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**NEW PODCAST: In 5 Minuten um die Welt**

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**TRAVELBOOK.DE**

GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE



THE DAILY TRAVEL PODCAST FROM TRAVELBOOK

# NEW PODCAST: IN 5 MINUTEN UM DIE WELT



Listen with pleasure! 

The second podcast from Germany's biggest online travel magazine is all about travel. Every day from Monday to Friday, an expert will reveal personal tips for a selected vacation destination. Whether international or in Germany, by the sea or in the mountains, world-famous or rather an insider tip: we promise that there is something for everyone.

Are you in the mood for a little mini-vacation? Then listen in to “In 5 Minuten um die Welt” - the daily travel podcast from TRAVELBOOK.

But beware: wanderlust is guaranteed!



## TARGET GROUP:

20-49 years old | travel | camping | outdoor-activities | cruises



About 5 minutes



From 16.05.2022 daily from Monday to Friday



Ø 3,000 streams / downloads per episode<sup>1</sup>



## INTEGRATION OPTIONS AND PRICES

# THIS IS HOW YOU CAN PRESENT YOURSELF



PODCAST AUDIO TRACK



### PRESENTER AND/OR CLOSER 5-15 SECONDS

Native audio integration | We produce the spot with our own professional narrator | Mention of the partner(s) at the beginning and/or end of the podcast as "presenter" of the episode and/or podcast

PRESENTER

5-15 sec.



CLOSER

5-15 sec.



Product	Format	Number / sequences <sup>2</sup>	Ad streams per episode <sup>1</sup>	Ad streams total	Media gross
IN 5 MINUTEN UM DIE WELT	Audio Presenter (player 5-15 sec.)	5	3,000	15,000	2,550 € <sup>3</sup>
	Audio Closer (player 5-15 sec.)	5	3,000	15,000	2,100 € <sup>3</sup>
	Audio Spot Presenter & Closer (5-15 sec.)	5	3,000	15,000	2,325 € <sup>3</sup>
Technical costs	/	/	/	/	500 € <sup>4</sup>



WHY PODCAST?

# PODCAST ADVERTISING MEANS...

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full attention



positive brand perception



increased incentive to buy

Of all media channels, podcast advertising enjoys by far the highest attention and thus increases the probability of buying the advertised product or service.

Around 65% of listeners say they pay attention to podcast advertising.<sup>1</sup>

For 51% of weekly users of each channel, podcast advertising causes them to buy something from the advertised brand.<sup>2</sup>

And in terms of popularity and trust, podcasting is unstoppable and continues to grow.

1) Comparison: television 39%; radio 38% 2) Comparison: radio 38%; Source: The Guardian and Tapestry research, January 2022



WHY PODCAST?

# PODCAST ADVERTISING GOES DOWN WELL!

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We surveyed our listeners about one of our podcast campaigns.

- 36.8 % say that they remember the advertising
- 56.5 % say they liked the commercials (very) much
- 51.2 % think the commercials are likeable
- 51.0 % think the commercial is a good fit for the customer
- > 1/3 felt encouraged to take part in the advertised competition





WE WILL BE HAPPY TO DISCUSS INDIVIDUAL OFFERS WITH YOU!

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