

Media Data
BEST LIVING
2025

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BEST LIVING
BEST ELAGE

THE MAGAZINE FOR LIFESTYLE AND REAL ESTATE

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OUR LIFESTYLE MAGAZINE

BEST LIVING –
where sophisticated people
feel at home.





Since 2009, VON POLL REAL ESTATE has been publishing its in-house lifestyle and real estate magazine BEST LIVING twice a year. Discerning readers can find a wide range of editorial topics relating to living, architecture, design, travel, art and cuisine.

With inspiring home stories and interview features, we provide an insight into the private lives and interior design styles of impressive personalities. Our exclusively researched top addresses and trend products invite you to discover, experience, and enjoy.

We tell the background stories of internationally renowned brands and exciting zeitgeist phenomena. With hand-picked interior and gift ideas, we celebrate the fine art of lifestyle – complemented by informative

articles for property owners and those interested in real estate.

In the real estate section of our magazine, we present selected villas, detached houses, penthouses, country estates, apartments, and many other properties in the most beautiful locations in Europe. These are presented on two to four pages in a high-quality manner – with large-format photos and appealing texts. ■

OUR READERS

Some good reasons to advertise in our exclusive magazine.

The readers of our lifestyle and real estate magazine BEST LIVING are characterized by a high level of education and an awareness of high quality.

Our premium target audience has a particular affinity with the finer things in life, feels at home in international metropolitan regions, and has an above-average income.

The majority of our readers own a high-quality property and also feel connected to the renowned VON POLL

REAL ESTATE brand – which represents a further advantage for you as an advertiser.

BEST LIVING offers you the opportunity to address this target audience in an attractive, high-quality, and professionally created environment and to impress them with your brand presence as part of an advertisement or advertorial. ■



Characteristics of our target audience at a glance:

- *Sophisticated and educated*
- *Professionally successful*
- *Consumptive and brand-orientated*
- *A propensity to consume and brand-oriented*
- *Active and health-conscious*
- *Cosmopolitan and keen to travel*
- *Interested in lifestyle topics and new, high-quality products*





INFORMATION FOR ADVERTISERS

Facts and figures
worth knowing about
our magazine.

Our lifestyle and real estate magazine is published twice a year in German (BESTE LAGE) and English (BEST LIVING) as a spring/summer and fall/winter issue.

Our in-house distribution department ensures targeted and controlled delivery of copies to a sophisticated, premium target audience. ■

Spring / Summer Issue

Fall / Winter Issue

DATE OF PUBLICATION: _____ End of May, 2025

ADVERTISING DEADLINE: _____ March 19, 2024

SUPPLEMENT DELIVERY: _____ May 2025

DATE OF PUBLICATION: _____ Middle of October, 2025

ADVERTISING DEADLINE: _____ August 21, 2024

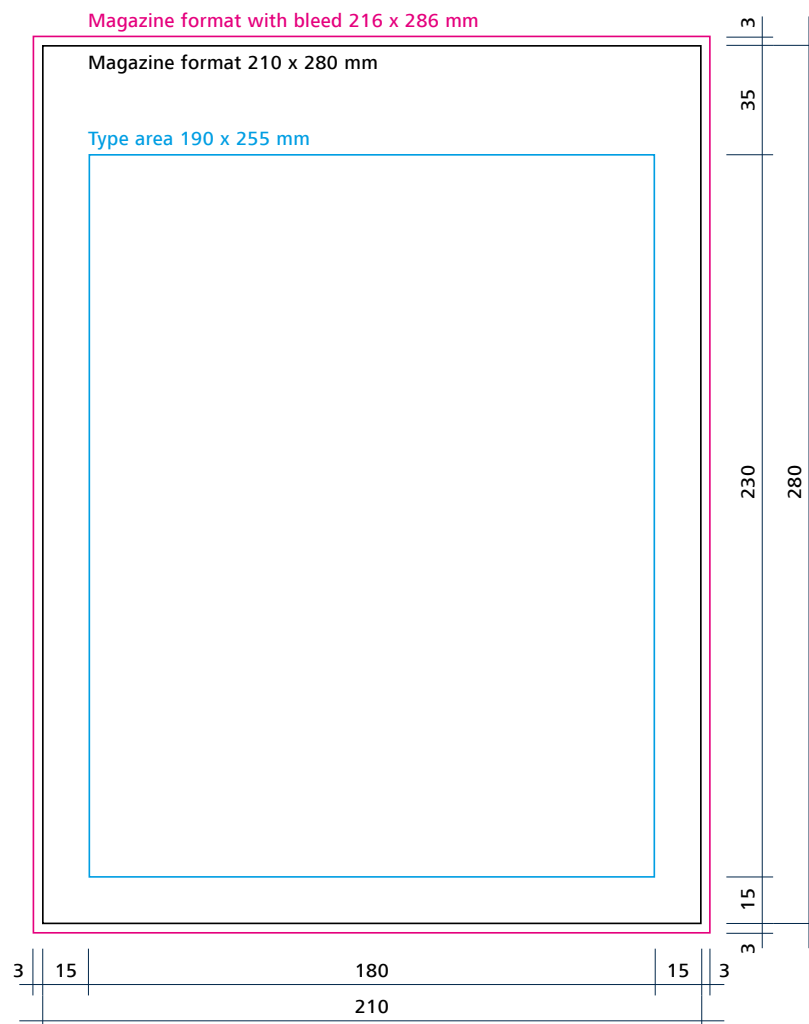
SUPPLEMENT DELIVERY: _____ October 2025

CIRCULATION PER ISSUE: _____ 70,000 copies, 5,000 of which are in English, approximately 280,000 readers

DISTRIBUTION: _____ via more than 400 real estate stores, special locations/disseminators (golf clubs, law firms, private banks, medical practices) as well as personal distribution by our brokers in the mailboxes of property owners in preferred locations

ADVERTISING COSTS:	PREFERRED POSITIONS		BOOKINGS	
	Double page: Page U2 + one page inside	420 mm wide, 280 mm high	EUR	8.900
	Double page: Inside	420 mm wide, 280 mm high	EUR	7.900
	U3:	210 mm wide, 280 mm high	EUR	4.900
	U2:	210 mm wide, 280 mm high	EUR	5.900
	INSIDE			
	1/1 page:	210 mm wide, 280 mm high	EUR	4.900
	1/1 page advertorial			
	INSERTS			
	Up to 30g: EUR 150 per thousand			
	Up to 40g: EUR 180 per thousand			

YOUR PLACEMENT TECHNICAL DATA, FORMATS, AND SPECIFI- CATIONS



Print PDF

- High-resolution PDF with at least 300 dpi
- Fonts fully embedded or as paths
- Color profile: Fogra 51 (PSO Coated v3)
- 3 mm bleed difference all around
- Trim marks
- We recommend minimum spacing of relevant areas of at least 5 mm to the edge / 15 mm to the margin
- If a black area in the print should appear as saturated black, we recommend the following color scheme:
C80 M80 Y40 K100



meback erlebt Terrazzo, ein vielseitiges, pfle-
s und langlebiges Material, das bereits in der
erwendet wurde und sich vor allem für Ar-
en und Kücheninseln eignet.

erstärkte Fokus auf nach-
icht nur gut aus-
Neben

VON POLL REAL ESTATE
annual average

Real estate exposés:

2,786,435

Registered interested parties:

1,540,023

Website visitors:

4,529,842

Brokered property volume (billion euros):

2,5

Real estate brokerages:

6.807





VON POLL REAL ESTATE

A strong partner for maximum success.

As one of Europe's leading real estate companies with over 1,500 colleagues and more than 400 shops, VON POLL REAL ESTATE has a first-class network and excellent contacts with potential buyers. Our most important clients include owners of properties of lasting value in favoured residential and commercial locations. We provide them with excellent advice, effective marketing concepts and innovative premium services at all times. ■

YOUR PERSONAL CONTACT

Advertise now and benefit: We look forward to your inquiry.

Are you interested in placing your offer, advertisement
or advertorial in our exclusive magazine environment?

**Contact us directly –
we will be happy to assist you.**

For questions and further information about our magazine
BEST LIVING or our company:

VON POLL IMMOBILIEN

Marketing

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