

Media Kit 2025

# Companion

A magazine created for 25hours Hotels

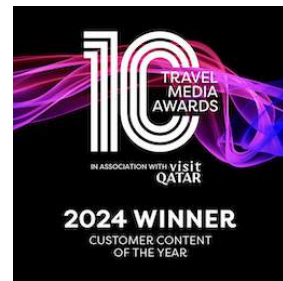




# Companion Magazine

Companion is an award-winning\* lifestyle magazine in newspaper format showcasing innovators, creatives and entrepreneurs. We tell inspiring stories from the worlds of fashion and style, food and drink, art and entertainment, health and wellbeing, business and future thinking. We lead our readers to the most dynamic people and trends in the cities where 25hours Hotels are, and have a global eye on what and who to watch.

Led by Editor Jane Anderson, founder of Enough Media, the magazine is published tri-annually, both in print and online, and is physically distributed in all 16 25hours Hotels in Berlin, Cologne, Copenhagen, Dubai, Düsseldorf, Florence, Frankfurt, Hamburg, Munich, Paris, Vienna, Zurich and Jakarta.



\*Companion won Customer Content of the Year at the Travel Media Awards 2024



Companion Magazine Examples





**FRIENDS**

SPRING/SUMMER

WORDS LISA JOHNSON  
PHOTOS STEPHAN LEMKE



PEOPLE &amp; BUSINESS

2022

The new 25hours Hotel Indre By in Copenhagen is a riot of expressive artwork, colour and pattern thanks to Swedish designer Martin Brudnizki



COMPANION 20

**"We really pushed the boundaries with the design"**

is the centre of Copenhagen—by the Round Tower's observatory with its spiral steps that Taastrup Regent is said to have ridden up on horseback in an eighteenth-century building in limestone, slate and glass. Dating from the 19th century, it's part of a complex that has housed an office building, a Royal Copenhagen porcelain factory and a paper works and paper mill. For most locals, however, it's a place of work and a place of study. University faculties of law and theology, Copenhagen's largest market of art and clothing, and the most liberal in Denmark, all have their roots here. The most famous of these is the Royal Danish Academy of Sciences, as a museum of art, the crucial stage that determines the direction a life will take when a doctor for knowledge claims against a tribunal of reasoning.

To leave this complex to life, the board of trustees on the Swedish design year Marie Perle.

of a German stylist and Polish engineers who studied at the American University in London before founding his studio, MBIDS, in 2000. Based in London and New York, Brodzinski has spent the past two decades creating members' interiors for high-end restaurants, private homes in Soho House and Hotels, and in Miami. His first good lighting and accessories ad came from a furniture store's favour "a love of layers" they should make people enjoy "alone" and "together" and its results.

working, but also want to be surrounded by comfort and style." MBDS designed 243 rooms in one of two styles, Passion and Knowledge, along with a series of multifunctional open-plan spaces including a reading room and a no-working space, as well as a wellbeing area with a sauna and rows of outdoor seating. The trademark MBDS banquette and rows of tables set with the latest bar lights are so much in attendance. As for the lounge, it's a place with a hinged bar. As Bradstock puts it, "We've been incorporating this design mix for years on the Regency."



# Specifications

Circulation .....	50,000
Reach (per issue) .....	215,000 readers
Publications .....	3/year
Format .....	“Tabloid” folded
Printable area .....	225 x 350 mm
Pages .....	60 + 4 covers
Paper .....	60g/m2, newspaper

## Print Distribution

Berlin, Cologne, Copenhagen, Dubai, Düsseldorf, Florence, Frankfurt, Hamburg, Jakarta, Munich, Paris, Vienna and Zurich. The magazine is placed in every room of the 25hours Hotels, in the hotel bars, restaurants and creative public spaces and is sent directly to between 3-10 befriended, cool retail partners per 25hours Hotel destinations.

## Digital Reach

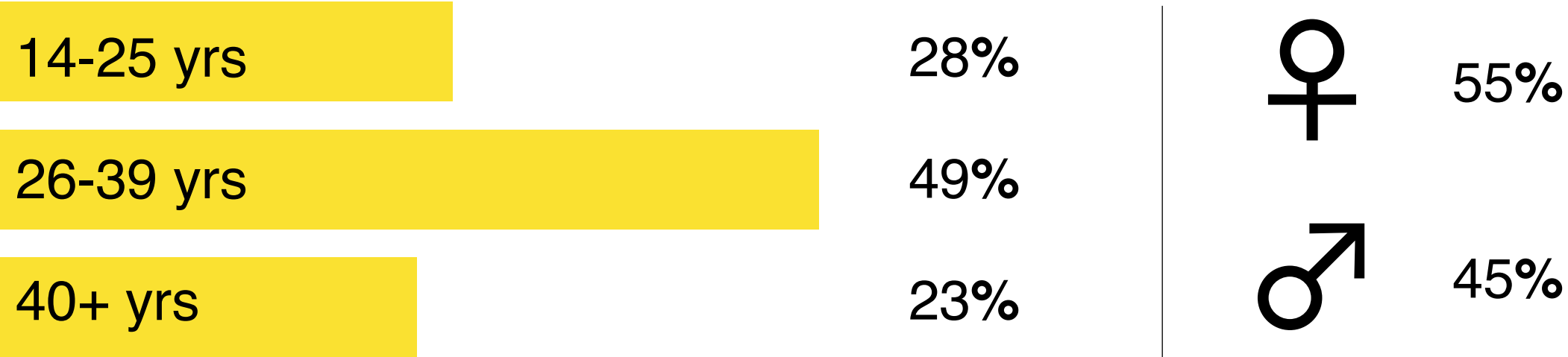
Articles are published on the 25hours Hotel blog at [25hours-companion.com](https://25hours-companion.com)  
The full magazines are downloadable at [25hours-companion.com/en/journal/print-issues](https://25hours-companion.com/en/journal/print-issues)

# Production & Publication Dates 2025

#27 The Asia issue	published 3 February 2025
Sponsored content/Advertorial brief deadline:	9 December 2024
Advertisement booking deadline:	10 January 2025
Supplied ad material deadline:	14 January 2025
#28 The Colour issue	published 1 June 2025
Sponsored content/Advertorial brief deadline:	18 April 2025
Advertisement booking deadline:	9 May 2025
Supplied ad material deadline:	16 May 2025
#29 The Life’s Too Short for Shitty Coffee issue	published 1 October 2025
Sponsored content/Advertorial brief deadline:	15 August 2025
Advertisement booking deadline:	12 September 2025
Supplied ad material deadline:	19 September 2025



# Readership



Companion’s readership is predominantly urban and consists of innovators and early adopters, many of whom work in the creative industries. They are educated, mobile, cosmopolitan travellers, design-led and culinary aficionados. Cultural diversity and exploration are what drive them. They influence their peers rather than follow them.





Advertising Options



Companion integrates a variety of commercial services.

We don't just place ads – we build long-term trusting relationships with brands and partners taking the time to get to know you.

Ways of Integration:

- Classic Advertising
- Sponsored Content/Advertorial
- Product Placement



Advertising Examples

Classic Advertising

Dr. Hauschka



Nature. Different. Effective.

The best natural skin care and natural ingredients come from nature. The best natural skin care and natural ingredients come from nature. The best natural skin care and natural ingredients come from nature.

Editor's Note

Contributors

Friends of Friends

Sponsored Content

The Unexpected Familiar

WORDS: MANUEL ALMEIDA VERRARA


Vacationing close to home doesn't have to feel like a consolation prize. Staycations, day trips, exploring your own city: less distance can sometimes mean more relaxation. In fact, having an all-around more sustainable approach to travel has been a long time coming. With shorter travel times, going on a spontaneous trip can turn into your very own Miami vacation. And, with the right vehicle, the holiday feeling starts as soon as you hit the road.



MINI

Product Placement

Whether exploring the city, going for a walk in the forest, or heading out on a daytrip somewhere—it's good to be prepared. We found some products that are not only practical, but look good too.



COME PREPARED!

Advertorial

Let's visit Düsseldorf

TOP 5 FUN THINGS TO DO IN THE VIBRANT CITY OF DÜSSELDORF THIS AUTUMN & WINTER

Explore Kunstpalast

Chill at New Fall Festival

Discover Little Tokyo

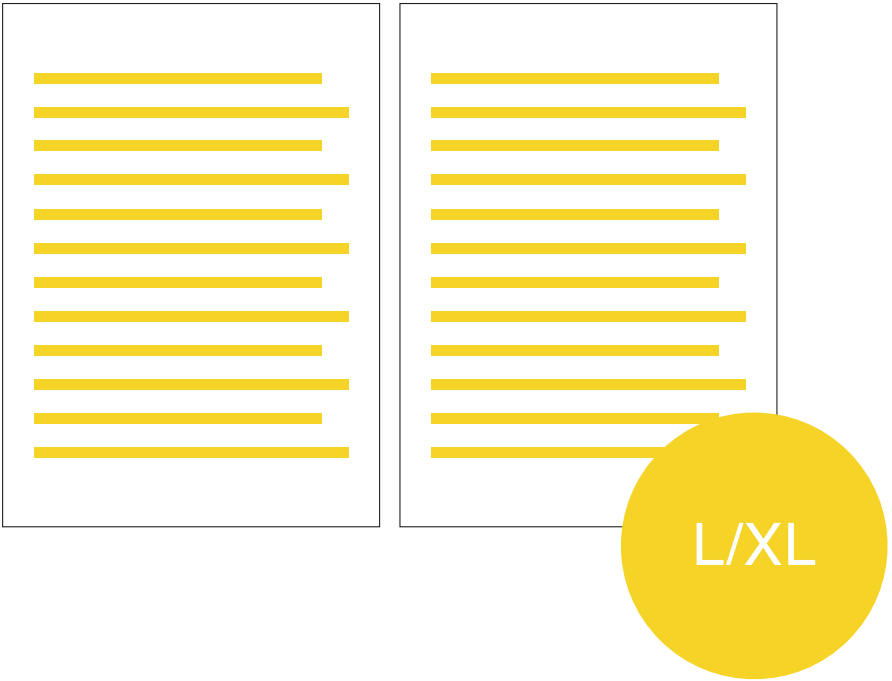
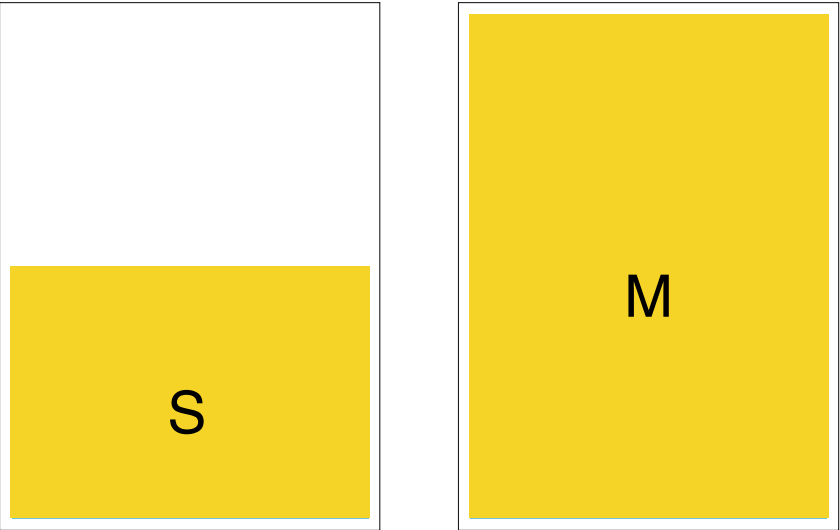
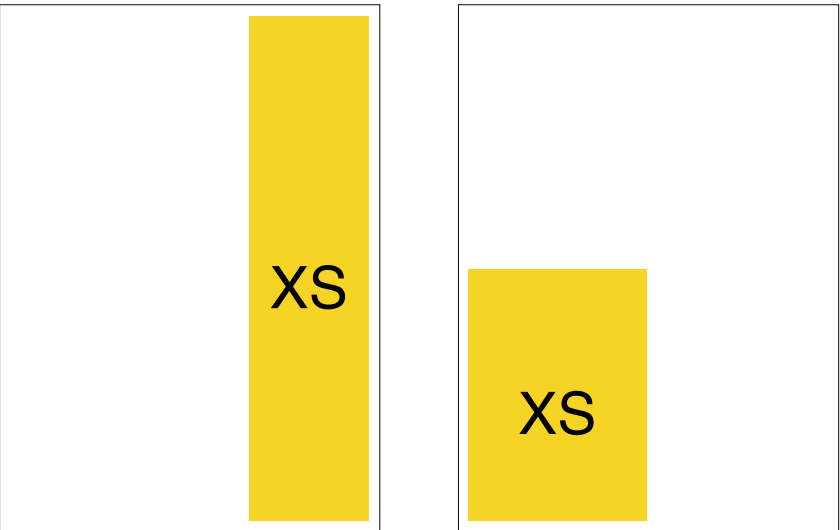
Go Christmas shopping

For more information on Düsseldorf, go to [duesseldorf-tourismus.de](https://duesseldorf-tourismus.de)



Advertising Rates

XS	1/3 Page .....	1,600 €
	1/4 Page .....	1,000 €
S	1/2 Page .....	2,500 €
M	Full Page.....	5,500 €
	Full Page Sponsored Feature.....	6,500 €
L	Double Page Spread Ad (2 pages).....	10,600 €
	Double Page Spread Sponsored Feature (2 pages).....	11,500 €
	Larger Sponsored Features .....	P.O.A.
XL	Full Page Ad .....	
	+ Sponsored Feature (2 Pages) .....	14,000 €
PP	Product Placement .....	750 €
2024/25	2024/25 Package - Full Page + Sponsored Feature (2 Pages) in all 3 Issues.....	27,500 €



We are happy to tailor deals to your needs. Please get in touch to discuss.



# Contact

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