

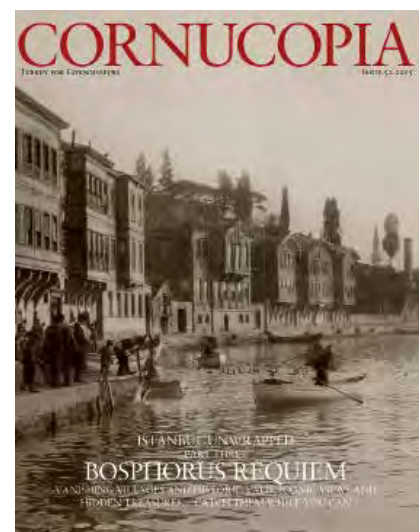
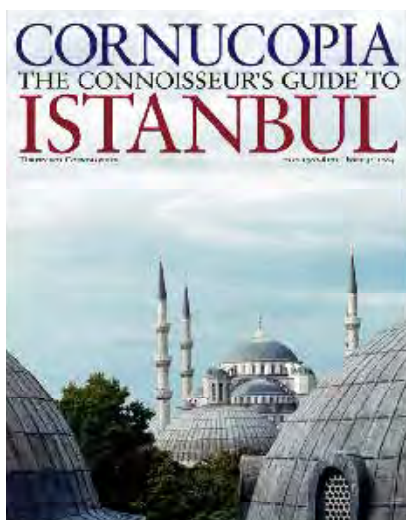
CORNUCOPIA

Turkey for the connoisseur

CORNUCOPIA has single-handedly created Turkey's most elite international audience, reaching influential art collectors, upmarket travellers, executives and opinion-leaders the world over.

CORNUCOPIA appeals to people in all walks of life - captains of industry, senior businessmen and women, young managers and entrepreneurs, major shareholders, diplomats, politicians, academics, writers, TV producers, designers, architects. Whether in Turkey or abroad, they all have three things in common: discernment, elusiveness and an overriding interest in Turkey.

Tyler Brule described the pages of CORNUCOPIA in the FT as "a cross between World of Interiors and National geographic, with a gentle Turkic twist"



www.cornucopia.net

CORNUCOPIA

Reaching our audience

THROUGH SUBSCRIPTIONS

CORNUCOPIA has been described as ‘the much coveted magazine for the modern Turkish aesthete’. It is subscribed to by people of influence in the worlds of business and the art and enjoys a covetable subscription base built up around the world over the past 26 years,

CORNUCOPIA’s subscribers are an influential elite who make the big decisions – people of taste *and* means: captains of industry, diplomats, editors, TV producers, designers, academics, doctors, musicians, architects.

Loyalty to Cornucopia is intense, the renewal rate a rare 88%; 20% take out gift multiple subscriptions; subscribers building libraries buy an entire back-issue set almost every month.

THROUGH BOOKSHOPS AND EVENTS

The magazine (cover price TL40) is sold through the best bookshops in Turkey. Dünya distributes 800/1000 copies with the ‘lowest return rate’ of any title they distribute. D&R’s Atatürk Airport stores are current top-sellers, selling more than 200 copies, followed closely by shops in Nişantaşı, Kavaklıdere and Kanyon.

CORNUCOPIA also distributes 500 copies directly to independent bookshops, including Robinson Crusoe, Denizler, Alman Kitabevi, the SSM, Pera Museum and Istanbul Modern museum shops, and Türku in Bebek, gaining a strong, elusive readership among Turkish and foreign and Turkish residents. Many shops also stock valuable back issues.

International sales are focused on selected independent bookshops in London, Paris, Amsterdam and Berlin. Cornucopia stages book launches at Daunt’s and John Sandoe’s and widens the readership further by participating in international events such as the Decorative, Art Fair in Battersea, London, attended by more than 10,000 visitors in January 2017.

THROUGH HOTEL ROOMS

2,000+ copies of the next issue will be in the rooms of luxury hotels, guaranteeing an instant audience of 10,000+ upscale readers (one in four guests historically removes the magazine).

THROUGH ONLINE SALES

Cornucopia’s thriving website includes a popular arts diary, online bookshop, links to Booking.com for selected hotels, marketplace for Turkish products, as well back issues.

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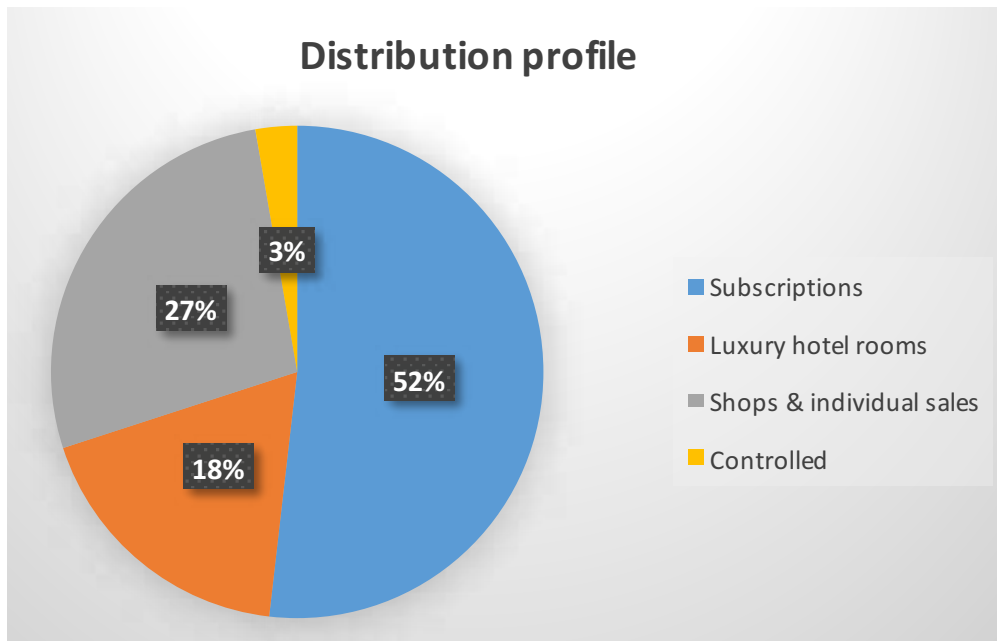
CORNUCOPIA

The circulation in a nutshell

When CORNUCOPIA launched in 1991, printing in the UK at the St Ives web offset press, responsible for many leading Conde Nast's magazines, most of the 11,000 copies were distributed free of charge – today a single copy fetches £1000 online.

Over the following 20 years the circulation peaked at 20,000, with 70% of copies going to hotels and 10% to airlines. Developments in printing in Turkey have enabled the readership to become much more focused.

Subscriptions have caught on, driving back-issue sales worth some 25% of total revenue. In 2014, we started printing in Istanbul, using the same gorgeous 100gsm paper, but on a fabulous sheetfed press where quality of colour is guaranteed in each and every copy. We have tightened the printrun, coming full circle to that original 11,000 figure... and still be read by 'everyone'.



We now focus on our core readership, our extraordinarily loyal subscribers, and the exclusive hotels where readers will appreciate good writing and fine photography. Every copy is accounted for before we go to press, including the 300 copies we hold back for the collectors of the future. See overleaf for the distribution breakdown.

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CORNUCOPIA

Circulation 11,000+

Shops & individual sales 3,000

United Kingdom	400	Istanbul	1000
EU	400	Ankara	200
North America	500	Izmir & Bodrum	150
Australia & Far East	200	Other cities	100
International	1500	Turkey	1500

Subscribers 5,700

UK	1250	Istanbul	600
EU	1300	Rest of Turkey	200
Rest of the World	550		
USA & Canada	1800		
International	4,900	Turkey	800

Luxury hotel rooms 2,000

Hotels in Istanbul	1500
Resort hotels	
Aegean/Cappadocia	500
Turkey	2000

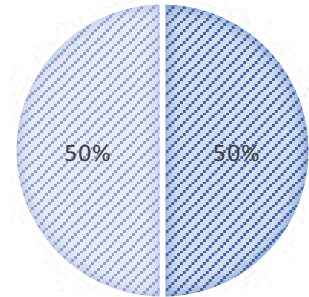
Controlled circulation 300

International	100	Turkey	200
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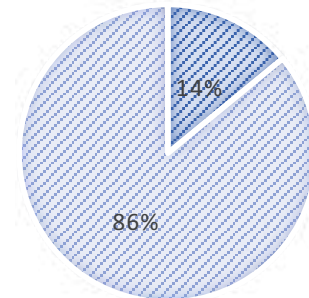
Total 11,000

International	6,500	Turkey	4,500
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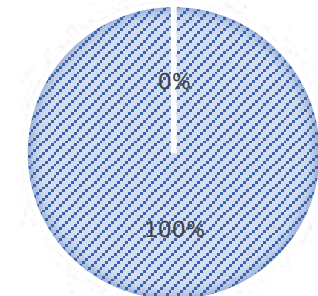
International / Turkey Individual sales



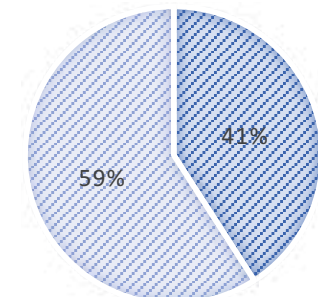
Subscriptions



Luxury hotel rooms



Total circulation



CORNUCOPIA

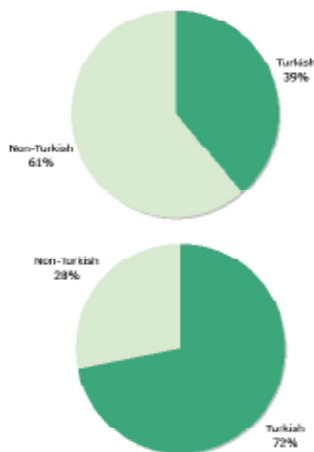
Subscriptions

- In-depth enough to be appreciated by specialists, accessible enough to be enjoyed by non-specialists, male and female, young and old take pleasure in CORNUCOPIA's pages. 6,000 discerning subscribers in some 50 countries receive it at home and work.
- Subscribers account for 50% of circulation and generate 50% of revenue. They also provide crucial data on readers.
- CORNUCOPIA has a rare subscription renewal rate of 88%, hard evidence of subscriber loyalty

...creating a global club

Although CORNUCOPIA's 6,000 subscribers are spread across the globe, they are uniquely focused on Turkey. Like an influential global club, its members drop in on the country frequently, invest in it heavily, and buy and sell in it prodigiously. Many have second and third homes in Turkey. 17% are fully resident. And many more intend to move to Turkey for good. CORNUCOPIA is just the catalyst.

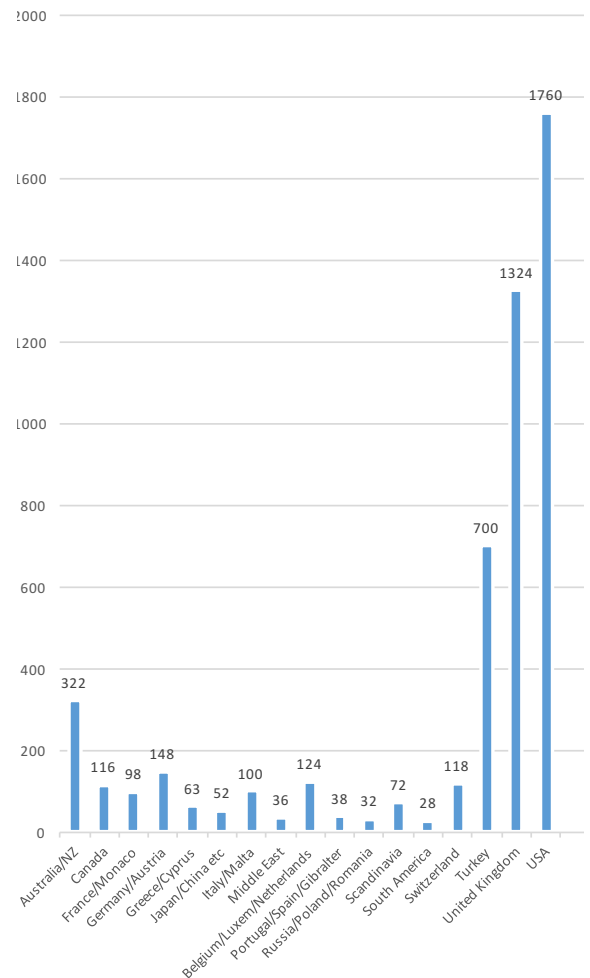
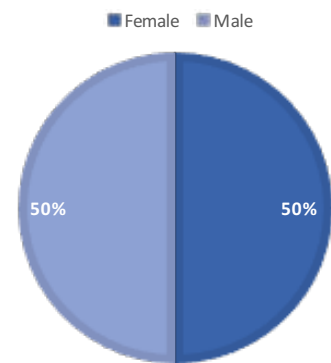
Abroad



Ratio of Turkish to non-Turkish readers abroad (above) and in Turkey (below)

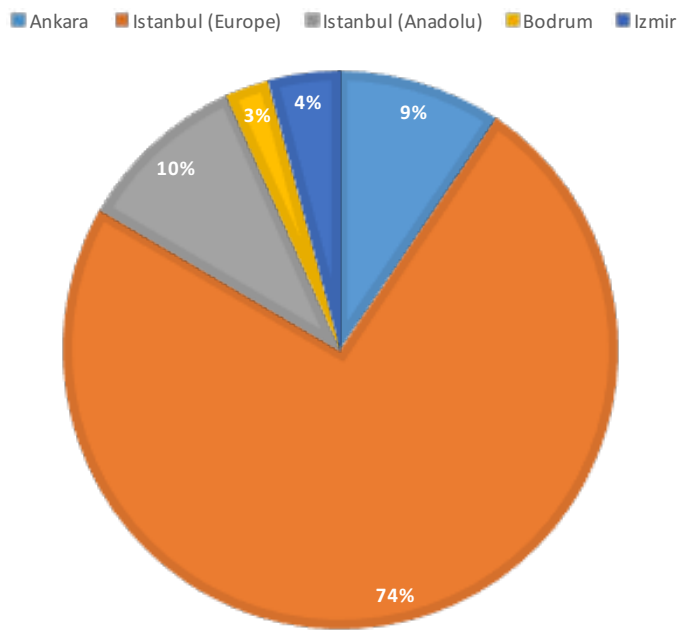
Turkey

GENDER WORLDWIDE

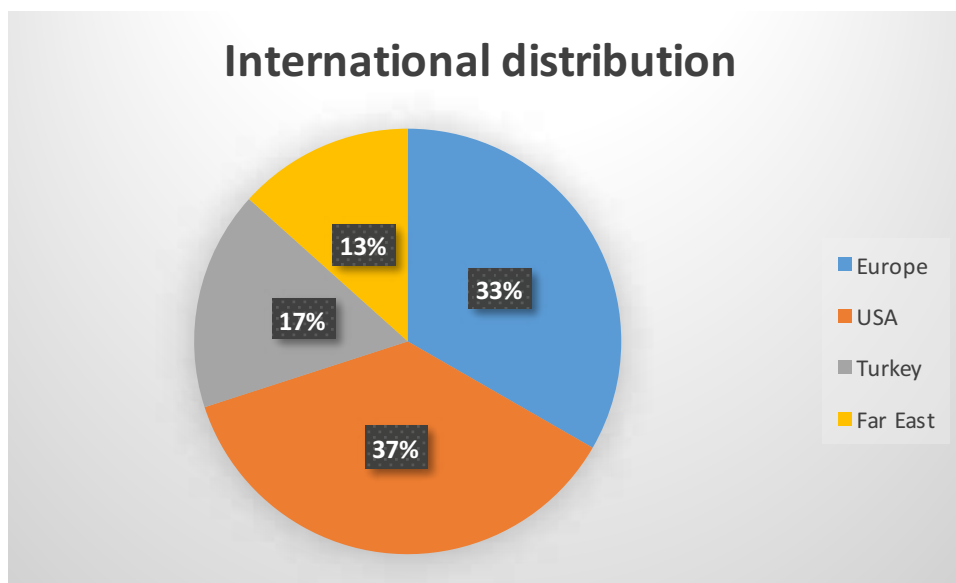


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Bookshop sales in Turkey



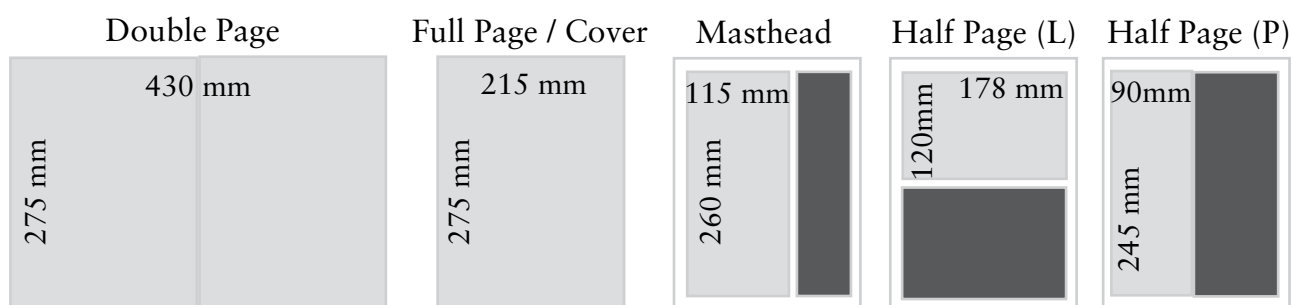
Worldwide distribution



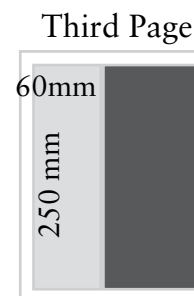
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Display Rates

FORMAT	TRIM DIMENSIONS IN MM (H x W)	RATE
Back Cover	275 x 215	£7,000
Inside Front Cover	275 x 215	£4,400
Inside Back Cover	275 x 215	£4,000
Masthead (p.2)	260 x 115	£3,800
Double Page (pp.4-5)	275 x 430	£5,000
Double Page (first half)	275 x 430	£4,800
Double Page (second half)	275 x 430	£4,500
Full Page (first half right)	275 x 215	£3,500
Full Page (first half)	275 x 215	£3,200
Full Page (second half)	275 x 215	£3,000
Half Page (first half)	landscape: 120 x 178 or portrait: 245 x 90	£2,400
Half Page (second half)		£1,800
Third Page - vertical (first half)	250 x 60	£1600
Third Page - vertical (second half)	250 x 60	£1200



* 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).

CORNUCOPIA

Directory Rates

DIRECTORY	RATE	2 ISSUES	3 ISSUES	4 ISSUES	FREE COPIES
Grand Hotels	£600	£1140	£1,620	£2,040	250
Boutique Hotels	£450	£855	£1,215	£1,530	50
Art & Design	£300	£570	£810	£1,020	3
Restaurants	£250	£570	£810	£1,020	5
Travel / Property	£250	£475	£675	£850	5
Classified*	£150	£285	£405	£510	2

* Standard size: 4 cm column space - £20 per extra cm.

DIRECTORY	SIZE (MM)	TECHNICAL NOTES
Grand Hotels	55 x 50	colour image + hotel description + contact details
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

PER 1,000 MIN	ALL ZONES
Private subscribers (5,000)	20p per insert (plus £75 handling fee)
All magazines (20,000)	20p per insert (no handling fee)

MAILSHOTS BY NEGOTIATION

www.cornucopia.net

CORNUCOPIA

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