

TRAVELBOOK

MEDIA KIT

presented by

media **impact** —

THE BOOK FAMILY

STYLEBOOK

One of the leading online magazines for women

3,35 Mio. Visits

TRAVELBOOK

Germany's largest online travel magazine

5,16 Mio. Visits

TECHBOOK

The portal for an innovative digital lifestyle

5,70 Mio. Visits

FITBOOK

One of the leading online magazines for fitness & health

5,45 Mio. Visits

MYHOMEBOOK

The largest online magazine for home & garden

4,25 Mio. Visits

PETBOOK

The new lifestyle portal for all pet owners and lovers

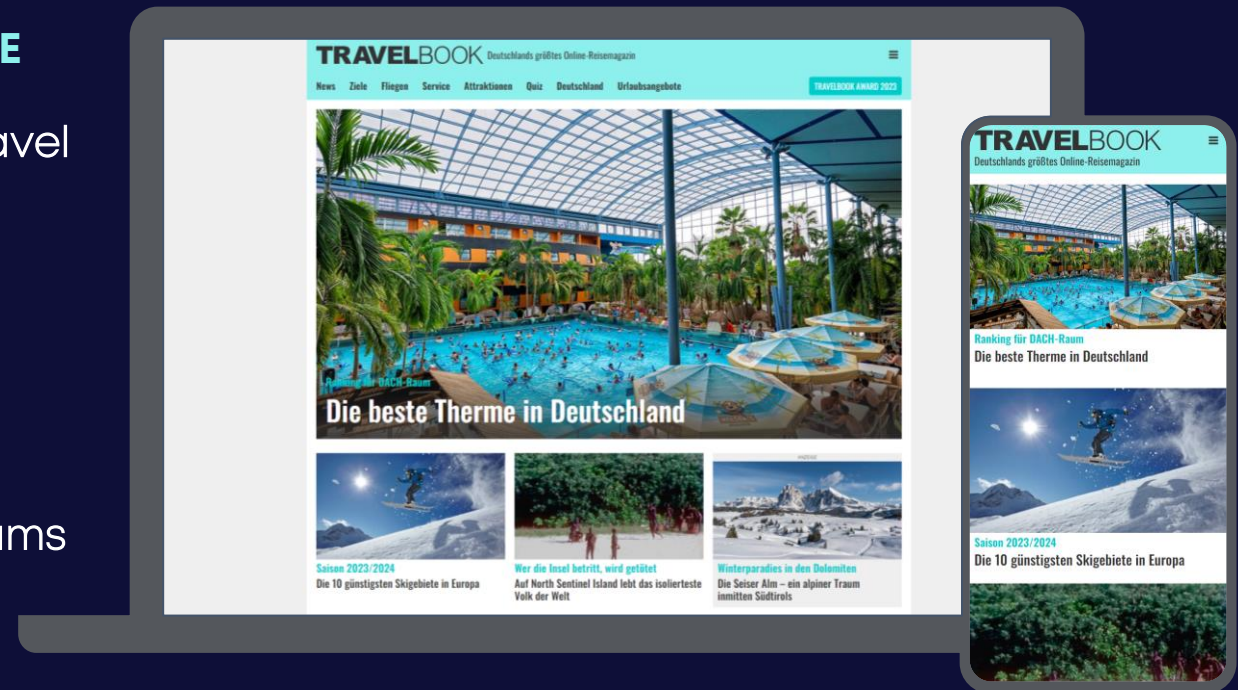
2,18 Mio. Visits

TRAVELBOOK IN A NUTSHELL

GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

- TRAVELBOOK is the unique combination of travel magazine, digital travel guide and service & offer portal
- TRAVELBOOK is international and captivates with breathtaking imagery and appealing designs.
- TRAVELBOOK offers inspiration for travel dreams and conveys pure joie de vivre
- TRAVELBOOK discovers the world every day!

5,16 Mio. Visits*



179.000 Follower**
180.000 Likes

*IVW November 2023
**November 2023

THE TRAVELBOOK USERS

TRENDSETTER



VANESSA, 25

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

FOLLOWER



JAN, 35 & LENA, 31

"We are interested in trips where young and old can 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."

EXPERTS



CHRISTIAN, 42

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



53 % 20-49 years old



47 % high level of education*



67 % employed



56 % men



55 % net household income > € 3,000

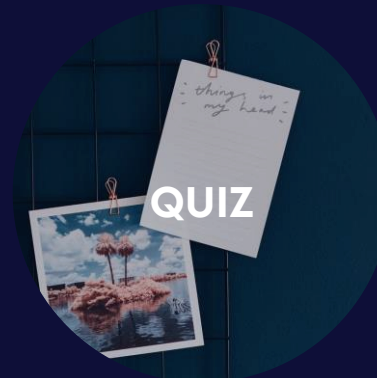


TRAVELBOOK users travel in different ways - from package tours with the family to flexible city breaks



Very strong product information interest in short trips and longer vacations (index value 127.120)

OUR RUBRICS & TOPICS



TOP AFFINITIES



TRAVELS IN THE LAST 12 MONTHS

- 4 and more short trips of 5 - 6 days: Affinity index: 222
- More than 12 business trips with an overnight stay in a hotel: Affinity index: 166
- 3 or more longer vacation trips: Affinity index: 219



PLANNED TYPE OF TRAVEL IN THE NEXT 12 MONTHS

- Sports, fitness vacation: Affinity index: 262
- Wellness vacation: Affinity index: 206
- Bathing, beach vacation: Affinity index: 236



TRANSFER PRIVATE FREQUENCY OF USE

- Airplane: Affinity index: 778
- Train: Affinity index: 235
- Long-distance bus: Affinity index: 423



FREE TIME

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

DAY FIXED PLACEMENT

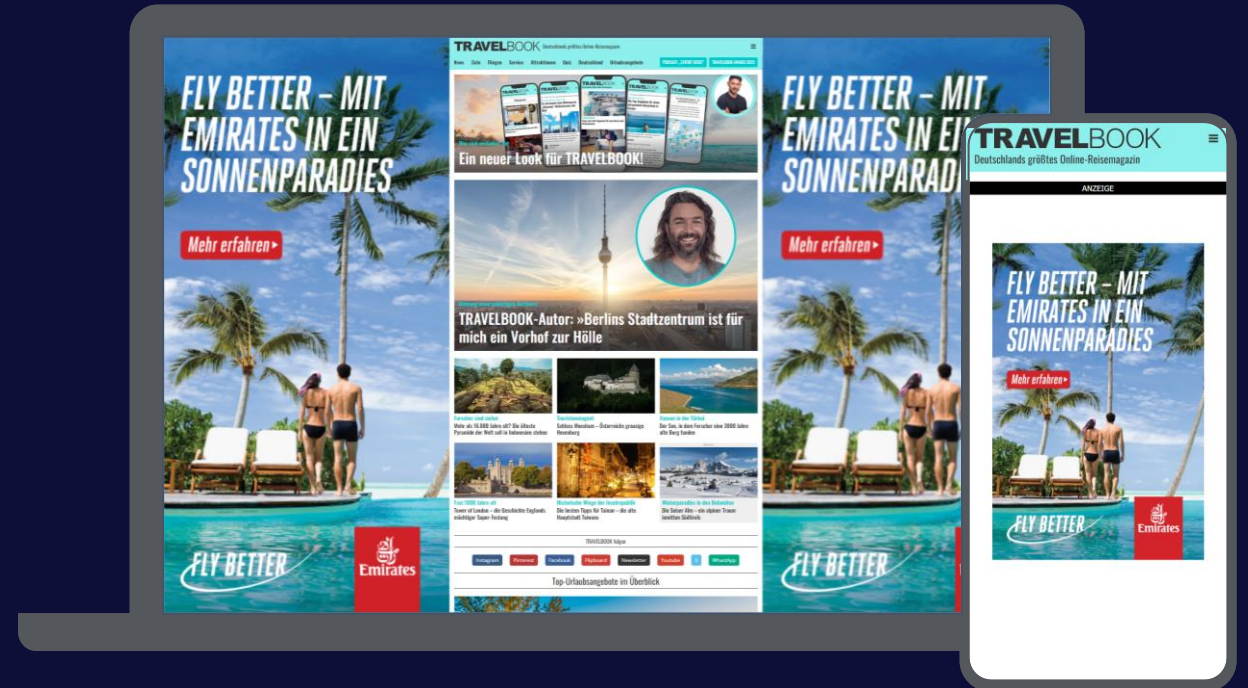
HIGH-QUALITY STAGING ON THE HOME

Spectacular and high quality: The Homerun guarantees a first-class appearance and maximum branding!

In addition to a fixed homepage placement, you also receive a first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

And best of all: a whole page just for your brand.

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



Discover suitable advertising material 

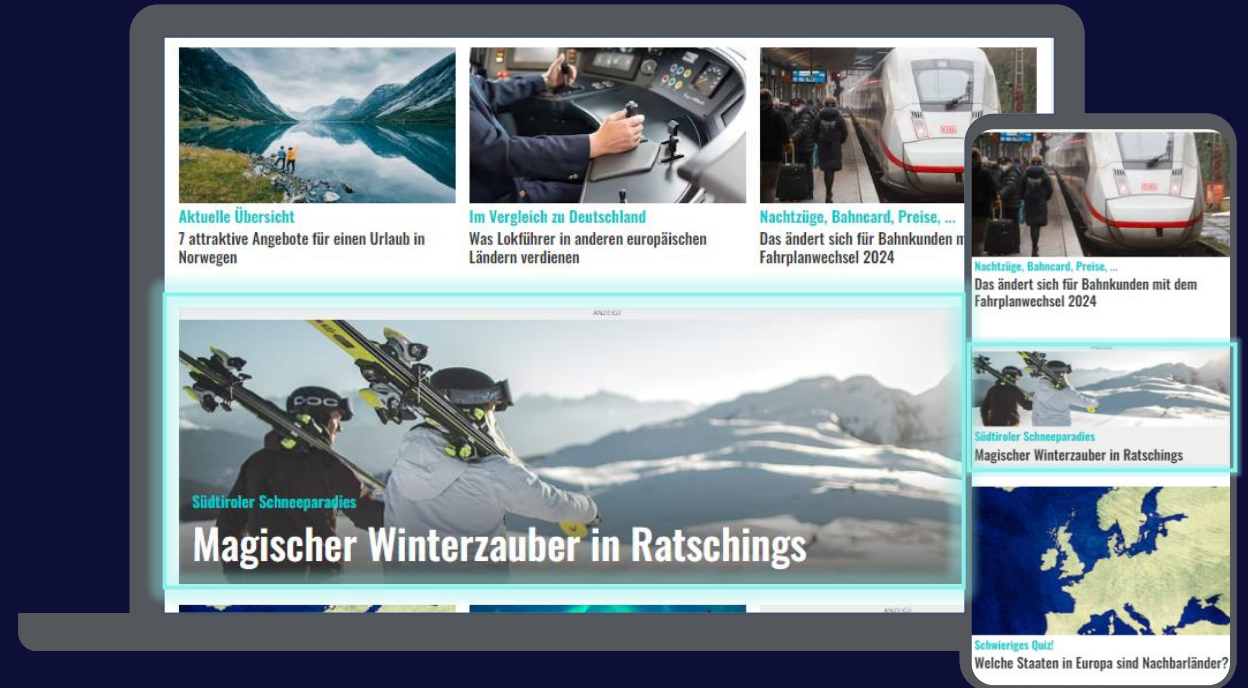
- 1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola
- 2) The stationary Big Stage advertising material is displayed on the homepage. ROS the fallback advertising material is displayed. Additional editorial approval required

ATTENTION-GRABBING AND CONTENT-ORIENTED

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

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

Package	Guarantee	Duration ¹	Pricing ²
A-Teaser	50.000 AIs	1 Tag	4.500 €



1) Saturday and Sunday count together as one day
 2) Plus preparation costs (not SR- and AR-eligible): 500 €

NATIVE ADVERTISING

YOUR CONTENT IN LOOK & FEEL OF TRAVELBOOK

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

- Users are addressed directly and the brand is activated via competitions, voting, integrated videos and much more.

Traffic is generated via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

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

1) Recommended duration, customizable on request
 2) Plus creation costs (not SR- and AR-capable): 2.000 €



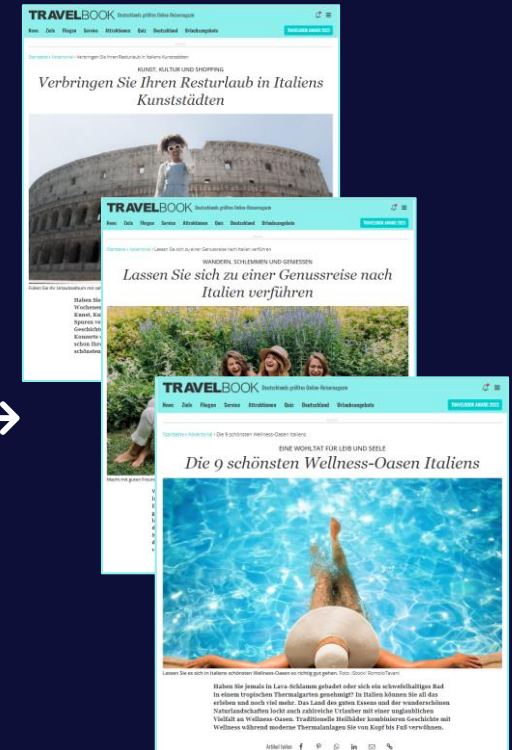
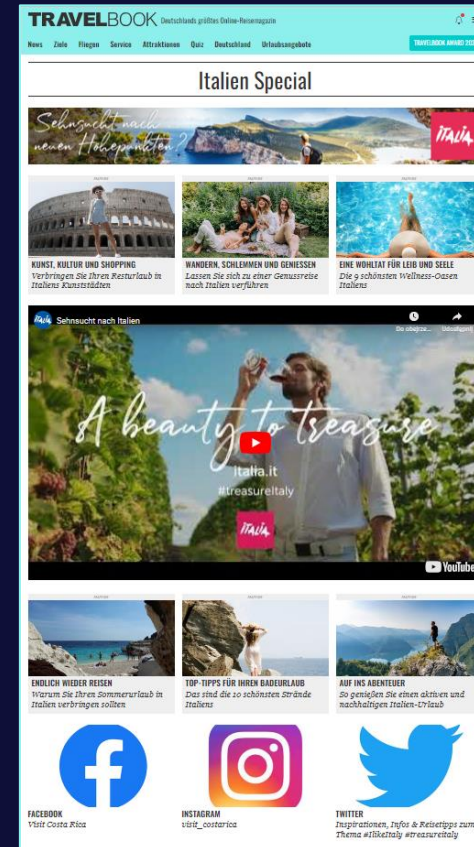
THE SHOWPLACE FOR YOUR PRODUCTS

In addition to the stage, advertorial stages also contain three advertorials.

Both the stage and the three advertorials are individually staged in the look and feel of the respective book.

Address your users directly with the stage and activate them via integrated videos, social media postings and much more.

Traffic is generated via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.



Package	Garantie	Duration ¹	Pricing ²
Advertorial stage	1.500.000 AIs	6 weeks	35.000 €

1) Recommended duration, customizable on request
 2) Plus creation costs (not SR- and AR-capable): 2.000 €

EMOTIONAL STORYTELLING WITH THE BRAND STORY

Have your message told with a native approach on TRAVELBOOK: credible, entertaining and informative advertising!

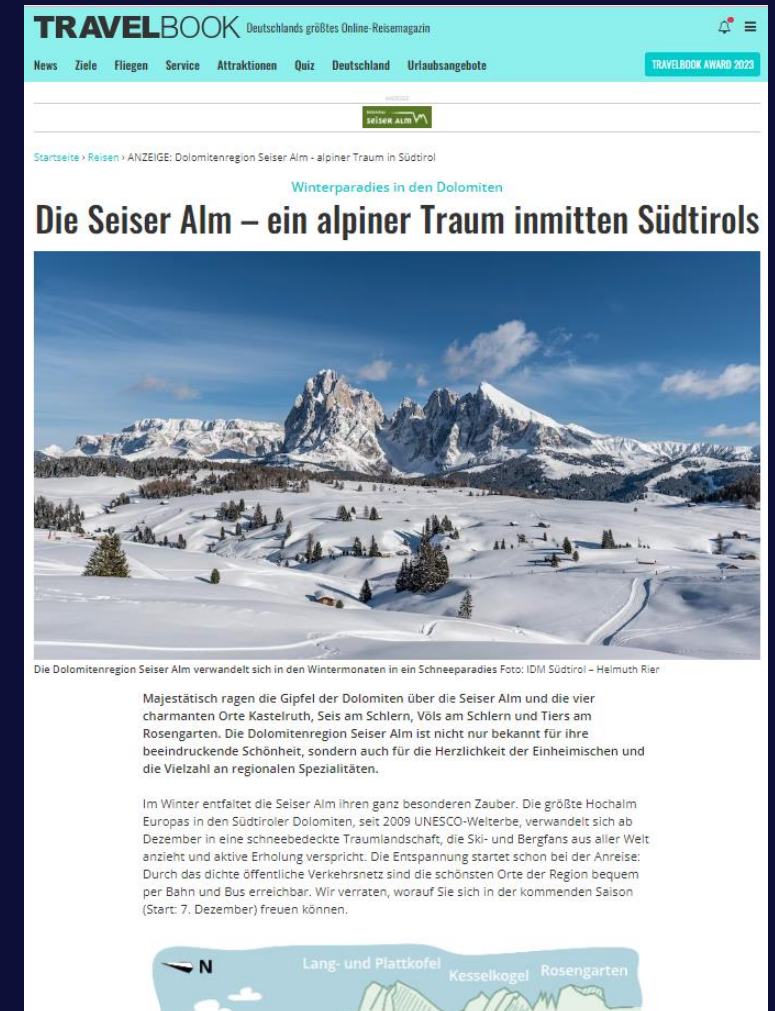
How it works: Brand storytelling with journalistic storytelling expertise. Individually conceived stories with elaborate storytelling elements, videos and graphics.

Notes: Consisting of story + traffic drivers linking to story (social sponsored posts and native teasers), page views guaranteed!

Minimum page views to be booked ³	Basic package ¹		Maximum page views to be booked ³
	Guaranteed Page Views	Cost per View ²	
5.000 (+ 3,33 € CpV per additional view)	15.000	3,33 €	20.000 (CpV 3,13 €)

Additional add-ons: Data & MaFo (targeting), social media (sponsored posts), performance, hub and refresh [see Factsheet!](#)

- 1) Campaign duration: 6 weeks
- 2) Plus creation costs: from 5,000 views € 3,500; from 15,000 views € 4,000; 20,000 views € 4,500
- 3) Scalable page views: from at least €3.33 gross CPV (cost per view) (SR- and AE-eligible), depending on the size of the booking. Lead times for brand stories are at least 3-4 weeks from material delivery. All prices are (unless otherwise stated) CPV or fixed prices, less SR, plus VAT.



PRODUCT STORY: FOCUS ON YOUR PRODUCT

Strengthen your product awareness and user acquisition with our product story and spread your advertising message with tailor-made storytelling!

How it works: Product-centered, individually designed, advertising storytelling with elaborate illustrations and graphics in the look and feel of the media brand as well as link outs.

Notes: Consisting of story + traffic driver linking to story (ad server advertising material). Ad impressions + page views guaranteed!

Package	Guarantee	Duration ¹	Pricing ²
Product Story	1.700.000 & 9.000 Page Views	4 weeks	33.750 €

Additional add-ons: Data & MaFo (Targeting), Social Media (Sponsored Posts), Performance, Hub and Refresh [see Factsheet!](#)

1) Campaign duration: Product Stories min. 4 weeks | Product Story Bundles: 6 weeks
 2) Plus creation costs: €3,000 (not eligible for SR or AE). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.



PRODUCT STORY BUNDLE: YOUR STORY TOLD ON SEVERAL MEDIA!

Reaching multiple target group touchpoints on our media brands with just one story sounds crazy?

It's now possible with Product Story Bundles!

Simply select a suitable bundle, we create a product story from your content and automatically play it out in the look & feel of the respective media brands. So you can appear on several stages with just one story.

15.000	15.000.000	47.500 €²
Guaranteed page views	Guaranteed ad impressions	Package price



Additional add-ons: Data & MaFo (Targeting), Social Media (Sponsored Posts), Performance, Hub and Refresh [see Factsheet!](#)

1) Plus creation costs: €4,500 (not SR- or AE-eligible) BUNDLES: Travel = BILD (Channel Travel), WELT (Channel Travel), Travelbook (ROS) | Technology = ComputerBILD, Techbook (ROS), BILD (Channels Games and Digital) | Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel LIFESTYLE) | Automotive = AutoBILD (ROS), WELT (Channel Formula)
 2) BILD (Channel Auto) | Finanzen = Welt (Channel Wirtschaft und Panorama), Bild (Channel Ratgeber), Welt (Channel LIFESTYLE) | Gesundheit = Fitbook, WELT (Channel Gesundheit), BILD (Channel Ratgeber). The lead times for product stories are at least 3 weeks from delivery of the material. All prices are (unless otherwise stated) CPM or fixed prices, less AE, plus VAT.

STRONG PRESENCE IN A TOPIC-AFFINE ENVIRONMENT

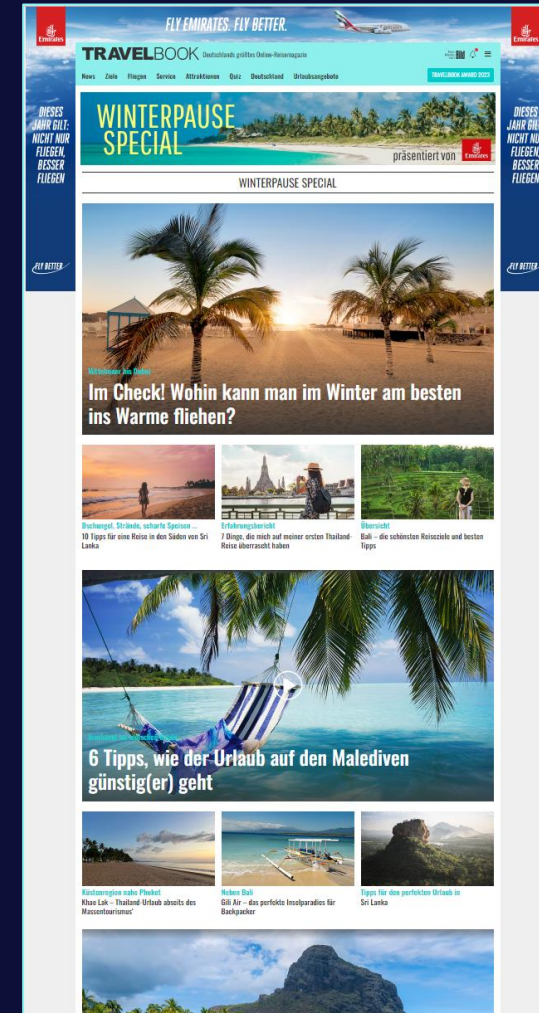
Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on Specialstart and all article pages:

Sponsoring header and footer "presented by"

- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated within the special.

Package	Guarentee	Run time ¹	Pricing ²
Themenspecial S	300.000 AIs	1 weeks	13.000 €
Themenspecial M	600.000 AIs	2 weeks	23.000 €
Themenspecial L	1.200.000 AIs	4 weeks	36.000 €

1) Recommended duration, customizable on request
 2) Plus creation costs (not SR- and AR-eligible): 2,000 € Attention: The principle of editorial sovereignty applies to the content of the editorial special; for compliance reasons, no customer-specific specials can be implemented (e.g. "The big Samplecountry special presented by Samplecountry").



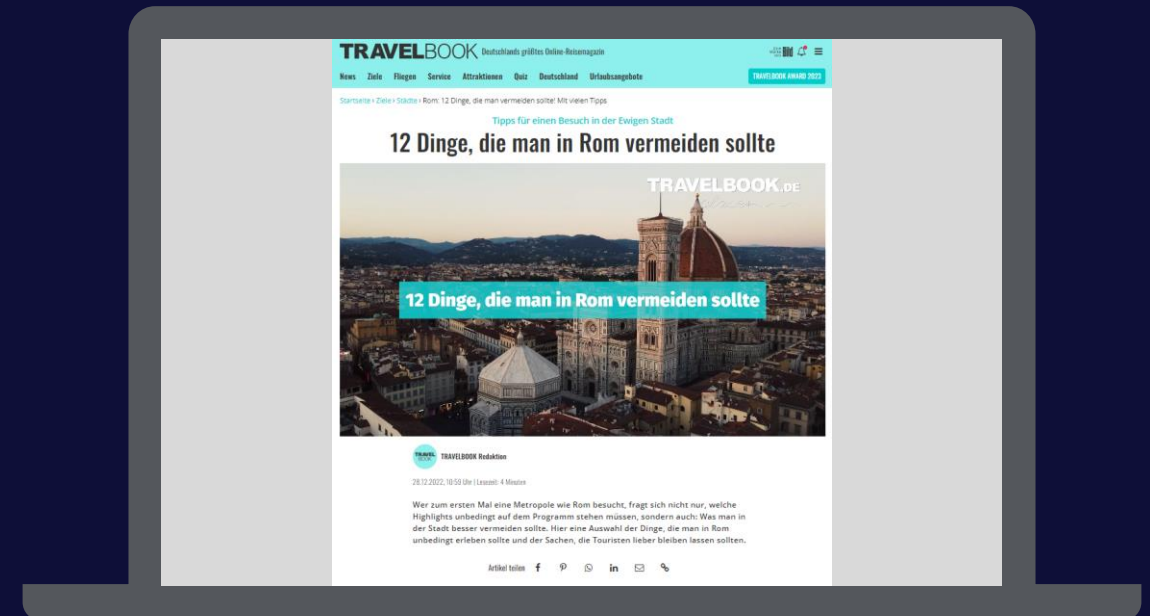
VIDEO SPONSORING

TRAVELBOOK PLACES

Everything you need to know before your next trip!

The new TRAVELBOOK places video series takes viewers to various places around the world and provides useful, funny and exciting information, inspiration and tips for travel.

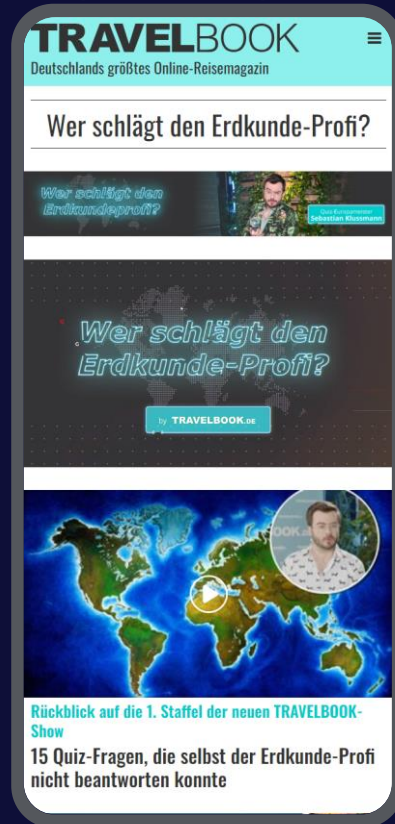
In 3 to 6-minute episodes, the most important information is explained briefly and concisely in listicle form. Accompanied by authentic and expressive videos of the respective place.



MORE VIDEO CONCEPT IDEAS

WHO WILL BEAT THE EARTH SCIENCE PROFESSIONAL?

2021 video series - geography quiz show with European quiz champion Sebastian



IS MY CITY REALLY...?

TRAVELBOOK sheds light on a thesis about a city drawn from the Google autocomplete.

GERMANY'S PLACES OF SUPERLATIVETRAVELBOOK

creates a new travel guide of German superlatives



TRAVELHACKERS

TRAVELBOOK provides tips and tricks for popular travel destinations around the world



TRAVELBOOKS HAPPY PLACES

TRAVELBOOK visits the inhabitants of the places of happiness on site and asks: What is life like in a place that others only dream of?



THE WORLD'S MOST CRAZY GLOBETRACKERS

TRAVELBOOK invites adventurers from all over the world to tell their stories.



YOUR SPONSORING COMPONENTS

Logo integrations in the video:



PRESENTER-CLIP



OUTRO-CLIP



BANDEROLE

Media components:

MEDIA-PAKET
MULTISCREEN
on the video pages

MEDIA-PAKET
MULTISCREEN
in ROS



POSSIBLE ADD-ONS

ADVERTORIALS ON THE VIDEO STAGE¹

BRAND STORY BASIC on the video stage¹

Product Story on the video stage¹

PRODUCT PLACEMENT²

A booking must include at least one logo integration component and one media package

- 1) Payout on stage if available.
- 2) Cannot be part of seasons that have already been filmed.

VIDEO SPONSORING PRICING

BASIC PACKAGE¹

Logo integrations in the video:

- Presenter Clip "presented by"
- Banderole (5 sec.)
- Outro clip "presented by"

Media components:

- Multiscreen media package on the video pages²
- Multiscreen media package in ROS for traffic feed

1 episode
5.000 views³ and 200.000 AIs (duration 4 weeks)
9.416,00 € N1⁴



MÖGLICHE
ADD-ONS

ADVERTORIAL S (duration 2 weeks)
 500.000 AIs/ 10.000 €⁵

BRAND STORY BASIC (duration 2 weeks)
 15.000 views/ 50.000 €⁶

PRODUCT STORY (duration 4 weeks)
 1.700.000 AIs + 9.000 views/ 33.750 €⁷

PRODUCT PLACEMENT⁸

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season comprises a maximum of 10 episodes.

¹ A booking must include at least one logo integration component and a media package.

² Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.

³ If more than one episode is booked, the views of all videos count towards the overall guarantee. Exception: TRAVELBOOK Places bookable from 3,000 views

⁴ SR, AR & AE possible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE

⁵ Plus €2,000 creation costs. Creation costs are not eligible for SR or AE

⁶ Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE

⁷ Plus € 3,000 creation costs. Creation costs are not eligible for SR or AE

⁸ Price per season per setting (location/situation) € 5,000 to max. € 10,000. Deviations possible depending on integration. Costs are not SR- or AE-eligible.

STRATEGIC PARTNERSHIP

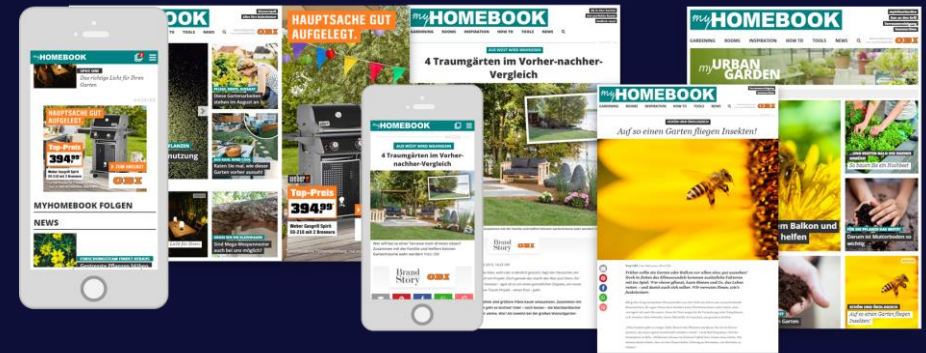
EXCLUSIVE AND LONG-TERM

The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

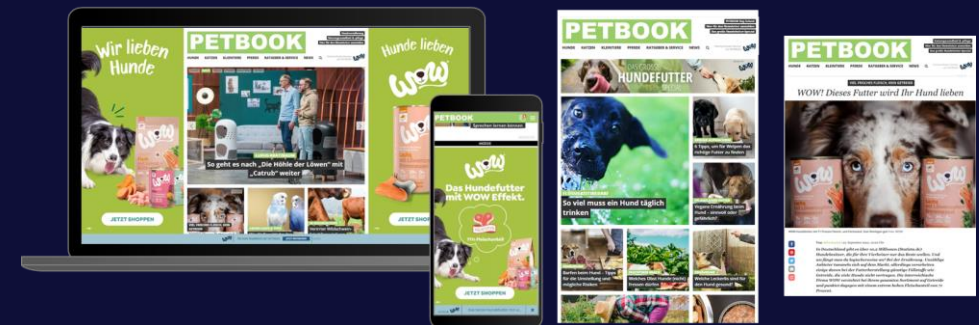
- We create an ideal environment and form the beginning of a customer experience.
- The industry-exclusive partnership guarantees high visibility and presence through individual integrations (logo, sticky bar, text links) directly on the website.
- Strong media appearances on the portal also ensure an image transfer between the respective book and your brand.
- Customized storytelling that corresponds to the interests and needs of the users is staged in a thematically appropriate way and can also be used by you.

Feel free to contact us for individual and tailor-made approaches!

OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022 – ongoing)



POSSIBLE COMPONENTS

MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire TRAVELBOOK website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Various targeting options
- Industry exclusivity possible for all content and media formats

CONTENT

- Sponsoring / Theme specials
- Emotional storytelling with brand stories
- Product-related content / advertorials
- Own content hub possible*Traffic management of your content
- Project management and assignment of a product manager to coordinate the collaboration

VIDEO

- Various video formats/video series with well-known personalities from the industry

DEPTHS INTEGRATION

- Individual design of exclusive special integration areas (e.g. in-article recommendations or notifications)
- Integration of affiliate deals with the aim of lead or order generation possible

DATA*

- Right to generate data for your brand
- First level data (e.g. content keywords)
- Re-targeting options
- Only necessary after intensive review by the data protection team / GDPR compliance
- Further use of data tbd.

*Can only be realized within the Premium Partnership.

PARTNERSHIP PACKAGES

PREMIUM PARTNERSHIP

Package price: from € 1 million
Term from 12 months

CO-PARTNERSCHAFT

Package price: from € 500.000
Term from 6 months

CO-PARTNERSCHAFT LIGHT

Paketpreis: ab 250.000 €
Laufzeit 6 Monate

		PREMIUM PARTNERSHIP	CO-PARTNERSCHAFT	CO-PARTNERSCHAFT LIGHT
STORYTELLING	Content Hub	X	X	limited components
	Brand Stories	X	X	X
	Advertorials	X	X	X
MEDIA	Theme special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsoring of video episodes + product placement + media	X	X	X
DEPTH INTEGRATION	Logointegration	X	-	-
	Exclusivity	X	Industry exclusivity possible	
	In-Article Widgets	X	X	X
	Newsletter integration	X	X	X
	Homeblock	X	X	X
	Notifications	X	X	X
	Lighthouse actions (incl. MaFo)	X	X	-
DATA	Data use	X	-	-

PERFORMANCE & AFFILIATE

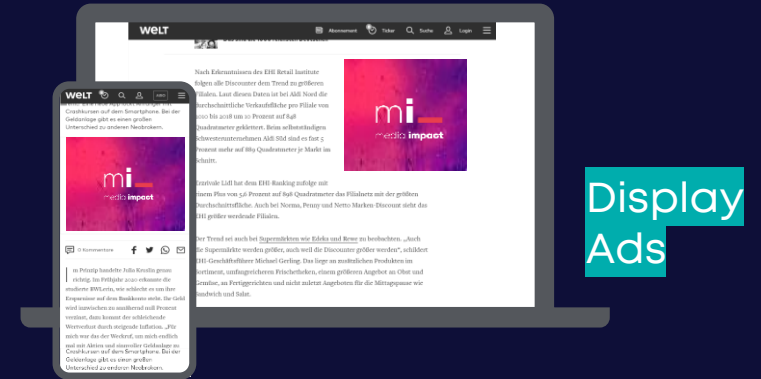
BOOST YOUR PERFORMANCE: JUST CLICKS

THE EASIEST WAY TO GUARANTEED CLICKS!

Reach your target group in Media Impact's premium portfolio and get additional clicks on your advertising media guaranteed.¹

– We offer two different options for click generation in our portfolio:

1. **DISPLAY CLICKS** are generated using classic standard advertising media that are displayed across our entire portfolio.
2. **NATIVE CLICKS** are achieved with dynamic image-text ads that automatically adapt to the respective website.²



OR

Native Ads



[Click here for the factsheet](#)

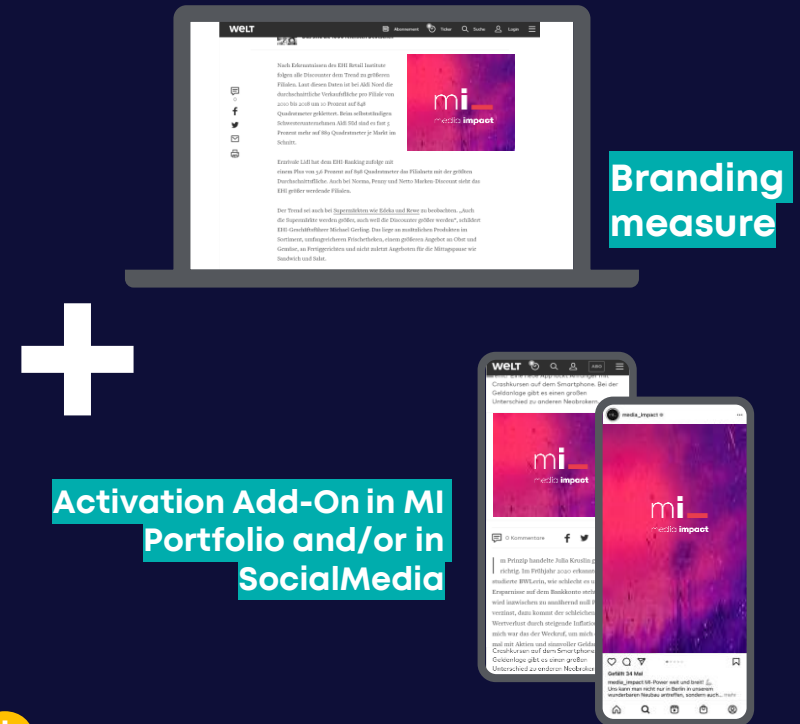
1) Playout of the campaign will be stopped as soon as the click guarantee has been fulfilled. 2) At least 2) motifs and text teasers must be delivered per format

BOOST YOUR PERFORMANCE: ACTIVATION ADD-ON

ACTIVATION AND INTERACTION WITH YOUR BRANDING CAMPAIGN

- The Activation Add-On offers the perfect complement to your branding measures to boost interaction with your campaign.¹
- Campaign ployout is simple and straightforward without pixel integration.
- We can guarantee different KPIs for maximum interaction with your campaigns

1. **CLICKS** | Display, Native, Social
2. **ENGAGEMENTS** | Soziales
3. **(COMPLETED) VIEWS** | Social



! Social ads are always played out with a customer sender

[Click here for the Factsheet](#)

¹ At least 50% (N2 sales) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc.).
2. Ployout is multiscreen and InApp. Cannot be combined with Media Impact targeting products.

BOOST YOUR PERFORMANCE: LEAD-ADD-ON

LEAD OPTIMIZATION IN ADDITION TO YOUR BRANDING CAMPAIGN

- We develop a customized overall concept to reach your desired leads, consisting of a branding measure and the lead add-on.¹
- Example leads: Newsletter registrations, configurator, app installs, etc.
- The lead generation takes place via display or native advertising media in the Media Impact portfolio and/or via social media ads, which are played out on the desired platforms together with your sender.
- We create a forecast for your desired lead in advance.²
- To ensure optimal campaign performance and target achievement, pixel integration on your landing page is essential.



Branding measure to collect customer-specific data for lead generation



Lead Add-On³ in the Media Impact portfolio and/or social media to generate measurable leads

[Click here for the Factsheet](#) 

¹ At least 50% (N2 sales) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, in-depth integration, ROP bookings, etc.).

² The forecast is a guideline and not a guarantee. ³ Payout is multiscreen and InApp

CONTENT COMMERCE: BUYING INTEREST FOR YOUR PRODUCT

The content commerce articles are designed based on an initial briefing and aim to give your products or brands an additional performance boost.

All commerce content articles are SEO optimized. The additional traffic management of the BOOKs ensures a relevant reach.

Traffic is generated via widget integrations, recommendation areas and one of the following areas: Homepage Teaser, Social Integrations or Notification.

Reporting on the performance of the content commerce text is provided at the end of the term.

Package	Duration ¹	Pricing ²
Content Commerce Basic	2 weeks	3.000 €
Content Commerce Pro	4 weeks	5.000 €

The screenshot shows a webpage from TRAVELBOOK. The main article is titled "Reiseplanung mit American Express® Die besten Benefits für Reisende". It features a large image of a hand holding a globe. Below the image is a text block describing travel benefits. There are social media sharing icons (Facebook, Pinterest, LinkedIn, Email) and a sponsored section for "Umfangreiches Reise-Versicherungspaket mit AMEX". The sponsored section includes an image of a person on a beach and the AMEX logo.

AFFILIATE COOPERATION: PERFORMANCE ON TRAVELBOOK

Reach: Use the constantly growing reach of the BOOK family for your brand.

Topic environment: Benefit from the thematic environments of the BOOKs and focus phases, in which more articles are published that match your brand.

Target group: Reach a young, professional target group that is looking for inspiration and guidance for their consumption.

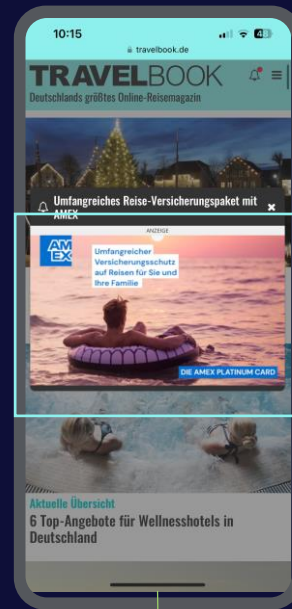
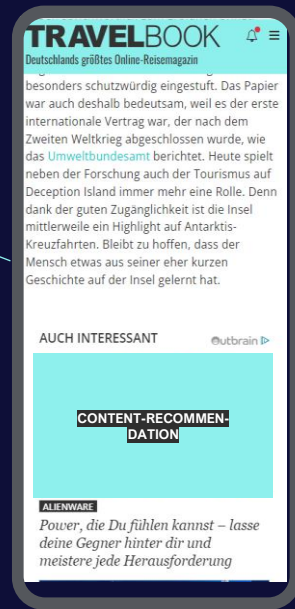
Native integration: Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

	Package Basic	Package Pro
Platform	1 BOOK of your choice	3 BOOKs of your choice
Duration	From 3 months	from 3 months
Performance	Affiliate partnership in content-related environments on a focus portal	Affiliate partnership in content-related environments on a focus portal
Content	In-article integrations and text links, in a previously agreed topic environment	In-article integrations and text links, in a previously agreed topic environment
Price	5.000 € plus variable remuneration (CPO/CPL)	7.500 € plus variable remuneration (CPO/CPL)
Range	Min. 7.000 clicks / month	Min. 9.000 clicks / month

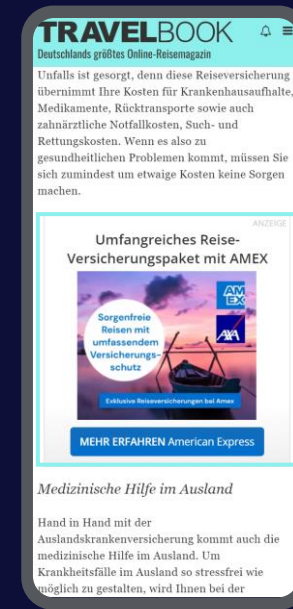
POSSIBLE INTEGRATION AREAS

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.

Additional traffic guarantee.
Perfect placement for
content marketing measures



Notification in the page header
with high visibility



Modules serve as a jumping point
to the partner landing page.
Possibility of interaction and
personalized results.

WE LOOK FORWARD TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!



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