



ATHENS

insider

MEDIA KIT 2020

MAGAZINES
& DIGITAL PLATFORMS

THE INSIDER STORY

Athens Insider
has been celebrating Athens
for 20 years
with **inspirational** editorial, rich
in creativity, with a fresh approach
to this singular city, replete
with **personalised** stories
and experiences.



20th anniversary SPECIAL EDITION



A visually compelling and sharply intelligent collector's edition with stories for, by, and about the people who have shaped the city of Athens over the past 20 years and will continue driving in the upcoming decades.



editorial CALENDAR

- ART & CULTURE • TRAVEL • FOOD AND DRINK • FASHION & STYLE • CITY INSIDER •
- SHOPPING AND DESIGN • HEALTH AND WELLNESS • PEOPLE AND PERSONALITIES •



March:
CITY
LIFE

A celebration of Athens' vibrant city vibes:
Four Seasons Astir inside peek
Insider's Riviera secrets revealed.
Athens' thriving cultural scene.
Exciting evolution of Greek spirits and wines.
New restaurants, bars and experiences.



June:
SUMMER
IN
GREECE

Greek Summer special:
Four Seasons Astir celebrates summer
Posidonia
Island Fashion
Off-radar island destinations and gourmet outposts.
Summer Festivals and Art on the islands.
Luxury Resorts and Yachting.



October:
LUXURY
GREECE

Luxury Travel, Property, Lifestyle, Shopping:
Four Seasons Astir sets the bar for luxury
Premium Shopping.
Buying luxury property in Greece.
Singular, sophisticated experiences

premium DISTRIBUTION

Luxury hotels

The only magazine to be distributed exclusively in 22.000 guest rooms at over 75 luxury hotels in Greece including Four Seasons Astir Airport lounges

Available at business lounges of leading airlines including Aegean, Lufthansa, British Airways, Swiss, Air France-KLM and the business lounges operated by GoldAir (Delta, Emirates, Qatar Airways, Singapore Airlines and Turkish Airlines)

Newsstands

500 foreign-language newsstands in Greece

Embassies and Chambers of Commerce:

To all leading embassies

Private clubs

Glyfada Golf Club, Ekali Club, Tatoi Club, Propeller Club, Athens Club, Vouliagmeni Lake

Subscriptions

A large, loyal and growing subscription base of 6.000 subscribers





DIGITAL P

newsletters

Athens Insider Weekly delivers dynamic and expertly curated content on what's going on each week targeting the international community and cosmopolitan Greeks. Fresh mini-magazine-style tone and format that **enhances** and builds on our ongoing relationship with our community of readers and advertisers.

42.000 emails
OPEN RATE: 24.1%
CLICK RATE: 9.2%



Newsletter exclusive
to your brand
1200€ for one insertion
2000€ for two insertions

Top Banner
600x300 pixels
800€ for one insertion
1200€ for two insertions

Banner Ad in Newsletter
600x130 pixels
500€ for one insertion
900€ for two insertions



PLATFORMS

website

athensinsider.com underpins our ongoing conversation with the Athens Insider community.

Updated daily to provide a constant dose of topical inspiration on events, exhibitions and cultural trends.

Informs and entertains through quality articles and interviews relevant to our audience's lifestyle and aspirations in Greece

Compatible to all formats

In FIVE languages

7.032 Daily Unique Visitors

80.250 Monthly unique Visitors

38.021 Daily Pageviews

4.93 page views per visitor

Banner Rates per month

Home slider 2000€

1040 x 720 pixels

Slider Top banner 1200€

715 x 410 pixels

Central banner 700€

715 x 130 pixels

Right side bar banner 450€

245 x 310 pixels





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MEDIA KIT **2020**