



MEDIA KIT 2026



INSPIRATION THAT LASTS.

More than a magazine. A stage for extraordinary brands.

GG Magazine is the global lifestyle magazine from the world of Engel & Völkers. It offers a curated perspective on fascinating personalities, inspiring lifestyles, trends, and the most exclusive real estate worldwide – elaborately staged, with high reach, and produced in coffee-table book quality. With an average reading time of about 46 minutes* per issue, GG Magazine captures the full, undivided attention of a discerning and affluent audience.

* SPLENDID Research 2022

IMPACT THAT BUILDS TRUST.

GG Magazine reaches a sophisticated, global audience, offering an unparalleled environment of reader loyalty and high-value impact.

International reach in an exclusive premium environment

Approx. **1 million** readers per edition worldwide

A coffee-table book of timeless value

15% use an edition more than 10 times *

Organic reach driven by a strong sharing rates

95% actively recommend GG Magazine

High purchase intent within a quality-conscious target audience

40-50% are inspired to make purchases or investments **

* SPLENDID Research 2022, ** CMF Study 2022





SOPHISTICATED. CONNECTED. AFFLUENT.

Ideal Age

73% of readers (52% male, 48% female) are over 40 and at the peak of their earning potential *

Real Estate Ownership

78% own property in their home country, while **29%** also have second homes abroad *

Globetrotters

More than **50%** travel four or more times a year, with a strong preference for 5-star hotels and luxury resorts *

Highly Educated

60% hold a university degree, **40%** have advanced vocational credentials *

Professional Decision-Makers

59% hold executive positions, **45%** are entrepreneurs, **36%** are traditionally employed, and **36%** have direct budget authority *

Leading Industries

Primary focus areas include finance, insurance, and real estate (**31%**), consulting (**23%**), and the retail, IT, and industrial sectors (**41%**). *

* SPLENDID Research 2022

TARGETED DISTRIBUTION WITHOUT WASTAGE

Exclusive Network & Personal Handover

As an integral part of client meetings, GG Magazine is personally presented to property owners, prospective buyers, and investors. Our brand reaches the target audience exactly where decisions are made

Global Presence

High visibility on a global scale. Available at **1,100 Engel & Völkers locations** across **35 countries**, GG Magazine serves as the ultimate ambassador for an upscale lifestyle

The Right Partners

Expanded reach through handpicked partnerships. We showcase GG Magazine at first-class venues, including private banks, golf & polo clubs, five-star hotels, and exclusive VIP lounges

Distribution at a Glance

92% delivered directly by Engel & Völkers advisors

5% featured in curated displays and premium retail locations

3% sent to loyal subscribers *

* Internal data Engel & Völkers





A STRONG NETWORK THAT CONNECTS

Driven by a passion for real estate,
GG is an integral part of
the Engel & Völkers network.

1.3 Billion Euro
global commission revenue

16,700 Professionals
unter der Marke Engel & Völkers

35 Markets
across five continents

20 Market Centres
in top international metros

1,100 Locations
worldwide

our world | **GG MEDIA KIT**





AN EXCLUSIVE BRAND ENVIRONMENT

A first-class presence in a curated lifestyle world

Our readership consists of influential decision-makers for whom excellence and conscious luxury are the standard. By positioning your brand in GG Magazine, you stand alongside exclusive partners on an editorial stage that seamlessly blends fascinating personalities, breathtaking destinations, and inspiring lifestyles with exceptional real estate.



DEDON



bulthaup

Cartier

**RANGE
ROVER**

Poliform



la prairie
SWITZERLAND

Minotti

PARMIGIANI
FLEURIER

OUR RATES

From traditional advertisements to special formats like promotions and inserts, we provide flexible, targeted solutions tailored to your specific needs. Booking an ad in GG Magazine International guarantees placement across all language editions to maximize your global reach. Alternatively, targeted bookings for specific language versions are also available.

EDITION	CIRCULATION	REACH	OPS	SINGLE PAGE	DOUBLE PAGE	COVER PAGE 4
INTERNATIONAL	248,200	744.600	€ 50,000	€ 25,900	€ 47,500	€ 42,900
GERMAN*/DACH	90,000	270,000	€ 38,850	€ 18,800	€ 36,900	€ 31,800
ENGLISH/USA	58,000	174,000	US\$ 14,000	US\$ 7,000	US\$ 10,000	US\$ 12,000
ENGLISH/WORLDWIDE	25,000	75,000	€ 18,400	€ 8,900	€ 17,300	€ 15,000
ITALIAN	20,600	61,800	€ 18,400	€ 8,900	€ 17,300	€ 15,000
POLISH	20,000	60,000	€ 18,400	€ 8,900	€ 17,300	€ 15,000
SPANISH	19,600	58,800	€ 18,400	€ 8,900	€ 17,300	€ 15,000
FRENCH	10,000	30,000	€ 18,400	€ 8,900	€ 17,300	€ 15,000
ENGLISH/UAE	5,000	15,000	US\$ 8,000	US\$ 5,000	US\$ 7,000	US\$ 6,500

SONDERFORMATE

PROMOTIONS

GG PROMOTIONS (advertorials) are treated as standard advertisements, and pricing aligns with our regular ad rates. Design services are billed at € 750 per day, depending on the scope of work.

INSERTS

Up to 20g: **€ 160** per 1,000 copies

Up to 30g: **€ 170** per 1,000 copies

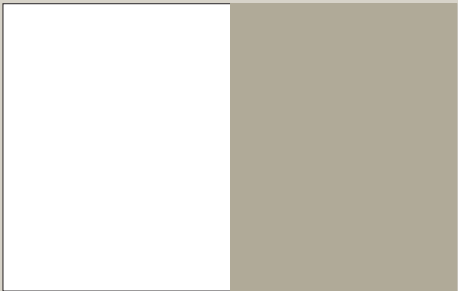
Over 30g: Pricing available upon request

POSTCARD INSERTS

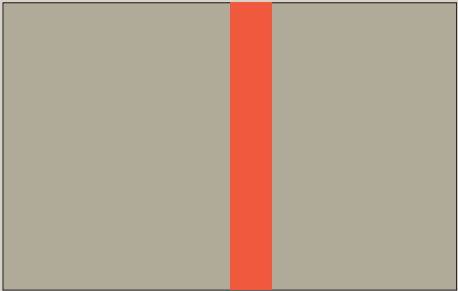
Postcard inserts on full-page carrier ads:
€ 80 per 1,000 copies

FORMATS & TEMPLATES

BLEED:	3 mm on all outer edges
GUTTER ALLOWANCE:	For double pages 5 mm on each side
COVER:	Sheet-fed offset
CONTENT:	Web offset
COLOR PROFILE:	PSO MFC Papier 41L (PSO_MFC_Paper_basICC)
SCREENING:	FM screening
TRIM:	Deliver all print les as high-end PDFs, with an additional 3 mm bleed on the outer edges. Any elements at risk of being trimmed should be placed at least 5 mm away from the page edge.
DELIVERY ADDRESS:	BERTHEAU Druck GmbH, Michaela Möllenbeck, Marie-Curie-Str. 10, 24537 Neumünster, Germany
PHONE:	+49 (0) 4321 510 62
E-MAIL:	moellenbeck@bertheau-druck.de
DELIVERY ADDRESS FOR INSERTS & AFFIXED ITEMS:	FRANK Druck GmbH & Co. KG, Industriestraße 20, 24211 Preetz, Germany



SINGLE PAGE
225 mm x 297 mm



DPS
450 mm x 297 mm

Attention:
For doublepage formats, the design must be provided with a gutter allowance at the fold.

OUR THEMES FOR YOUR ANNUAL PLANNING

EDITION	01/27	02/27	03/27	04/27	01/28
THEME	THE MOTION EDITION	THE HIDEAWAY EDITION	THE TASTE EDITION	THE COLLECTORS EDITION	THE FUTURE OF LIVING
AD DEADLINE	October 16, 2026	January 15, 2027	April 16, 2027	July 16, 2027	October 15, 2027
INSERT DELIVERY TO PRINTER	October 16, 2026	January 15, 2027	April 16, 2027	July 16, 2027	October 15, 2027
AD MATERIAL DEADLINE	October 23, 2026	January 22, 2027	April 23, 2027	July 23, 2027	October 22, 2027
INSERT DELIVERY DEADLINE	October 30, 2026	January 29, 2027	May 10, 2027	August 9, 2027	October 29, 2027
PUBLICATION DATE	December 4, 2026	March 5, 2027	June 4, 2027	September 3, 2027	December 3, 2027

ADVERTISING CONSULTANT

Our advertising professionals are dedicated to offering customized solutions and assisting you with all your inquiries.

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Party responsible for content pursuant to Section 55, Paragraph 2 of the German Interstate Broadcasting Treaty (RStV): Dr. Rainer Klipp



DAS ENGEL&VÖLKERS MAGAZIN