



THE HERITAGE POST

**MAGAZINE FOR THE WOMAN
MEDIADATA 2015**

THE CONCEPT

There are certain things that make women happy. Meant are things that can survive the excitement that usually is over after you bought something, things that stay. A watch that - besides telling you the time - accompanies you over years. A writing utensil, being carried around the world, that signed contracts, postcards or maybe a napkin on a late evening. Or that golden ring, that is passed on from mother to daughter. Shortly: The Heritage Post for the woman focuses on authenticity, traditions and values. By following trends you can only impress people that have no personal style.

THE HERITAGE POST for the woman creates a new world, a parallel universe far away from the consum-oriented society we happen to live in. We work together with companies that have a special history and present products, that are made with passion. Such products you don't just buy randomly. It takes time to find something good and once you do, it might last a lifetime.





THE HERITAGE POST for the woman presents a different view on different topics. And we do this with the aim and respect to represent woman who live the way they dress.

„Buy less, choose well.“ Vivienne Westwood



TARGET GROUP

The readers of *THE HERITAGE POST* have an outstanding income and are highly educated. They rely on quality, tradition and authenticity. They are interested in topics such as fashion, culture, living, photography, design, traveling and cooking. Our magazine attracts every kind of women – if it is a successful business woman or a loving mother – as long as they are interested in a sustainable lifestyle and passionate about exploring products that have a history. Our readers prefer content instead of platitudes and are looking forward to expanding their knowledge.



DISTRIBUTION

THE HERITAGE POST for the woman positiones itself with 25.000 copies throughout Germany, in german-speaking foreign countries as well as in reasions where the visual language is the only one being understood.

- In Presstrade

The Heritage Post can be found at airports, at main stations and also in all kinds of well sorted bookshops.

- In specified target-audience retails

The magazine is distributed in more than 150 handpicked international (direct retails) stores, fashionshops, hairdressers, cafés and onlineshops. The special feature is that there are no returns, as the magazine stays at the POS for 3 months.

Germany

Dreist – Aachen
Gentlemen's Skateshop – Aschaffenburg
Eckerle Herrenmode GmbH & Co. – Augsburg
Studio Eckerle GmbH & Co. – Augsburg
14 OZ – Berlin
Do you read me?! – 7 Berlin
Red Wing Store Berlin – Berlin
A Good Man – Berlin
Gestalten Pavilion – Berlin
25 hours Hotel Bikini Berlin – Berlin
Gestalten Space – Berlin

Pike Brothers – Bad Feilnbach/Au
vonFroben-Kleidungskultur. – Bad Zwischenahn
Ruempelstilzchen – Bielefeld
Stiesing – Bremen
Four Aces – Bremen
Apparat Abstrakt – Buggingen
Rockcatroll – Bünde
Cucina – Düsseldorf
Robert Schmitz Berufskleidung – Düsseldorf
Uwe van Afferden – Düsseldorf
Manns – Wassersport – Düsseldorf
Linzbach – Düsseldorf
Gewandhaus Hugo Gruber – Erding
Wolf Continental – Erkelenz
Eckerle Herrenmode GmbH & Co. – Erlangen
Harper & Fields Retail GmbH - Essen
Red Hot and Blue – Essen
B-74 Selected Goods – Frankfurt am Main
Eckerle Herrenmode GmbH & Co. – Frankfurt a. M.
Wing Shoe Store – Frankfurt
The Listener – Frankfurt am Main
Schrittmacher für Männer – Flensburg
bft-Bike-Shop – Oil Tankstelle – Gladbeck
Anchor Rebel Mode Company – Hamburg
Conrad Hasselbach – Hamburg
Disch Fachbuchhandlung – Hamburg
Red Wing Store Hamburg – Hamburg
Riders Room – Hamburg
leo33 – Hamburg
25 Hours Hotel Mare Kiosk – Hamburg
Thomas-i-Punkt – Hamburg
Vater & Sohn – Hamburg
Motorrad Garage – Harsum

United Empire – Hersbruck
Bremerich Jeans – Illingen
Zenit Maunitsch/Wille Gbr – Ingolstadt
Agent Cooper – Concept Store – Jena
Arnold's Schuhe&Service – Karlsruhe
Frau Becker – Kassel
Tabak-Dose – Kassel
Kentaurus – Köln
Exquisit – Köln
Ingo Keller – Köln
Concretewave Skateshop – Köln
Ecke 32 – Konstanz
Bazar Royal – Leipzig
HinrichSINNdreißig – Leipzig
Stilkontor e.K. – Leipzig
Eckerle Herrenmode GmbH & Co. – Mainz
Ma-Bike – Mainaschaff
Gasoline Alley – München
Eckerle Herrenmode GmbH & Co. – München
Barber House GmbH – München
Kitschenberg – München
Cultizm – Münster
Eckerle Herrenmode GmbH & Co. – Münster
bubeundkönig – Nürnberg
Crämer & Co – Nürnberg
Eckerle Herrenmode GmbH & Co. – Nürnberg
Friseur Mohr – Nortorf
die form – Oldenburg
GASPERS – Oldenburg
Kersting & Henschel – Potsdam
Corvus Wohnitäten – Regensburg
Hermann's – Reutlingen
Edward Copper – Reutlingen

Habsucht Store – Saarbrücken
Stoffwechsel – Saarbrücken
Montana – Schweinfurt
Kings & Bastards – Leinfelden (bei Stuttgart)
Eckerle Herrenmode GmbH & Co. – Stuttgart
Studioshopping – Stuttgart
Brunnenhannes – Stuttgart
Fledge Stuttgart – Stuttgart
Altra Moda – Traunstein
Der Kartoffelladen – Tübingen
Kaufhaus Popp – Trier
Eckerle Herrenmode GmbH & Co. – Wiesbaden
Andy's Body Electric – Willich-Neersen
Der Kartoffelladen – Wuppertal-Ronsdorf
Mulligan's – Wuppertal

Austria

Sun/Set/Star – Graz
25 Hours Hotel Kiosk – Wien
Arnold's – Vienna
Resort B Handels GmbH – Innsbruck
Haftton Clothing GmbH – Salzburg

Switzerland

Wild & Solivo – Baden
John Tweed GmbH – Basel
Messer Klötzli Bern AG – Bern
Nassrasieren c/o Büchi Optik AG – Bern
Edu's Coffee & Clothes – Biel
Kiosk Edwin – Luzern
Specimen Style Co.- Rapperswil
Jeanswerk – St. Gallen
Gipfelstürmer Kaffee – Unterlunkhofen
Drugstore Uster – Uster
Jeans Life – Winterthur

Iovino – Winterthur
DeeCee Style – Zürich
VMC Original Store – Zürich
Benzin & Koffein Cafe Bar Accessoires – Zürich

Netherlands

Athenaeum Nieuwscentrum – Amsterdam
Tenue de Nimes – Amsterdam
Miscellaneous – Amsterdam
Stoer. Oosterbeek BV – Oosterbeek
The Globe B.V. – Arnhem
UshowU – Maastricht
Vielgut – Eindhoven
Frans Boone B.V. – Sluis

Belgium

Rocking Road – Brussel
Eksturstore – Hasselt

France

Rocker Speed Shop – Paris
T-Bird – Paris
Wanted – Megève

Italy

Marco Serafini – Servigliano
Brian&Barry – Milano

Czechia

Denim Heads – Prag

Denmark

A small Jeans Company – København

Sweden

HepCat – Lund
Meadow – Malmö
Sivletto – Stockholm
Old Glory – Helsinki
Pinkomo – Helsinki

USA

Kinokuniya Bookstores of America Co., Ltd,
New York Store – New York
Kinokuniya Bookstores of America Co., Ltd,
San Francisco Store – San Francisco

Japan

TAIYO Trading Co., Ltd. – Tokyo
The Army Gym – Nigel Cabourn – Tokyo
Wild Life Tailor – Adam et Ropé – Tokyo
Timeless – Hirosaki-Shi, Aomori-Ken
TSUTAYA BOOKS – Tokyo

Taiwan

Revolution – Taipeh
Fairycokies – Taipeh

Corea

Sculp – Seoul

Thailand

Onion Supply Co.,Ltd – Bangkok

ADRATE

To guarantee our clients placing advertisements an increased attention and authenticity, The Heritage Post limits the amount of adverts to a number of 24 within 148 inner pages. We consider preferences of placing the adverts and realize them if possible, however we focus on an ideal placing by content bonding.

2/1 pages 4c



€ 9.000

1/1 pages 4c



€ 4.500

PREMIUM PLACING

U2, U3, U4	€ 5.500
1. Double page	€ 9.000
2. Double page	€ 8.500

Special forms of advertisements, promotions, inserts and supplements on request

PUBLICATION FREQUENCY

Publication frequency	4 x jährlich
Print run	25.000 Exemplare
Price of sale	€ 7,50

DATES OF PUBLICATION

Edition 04	ET 02.2015	DU 15.01.2015
Edition 05	ET 05.2015	DU 02.04.2015
Edition 06	ET 08.2015	DU 02.07.2015
Edition 07	ET 11.2015	DU 01.10.2015

TECHNICAL DATA

Formats

1/1 pages W 200 mm x H 250 mm (+3 mm Bleed)
2/1 pages W 400 mm x H 250 mm (+3 mm Bleed)

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300dpi

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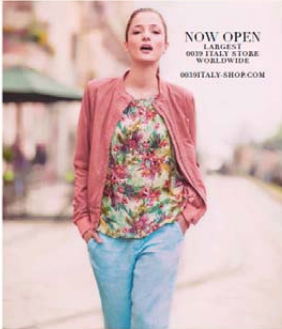
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