

# TRAVELBOOK.DE

GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

SUMMER HOLIDAY

*impassioned by*

media **impact** —

media **impact** —

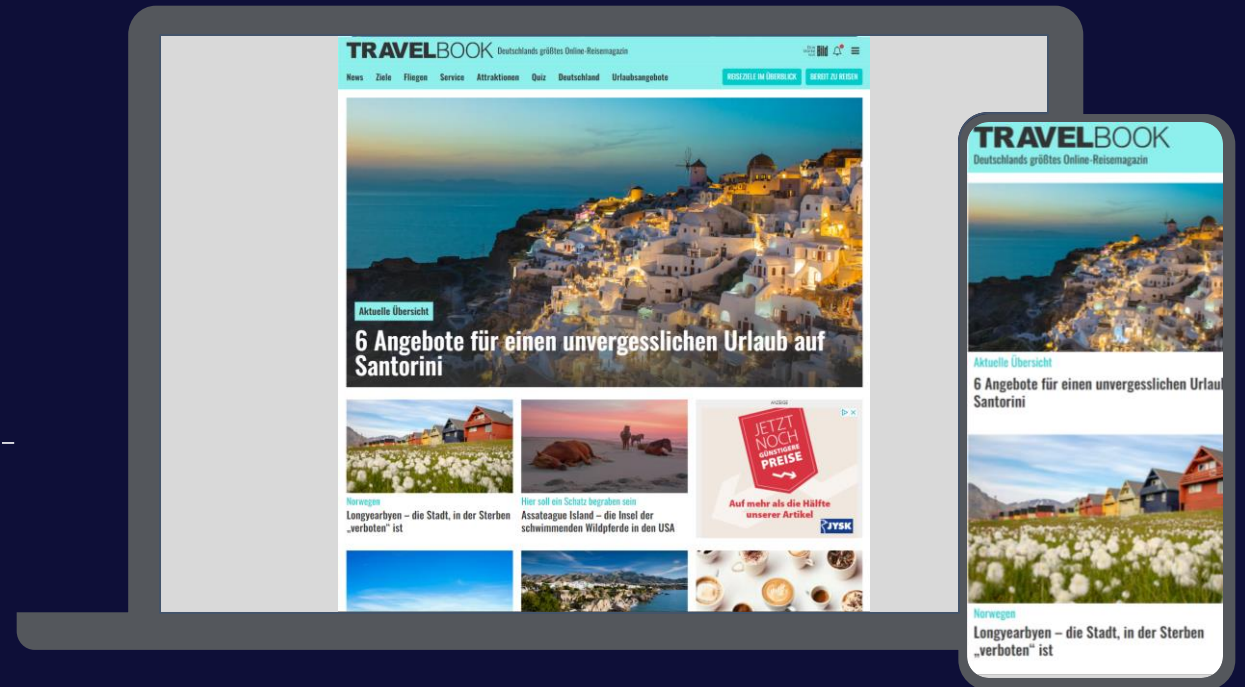
# GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

## DISCOVER THE WORLD ANEW EVERY DAY!

Stories of unique places, the latest news and travel tips, reports from adventurers and globetrotters, photos of incredible natural wonders and sights from all over the world, recipes for international world cuisine and exciting quizzes on geography and travel – TRAVELBOOK is all of this. A unique combination of travel magazine, digital travel guide and service & offer portal.

**The ideal platform for your digital campaign in the travel environment!**

\*Adobe Analytics 02/2024



5,28 million Visits  
2,95 million UUs\*

# TRAVELBOOK READERSHIP



Four or more short trips of 4 - 5 days  
in the last 12 months:  
Affinity index: 272



One or more private flights per month  
Airplane use:  
Affinity index: 295



One or more times per month  
private Rail use:  
Affinity index: 228



Once or several times a month  
Private long-distance bus use:  
Affinity index: 294

## TRAVELBOOK readers...

- are 56% male/ 44% female 53%
- are between 20-49 years old 68%
- are employed
- 19% have a net household income > 3,000 EUR
- 26% have a high level of education\*

## TRAVELBOOK...

- offers inspiration for travel dreams
- activates to make travel dreams come true

# „SUMMER HOLIDAY“ ON TRAVELBOOK

## Summer, sun, beach vacation...

For many people, it's the vacation they look forward to all year round. Whether with the family, with your partner or perhaps alone, a summer vacation always promises relaxation and new adventures.

The **"Summer holiday" special** has everything you need for perfect preparation. Whether international or national vacation destinations, tips for the perfect summer vacation and the stay in a hotel or the question of whether it wouldn't make more sense to rent a vacation home. These are all topics that can be answered by **TRAVELBOOK's theme special**.

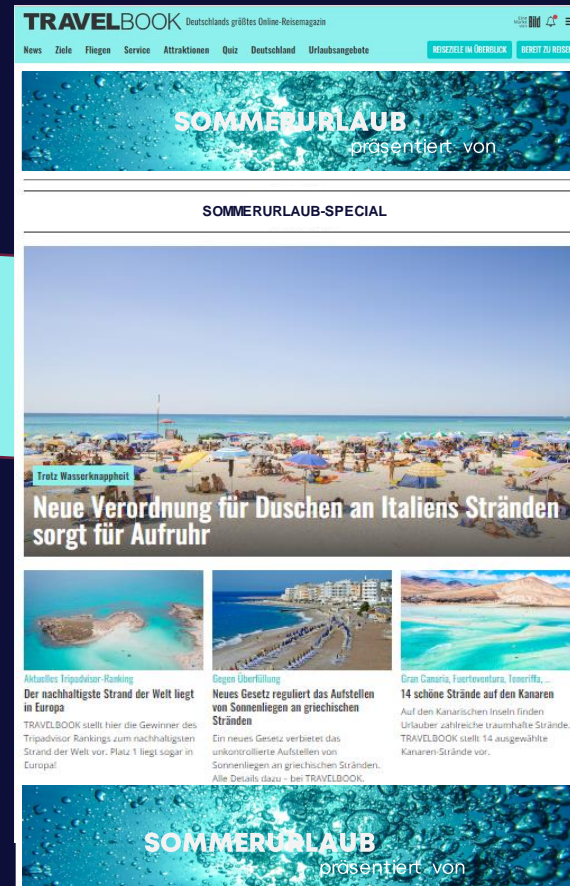


# YOUR CAMPAIGN ON TRAVELBOOK

PERFORMANCE: AFFILIATE-PARTNERSCHAFT



CONTENT: ADVERTORIAL UND/ ODER BRAND-STORY



BRANDING: THEME SPECIAL: SUMMER HOLIDAY



# THEME SPECIAL

**Elaborately designed theme stage incl. editorial articles exclusively presented by your brand!**

## YOU RECEIVE:

Exclusive customer presence on all special pages

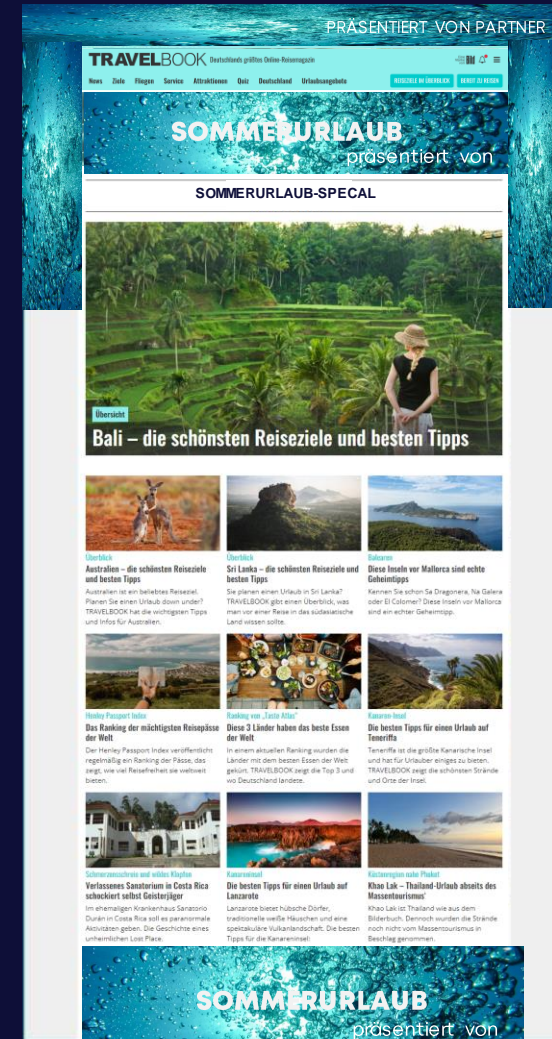
- Individual presenting header and footer
- Traffic feed via AdBundle + mobile medium rectangle and home teaser
- Integration of advertising material on the special
- Advertorial or brand stories can be booked

## PACKAGE PRICES:

From ~~13,000€~~ 7,800€/ from 1 week duration  
(volume: from 50,000 ad impressions)

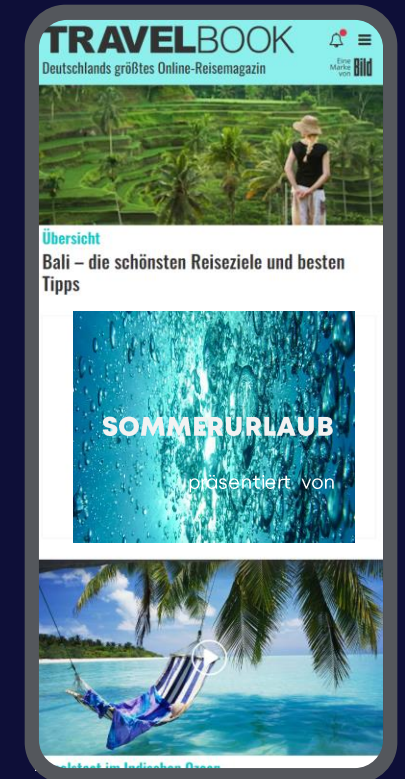
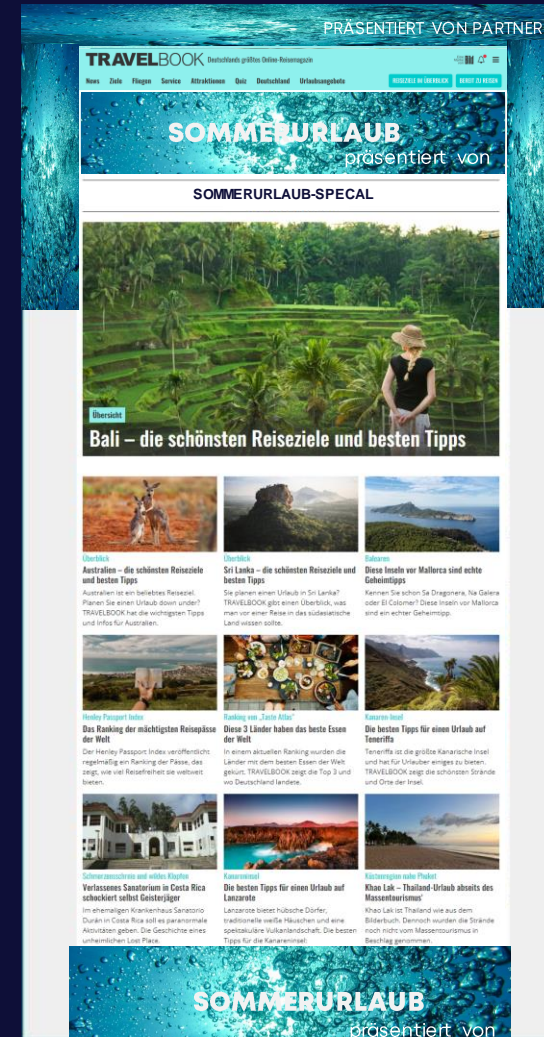
Incl. 40%  
special  
discount!

Package is pre-discounted with 40% special discount and additionally AE and AR-eligible; plus €2,000 creation costs; these are not discountable

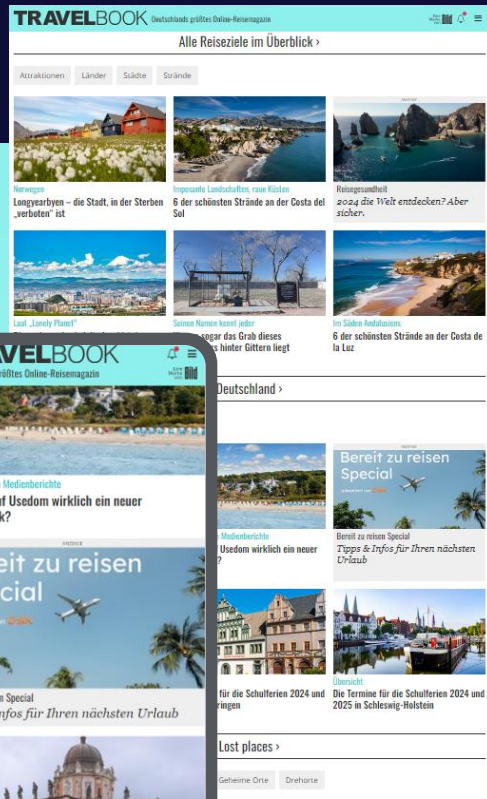


# EDITORIAL TOPICS

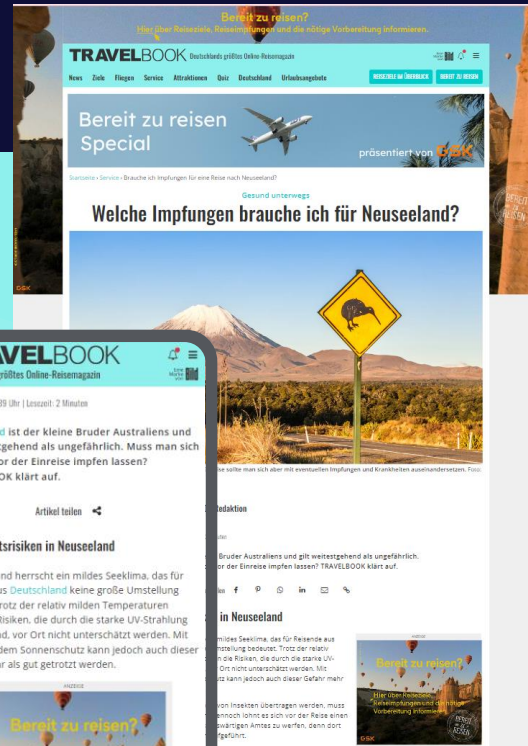
- The most beautiful destinations
  - Germany
  - Europe
  - The whole world
- The most beautiful beaches
- Tips for the perfect summer vacation
- Tips & tricks for your hotel stay
- Vacation homes - advantages and disadvantages



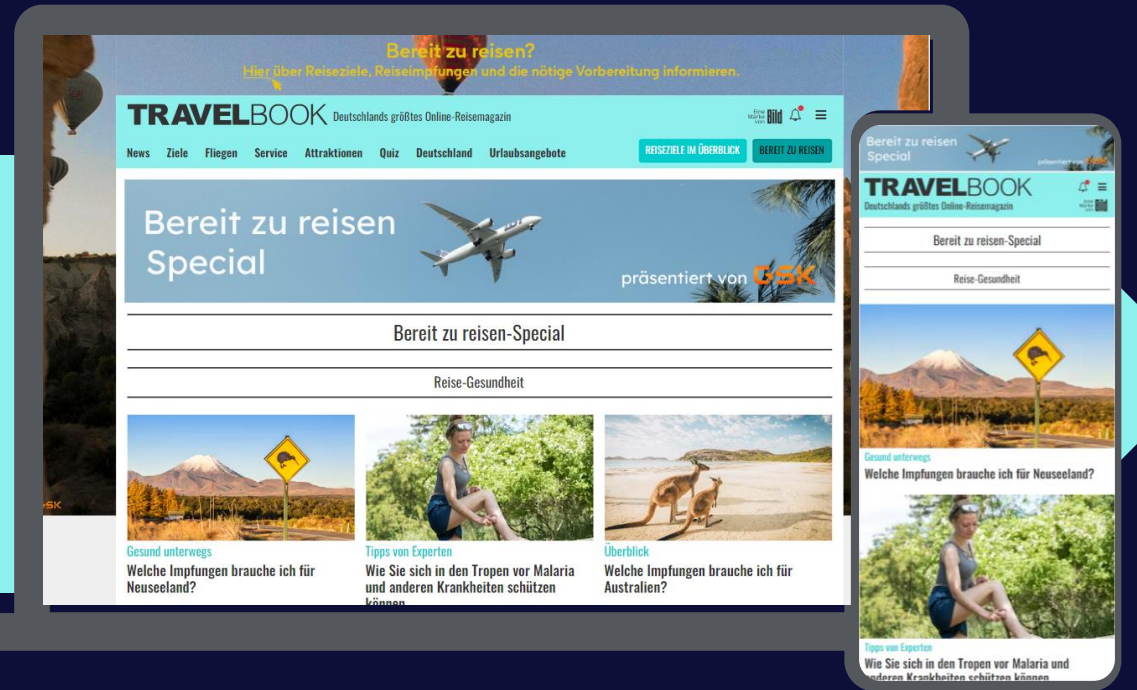
# THEME SPECIAL



HOME-TEASER



ADBUNDLE + MOBILE MEDIUM RECTANGLE



THEME SPECIAL

Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The big Mustercountry special presented by Mustercountry").



# ADVERTORIAL

Presentation of your brand or your specific offer on a separate page.

## YOU RECEIVE:

- Traffic feed via AdBundle + mobile medium rectangle and home teaser
- Integration of image and/or video material
- Interactivity and gamification possible via competition, voting or quiz integration
- Integration within the "Summer holiday" special

## PACKAGE PRICES:

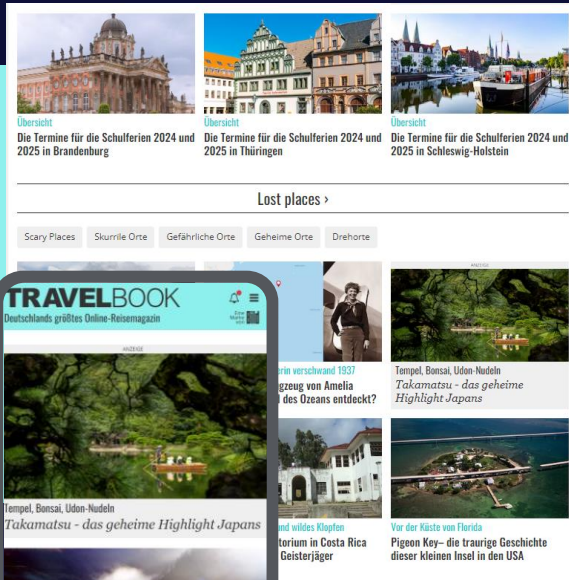
From ~~10,000€~~ 6,000€/ from 2 weeks duration  
(volume: from 500,000 ad impressions)

Incl. 40%  
special  
discount!

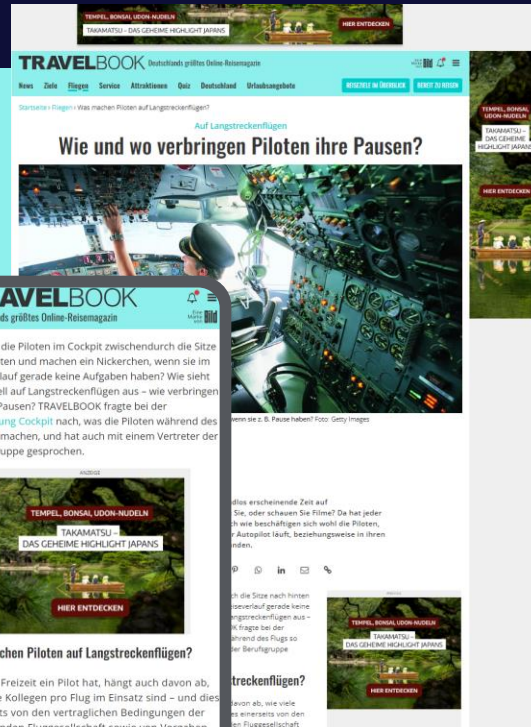
Package is pre-discounted with 40% special discount and additionally AE and AR-eligible; plus €2,000 creation costs; these are not discountable

The screenshot shows the TRAVELBOOK website interface. At the top, the logo 'TRAVELBOOK' is followed by the tagline 'Deutschlands größtes Online-Reisemagazin'. Navigation links include 'News', 'Ziele', 'Fliegen', 'Service', 'Attraktionen', 'Quiz', 'Deutschland', and 'Urlaubsangebote'. Two buttons on the right read 'REISEZIELE IM ÜBERBLICK' and 'BEREIT ZU REISEN'. Below the navigation is a large blue banner with the text 'SOMMERURLAUB präsentiert von'. The main content area features a breadcrumb trail: 'Startseite > Advertorial > 2024 die Welt entdecken? Aber sicher.' The article title is 'Reisegesundheit 2024 die Welt entdecken? Aber sicher.' Below the title is a large photograph of a coastal landscape with rocky cliffs and turquoise water. A small caption below the photo reads: 'Mit etwas Vorbereitung stehen unbeschwerten Reisen 2024 nichts mehr im Wege. Foto: ©GSK'. The article text begins with: 'Sie kennen das unbeschreibliche Gefühl der Reisevorfreude. Um den Urlaub dann auch unbeschwert genießen zu können, sollten Urlauberinnen und Urlauber frühzeitig die notwendigen Reisevorbereitungen treffen und sich über mögliche vermeidbare Gesundheitsrisiken informieren. Zu diesen zählt insbesondere das Risiko einer Hepatitis-Erkrankung, einer hochansteckenden Entzündung der Leber.'

# ADVERTORIAL



HOME-TEASER



ADBUNDLE +  
MOBILE MEDIUM RECTANGLE



ADVERTORIAL

# BRAND STORY

The Brand Studio creates a natively staged storytelling campaign to match your product.

## YOU RECEIVE:

- Subtle and sustainable communication of the advertising message through journalistic storytelling quality
- Tailor-made creation and distribution of content and native teasers in the look and feel of TRAVELBOOK
- Placement of native teasers in the direct editorial environment, page view guarantee
- Effective awareness and image enhancement
- Integration within the "Summer holiday" special

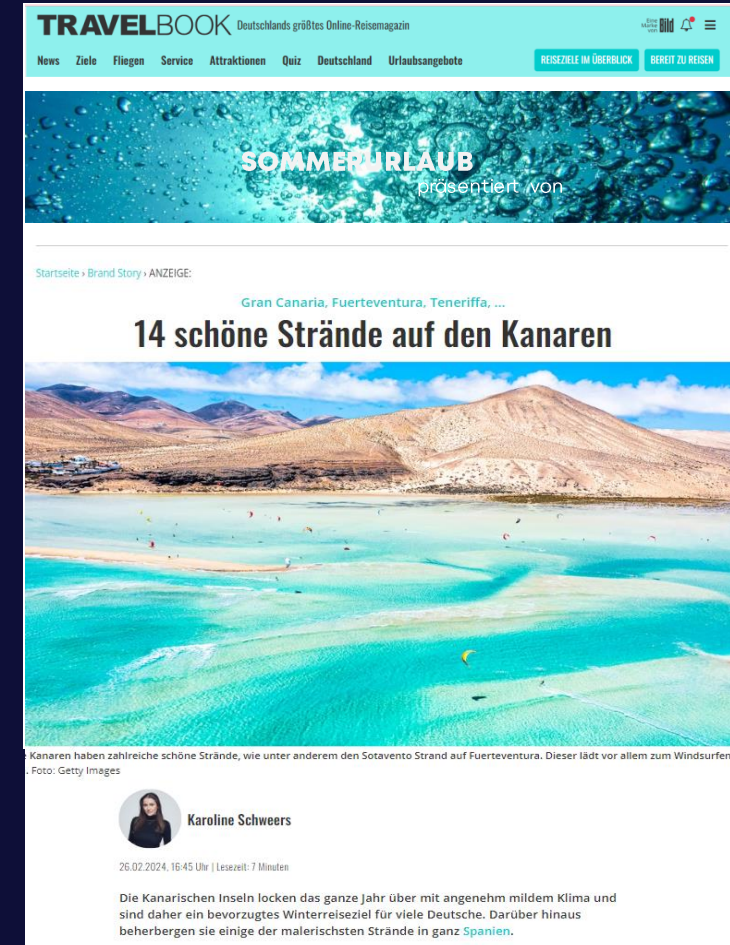
## PACKAGE PRICES:

~~50.000€~~ 35.000€ from 4 weeks duration

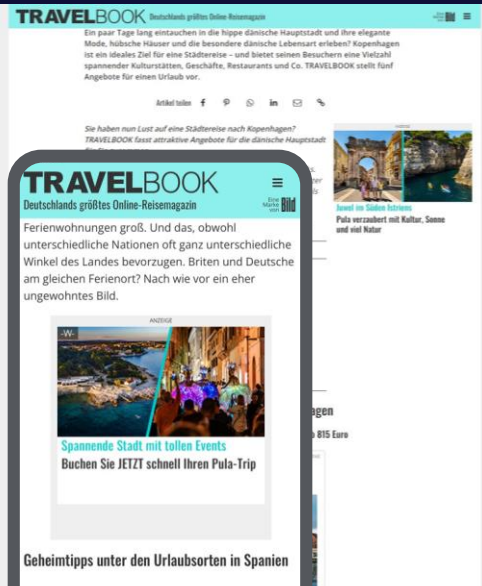
(volume: from 5.000 views)

Package is pre-discounted with 30% special discount and additionally AE and AR-eligible; plus creation costs: up to 15.000 views € 3.500, from 15.000 views € 4.000, from 20.000 views € 4.500, not eligible for discount and AE; lead time: must be requested from Brand Studio

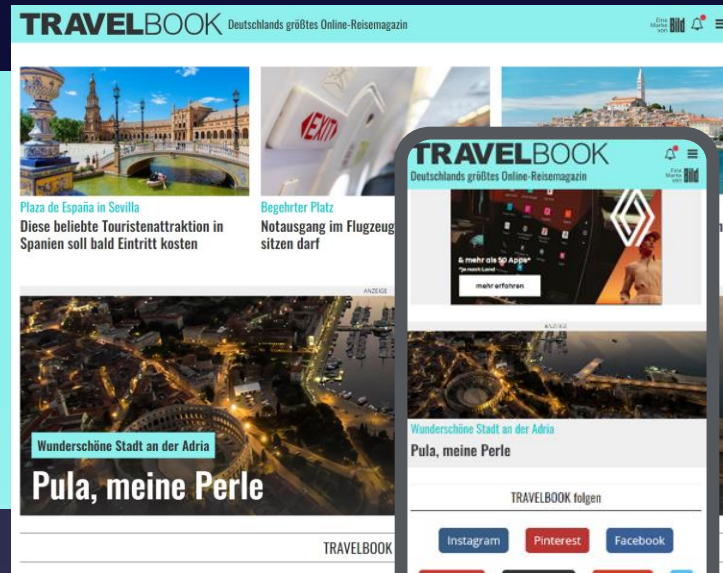
Incl. 30%  
special  
discount!



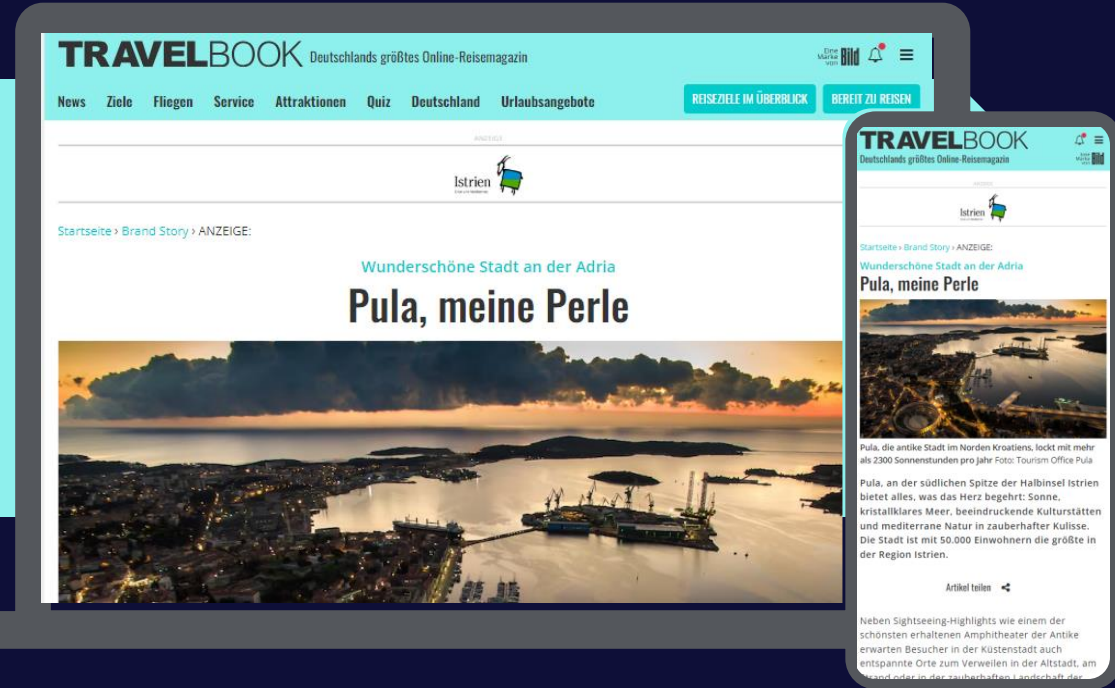
# BRAND STORY



MOBILE MEDIUM RECTANGLE



A-TEASER



BRAND STORY

# AFFILIATE PARTNERSHIP

Native forms of integration are preferred for the integration of affiliate content, for example.

- In-article widgets
- Notification in the page header on the menu bar
- Recommendation areas
- Text links

Our partners benefit from the content-related and high-reach integration and can operate easily with cross-portal campaigns. Our affiliate team curates all suitable articles and installs the widgets manually. We take care of traffic management and thus guarantee the optimal display of your offers.



# LONG-TERM AFFILIATE PARTNERSHIP



## REACH

Benefit from the constantly growing reach of Germany's largest online travel magazine



## TOPIC FIELD

Integrate yourself into the travel topic area. In addition, articles can be published and presented in topic specials, e.g. "Summer vacation", from a topic environment specifically relevant to your brand. Your brand is integrated close to the content in these precisely tailored topic areas.



## TARGET GROUP

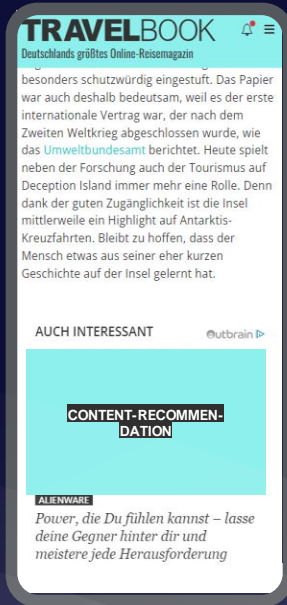
Reach a target group with an affinity for travel and entertainment that uses TRAVELBOOK for information and inspiration.



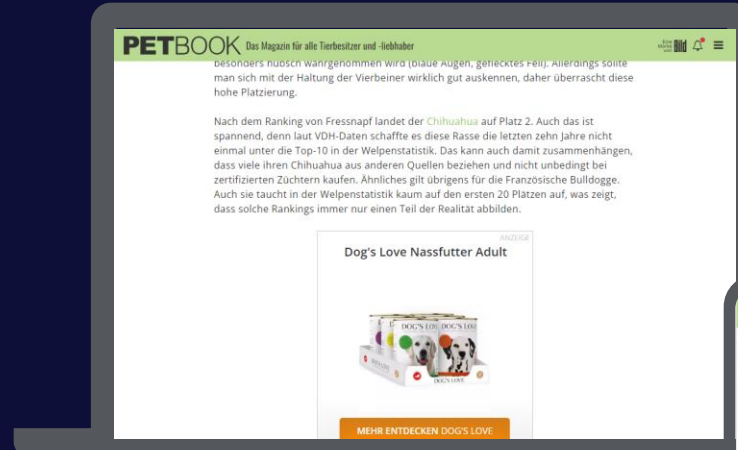
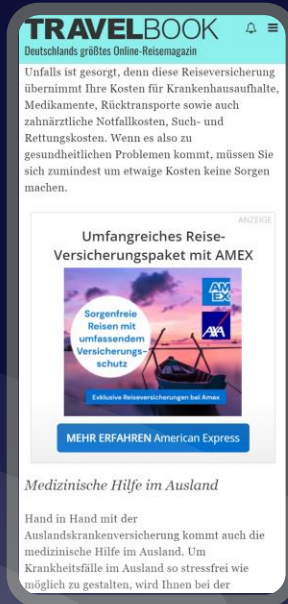
## NATIVE INTEGRATION

Your travel offers are integrated into TRAVELBOOK in a content-oriented and eye-catching way. Detailed traffic management ensures the optimal display of your offers.

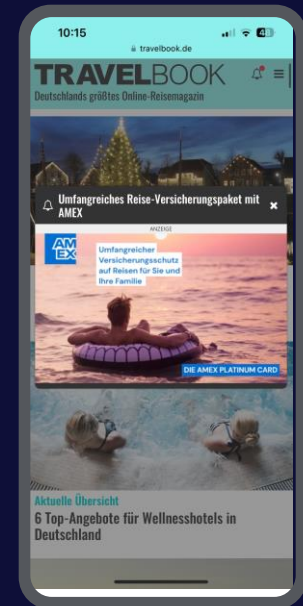
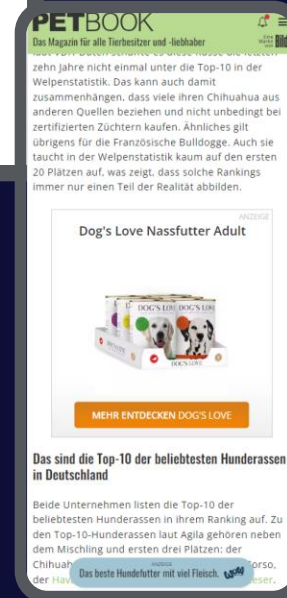
# AFFILIATE PARTNESHIPS



COMMERCE  
CONTENT + IN-  
ARTICLE-WIDGET



IN-ARTICLE-WIDGET



NOTIFICATION

# WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!



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