

MEDIA KIT

TRAVELBOOK

GERMANY'S BIGGEST ONLINE TRAVEL MAGAZINE

OVERVIEW

THE BOOK FAMILY

STYLEBOOK

One of the leading
online magazines
for women

1,75 mill. UUs
3,31 mill. Visits
3,81 mill. Pls

TRAVELBOOK

Germany's
largest online
travel magazine

2,92 mill. UUs
5,18 mill. Visits
6,13 mill. Pls

TECHBOOK

The portal for
innovative
digital lifestyle

2,73 mill. UUs
5,55 mill. Visits
6,73 mill. Pls

FITBOOK

One of the
leading online
magazines for
fitness & health

2,31 mill. UUs
5,05 mill. Visits
5,90 mill. Pls

myHOMEBOOK

The largest online
magazine for
home & garden

2,27 mill. UUs
4,83 mill. Visits
7,14 mill. Pls

PETBOOK

The new lifestyle
portal for all pet
owners and lovers

2,16 mill. Visits
2,46 mill. Pls

BOOK
family

media **impact**

TRAVELBOOK - GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

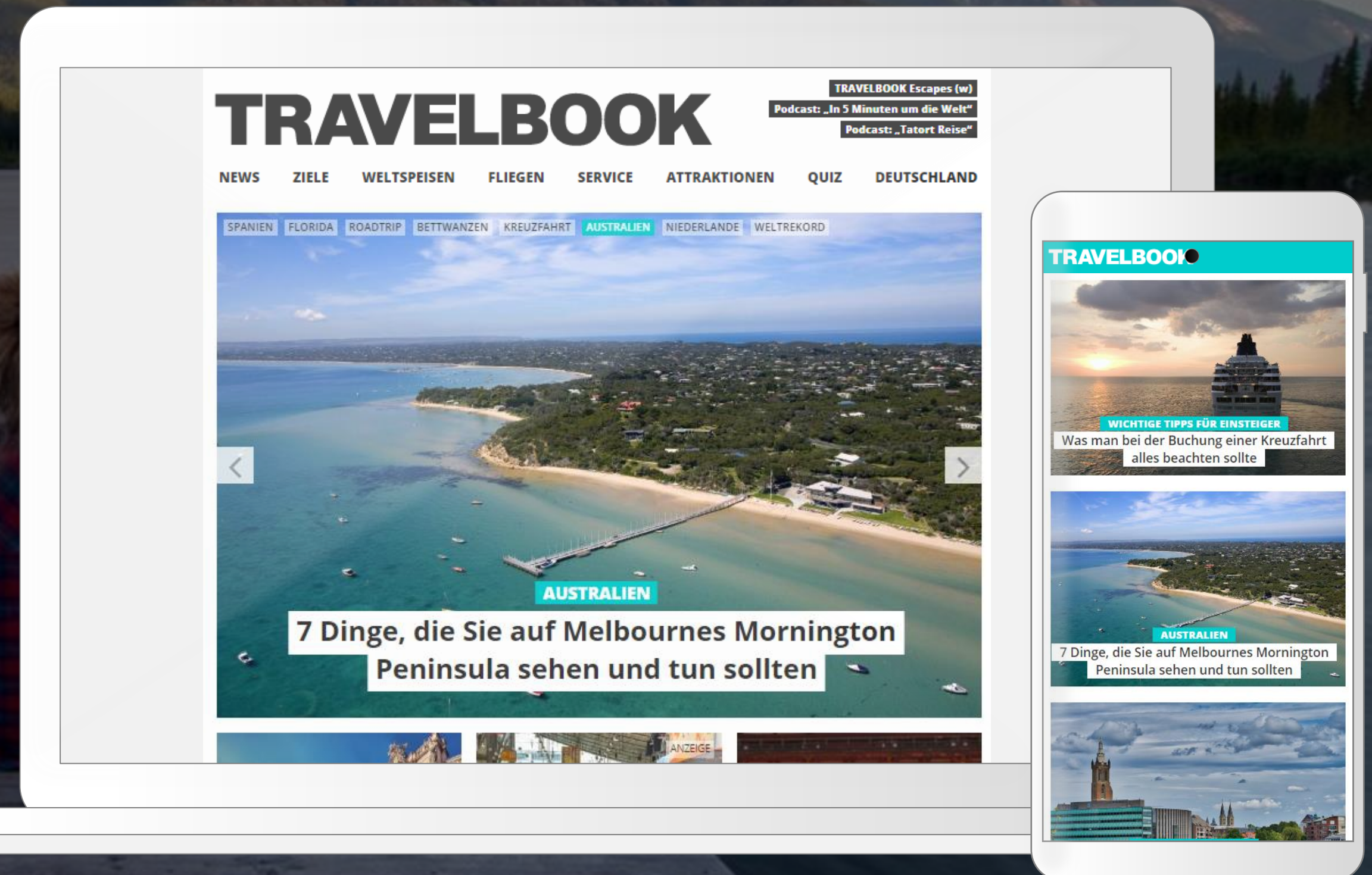
IN A NUTSHELL

TRAVELBOOK is the unique combination of a travel magazine, digital travel guide, and service & offers portal.

TRAVELBOOK is international and impresses with breathtaking imagery and appealing designs.

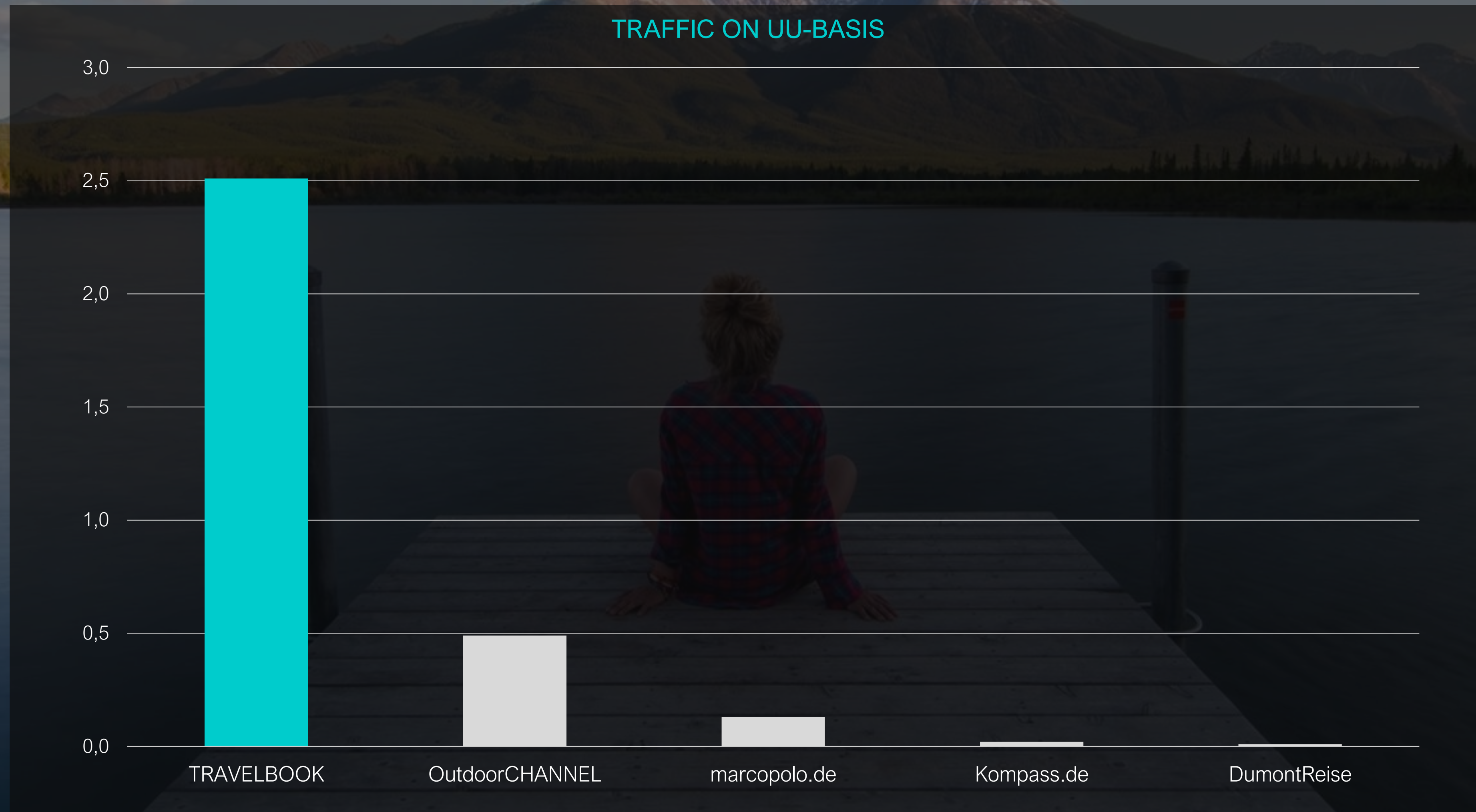
TRAVELBOOK offers inspiration for travel dreams and conveys pure joie de vivre.

TRAVELBOOK discovers the world every day!



NATIONAL COMPETITION COMPARISON

GERMANY'S BIGGEST ONLINE TRAVEL MAGAZINE





Vanessa, 25 (Trendsetter)

"When I travel, I try to see as much as possible for a small budget. I focus on sustainability and love sharing my backpacker travel tips on social media platforms!"



Jan, 35 & Lena, 31 (Follower)

"We are interested in trips where young and old experience a lot, family and friends are our top priority. We also like to get tips and inspiration from them in the run-up to a trip."



Christian, 42 (Expert)

"I travel a lot for business and pleasure, mostly by plane. To feel at home on the road, I prefer high-quality hotels. Quality and service are my top priorities!"

TRAVELBOOK USER



54 %

20 - 49 Years old



47 %

high level of education*



67 %

Employed



56 %

Men



55 %

a household net income > 3.000€



TRAVELBOOK users travel in different ways - from package tours with the family to flexible city trips.



Very strong product information interest in

Short trips and longer vacations
(Index value 127, 120)

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month October 2022
*(technical) high school diploma, technical or university degree;

best for planning 2022 III; Basis: population; npm

media **impact**

OUR SECTIONS AND TOPICS



GOALS

The most beautiful, spectacular and surprising destinations worldwide



WORLD FOOD

International recipes, dishes & drinks, top restaurants in the world



TO FLY

International airports, airlines, and flight routes



SERVICE

Travel bargains, tips and tricks



ATTRACTIONS

Natural phenomena, lost places, and spectacular sights



QUIZ

Cities, countries, regions, and sights-quiz



GERMANY

Baltic Sea and North Sea, bathing lakes, hiking areas, and road trips

TRAVELBOOK offers its users insights, tips and news on the most spectacular, and beautiful vacation destinations worldwide. The content is presented attractively and with a focus on shareability in social networks.

TRAVELBOOK TARGET GROUP

TOP AFFINITIES



TRAVEL IN THE LAST 12 MONTHS

- 4 and more short trips of 4 – 5 days: affinity index 222
- More than 12 business trips with hotel accommodation: affinity index 166
- 3 or longer vacation trips: affinity index 219



PLANNED TYPE OF TRIPS IN THE NEXT 12 MONTHS

- Sport, fitness holiday: affinity index 262
- Wellness vacation: affinity index 206
- Bathing, beach vacation: affinity index 236



TRANSFER PRIVATE FREQUENCY OF USE*

- Airplane: affinity Index 778
- Bahn: affinity index 235
- Long-distance bus: affinity index 423



LEISURE*

- Visit to amusement park/ leisure center: affinity index 325
- Camping: affinity index 338
- Use of wellness offers: affinity index 220



HOLIDAY TRIPS IN THE LAST 12 MONTHS

- Family vacation with (small) child care: affinity index 280
- Sport, fitness holiday: affinity index 360
- Cruise (River, Sea): Affinity Index 329

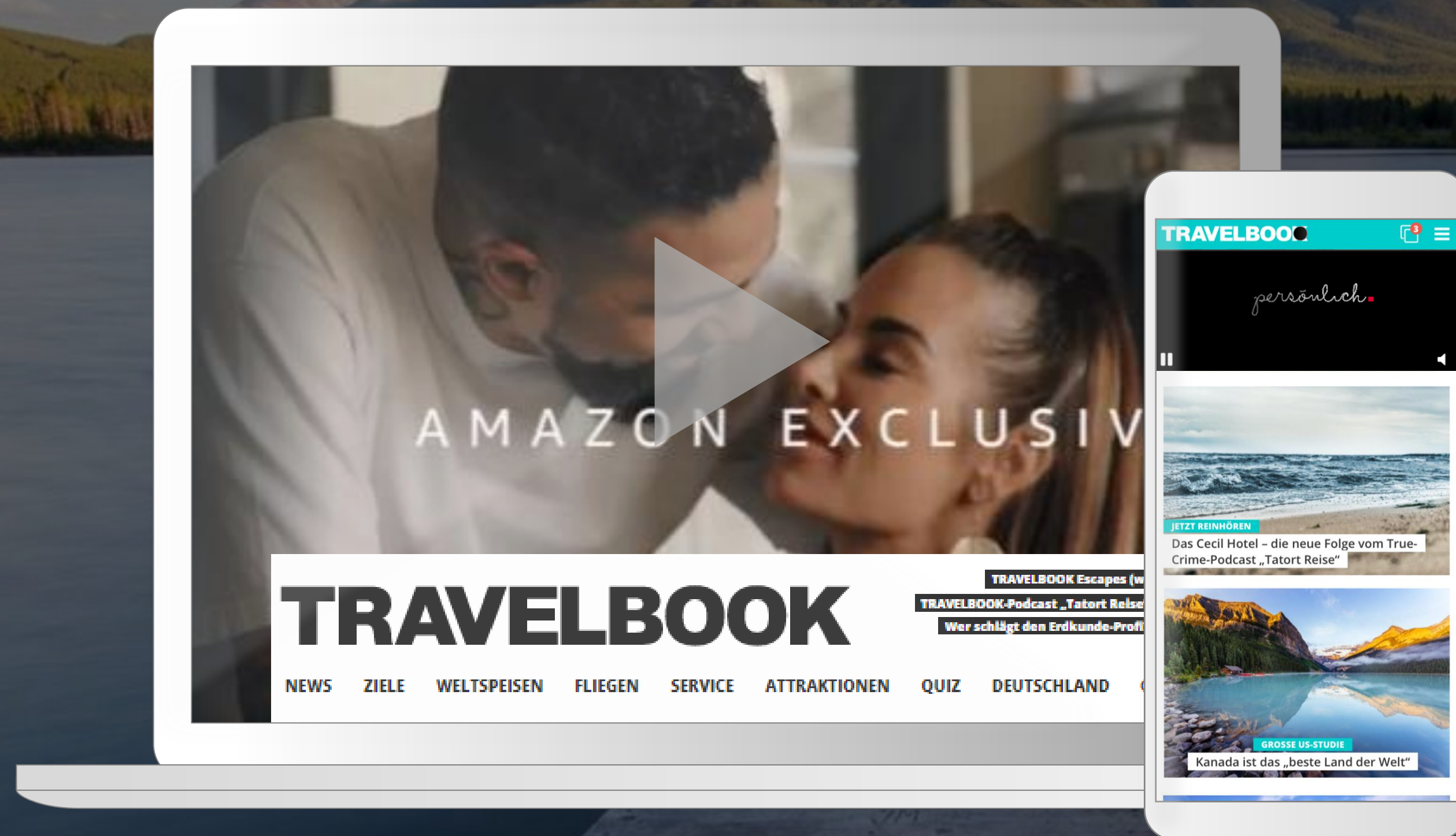
A person with blonde hair in a bun, wearing a red and blue plaid shirt, is sitting on a wooden dock. They are facing away from the camera, looking out over a calm lake towards a range of mountains. The mountains have some snow on their peaks and are surrounded by green hills and a line of trees. The sky is blue with some clouds. The overall scene is peaceful and scenic.

TRAVELBOOK

MEDIA - DISPLAY ADS

HOW TO ENTERTAIN GERMANY

BIG STAGE



Your Campaign is extensively in the direct field of vision of our strong brands in one day!

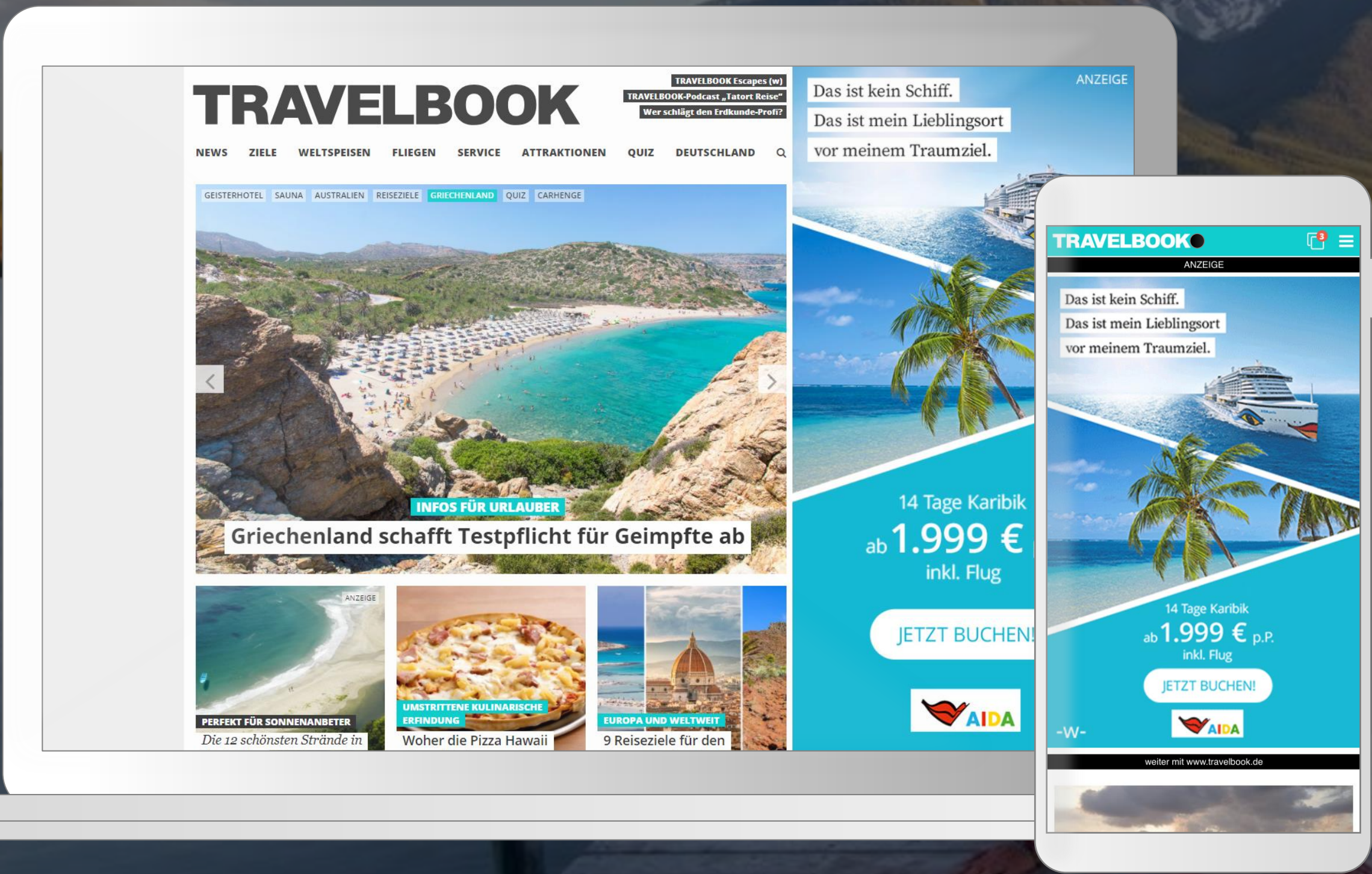
With the Big Stage, you emotionalize our users and charge them with full power.

After playing the video (length max. 8 seconds), a fireplace remains on the page.

On our special interest portal TRAVELBOOK you can reach 150,000 users per day or 900,000 per week!

SPECTACULAR AND HIGH QUALITY

HOMERUN



Der Homerun garantiert Marken einen individuellen und erstklassigen Auftritt.

Neben einer Homepage-Festplatzierung, erhält der Kunde eine First Contact Platzierung (erster Page View auf der gesamten Website abseits der Homepage) und erreicht so jeden User auf der gesamten Seite.

Eine ganze Seite nur für Sie:
Die Auswahl der Werbemittel steht Ihnen hierbei frei!

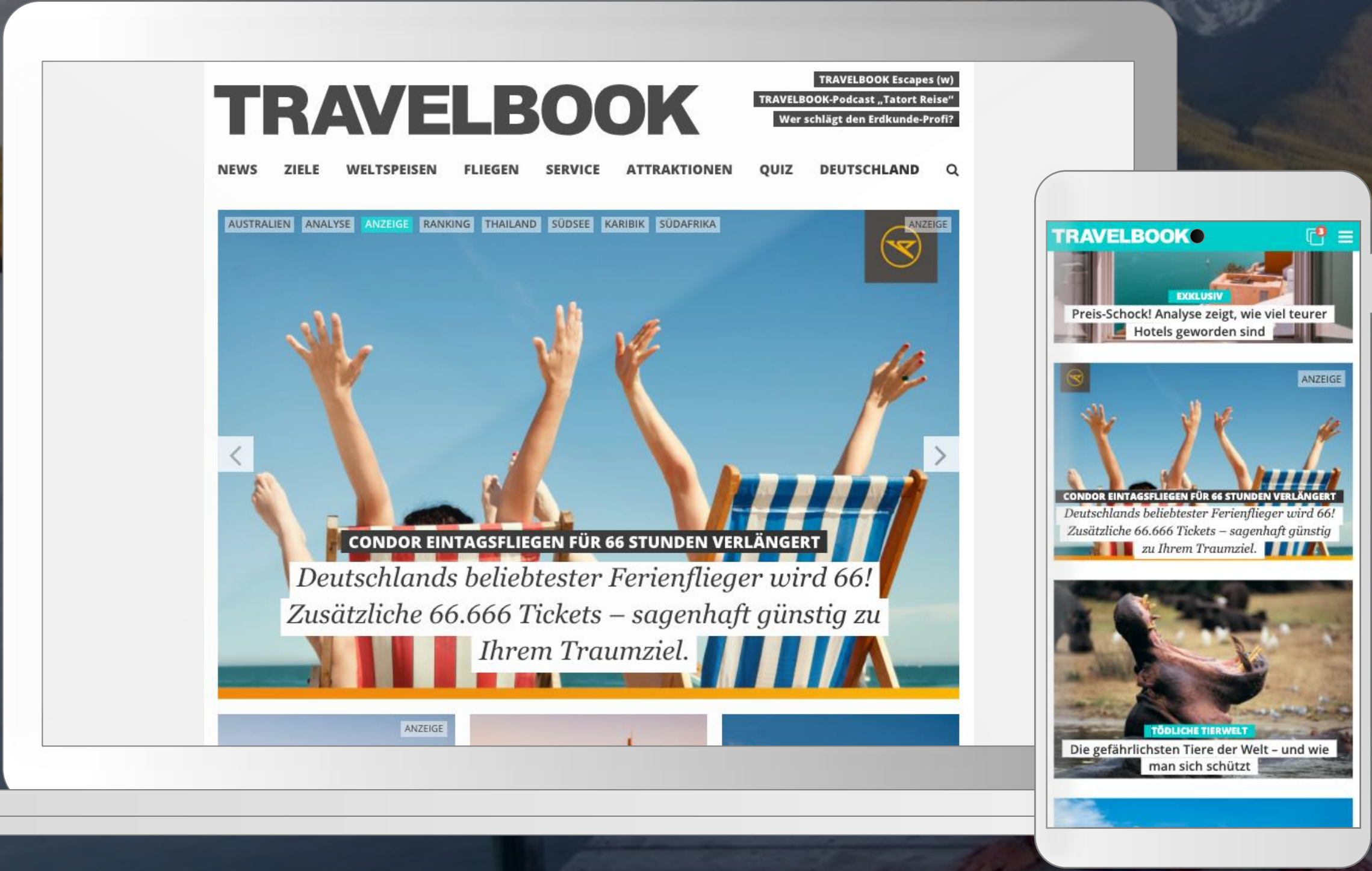
[Here you will find an overview of all formats!](#)

Package1	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme ²
Homerun Day	150.000 Als	1 Day	8.400 €	10.500 €
Homerun Week	900.000 Als	1 Week	42.300 €	54.000 €

10 1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except for CMS areas, e.g. Home Teaser and Taboola
2) The stationary Big Stage advertising medium is displayed on the homepage. The fallback advertising medium is played out in ROS. Additional approval from the editors required

EYE-CATCHING AND CLOSE TO CONTENT

A-TEASER



Placement in the most eye-catching editorial area is ideal for product or collection highlights.

The link is either to the partner website or a specific landing page.

Package	Guarantee	Duration ¹	Pricing ²
A-Teaser	50.000 Als	1 Day	4.500 €

11 1) Saturday and Sunday count together as one day
2) Plus production costs (not SR and AR capable): 500 €

A person with blonde hair in a bun, wearing a red and blue plaid shirt, is sitting on a wooden dock. They are facing away from the camera, looking out over a calm lake. In the background, there are green hills and large mountains with some snow on their peaks under a blue sky with light clouds. The dock has two metal posts on either side of the person.

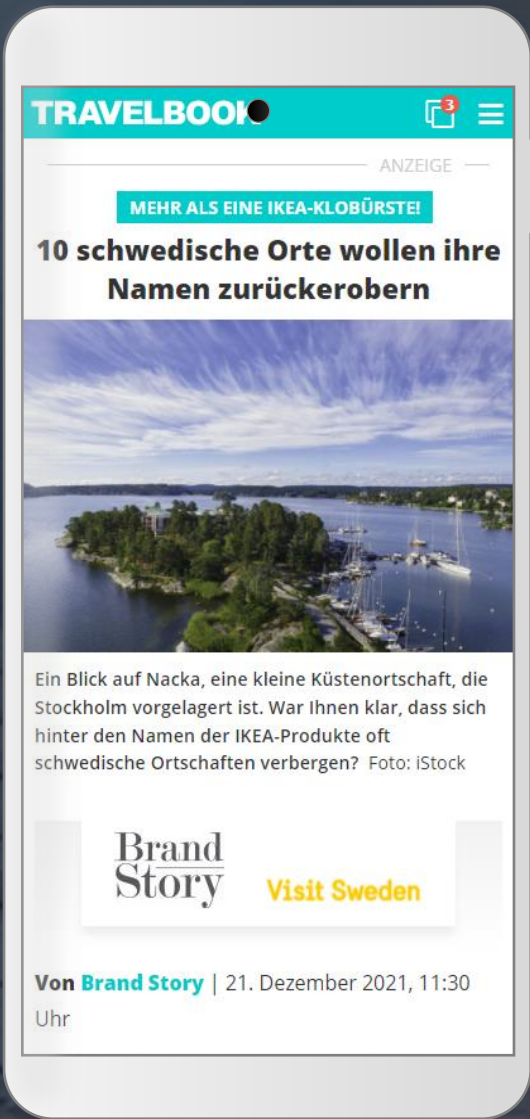
TRAVELBOOK

STORYTELLING

BRAND STORY

Storytelling at it's best! Your story gets exclusive storytelling from TRAVELBOOK: Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, and interactive engagement tools such as 360-degree images, quizzes, and image galleries.

- Editorial-style story
- Clear sendership of the brand through logo integration
- The topic will be developed together with the Brand Studio team
- The customer can provide image material or the native photo team will provide it



Package ¹	Guarantee Page Views	Duration ²	Pricing
Minimal ³	5.000		
Basis	15.000	6 Weeks	50.000 €
Maximal ³	20.000		
Additional Add-Ons			Additional costs
Data & Mafo: Targeting ⁴			From €10 CPM (see targeting rate card)
Social Media: Sponsored Posts			See Social Media Factsheet
Performance: Just Clicks, Activation o. Lead Add-On			See Performance Factsheet
Hub: Stage to collect your brand stories			From booking 3 stories on top

13

1) Plus creation costs from 5,000 views 3,500 ,- €; from 15,000 views 4,000,-€; 20,000 views 4,500 ,- €, not eligible for discount and AE.
2) For Brand Stories the lead time has to be requested.
3) Scalable Page Views: from 3,50 € gross CPV (Cost per View), SR- and AE-eligible, depending on the size of the booking and the object
4) On selected advertising media, see Targeting Ratecard

PRODUCT STORY

Excellent opportunity for a detailed presentation of a product/service, efficient in its effect through content developed based on the customer's material.



Exemplary visualization: Product Story Bundle Lifestyle



Product Story Bundles ¹	Guaranteed Page Views	Guaranteed Ad Impressions	Duration ²	Pricing ³
Lifestyle	15.000	15.000.000	6 Weeks	47.500 €
Travel	15.000	15.000.000	6 Weeks	47.500 €
Additional Add-Ons				Additional costs
Additional visibility: Ad Impressions ⁴				On CPM basis (see CPM price list)
Data Add-Ons: Targeting				From 10€ CPM (see Targeting Ratecard)
Graphic Add-Ons: ⁵				Individual
Immersive				4.000€ on the creation costs
Interactive				See Social Media Factsheet
Social Media: Sponsored Posts				See Performance Factsheet
Performance: Just Clicks, Activation o. Lead Add-On				From booking 3 stories on top
Hub: Stage to collect your product stories				

1) Travel = BILD (Channel Reise), WELT (Channel Reise), Travelbook (ROS) | Technology = ComputerBILD, Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel ICONIST)
2) Material for the stories must be available 2-3 weeks before the start of the campaign for product stories.
3) Plus creation costs: 4.500€ (not SR or AE eligible)
4) Only advertising material included in the basic packages can be booked
5) Graphic representations do not make sense for all content, review and decision by Axel Springer Brand Studios.

ADVERTORIAL



The advertorials on TRAVELBOOK are designed individually. Thanks to the editorial design in the look & feel of TRAVELBOOK, your brand is presented in a first-class environment and thus benefits from a high level of credibility.

- Address your users directly and activate them via
- Sweepstakes
- Voting
- integrated videos, and much more.

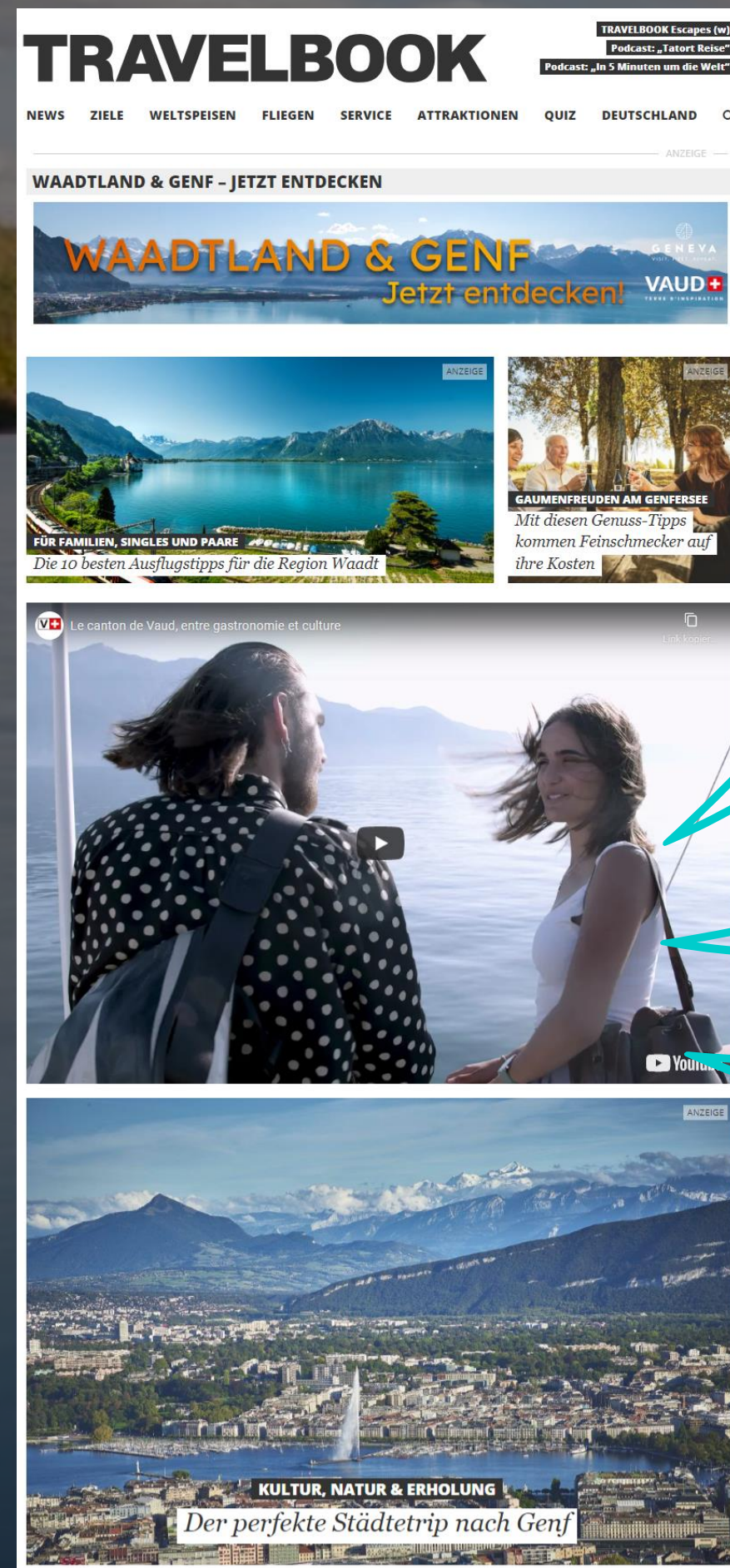
The traffic is supplied via a homepage teaser, as well as an AdBundle and Mobile Medium Rectangle in the Run of the Site.



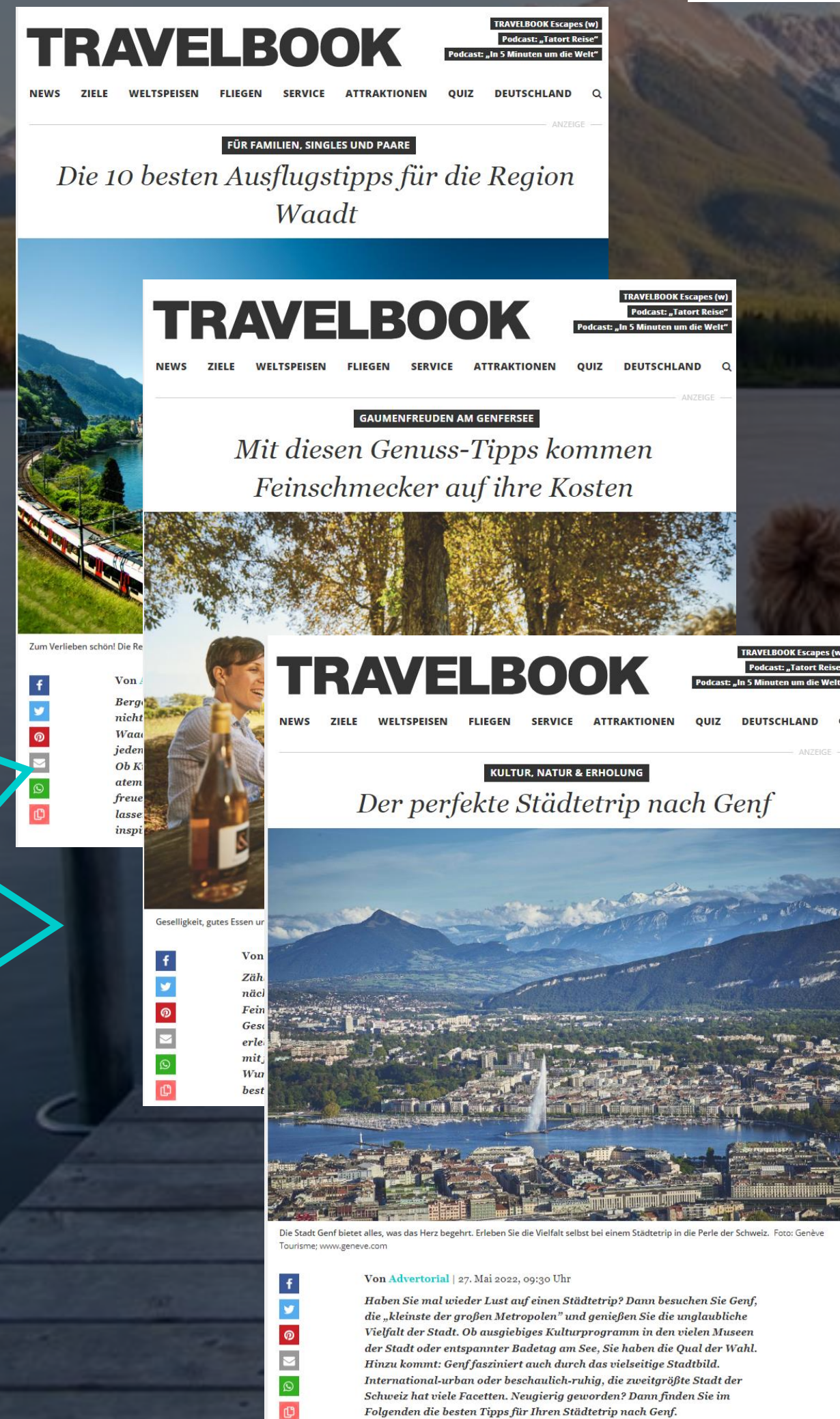
Package	Guarantee	Duration ¹	Pricing ²
Advertorial S	500.000 Als	2 Weeks	10.000 €
Advertorial M	1.000.000 Als	4 Weeks	17.500 €
Advertorial L	1.500.000 Als	6 Weeks	22.500 €

STAGE FOR THE COLLECTION OF YOUR ADVERTORIALS

ADVERTORIAL STAGE



Best Case: Switzerland tourism



In addition to the stage, advertorial stages also contain three advertorials. Both the stage and the three advertorials are individually staged in the Look & Feel of TRAVELBOOK.

Talk to your users directly with the stage and activate them via

- Integrated videos,
- Social media postings, etc.

The traffic is supplied both via the homepage teaser, as well as an AdBundle and Mobile Medium Rectangle in the Run of the Site.

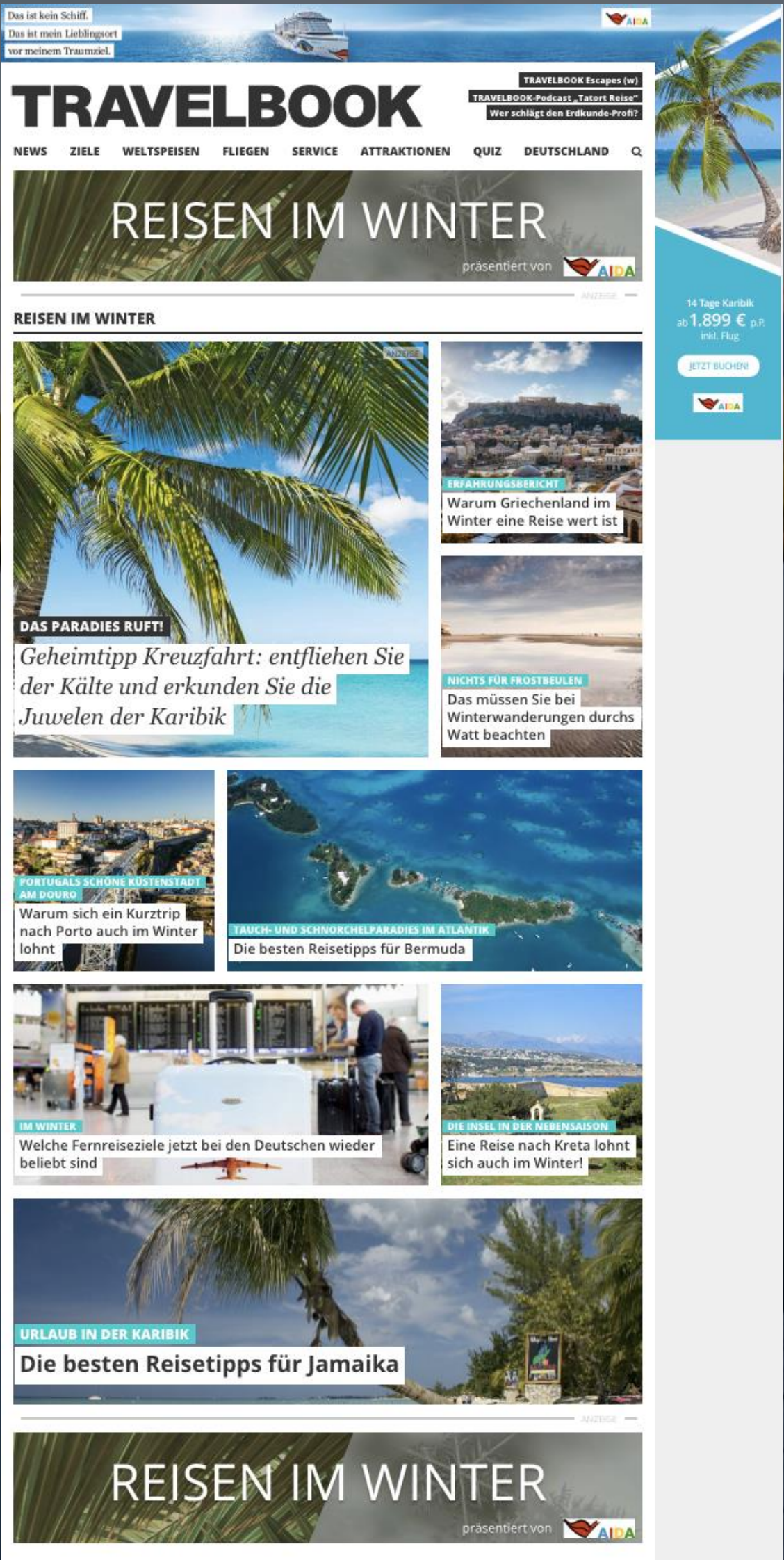
Package	Guarantee	Duration ¹	Pricing ²
Advertorial stage	1.500.000 Als	6 Weeks	35.000 €

A person with blonde hair in a bun, wearing a red and blue plaid shirt, is sitting on a wooden dock. They are facing away from the camera, looking out over a calm lake towards a range of mountains. The mountains have green slopes and some snow-capped peaks. The sky is blue with some clouds. The overall mood is peaceful and scenic.

TRAVELBOOK

SPONSORING

THEMES SPECIAL



Themes special include stage-sponsoring dedicated to a specific theme. The sponsorship includes the exclusive customer presence on special start and all article pages:

- Sponsorship header and footer
- Advertising media integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)

The traffic is supplied both via a Homepage Teaser, as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

In addition, it is possible to integrate Advertorials and Brand Stories within the Specials.

Package	Guarantee	Duration ¹	Pricing ²
Themes special S	300.000 Als	1 Weeks	13.000 €
Themes special M	600.000 Als	2 Weeks	23.000 €
Themes special L	1.200.000 Als	4 Weeks	36.000 €

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1) Runtime recommendation, customizable on request

2) Plus production costs (not SR- and AR-capable): 2.000 €

Attention: When designing the content of the editorial topic special, the principle of editorial sovereignty applies; for compliance reasons, no customer-specific topic specials can be implemented (eg "The large Musterland Special presented by Musterland")

TOPIC PLANNING 2023



Winter holidays - off into the snow! The most beautiful places for skiing and snowboarding, the best places for winter hikes, and delicious world food afterward (waffles, spaetzle, etc.)



Feel-Good: Beautiful saunas and spas but also energy-independent alternatives: Which places are nice to come down to? Where can hiking be particularly beautiful? Where is travel = self care? We give answers.



City trips: Cool, beautiful, and exciting cities around the world.



Booking a holiday - but how? Tips and tricks, when and how to book, and what to look for on flights, all-inclusive and individual trips AND Green Power Week: Sustainability Special on Sustainable Travel, ecotourism and ethical destinations



Summer holidays - where to go? TRAVELBOOK presents exciting places around the world - from beaches to mountains to cities.



Camping: Which are the best campsites? What should I look for in a van, caravan, or motorhome? What should camping beginners know? AND North America Special: The most beautiful places, and exciting cities in Canada, USA, Mexico



Off to the water! The best and most beautiful beaches, lakes and places by the sea in Germany, Europe, and worldwide.



All around Germany: road trips, insider tips, exciting natural wonders, and interesting facts about your own home.



BEST OF TRAVEL: Rankings and listicles to the best, most exciting, coolest, biggest places and countries as inspiration! AND Asia Special: The most beautiful places and exciting cities from Japan to Thailand to India



Hiking / Trekking: The best hiking trails in Germany and Europe, hiking knowledge and tips for beginners, exciting mountains worldwide



Fernreiseziele: Die schönsten Traumziele weltweit & generelle Tipps für lange Reisen (im Flieger etc.) UND Ozeanien-Special: Die schönsten Orte und spannendsten Städte in Australien, Neuseeland und den umliegenden Inseln



It's very Christmas! Christmas markets and Christmas places worldwide (from Lapland to Germany), Christmas world food (eg raclette)

VIDEO SPONSORING

THE NEW TRAVELBOOK VIDEO SERIES

TRAVELBOOK.de

places

The new video series TRAVELBOOK places take viewers to different places in the world, and gives useful, funny and exciting information, inspirations, and tips for the journey.

In 2- to 3-minute episodes, the most important information is explained briefly and concisely in listicle form. Accompanied by authentic and expressive videos of the respective place.

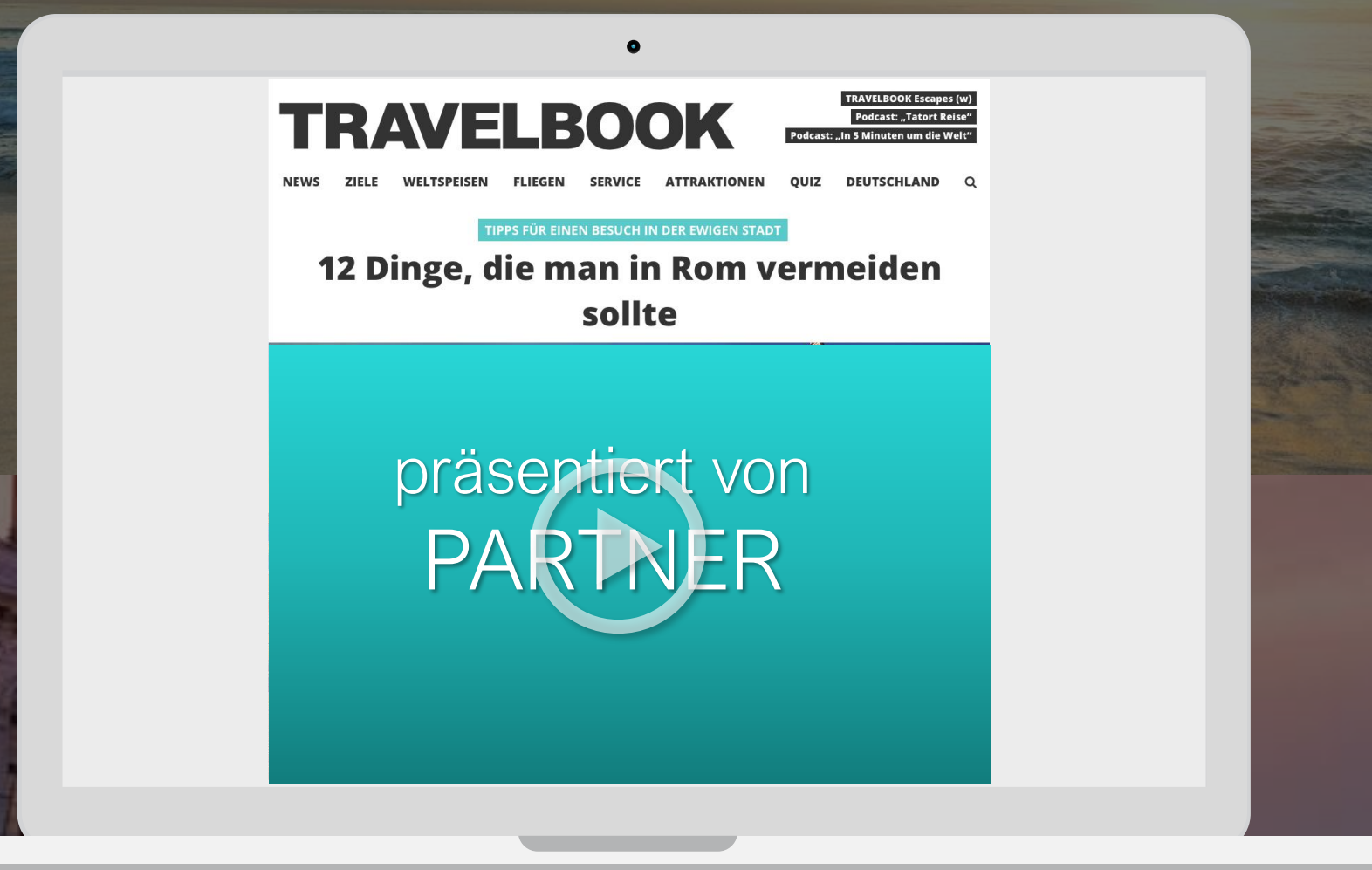
What things should be avoided in Rome? Which destinations in Germany are perfect for spring and which are the most beautiful beaches in Liguria? These and other questions are answered by the short videos of TRAVELBOOK places.

TRAVELBOOK PLACES

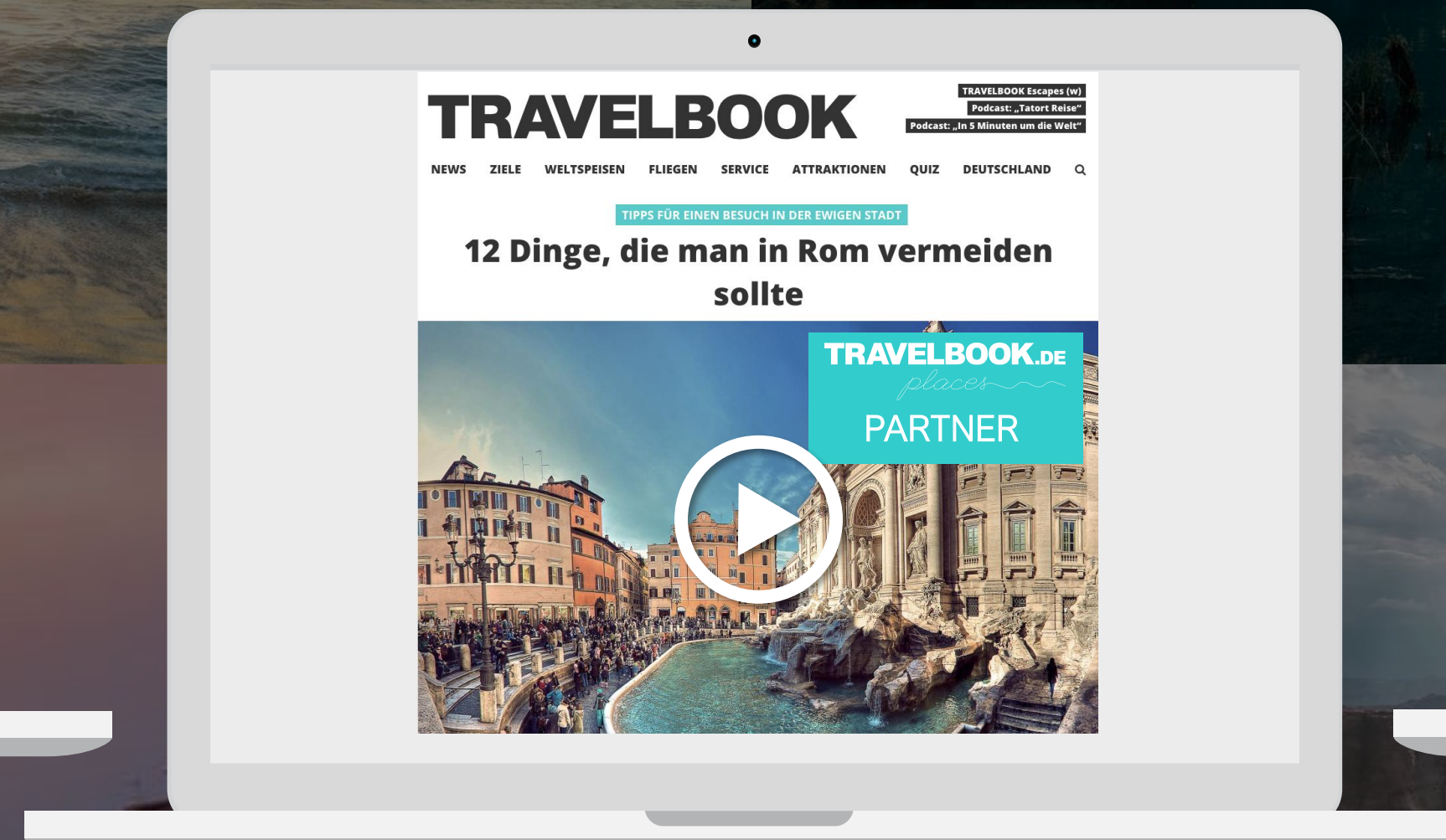
PRICING AND INTEGRATION CAPABILITIES

Sponsorship of a video episode:

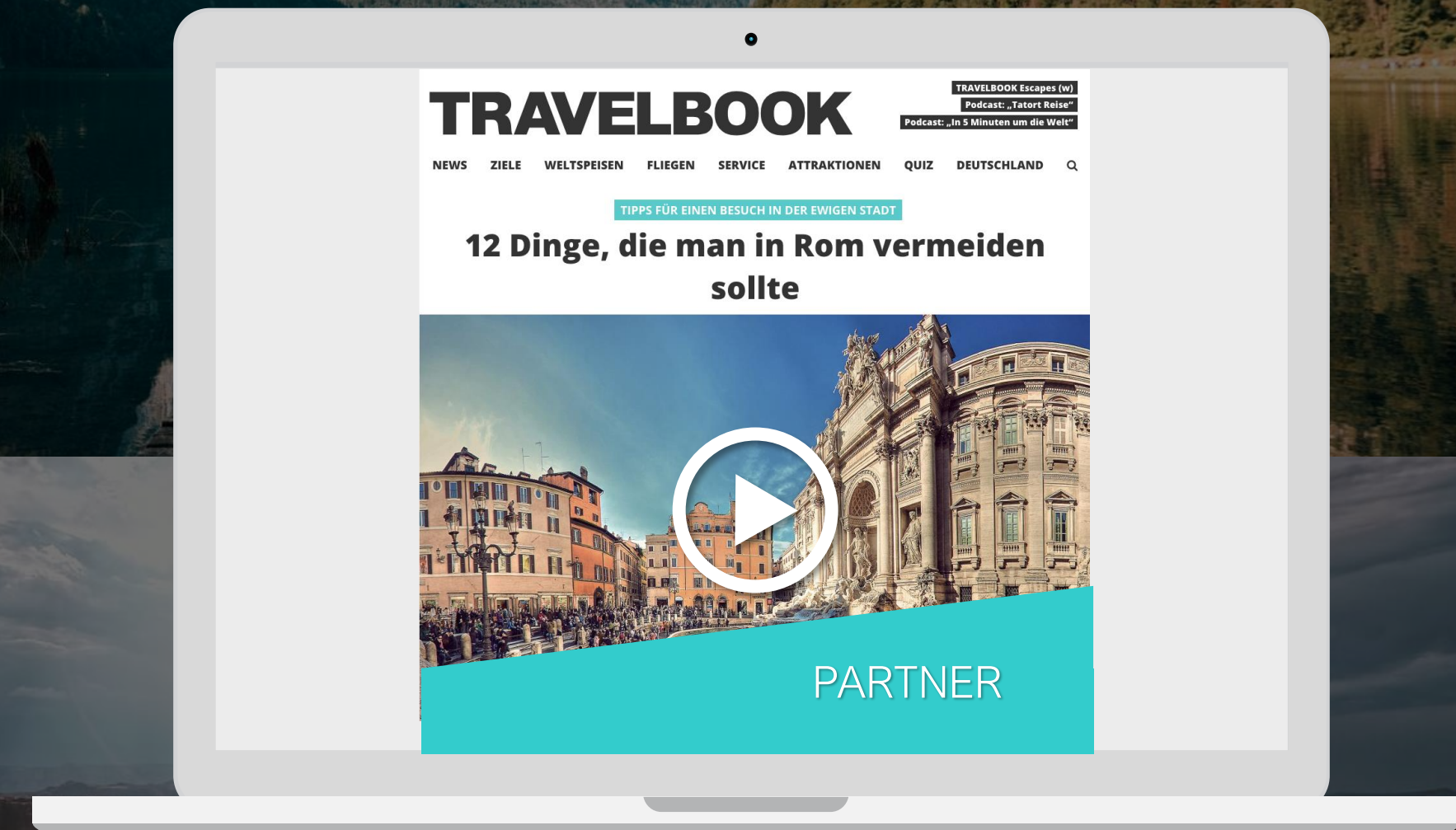
4 weeks runtime¹, 50.000 Als + 3.000 Views, 6.760 €²



PRESENTERCLIP



LOGO INTEGRATION IN VIDEO SEQUENCE
(BRAND + PARTNER)



BANDEROLE

Media package Multiscreen on article pages and in ROS³

- 1) Duration per episode: 4 weeks
- 2) Plus 500 € creation costs for video integration per episode
- 3) Possible formats: Fireplace, Sitebar, or Billboard and Mobile Content Ad 1:1, Understitial or Interscroller

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TRAVELBOOK

Strategic Partnership

HAND IN HAND

YOUR BENEFITS AS A STRATEGIC PARTNER

- ✓ **INDIVIDUAL CONCEPTION** of exclusive special integration areas
- ✓ **LONG-TERM STRATEGIC PARTNERSHIP** for high brand awareness.
- ✓ **HIGH VISIBILITY AND STRONG PRESENCE** on the entire portal through diverse media placements.
- ✓ **FOCUS** on travel topics
- ✓ **FUNDED REPORTING** based on experts, professionals, or great opinion pieces.
- ✓ **LIGHTING ACTIONS** with shared senders, (podcast, video series, events, market research possible).
- ✓ **INDUSTRY EXCLUSIVITY** possible

EVERYTHING AT A GLANCE

BOOKS PARTNERSHIPS

PREMIUM-PARTNERSHIP

CO-PARTNERSHIP

CO-PARTNERSHIP LIGHT

Package price: from 1 million.€
Duration from 12 months

Package price: from 500.000 €
Duration from 6 months

Package price: from 250.000 €
Term 6 months

STORYTELLING

Content Hub
Brand Stories
Advertorials

X
X
X

X*
X
X

limited components
X
X

MEDIA

Themenspecial
Home Run
Display (RoS)

X
X
X

X
X
X

X
X
X

VIDEO

Video Sponsoring + Product
Placement + Media

X

X

X

DEEP INTEGRATION*

Logo integration
Exclusivity
In-Article Widgets
Newsletter Integration
Hometicker
Notifications
Lighthouse actions (inkl. MaFo)

X
X
X
X
X
X
X

-
Industry exclusivity possible

-
X
X
X
X
X

-
-
X
X
X
X
-

DATA

Data usage

X

-

-

POSSIBLE COMPONENTS

MEDIA & BRANDING

- Large and multi-screen advertising formats in ROS and at HOME
- Sponsoring / theme specials
- Various targeting options
- Industry exclusivity for all content and media formats possible

CONTENT

- Emotional storytelling with brand stories
- Product-related content / advertorials
- Own content hub possible*
- Traffic management of your content
- Project management and use of a product manager to coordinate the cooperation

VIDEO

- Various video formats/ video series and stages
- Other format ideas

DEEP INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-article-recommendations or notifications)
- Integration of affiliate deals with the aim of generating leads or orders possible
- Assessment of the qualitative performance of the partnership by excellent in-house MaFo team possible

DATA*

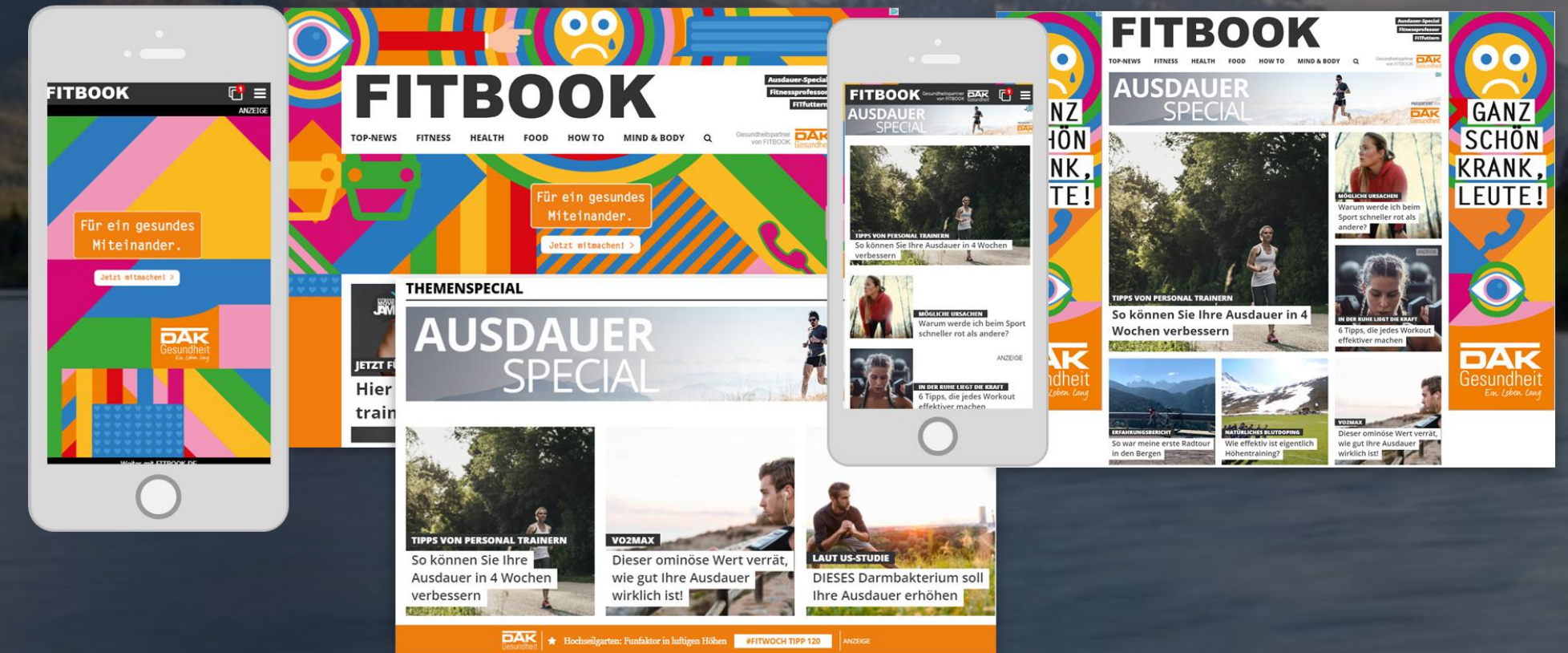
- Right to generate data for your brand
- First level data (e.g. content keywords)
- Re-targeting possibilities
- Only required after intensive review by the data protection team / DSGVO compliance
- Further data use

BOOK'S PARTNERSHIPS BEST CASES

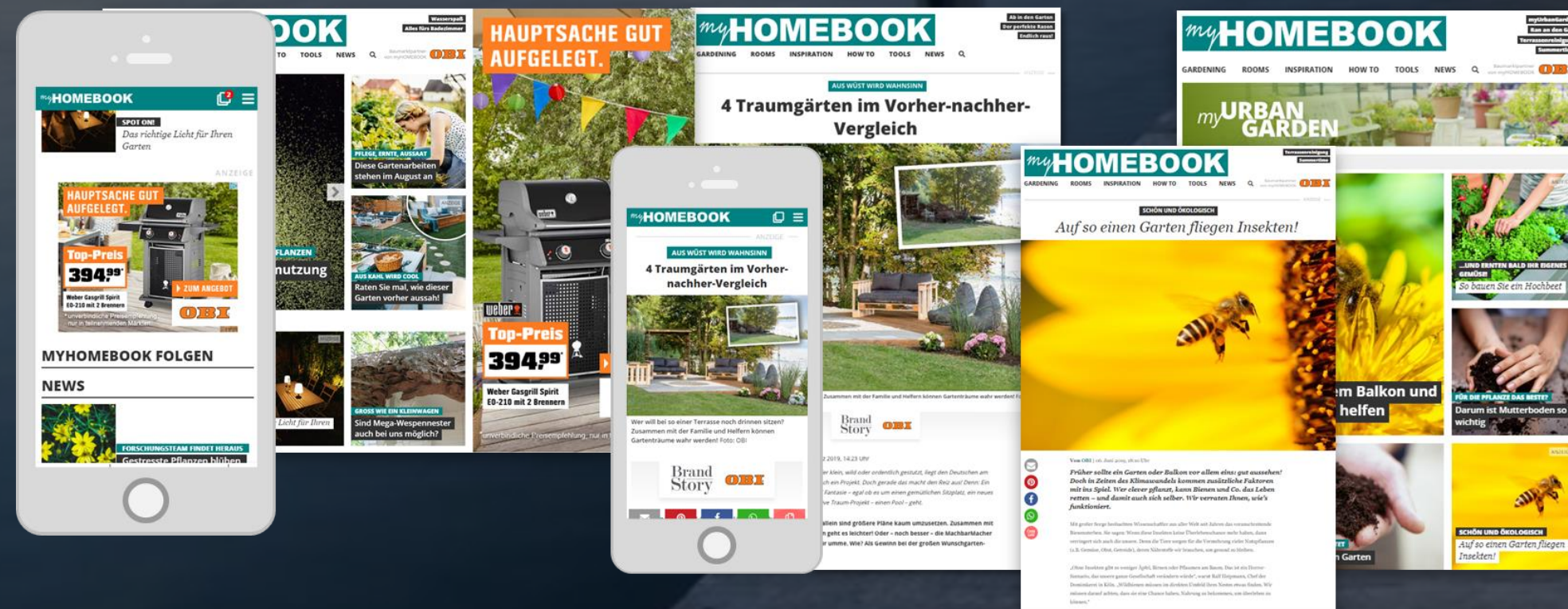
TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



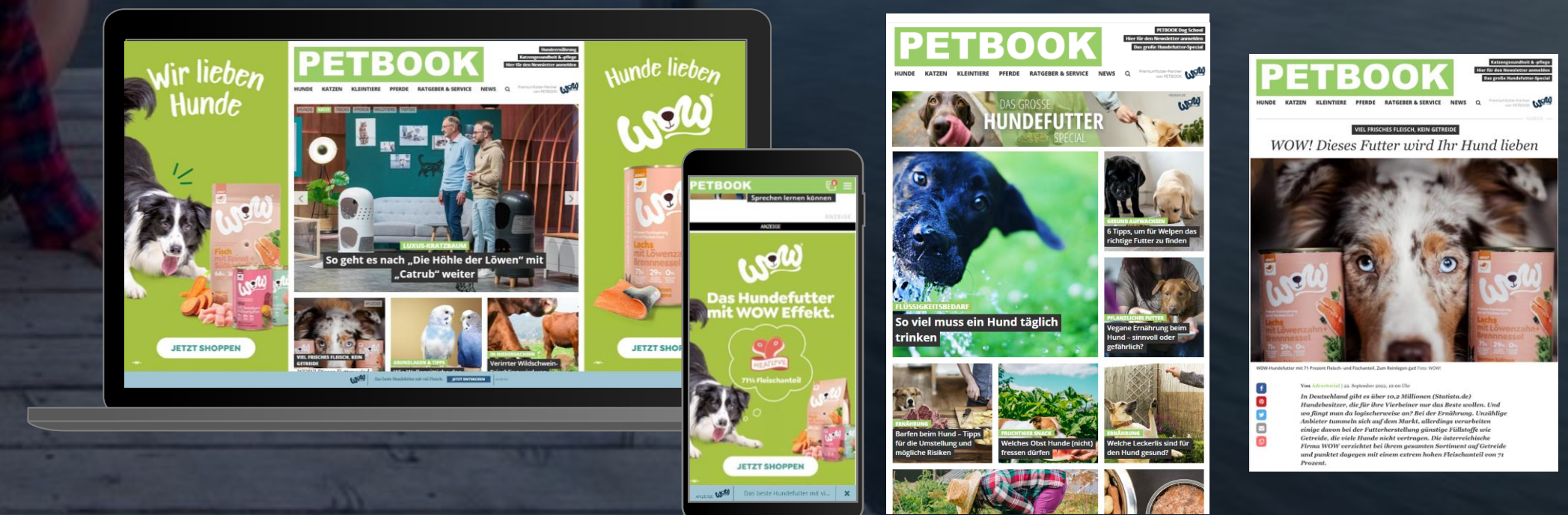
DAK PREMIUM PARTNERSHIP (2017 – autumn 2021)



OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022-ongoing)



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TRAVELBOOK

PERFORMANCE / AFFILIATE

ADVANTAGES OF AN AFFILIATE COOPERATION



REACH

Benefit from the steadily growing reach of the BOOKs and the market leadership of TRAVELBOOK, FITBOOK, and myHOMEBOOK in their respective online magazine sectors.



TOPICAL FIELD

Integrate yourself close to the content in the appropriate topic environment on the BOOKs. In addition, articles from a topic environment that is specifically relevant to your brand can be published and presented in so-called focus phases.



TARGET GROUP

Reach a young, working target group. For their consumer power, they look to BOOKs for inspiration and guidance.



NATIVE INTEGRATION

Your offers are manually integrated into the BOOKs in a content-oriented and attention-grabbing manner via various areas. Detailed traffic management ensures optimal playout of your offers.

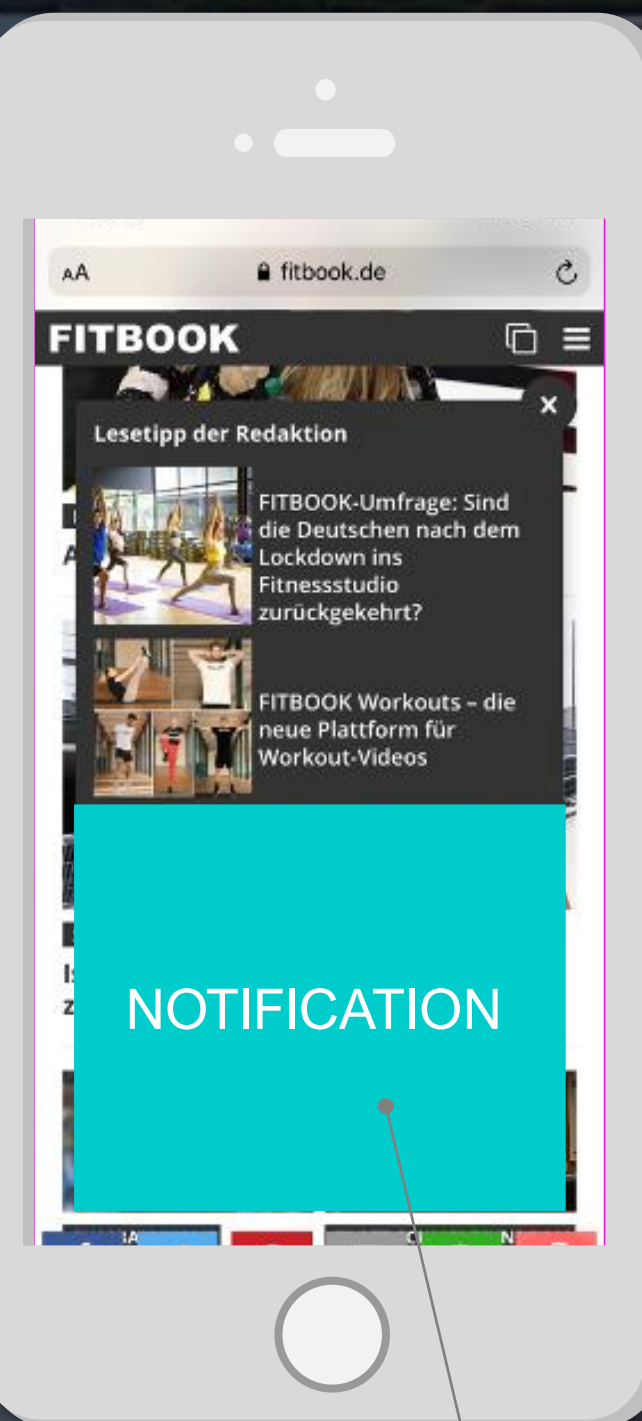
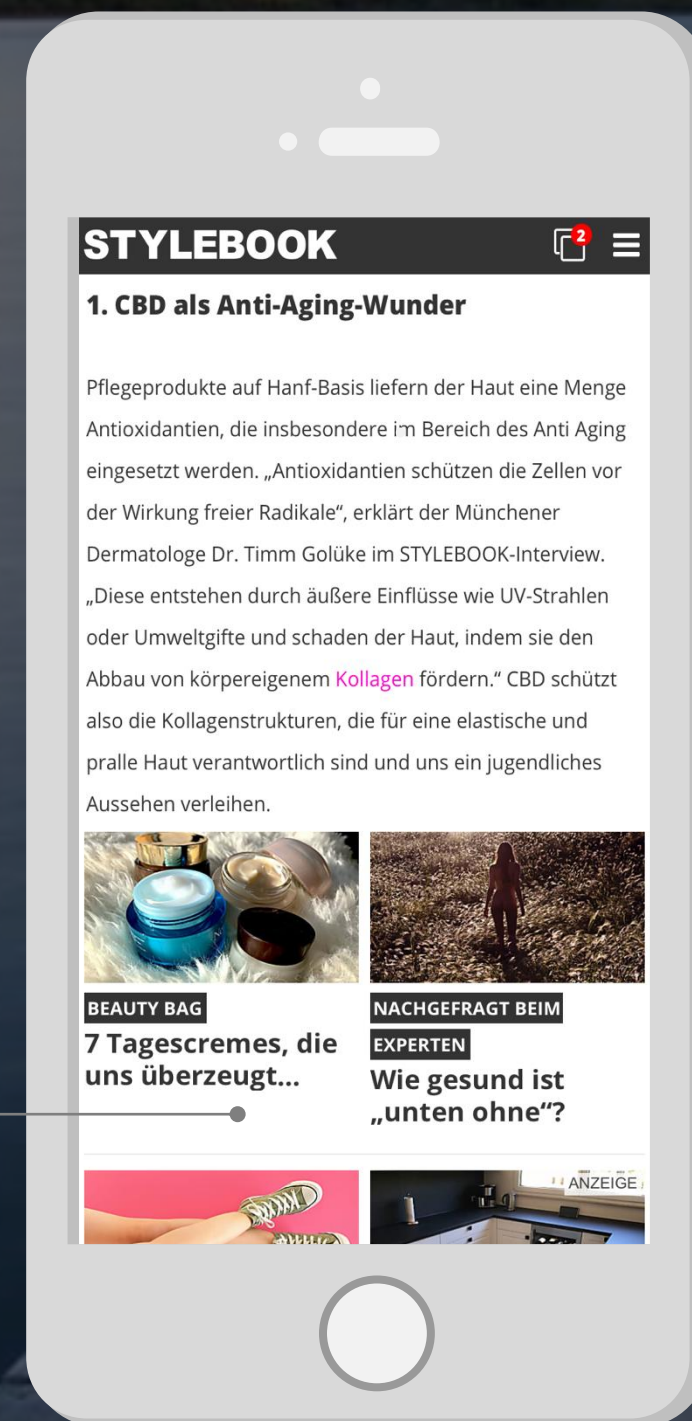
AFFILIATE-COOPERATION

INTEGRATION POSSIBILITIES

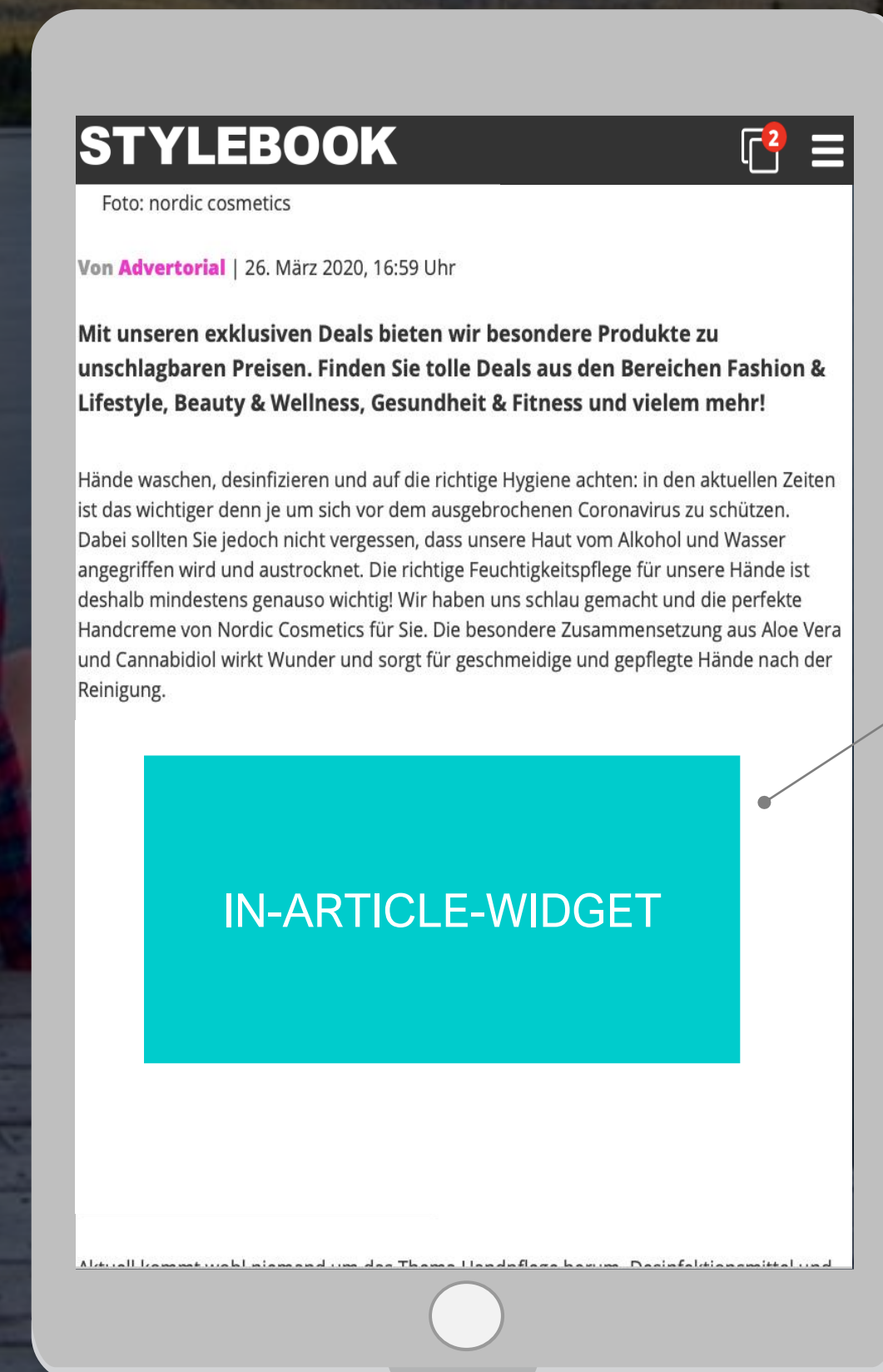
Customers benefit from the content-oriented and high-reach integration and can easily operate with cross-portal campaigns. We take over the traffic management and thus guarantee the optimal visibility of the offers

CONTENT-RECOMMENDATION

Additional traffic guarantor. Perfect placement for content marketing measures



Notification in page header with strong visibility



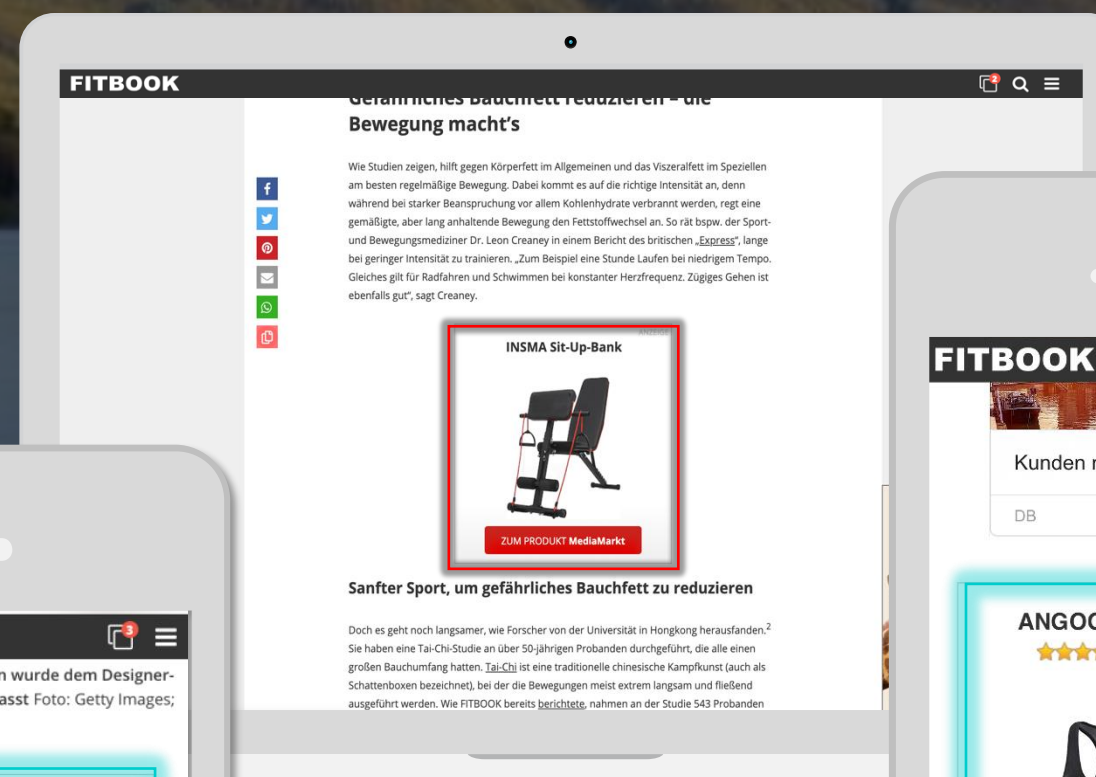
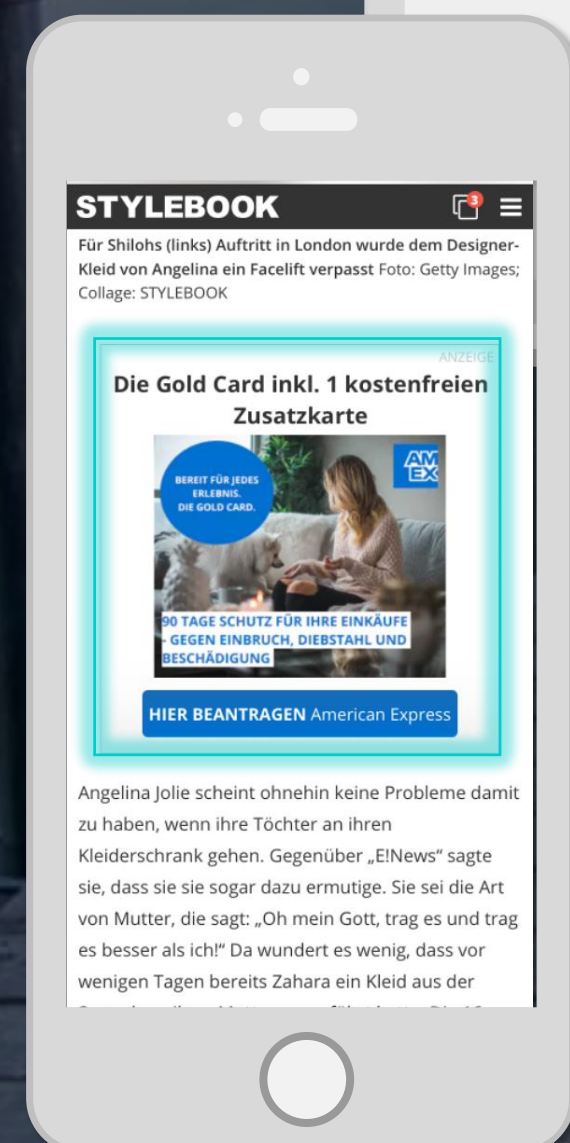
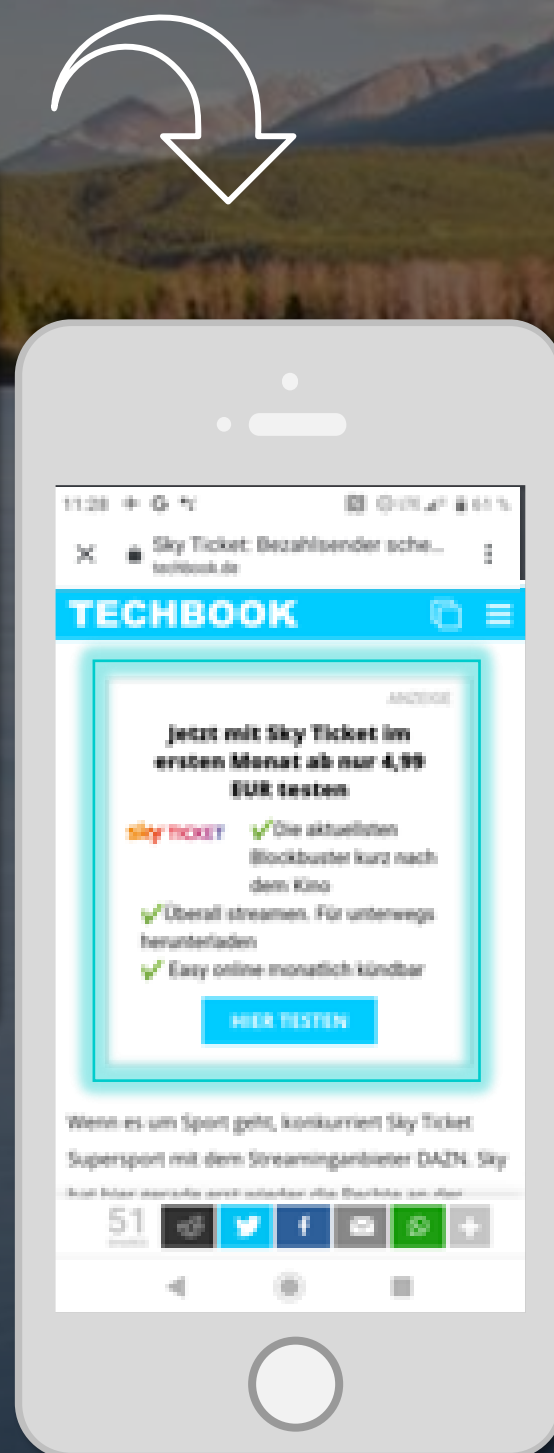
Modules serve as a jumping off point to the partner landing page. Interaction options and personalized results.

AFFILIATE-COOPERATION BEST CASES

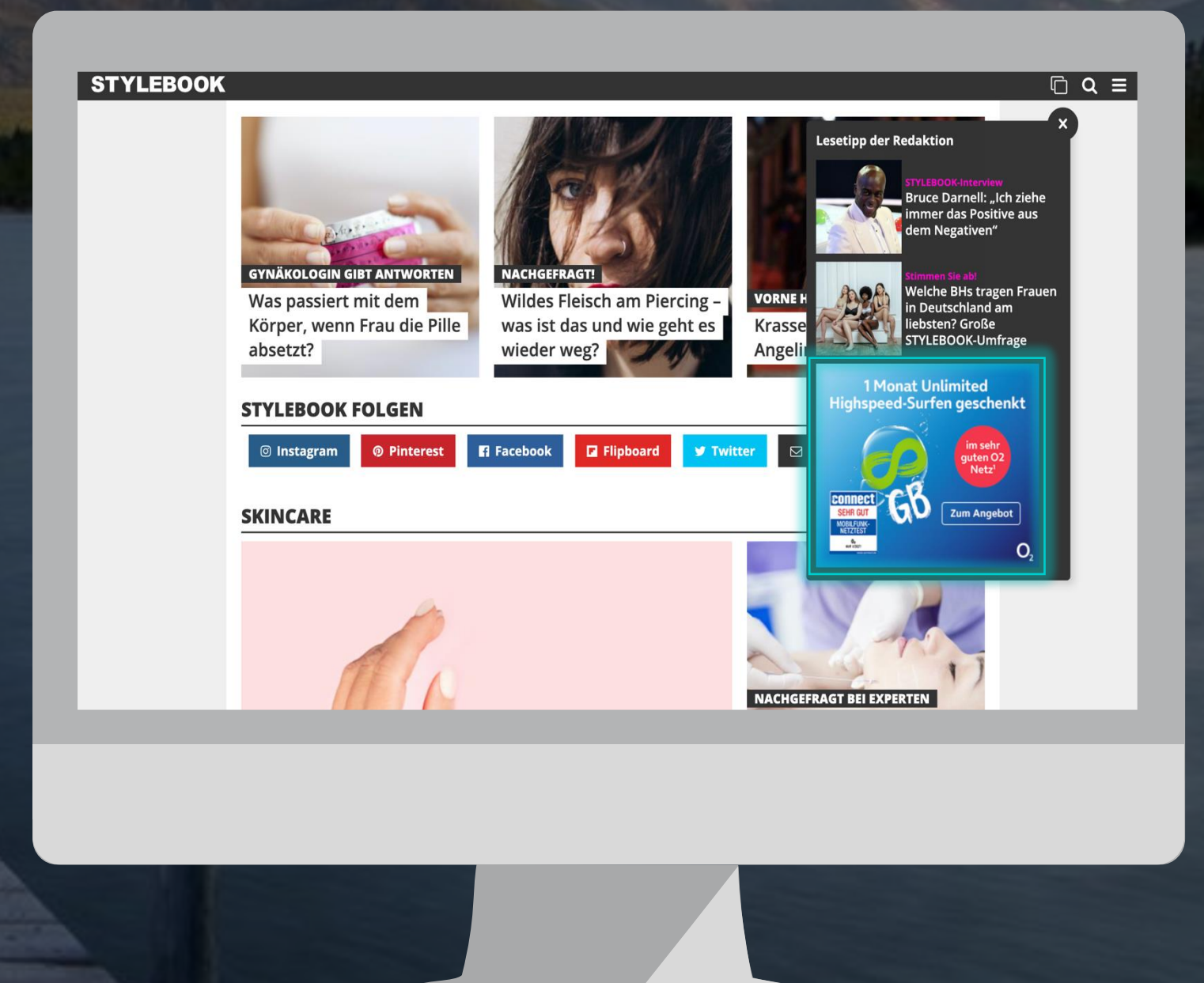
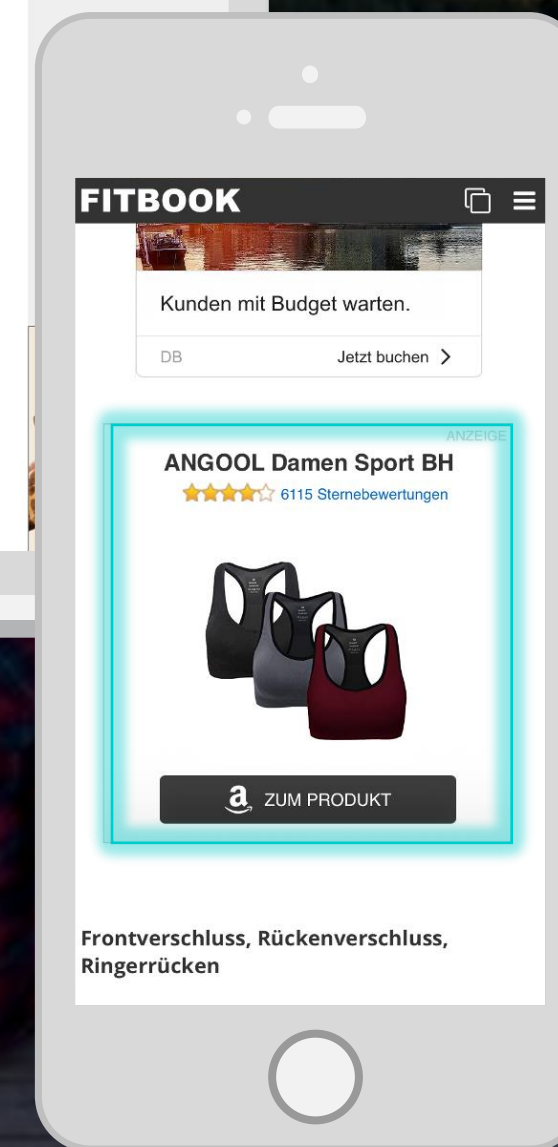
NOTIFICATION



COMMERCE
CONTENT +
IN-ARTICLE-
WIDGET



IN-ARTICLE-
WIDGET



WE ARE HAPPY TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!

CONTACT

DIGITAL SALES



**GENERAL DIRECTOR
DIGITAL SALES
BENEDIKT FAERBER**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 64 17 30 34
benedikt.faeber@axelspringer.com



**DIRECTOR DIGITAL SALES WEST
SVEN HEINTGES**

Media Impact GmbH & Co.KG
Neuer Zollhof 1
40221 Düsseldorf
Tel.: +49 (0) 151 58451106
sven.heintges@axelspringer.com



**DIRECTOR DIGITAL SALES
MITTE/SÜDWEST
PHILIPP MATSCHOSS**

Media Impact GmbH & Co.KG
Gerbermühlstraße 9
60594 Frankfurt/Main
Tel.: +49 (0) 151 44619898
philipp.matschoss@axelspringer.com



**DIRECTOR DIGITAL SALES
SÜD & SPORT
DANIEL MAUBACH**

Media Impact GmbH & Co.KG
Theresienhöhe 26
80339 München
Tel.: +49 (0) 151 12446577
daniel.maubach@axelspringer.com



**DIRECTOR DIGITAL SALES
NORD/OST
EMILY MIERENDORFF**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 44047127
emily.mierendorff@axelspringer.com



**DIRECTOR PROGRAMMATIC
BUSINESS
ALEXANDER WIEGHARD**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 160 90455837
alexander.wieghard@axelspringer.com



**GENERAL DIRECTOR
CROSSMEDIA SALES
MATTHIAS SCHÖNWANDT**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 2913 8888
matthias.schoenwandt@axelspringer.com



**DIRECTOR AUTOMOTIVE &
MOBILITY
CHRISTOPH SCHULZE**

Media Impact GmbH & Co.KG
Neuer Zollhof 1
40221 Düsseldorf
Tel.: +49 (0) 151 161 570 04
christoph.schulze@axelspringer.com



**DIRECTOR CONSUMER GOODS
KNUT G. MÜLLER**

Media Impact GmbH & Co.KG
Theresienhöhe 26
80339 München
Tel.: +49 (0) 151 161 570 08
knut.mueller@axelspringer.com



**DIRECTOR FINANCE,
TOURISM & SERVICES
MARCUS BRENDL**

Media Impact GmbH & Co.KG
Neuer Zollhof 1
40221 Düsseldorf
Tel.: +49 (0) 160 987 724 94
marcus.brendel@axelspringer.com



**LEITER BUSINESS UNIT HEALTHCARE
ELMAR TENTESCH**

Media Impact GmbH & Co.KG
Münchener Straße 101/09
85737 Ismaning
Tel.: +49 (0) 172 775 91 27
elmar.tentesch@axelspringer.com



**HEAD OF LUXURY & LIFESTYLE
CHRISTINE MALECKI**

Media Impact GmbH & Co.KG
Theresienhöhe 26
80339 München
Tel.: +49 (0) 151 440 478 34
christine.malecki@axelspringer.com



**DIRECTOR RETAIL
BIRGIT SANTORO**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 528 500 43
birgit.santoro@axelspringer.com



**DIRECTOR TELECOMMUNICATIONS
& ELECTRONICS
INGO KÖLBL**

Media Impact GmbH & Co.KG
Gerbermühlstraße 9
60594 Frankfurt/Main
Tel.: +49 (0) 151 161 570 05
ingo.koelbl@axelspringer.com



BENEDIKT FAERBER

Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 64 17 30 34
benedikt.faeber@axelspringer.com



**UK/US/France
MIRIAM ZAND**

Media Impact GmbH & Co.KG
10 Linen Court
2nd Floor
East Road
London N1 6AD, United Kingdom
Tel.: +44 (0) 7786 628 669
miriamzand@axelspringer.co.uk



**ITALY
LAURA FERRI**

Axel Springer Media Italia S.r.l.
Via Leopardi No 21
IT-20123 Milan
Tel.: +39 (0) 2 43 98 18 65
ferri@axelspringer.it



**BENELUX
ANITA RODWELL**

MediaWire International
Dwarslaan 51
NL-1261 BB Blaricum
Tel.: +31 (0)651 480108
rodwell@mediawire.nl