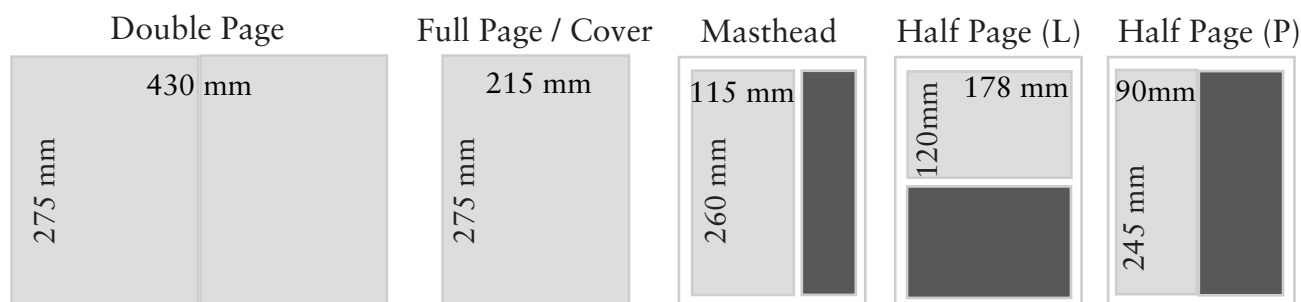


CORNUCOPIA

Display Rates

Format	Trim Dimensions in mm (h x w)	Rate (euros)
Back Cover	275 x 215	5000
Inside Front Cover	275 x 215	2500
Inside Back Cover	275 x 215	2000
Masthead (p.2)	260 x 115	1000
Double Page (pp.4-5)	275 x 430	3500
Double Page (first half)	275 x 430	3000
Double Page (second half)	275 x 430	2500
Full Page (first half right)	275 x 215	2000
Full Page (first half)	275 x 215	1600
Full Page (second half)	275 x 215	1200
Half Page (first half)	120 x 178	1500
	245 x 90	1500
Third Page - vertical	250 x 60	1200
Online sidebar ad	monthly	200



* Online advertising is free for all magazine advertisers.

Double Page, Cover & Full page:

For bleed dimensions add 10mm to trim height and width.

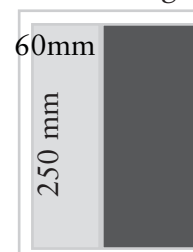
For type dimensions deduct 30mm from trim height and width.

Binding method: Perfect

Resolution: 300 dpi

Format: As pdf to adverts@cornucopia.net (plus CD with Eurostandard proofs).

Third Page



www.cornucopia.net

CORNUCOPIA

Directory Rates (euros)

Directory	1 issue	2 issues
Art & Design	250	400
Restaurants	100	300
Travel / Property	200	300
Classified*	120	230

Directory	Size (mm)	Technical Notes
Boutique Hotels	55 x 50	colour image + hotel description + contact details
Art & Design	68 x 54	colour image + contact details
Travel / Property	37 x 128	colour image + description + contact details
Restaurants	55 x 50	colour image + description + contact details
Classified	55 x 40	b&w image/logo + text (inc. contact details)

Format: Images should be supplied as pdf, jpeg or tiff to adverts@cornucopia.net.
Resolution: 300 dpi

**Online advertising is free for all magazine advertisers. For online only advertising please contact adverts@cornucopia.net*

Inserts



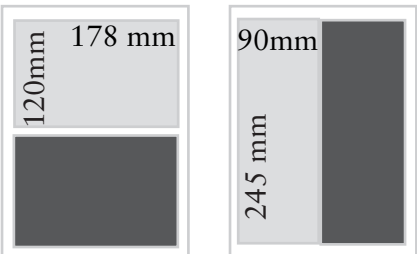
1,000 min	All Zones
Private subscribers (3,500)	1 euro per 5 inserts
All magazines (7,600)	1 euro per 5 inserts

MAILSHOTS BY NEGOTIATION

www.cornucopia.net

CORNUCOPIA

Hotel Display Rates

Trim Dimensions	Format	Rates (euros)
	Double Page Advertisement	
	Grand Hotels + 300 magazines	3,000
	Boutique Hotels + 50 magazines	2,400
	<i>Trim Size 275 x 430 mm</i>	
	Single Page Advertisement	
	Grand Hotels + 300 magazines	1,800
	Boutique Hotels + 50 magazines	1,000
	<i>Trim Size 275 x 215 mm</i>	
	Half Page Advertisement	
	Grand Hotels + 300 magazines	1,000
	Boutique Hotels + 50 magazines	750
	<i>Trim Size 120 x 178 mm (landscape) 245 x 90 mm (portrait)</i>	

* All formats include complimentary hotel directory entry and free online advertising

** Additional magazine copies can be added to contracts at pre-publication price (5 euros)

Display ad technical data:

For bleed dimensions add 10mm to trim height and width.

For type dimensions deduct 30mm from trim height and width.

Binding method: Perfect

Resolution: 300 dpi

Format: As pdf to adverts@cornucopia.net (plus CD with Eurostandard proofs).

www.cornucopia.net

CORNUCOPIA

Online only advertising

Rates

1 month – £200 (ex VAT)

**Longer advertising periods by negotiation.*

Online advertising, 1 x e-newsletter entry & sidebar banner.

Sidebar Banner Ad

Sidebar banners are linked to a landing page on cornucopia.net – overall visits to this page is tracked.

Site users: average of 8,000/month

Site sessions: average of 10,000/month

NB. There is no advertising on our homepage. Sidebar banner ads appear across the site randomly on all other pages and are also assigned priority to particularly relevant pages.

Specs:

Dimensions: 300px x 300px

Format: .jpg

www.cornucopia.net

CORNUCOPIA

Our audience

Subscribers

CORNUCOPIA is delivered delivered to more leading figures in culture and the arts than any other journal on Turkey. Many arrive as gift subscriptions from colleagues in Turkey. Captains of industry, academics and Turkish and foreign diplomats.

Cornucopia's independent subscribers are also an influential crowd – people of taste *and* means: newspaper editors, TV producers, fashion designers, ad people, academics, doctors, musicians, architects. Their loyalty to Cornucopia is intense. 50% discover it through friends, 30% take out gift subscriptions within a year of starting their own, 40% buy books from Cornucopia; every month, we receive major back issue orders.

Bookshops

Bookshop sales in Turkey are also impressive. Düny through D&R sells 600+ copies. Cornucopia has the 'lowest return rate' of any title they distribute. Airport store are current top seller.

Cornucopia also distributes directly to Patika, Homer, Robinson Crusoe and other leading English language bookshops, as well as all the leading museums, including the Sakıp Sabancı Museum, the Pera Museum and Arter, gaining a strong, elusive readership among Turkish and foreign anglophone residents. The cover price is TL280.

International sales were boosted last year by a new 500-copy distribution contract with the UK-based Magazine Heaven.

Hotel guests

Cornucopia's main 'mass-audience' comes from the 2,500 copies that luxury hotels purchase each issue, guaranteeing an instant audience of 8,000+ upscale readers.

Diversification with a common goal: Promoting business in Turkey

Asked to elect their favourite newspaper, Cornucopia subscribers were divided this year between the *Financial Times*, *Guardian*, *New York Times*, *Herald Tribune*, *Washington Post* and *Le Monde*. What could such disparate readers have in common? In answer, Tyler Brulé eloquently explains in the FT, is Cornucopia and a passion for all things 'Turkish'.

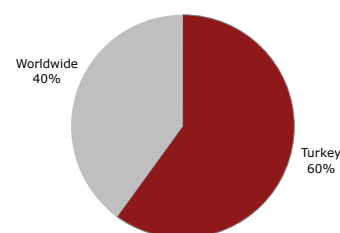
www.cornucopia.net

CORNUCOPIA

Circulation

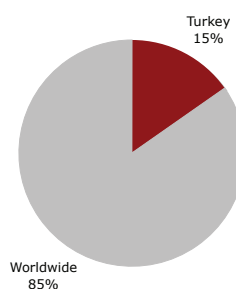
Shops/retail **2,200**

Istanbul	1100	United Kingdom	350
Ankara	100	EU (Paris/Amsterdam)	50
Izmir	100	Rest of the world	350
Other Cities	100		
Turkey	1400	International	800



Subscribers **3,400**

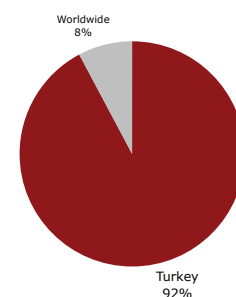
Istanbul	550	UK & EU	1450
Rest of Turkey	250	Rest of the World	350
		USA	800
Turkey	800	International	2600



Hotels **1,700**

Luxury Grand Hotels (1000)
Including the Four Seasons (Sultanahmet/Bosphorus), Grand Hyatt

Luxury Small Hotels (500)
Istanbul: Sumahan on the Water, Ibrahim Pasha, Casa Lavanda
Bodrum/Mugla: Mehmet Ali Ağa
Cappadocia: Museum Hotel
Alacati - Çeşme: Alavya, Kestel Inn

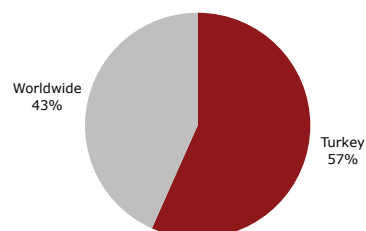


Controlled **300**

Turkey	150	International	150
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Total **7,600 (+/- 1,000)**

Turkey	4,050	International	3,450
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CORNUCOPIA

İletişim

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