reaches the standard of class to which our members are accustomed. The World Member Card is the key past the velvet rope, an entrance to the world of A-List soirees, and an exclusive network of the who's-who of jet set society developed to satisfy the most demanding expectations. The World's Finest Clubs is a network of the most exclusive, trend-setting and elegant memberclubs in the world. For your benefit: with the World Member Card, you are entitled to privileged and free VIP access to all clubs in the network. The membership is the perfect tie between exclusive clubs and you as a high profile business executive. You are probably professionally restricted to enjoy a frequent nightlife style that comes with full VIP privileges such as instant recognition and hassle free access. Therefore, we have created the World Member Card. Be recognized and welcome as a VIP - whenever you are in our clubs, be it for business or pleasure.

WORLD'S FINEST CLUBS
THE WORLD'S FINEST CLUBS

THE OFFICIAL CLUB MAGAZINE
EDITION 09.2010 | CHF 7.50 OR EUR 5.00
WWW.FINESTCLUBS.COM

DIRECTORY OF THE CLUBS AND HOTELS

Winter in Germany

Vintage Luggage Visit Hamburg Meissen
Bernie's Mercedes SLS AMG A. Lange & Söhne
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www.premium-publishing.com

H A M B U R G

TRAVEL & RESORTS

Unique in every aspect
The East Hotel cannot be ranked in terms of Hamburg. The moment you enter the lobby it becomes clear that this is not your regular hotel. Either you love the design, or you hate it. In any case, the architectural architecture and the great details are not very common. This is why the East Hotel in Hamburg is so successful - in a different way A.C.T.

The four-star design hotel offers a big wellness area on the top level and free-of-charge WLAN on the entire premises. The East Hotel is located in Hamburg St. Pauli, only a minute walking distance from the Reeperbahn. The hotel station St. Pauli is four minutes away. From there you can travel straight to the main train station and the Mönckebergpassage with its many shops.

The rooms of the East Hotel Hamburg are at least 20 square meters big. They are equipped with private bath & safe for your notebook and Sky TV free of charge. In addition the guests may relax in the sauna and on the sea terrace of the East Mandarin Body & Soul without paying any additional fee. Massage and beauty treatments are also on offer.

The restaurant on the lower floor of the premises is well known for its excellent European and Asian cooking and Sushi. Two lounges and one bar invite you to stay.

Since June 2009 there has been a new, absolute highlight again: the open air event hall. Its completely modern inside gives, like bar and music lounge will set a new benchmark in Hamburg.

SUSHIMANA - EAST HOTEL
AN ILLUSTRATED BOOK WITH ART

The East Restaurant in Hamburg has had its fan club since 1997. The company was founded in Düsseldorf, Germany's fashion centre and home to many renowned design houses and trade fairs since 1988. Eye-length shirts, blouses and neckwear are manufactured in Europe - and always will be. Using the finest of all natural fibres: silk or Egyptian cotton, woven in Italy and sewn by Italian craftsmen, each customised according to a statement drawn from the heritage of classic European style. Hand sewn, iron-fused collars, exquisite buttons and subtle details have become the hallmarks of the Eye Joseph collection. This exclusive collection is only available through the finest retailers in each country and on each continent. Style, quality, and energy are reflected in the choice of fabric and design giving the Eye Joseph collection an unmistakable and yet understated character. Individual pieces are created in relation to other ready-to-wear designs for gentlemen. People who value a personal expression of their style and who are happy in their "highly made" world.

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BALANCE & CULTURE

THE PASSION FOR ELEGANCE

Ign. Joseph is the collection created by Ignazio Joseph since 1997. The company was founded in Düsseldorf, Germany's fashion centre and home to many renowned design houses and trade fairs since 1988. Eye-length shirts, blouses and neckwear are manufactured in Europe - and always will be. Using the finest of all natural fibres: silk or Egyptian cotton, woven in Italy and sewn by Italian craftsmen, each customised according to a statement drawn from the heritage of classic European style. Hand sewn, iron-fused collars, exquisite buttons and subtle details have become the hallmarks of the Eye Joseph collection. This exclusive collection is only available through the finest retailers in each country and on each continent. Style, quality, and energy are reflected in the choice of fabric and design giving the Eye Joseph collection an unmistakable and yet understated character. Individual pieces are created in relation to other ready-to-wear designs for gentlemen. People who value a personal expression of their style and who are happy in their "highly made" world.

NOV THE CREATION OF A BRAND BUT IN JOSEPH
A CREATION WITH THE SERVICE OF ELEGANCE.

MR. philosophy:
"I have designed the Eye Joseph collection for men and women who like express their personality through their choice of attire."

MY collection is inspired by passion, loyalty, and integrity:
- It stands for an ideal world.
- Loyalty to the tradition of the best in European clothing culture.
- Integrity - designed in the highest quality of fabrics, craftsmanship and value for money.

Elegance is the marriage of style with sensuality, efficiency and precision.
Please order your personal style: www.ignaziojoseph.com/ignaziojoseph

**THESE TAILOR-MADE SERVICES ARE AVAILABLE
WHEN YOU BOOK THIS TITLE FROM THE PREMIUM PUBLISHING BUNDLE:**

Global Circulation (The circulation number is projected to rise steadily):

30'000 copies (certified) 70% Swiss, 20% Rest of Europe, 5% US, 5% Russia & Asia

Frequency:

2 x yearly, Summer and Winter, with about 160 pages per issue

Language:

English

Die Zielgruppe:

Premium Publishing Bundle readers are voracious, educated and discerning consumers with tremendous spending power. These affluent professionals all live and breathe luxury, and are often leaders in these fields. These true aficionados are passionate about design in all forms and appreciate genuine luxury in every part of their lives. Readership with highest purchasing power and strong relation to Switzerland.

A few statistics:

- 70% male, 30% female
- Median Age: 38
- Educated: 70% have a university degree
- Affluent: > 250'00.000 € is the average personal income

The magazine content:

The Premium Publishing Bundle celebrates luxury, quality, craft and creativity; its beautifully designed pages are the perfect environment for brands that exemplify and want to communicate those values. Global-related: worldwide, destinations, people, highlights, specials, impressions

Distribution

Qualified one, personal direct dispatch to the addresses of the The Finest Clubs of the World

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|--|---------------|------------------|
| – Nationale Distribution, qualified one, personal direct dispatch | 10'000 | Exemplar |
| – Internationale Distribution to the Memberclubs of the World's Finest Clubs | 15'000 | Exemplare |
| – Nationale Distribution to the Newspaper Kiosk in Switzerland | 5'000 | Exemplare |
| Total circulation (80% of the circulation will be distributed through a controlled and personalized direct mailing) | 30'000 | Exemplare |

Ad / PR closings:

Edition 10.2011: End of April, 2011; Edition 11.2011: End of October, 2011

Appearance:

Edition 10.2011: End of June 2011; Edition 11.2011: Beginning of December 2011

Ratecard (gross prices, less 10% BK):

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|--|-----|----------|
| 1/1 page, 4-color | CHF | 8'000.– |
| Inside front cover, 4-color | CHF | 10'000.– |
| Inside back cover, 4-color – SOLD | CHF | 12'000.– |
| Back cover, 4-color | CHF | 15'000.– |

(gross prices, less 7% PowerPackage-Discount per magazine, less 10% BK, less JUP)

Bespoke Advertising & Advertorial:

The TowerRevue has a unique approach to creative advertising. Its Bespoke service produces original, tailor made features that shall exceed the clients' and readers' expectations. (Prices upon request). Advertorial & Public Relation upon request, please feel free to contact us anytime.

Technical Specification:

Booklet format: 148 x 210 mm (+3 mm margin decreasing to 154 x 216)
Paper quality: Exterior (cover) 350 g/m² high gloss, Inside (content) 170 g/m² high gloss

File delivery:

All files must be clearly labelled with magazine, issue date and client. If supplying files on disc, please use industry standard CD. Media must be write protected and contain only the file required for each advertisement.

Data submission ads:

Digital data as high-resolution PDF to info@premium-publishing.com or CD ROM including. Technical specification for the supply of data. The number of pages in a PDF file should be exactly one. A PDF file should not contain annotations that are set to print. No object in a PDF should be transparent. A PDF file must either have no crop box defined or a have a crop box set to the same size as the media box. A PDF file should not be created with the Adobe PDF Writer product. All files should be set up as composite CMYK. Files must be flight-checked prior to submission.

PowerPackage – Measure your MediaBudget

Our goal is to give every customer a tailor-made media solution. The package bundling, individual for every customer, will always be awarded with a PowerPackage discount. There are two different booking strategies available:

1. Option – Selected Corporate Magazine Strategy:

This tailor-made strategy rewards every booking in the magazine with an additional discount of 7% per booked title-type from the Premium Publishing Bundle. The maximum discount is 49%. With this tailor-made strategy you can use your media budget without any losses within your target group. There is no better price-performance ratio.

2. Option – Integrated Cross Media Strategy:

The cross-media strategy puts your advert in every tenth title of the Premium Publishing Bundle. The presence of your ad is guaranteed in every issue the core magazine, OpenTresor, and of course integrated into the related website www.opentresor.com. Here we set active direct links to the individual micro sites and your homepage. We charge a flat rate of CHF 5,000 per page for this strategy. Prices include web links and newsletter presence. With this strategy you can reach all readers in the course of the year and achieve cross-media brand recognition.

Management Publisher & Administration Ads – Swiss sales office:

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