



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.

Odyssey Editorial calendar

Issue	Special Report	Closing Date
January/February	Investing in Greece - Easter destinations	December 7
March/April	Sailing in Greece - Study Abroad programs	February 3
May/June	Best Hotels Guide - Educational Special Report	April 6
July/August	Summer Guide - Alternative Tourism	June 1
September/October	Food & Wine - Agrotourism Travel	August 1
November/December	Winter Destinations - Skiing Destinations	October 5

readership profile

Circulation

Up to 20,000	copies of Odyssey magazine circulate during the summer
Full Distribution	roughly 8,000 copies go to subscribers
400	copies are distributed complimentary to EOT offices abroad, Greek embassies abroad, media organizations, VIP's, etc.
5,000	copies are distributed in 20 high-end hotels in Athens & island Hotels
4,500	free trial copies
200	copies on British Airways and Lufthansa Business lounge in AIA

Distribution Channels

750	locations across Greece sell Odyssey distributed by the Hellenic Distribution Agency
40,000	readers every issue

On-line

Odyssey's website not only promotes our company, but also our advertisers (advertisers gallery).

Odyssey has a very strong on-line presence by working with partners, such as, gogreece.com, greekshops.com, planetgr.com and phantis.com.

We execute between 6 to 8 e-mail campaigns annually.

Odyssey Subscribers

Geographic distribution

55 percent of subscribers reside in North America.

45 percent of subscribers reside in Europe.

Travel Habits

74 percent of our subscribers travel more than 3 times per year.

Education

90 percent of our subscribers are college degree holders, of whom 52 percent have obtained a post-graduate qualification.

Economic indicators

\$ US 250,000+ medium annual household income of Odyssey subscribers.

\$ US 900,000+ medium household net worth of Odyssey subscribers.

2 hours+ average time spent by subscribers reading Odyssey

Distribution

USA	Canada
Australia	Germany
Belgium	England
France	Sweden
Austria	Bulgaria
N. Africa	Hungary
Switzerland	

Hotel distribution

Amalia	Periscope
Metropolitan	Argentikon Luxury Suites
Intercontinental	Ledra Marriott
NJV Athens Plaza	Kefalari Suites
St. Geroge Lycabettus	Sofitel Athens Airport
Divani Acropolis	Divani Apollon
Divani Caravel	Rodos Park
The Margi	Athens Acropol Hotel
Semiramis	Cavo Tagoo
Ikies	Ochre and Brown
Lagos Mare	Twenty One
Mythos Suites	Rodos Palladium Hotel
Creta Maris	Elysium Resort & Spa
Terra Maris	Aldemar Hotels & Spa
New Hotel	The Poseidonio Grand Hotel
The Met	Enagron

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