

ODYSSEY  
THE WORLD OF GREECE

# about

**Odyssey** is the leading English-language magazine for people interested in keeping in touch with Greek culture and global Hellenism. Launched in 1993, **Odyssey** covers the full spectrum of the Greek experience, from North America to Europe, Australia, and the furthest reaches of the Greek diaspora. As an independent editorial voice, **Odyssey** is the magazine of record for people interested in staying in touch with Greece and Hellenism worldwide through regular features and special reports on contemporary Greece, from politics and business to culture, cuisine, and travel.

## FEATURES

- Trenchant reports on current affairs, society and culture
- Incisive features on Hellenic communities around the world
- Interviews and profiles of newsmakers and innovators, artists and entrepreneurs
- Insightful and entertaining travel writing
- Inspiring, riveting photography.
- Trends in the arts, sciences, and culture

## REGULAR DEPARTMENTS

### REPORTS & COMMENTS

Succinct and authoritative reports and commentary on Greek current affairs, business, and other issues affecting the diaspora.

### WE GREEKS

A lively and entertaining look at Greeks making news in showbiz, business, politics, and sport.

### GASTRONOME

A journey into the culinary trends and traditions of Greece and the Mediterranean.

### OENOPHILE

News from the Greek wine industry and its foray into global markets.

### AMUSEMENTS

News, profiles, reviews of artists, performances, and exhibitions worldwid, including a "Media" section features reviews of recent releases from books and CDs to DVDs and games.

### NUMEROLOGY

It's all in the numbers: a round-up of telling statistics and comparative facts about Greece.

## Odyssey Editorial calendar

Issue	Special Report	Closing Date
January/February	Education	November 20
March/April	Real Estate	January 20
May/June	Best Hotels	March 20
July/August	Summer Guide	May 20
September/October	Doing Business in Greece	July 20
November/December	Food & Wine	September 20

## Special Reports

### REAL ESTATE

Published annually, **Odyssey's** special report on Real Estate looks at trends in the commercial and residential markets, with features on issues like buying or owning property in Greece, investing in real estate, and holiday homes.

### EDUCATION

**Odyssey's** annual guide on Education features listings of Hellenic Studies programs around the world, English-language education in Greece, from pre-K to university and credit courses, Greek-language programs, and special courses at holiday retreats.

### BEST HOTELS

Get the inside scoop on Greece's top hotels, from rooms in Athens with the best Acropolis views to luxurious island resorts and exclusive retreats throughout Greece.

### SUMMER GUIDE

**Odyssey's** annual summer guide to the best performances, exhibitions, shopping, restaurants, bars, and top sights in Athens and around Greece.

### DOING BUSINESS IN GREECE

Looking for opportunities for doing business in Greece? **Odyssey's** annual guide covers pertinent topics from franchising to retail trends as well as reports on practical matters such as laws and incentives.

### FOOD & WINE

Greece's booming food and wine industry is a global phenomenon, thanks to the enduring popularity of Greek cuisine and products. **Odyssey's** special report, published annually, looks at the food industry, covering such issues as how Greek restaurants around the globe are changing the image of modern Greek cuisine to investment opportunities.

## readership profile

Odyssey readers are Greeks who live abroad and philhellenes. They are well-educated, have a high disposable income, and travel to Greece frequently.

### Readership survey findings conclude:

- 60% average household income over \$250,000 per annum
- \$900,000 represents our readers' median household net worth
- 74% take annual trips to Greece
- 52% have post-graduate qualifications
- 90% are college degree holders
- 85% are Greeks of the diaspora
- 25% hold dual citizenship
- 82% travel up to 21 days per year and stay in hotel accommodation
- 76% use the internet frequently
- 82% save back issues of *Odyssey*
- 90% spend an average of 2 hours reading *Odyssey*

Source: Focus

# distribution

## IN GREECE

- **Odyssey** is distributed by the Hellenic Distribution Agency to 950 foreign press outlets around Greece.
- **Odyssey** is sold at major English-language bookstores, including Eleftheroudakis, Evripidis, and Compendium.
- **Odyssey** is sent to roughly 200 media groups and news agencies. Each issue is regularly promoted in media outlets, and stories are often picked up by local media.
- **Odyssey** is distributed to more than 80 advertising agencies.
- **Odyssey** can be found in the Athens VIP airport lounges
- **Odyssey** reaches 5,000 of Greece's key opinion leaders, business, government officials, and diplomats.
- **Odyssey** magazine is distributed in the following leading city and luxury island hotels  
Athens Acropolis Hotel, Corfu Palace, Cape Sounio, Capsis, Divani Acropolis, Divani Apollon, Divani Caravel, Holiday Inn, Intercontinental Hotel, Kefalari Suites, Mykonos Grand, Metropolitan, NJV Athens Plaza, Omonoia Grand Hotel, Sofitel, St. George Lycabettus Hotel, Sani Resort

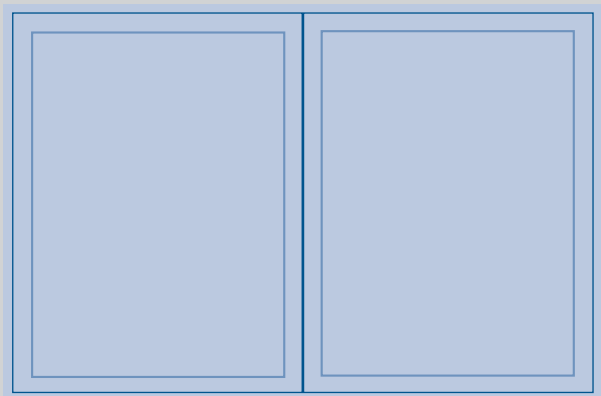
## THE REST OF THE WORLD

- **Odyssey** has 80,000 readers in 45 countries spanning six continents. Odyssey's typical readers are Greeks of the diaspora and philhellenes.
- **Odyssey** is distributed in the following countries:  
U.S., U.K., Canada, Australia, France, South Africa, Belgium, Austria, Japan, Germany, Italy, Sweden, Switzerland, New Zealand, China

## ON THE WORLDWIDE WEB

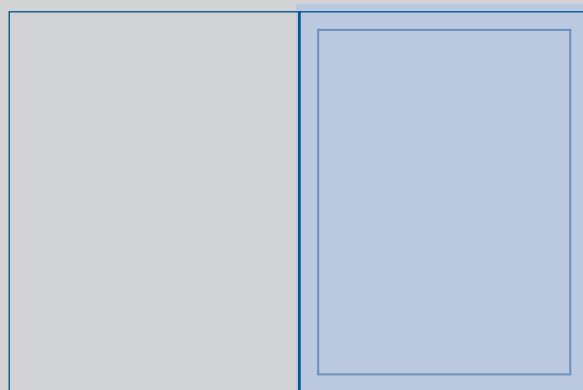
- **Odyssey's** website, [www.odyssey.gr](http://www.odyssey.gr), is linked to leading search engines (Google, Yahoo, MSN) relevant websites, and receives an average of 4,500 hits a day.

## advertising dimensions



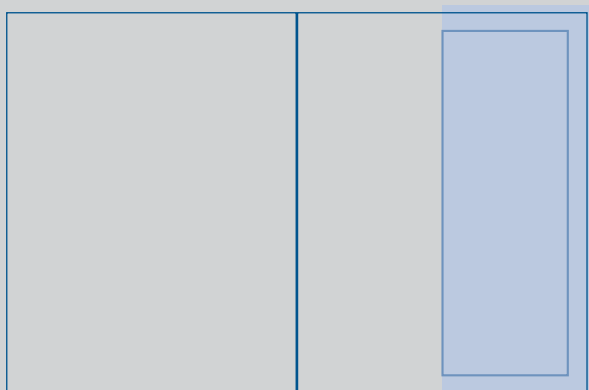
### DOUBLE PAGE SPREAD

Ad size: 42 x 27.5 cm  
Bleed size: 43 x 28.5 cm



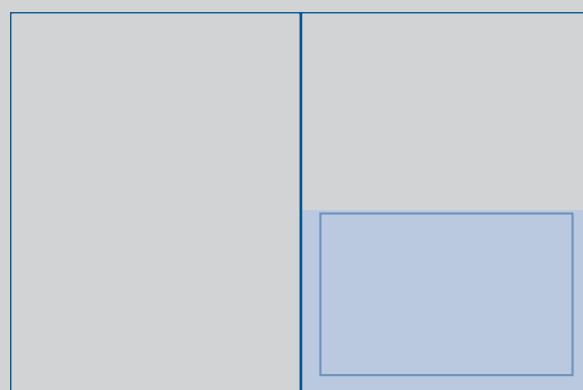
### FULL PAGE

Ad size: 21 x 27.5 cm  
Bleed size: 22 x 28.5 cm



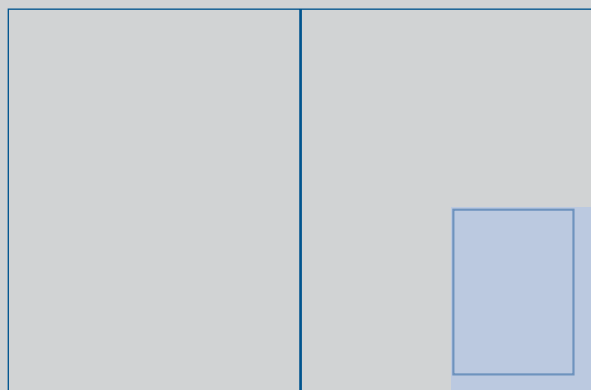
### 1/2 PAGE (vertical)

Ad size: 10.5 x 27.5 cm  
Bleed size: 11.5 x 28.5 cm



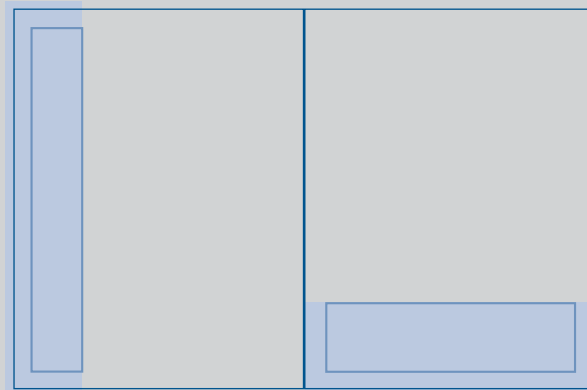
### 1/2 PAGE (horizontal)

Ad size: 21 x 13.5 cm  
Bleed size: 22 x 14.5 cm



### 1/4 PAGE

Ad size: 10.5 x 13.5 cm  
Bleed size: 11.5 x 14.5 cm



### 1/4 PAGE (vertical or horizontal)

Ad size: 5 x 27.5 cm or 21 x 6.5 cm  
Bleed size: 6 x 28.5 or 22 x 7.5 cm

**3 other ways to reach  
your target audience  
through a medium they trust**

**PRIME SITES:** 8 x 5 cm  
screenshots and brief description of  
your company or product.

**MARKET:** display ads allow small  
business to reach customers and  
special bookmark for publishers.

**WEBSITE BANNER:** Banner ads  
on Odyssey's website are an effective  
way to reach your audience.

# advertising policy

**Odyssey Publications Inc.** unilaterally reserve the right to reject advertising for any reason, at any time, without liability, even if previously accepted.

**Odyssey** shall not be liable for consequential loss or damage caused by the failure of any advertisement to appear from any cause whatsoever, nor does it accept the liability for errors in any advertisement published, nor its failure to appear on a specified date. We reserve all copyright to advertisements designed by **Odyssey Publications Inc.**

Cancellations will not be accepted after closing date of issue. Orders for guaranteed positions and orders for inserts are non-cancelable. Verbal cancellations must be confirmed in writing the same day.

## GENERAL SPECIFICATIONS

**Trim Size:** 21x27.5cm.

**Printing Process:** Web-offset

**Tonal value:** 240%

**Digital files:** Ads must be submitted in Adobe Illustrator (EPS format with text outline) or .TIF files in 300 dpi resolution, dimensionally stable, of uniform single thickness, with register marks.

**Binding Method:** Perfect bound.

**Bleed Requirements:** Bleed pages can run on covers or inside pages and can bleed on all four sides. Bleed sizes include necessary allowance for trim.

## INK SPECIFICATIONS

Density on all progs should be in accordance with SWOG high low standards.

Direction of inking: proof head to foot.

Four-color wet proofing is required

## ADDITIONAL NOTES

Allow 5-mm safety from bleed.

All live matter must be 5mm from trim.

5mm trim taken on all three sides.

Gutter allowance is 5mm on each side.

## PROOFS

Submit proofs for approval.

# our advertisers

**Odyssey** advertisers include international corporations, multinational representatives and leading Greek companies in the services & hospitality industry, as well as companies seeking to expand their presence abroad or looking for investment opportunities or partnerships.

[www.odyssey.gr](http://www.odyssey.gr)

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