



# ***THE HERITAGE POST***

**MAGAZINE FOR THE WOMAN  
MEDIADATA 2015**

## THE CONCEPT

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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.





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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*

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## TARGET GROUP

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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

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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  
Studiosique – 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

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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

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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

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

## DATES OF PUBLICATION

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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

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### 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)

PDF X-3 (CMYK)  
300dpi



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**MINI CHAMP**

Als das Schweizer Messer wurde für die weltweite Community immer populärer, ist die kleine Companion Serie für die meisten unterwegs. Dankbar bei Individuen genau dort, die meisten Aufgaben in der Handlung der Handtasche für den meisten der besten der besten Lösungen.

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