



Germany's Largest Tourism Industry
Award Ceremony



TRAVELBOOK HONORS THE WORLD'S BEST TRENDING TRAVEL DESTINATIONS

TRAVELBOOK.de emphasizes its position as Germany's largest online travel magazine by hosting Germany's largest award ceremony in the tourism industry! The best trending travel destinations are honored in various categories at a versatile and entertaining evening event as well as on TRAVELBOOK.de. Companies can be prominently featured as sponsoring partners of the TRAVELBOOK AWARD 2025 both offline and online.



THE AWARD CEREMONY



LOCATION

Award Ceremony & Aftershow Party

Journalists' Club on the 19th floor of the Axel Springer building



DATE

October

The date and time will be announced soon.



SCHEDULE

World Cuisine Menu

Entertaining Talks and Keynote Speeches

Award Presentations & Thank You Speeches

Aftershow Party



PEOPLE

Moderation

Award Presenters

Speakers

Guests: Press Representatives, Tourism Industry Representatives, Ambassadors, Travel Influencers



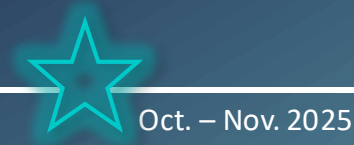
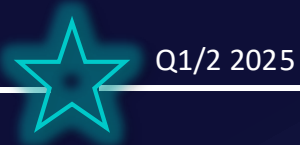
CATEGORIES

Will be announced soon

ACTION PLAN

NOMINATIONS:

Definition of categories & selection process, determination of nominees



AWARD CEREMONY:

The winning destinations are honored at an evening event

PRESS COVERAGE:

Media coverage of the award ceremony and winners beyond TRAVELBOOK.de

JURY DECISION:

Expert jury decides on award winners via criteria catalog and discussion round


REPORTING:

Award ceremony and winners are showcased on TRAVELBOOK.de with highquality images and videos

SUCCESS FACTORS




AUTHENTIC SENDER



**LARGEST AWARD CEREMONY IN GERMANY'S
TOURISM INDUSTRY**




**AXEL SPRINGER
EXPERTISE**



**HIGH-QUALITY
EDITORIAL CONTENT**



**EXTENSIVE REPORTING
WITH LONG CAMPAIGN
DURATION**



**POTENTIAL FOR TV,
RADIO, AND PRINT
CITATIONS**



**FLEXIBLE PARTNER
PACKAGES**

SPONSORING PACKAGE COMPONENTS

Combine the desired components to create a sponsorship package:

Components	Channels	Duration	Reach ³	Price
Logo integration at the event (e.g. via logo wall, screens)	TRAVELBOOK AWARD	1 Day	-	€1,800
Logo integration on the TRAVELBOOK AWARD online stage	Travelbook.de	8 Weeks	-	€200
Logo integration in the documentation video	Travelbook.de, YouTube, Instagram, Facebook, LinkedIn	8 Weeks	-	€800
Instagram Sponsored Post ^{1,2}	Instagram	5 Days	50,000	€2,500
Advertorial Package M incl. teaser on the TRAVELBOOK AWARD online stage ^{1,2}	Travelbook.de	4 Weeks	1,000,000	€17,500 ⁴
Integration of the sponsoring partner in the event program (e.g. keynote speech, live interview)	TRAVELBOOK AWARD	1 Day	-	€15,000
Exclusive: Media placement on the TRAVELBOOK AWARD online stage (sitebar + MMR) ²	Travelbook.de	8 Weeks	200,000	€16,000 ⁴
Exclusive: Award of a special prize presented by Sponsoring Partner with corresponding presence in the stage program	TRAVELBOOK AWARD	1 Day	-	€15,000

1) In addition to creation costs: Per Instagram Sponsored Post €200, Advertorial Package M €2,000

2) Components are SR-, AE-, and AR-capable

3) Reach in Ad Impressions

4) Minimum booking amount: €5,000 net

Lead time: 4 weeks for stage program integration and awarding a special prize 8 weeks

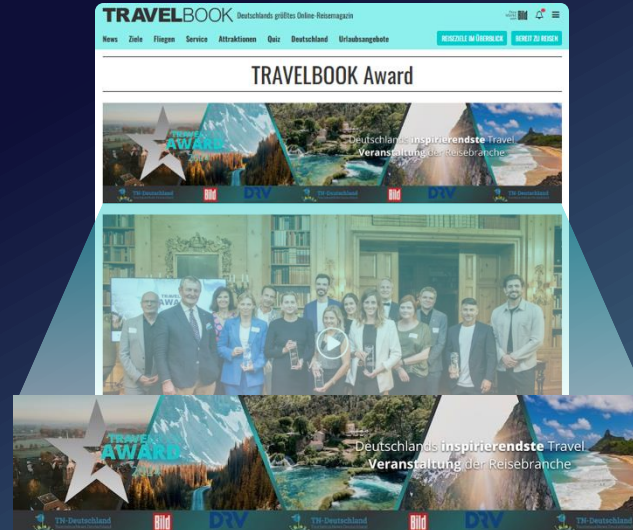
SPONSORING PACKAGE COMPONENTS

LOGO INTEGRATION AT THE EVENT



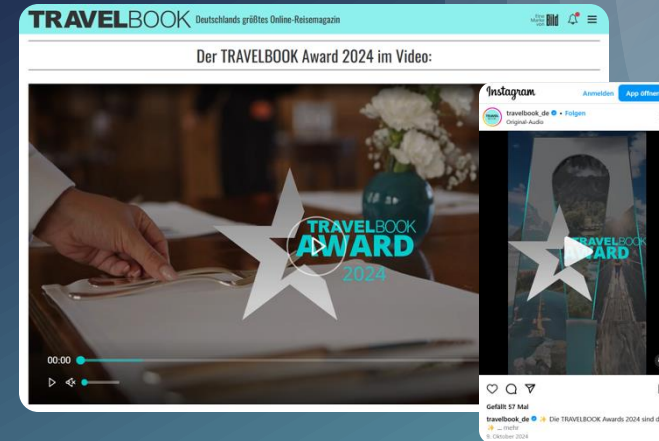
- Logo wall
- Stage background
- Integration into photo & video documentation of reporting

LOGO INTEGRATION TRAVELBOOK AWARD ONLINE STAGE



- Duration: at least 4 weeks
- Reach: at least 30,000 page impressions*
- Target URL of all TRAVELBOOK AWARD communication materials

LOGO INTEGRATION IN THE DOCUMENTATION VIDEO



- Duration: at least 4 weeks
- Reach: at least 4,000 views*
- Publication on TRAVELBOOK.de & social media channels

INSTAGRAM SPONSORED POST

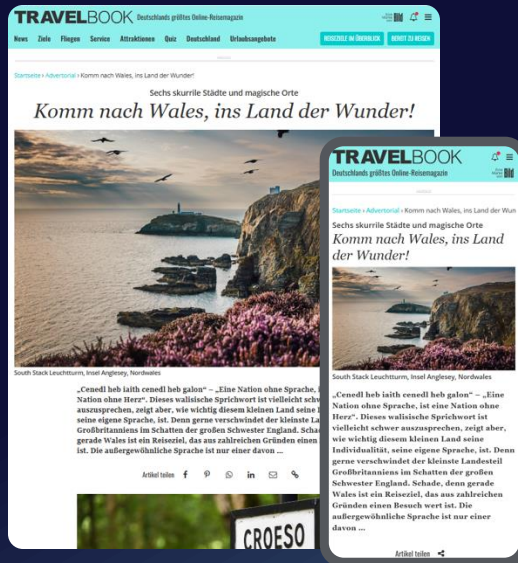


- Duration: 2 – 3 days
- Reach: 50,000 ad impressions

*Estimated reach, not guaranteed

SPONSORING PACKAGE COMPONENTS

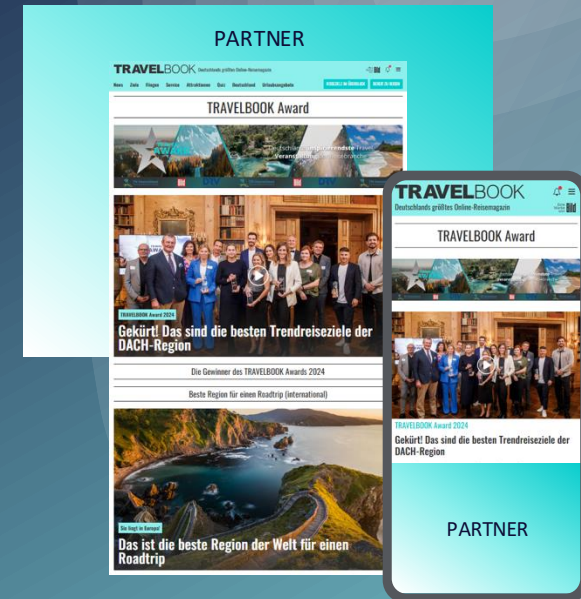
ADVERTORIAL PACKAGE M



EXCLUSIVE AWARD PRESENTED BY SPONSOR



EXCLUSIVE MEDIA PLACEMENT TRAVELBOOK AWARD STAGE



- Duration: 4 weeks
- Reach: 1,000,000 Ais
- Hometeaser
- AdBundle in RoS
- Teaser on AWARD stage on top

- Presentation of an exclusive award by PARTNER
- Corresponding integration in the stage program** with native introduction within the program and integration of PARTNER actors

- Duration: 4 weeks
- Reach: at least 200,000 AIs*
- Formats: Sitebar + MMR
- Permanently placed on the TRAVELBOOK AWARD stage as well as all related article pages

*Estimated reach, not guaranteed.

** Partner Award: Title and content can be proposed subject to editorial authority.

TRAVELBOOK AWARD 2024



October 09, Axel-Springer-Building



TRAVELBOOK
AWARD

2024

TRAVELBOOK COVERAGE



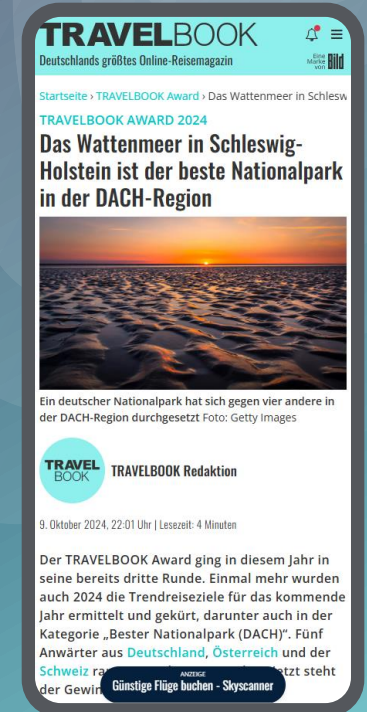
TRAVELBOOK AWARD STAGE



Articles on pre-event coverage, event accompaniment, winners & nominated destinations



Coverage on TRAVELBOOK: 168,273 Page Views



PROMOTION IN THE AXEL SPRINGER NETWORK

PRINT AD
BILD PRINT

DIGITAL AD
BILD.de

NATIVE ARTICLES
ROP

TRAVELBOOK kürzt Reiseziele

CASH CALL Gewinnen Sie heute bis zu 80.000 EURO

DIE SCHAUFEN VON ZEIT

Gedenken an Nazi-Opfer zerstört! Unbekannte reißen sämtliche Stolpersteine aus dem

Warum Sie Rote Bete roh essen sollten

Jede zweite Frau erlebt Penisse als zu groß

TRAVELBOOK AWARD 2024

Das ist Deutschlands schönste Kleinstadt

Warum Sie Rote Bete roh essen sollten

Jede zweite Frau erlebt Penisse als zu groß

Auszeichnung von Reise-Experten: Das sind die schönsten Nationalparks im deutschsprachigen Raum

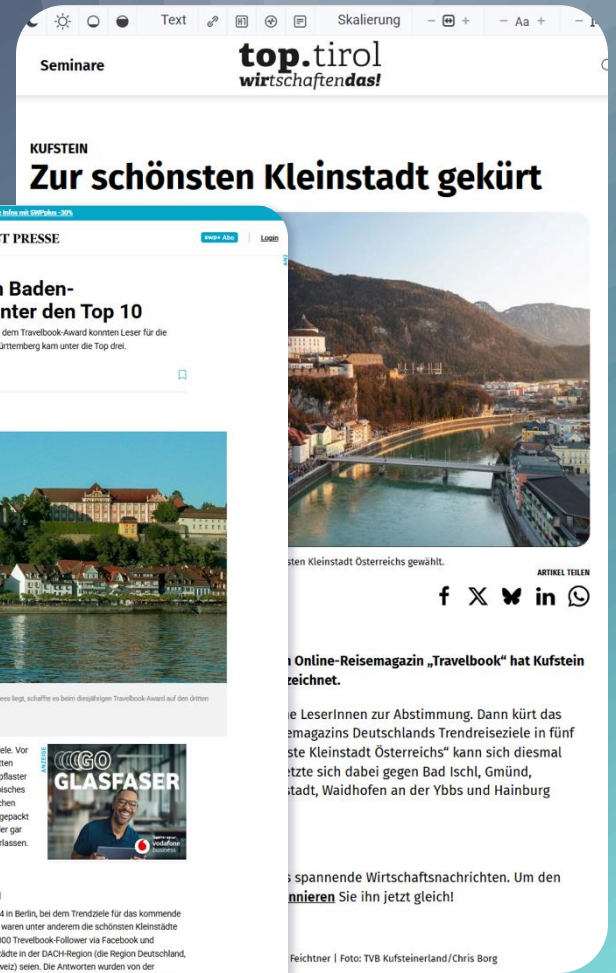
Das sind die neuen Trendreiseziele für 2025

Statt, bei dem Travelbook in sieben Jahre kürten.

Besten Nationalparks der Daxard gewann.

SCHMECKT!

EXTERNAL REPORTING



WE LOOK FORWARD TO TALKING ABOUT INDIVIDUAL CONCEPTS WITH YOU!



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