

# EVENT FOR MAN

## Gentlemen's Weekend

Four times a year, PLAYBOY editor-in-chief Florian Boitin invites 12 readers to an exclusive premium weekend (including a three- to four-night stay).

First-class workshops, events and entertainment – and the outstanding ambience – make these exclusive reader events a priceless experience.

The PLAYBOY Gentlemen's Weekend appears on all PLAYBOY channels and receives enormous media attention.

Turn your brand/product into an experience wrapped in an exclusive setting, too.

**Datum**

Four events in 2023

**Location**

tbd

**Wer**

12 selected readers