



GG

MEDIA KIT 2026

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VISION

excellence starts here

ENGEL&VÖLKERS - SHAPING THE WORLD OF REAL ESTATE

In 2024, Engel & Völkers achieved commission revenues of €1,24 billion through its own offices and franchise partners – a testament to our outstanding service quality and powerful international network.

Exclusivity: Unlock access to a sophisticated clientele through the strength of our premium brand.

Passion: We attract and cultivate the industry's top real estate professionals, empowered by the E&V Real Estate Academy.

Competence: Tailored guidance and a consistently exceptional service experience across the globe.

In 2024 *Engel & Völkers*
managed
€32 billion in
*transactions**

* According to E&V internal data



1,245

BILLION EUROS NET COMMISSION
PER 31 DECEMBER 2024



943

SHOPS
WORLDWIDE



35

COUNTRIES
ON 5 CONTINENTES



114

COMMERCIAL
OFFICES WORLDWIDE



16,637

PEOPLE UNDER
THE E&V BRAND



38

OF THEM
COMPANY-OWNED



22

MARKET
CENTERS



3

YACHTING LOCATIONS
IN THE U.S.

PROFILE

where lifestyle thrives

GOOD REASONS TO ADVERTISE WITH US

GG MAGAZINE unlocks exclusive access to one of the **most affluent** and **influential target groups in the world**.

- **Exclusive market position:** With the majority of readers being middle-aged professionals in senior positions, your brand will be prominently showcased to decision-makers with substantial purchasing power.
- **High trust:** Print magazines enjoy a high level of trust and exude a sense of credibility compared to other offline and online marketing channels.*
- **Influential content:** The vast majority of readers confirm that print magazines act as a guide when making purchasing decisions, with 40-50 percent being strongly influenced by engaging content that prompts decision-makers into action.*
- **Luxury experience:** There's something special about holding a beautifully crafted magazine. In contrast to what digital media can't quite replicate, print magazines are regarded as a welcome break from the flood of information available and offer readers a sensory experience and a "little luxury."*
- **Targeted reach:** GG helps you reach an exclusive audience with a preference for luxury and quality that actively seeks out unique experiences. This makes the magazine an ideal platform to showcase luxury products and services.

* CMF-Study 2022



MEDIA KIT 2025/26



MAGAZINE CONTENT

content & engagement

EXCEPTIONAL READER LOYALTY

Combining luxury, culture and style, GG Magazine offers advertisers direct access to affluent, highly engaged consumers with an interest in design, lifestyle, luxury travel and exclusive real estate, and features captivating interviews with **global icons** like **Sir Richard Branson, Kevin Costner and Leonardo Ferragamo**.

Unique travel stories, such as a Ferrari tour through New Zealand or a luxury cruise along the U.S. East Coast, provide inspiring experiences, while features on international architecture and design showcase stunning homes and interiors.

85% of GG Magazine readers **spend an average of 46 minutes per edition**, exhibiting active engagement. About 41% read the magazine multiple times, often investing up to two hours per issue. Additionally, **over 95% share it with others**, which illustrates exceptional reader loyalty and impactful word-of-mouth promotion.*

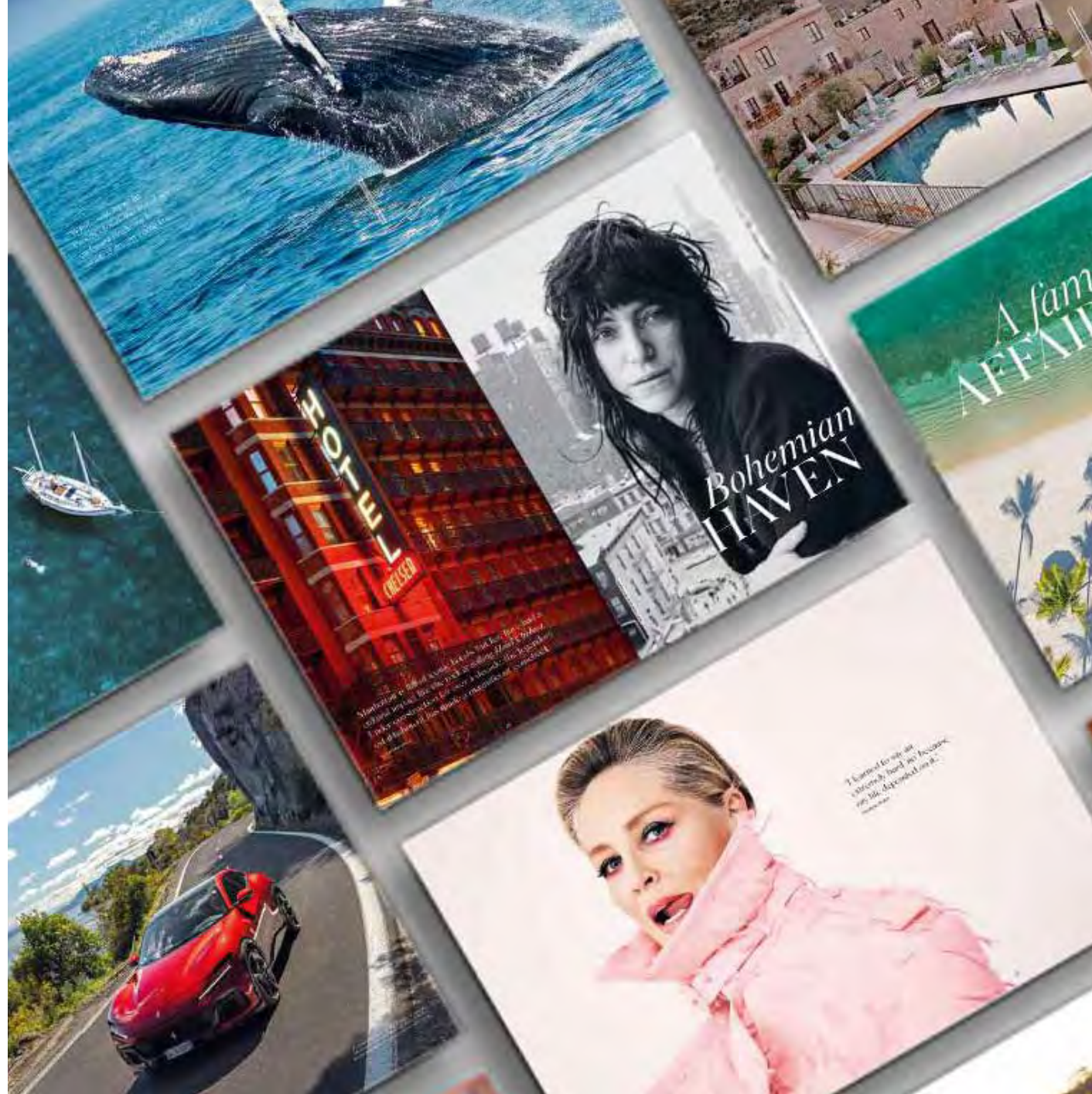


ENGAGEMENT

* Splendid Research 2022



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AUDIENCE

sophisticated readership

GG Magazine reaches a high-income audience of approximately **3.3 million readers per year across five languages**. Known for their global travel habits – nearly 40% travel as often as four times a year – this well-educated demographic is almost evenly split by gender, while two-thirds are over 40 years of age.*



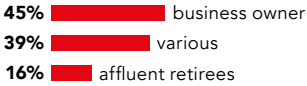
GENDER



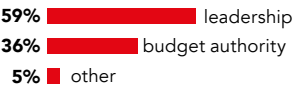
AGE



EDUCATION



OCCUPATION



EXECUTIVE POWER



SECTOR

* Splendid Research 2022



DEMOGRAPHICS*

spending
& interests

LUXURIOUS LIFESTYLE

In 2024, E&V managed over **€ 32 billion in transactions****. GG Magazine readers are primarily HNW and UHNW individuals, many of whom own two or more properties or estates 78% of our readers have properties in their home country, while 29% own international properties. Additionally, 70% have liquid assets, and many own luxury items like art and high-end vehicles. More than half of our audience travel **four times and more per year**, highlighting their active lifestyle and affinity for luxury, which presents opportunities for tailored content.



HHNI PER MONTH



JOURNEYS PER YEAR



INTERESTS

*Splendid Research 2022 / ** Internal Data Engel & Völkers

international
circulation



5 CONTINENTS – 35 COUNTRIES – 5 LANGUAGES

Global reach p.a.: 3,300,000
Per issue: Global print run of 275,000 reach 825,000

Language	per edition
English / U.A.E.	5000
German	90,000*
English / U.S.	70,000
English / world	26,500
Spanish	30,000
French	30,000
Italian	25,000
Total circulation	275,000

DISTRIBUTION*

sales & allocation

A UNIQUE DISTRIBUTION SYSTEM*

Instead of relying on traditional sales channels, GG Magazine is distributed primarily through the **Engel & Völkers network**, often by real estate agents, which creates a personal connection. Key distribution methods include:

- Distribution across **5 continents, 35 countries and 5 languages**
- The magazine is **personally given** to clients by Engel & Völkers advisors
- GG is **taken to all client appointments**
- It is featured at Engel & Völkers events as a giveaway
- Subscriptions are available at select kiosks and airports
- Additionally, GG is distributed through architects and planners, in hotel lobbies, private practices and banks, and in golf, tennis and polo clubs

This tailored approach ensures high-quality circulation, enhancing brand loyalty and visibility within the luxury segment.

85%  receive the magazine directly through Engel & Völkers agents

12%  subscribers

3%  receive the magazine through displays and wholesalers

DISTRIBUTION**

*Splendid Research 2022 / ** Internal Data Engel & Völkers



MEDIA KIT 2026

ADVERTISING RATES

pricing
structure

Whether you’re looking for traditional ad placements, special formats like promotions or inserts, or unique attachment opportunities, we provide flexible solutions to meet your needs.

When you place an advertisement in **GG International**, your ad will be featured across **all language editions**. Alternatively, you can choose to book one or more specific language versions according to your preferences.

Edition	Circulation	Reach	Opening spread (2/1)	Full page (1/1)	DPS (2/1)	Back cover page	Special formats	
English U.A.E.	5.000	15.000	US\$ 8.000	US\$ 5.000	US\$ 7.000	US\$ 6.500	Promotions	GG promotions are treated as standard ads and adhere to regular ad pricing. The design fee is € 750 per day, with billing based on the complexity of the project.
International	275.000	825.000	€ 50.000	€ 25.900	€ 47.500	€ 42.900		
English U.S.	70.000	210.000	US\$ 14.000	US\$ 7.000	US\$ 10.000	US\$ 12.000		
English worldwide	26.500	75.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000	Inserts	Up to 20g € 160 per 1,000 copies Up to 30g € 170 per 1,000 copies Over 30g Pricing upon request
German* DACH	90.000	270.000	€ 38.850	€ 18.800	€ 36.900	€ 31.800		
Spanish	30.000	90.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000	Postcard attachments	Postcard attachments on full-page carrier ads: € 80 per 1,000 copies.
Italian	25.000	75.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000		
French	30.000	90.000	€ 18.400	€ 8.900	€ 17.300	€ 15.000		

TECHNICAL DETAILS

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
Screening:	Color Profile: PSO MFC Papier 41L (PSO_MFC_Paper_basICC) FM screening
Trim:	Deliver all print files 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 952 67 60 moellenbeck@bertheau-druck.de
Delivery address for inserts & affixed items:	FRANK Druck GmbH & Co. KG, Industriestraße 20, 24211 Preetz, Germany

1/1 PAGE
225 mm
x 297 mm

2/1 PAGE
225 mm
x 297 mm

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



ANNUAL SCHEDULE

dates & deadlines

Issue	02/26	03/26	04/26	01/27
Theme	the Hand Made edition	the Flow edition	the Relax edition	the Classic edition
Advertising Deadline	16.01.2026	17.04.2026	17.07.2026	16.10.2026
Inserts to the printer	16.01.2026	17.04.2026	17.07.2026	16.10.2026
Final submission of print materials	23.01.2026	24.04.2026	24.07.2026	23.10.2026
Delivery of inserts	30.01.2026	01.05.2026	31.07.2026	30.10.2026
Date of Publication	06.03.2026	05.06.2026	04.09.2026	04.12.2026

