



TRAVELBOOK AWARD

Germany's largest awards ceremony for the
tourism industry

presented by

media **impact** —

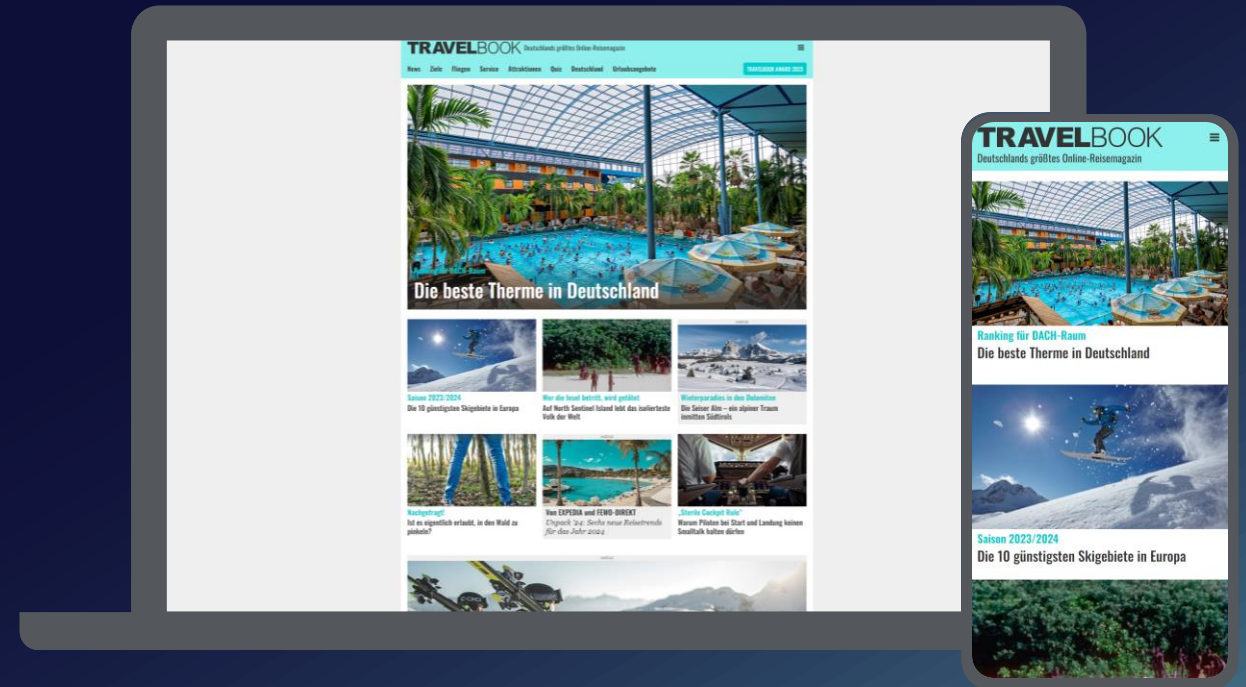
TRAVELBOOK IN A NUTSHELL

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 sparks travel dreams and brings the joy of life to every journey
- TRAVELBOOK discovers the world every day!

3,67 million Unique Visitors*

5,10 million Visits*



177.917 Follower**

176.830 Likes**

*Adobe Analytics 02/2025

**February 2025

ABOUT THE AWARD

process and award ceremony

TRAVELBOOK SELECTS THE BEST TRAVEL DESTINATIONS 2025

TRAVELBOOK.de underlines its positioning as Germany's largest online travel magazine by staging Germany's largest awards ceremony in the tourism industry!

For the fourth time, the best travel destinations will be honored in various categories at a diverse and entertaining evening event and on TRAVELBOOK.de.



THE AWARD CEREMONY



LOCATION

Award ceremony & after-show party

Journalist Club on the 19th floor of the Axel Springer high-rise



TIMING

September 23rd 2025

The event is expected to start at 6:00 p.m



SCHEDULE

Cuisine from around the world

Inspiring talks and keynote speeches

Laudations & Acknowledgments

Aftershow party



PEOPLE

Moderation

Laudators

Speaker

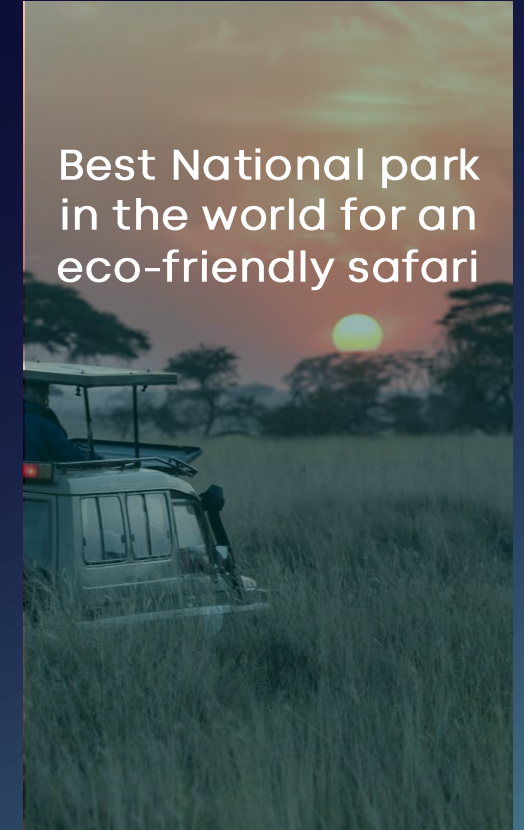
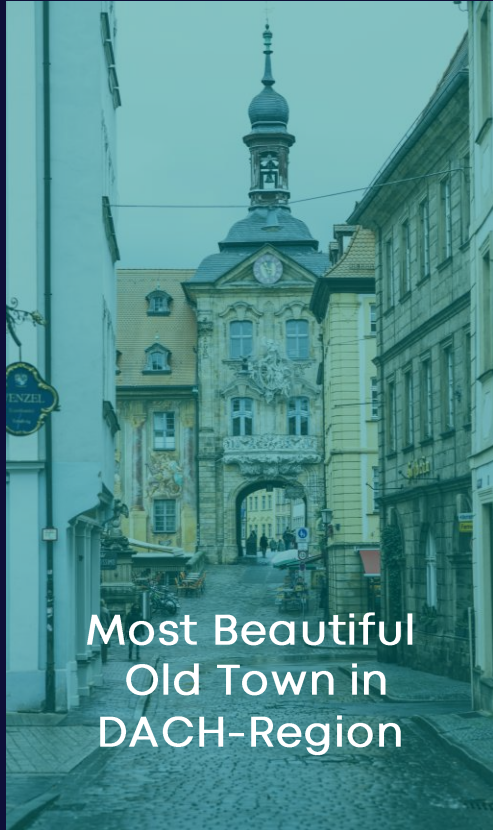
Guests: Press, representatives of the tourism industry, ambassadors, travel influencers



CATEGORIES

The best trend travel destinations including audience voting

THE CATEGORIES



ACTION ROADMAP

NOMINATIONS

Definition of categories & selection process, determination of nominees

★ Q1/2 2025

AWARD CEREMONY

The winning destinations will be honored at an evening event

★ September

PRESS ECHO

Media coverage of the award ceremony and winners also outside of TRAVELBOOK.de

★ Sep – Nov 2025

READER VOTING

Readers can vote for the winners online directly at TRAVELBOOK.de

★ Q2 2025

REPORTING

The award ceremony and winners will be presented on TRAVELBOOK.de with high-quality images and video material

★ Sep – Oct 2025

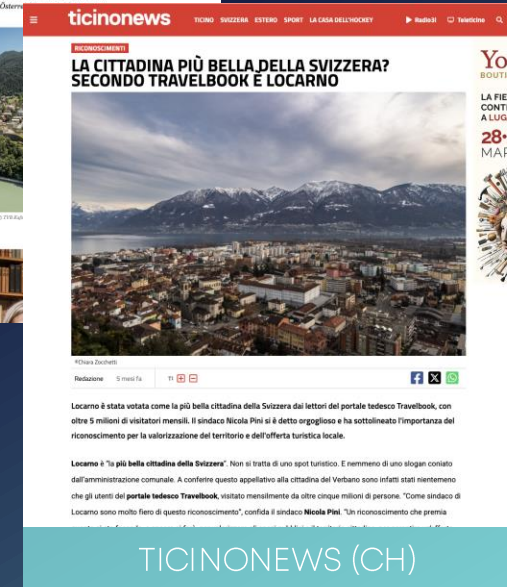
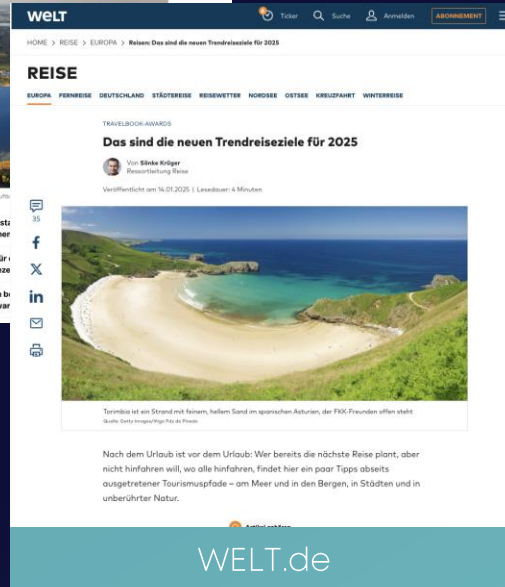
EDITORIAL REPORTING 2024

- Own theme landing page on the website
- Special Teaser on the homepage
- 20 articles on preliminary reporting, event support, winners & nominated destinations
- Exclusive follow-up video for the award ceremony
- Over 165.000 Page Views on the AWARD landing page

[Link to the TRAVELBOOK AWARD landing page](#)



PRESS ECHO 2024



within the Axel Springer network
Print and digital

external Media
(44 clippings in total)



TRAVELBOOK
AWARD

2024

TRAVELBOOK AWARD PARTNERSHIP

Sponsoring partnership as part of the award

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
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 (sidebar + MMR) ²	Travelbook.de	8 Weeks	200,000	€16,000
Exclusive: Trophy 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

Minimum booking amount: €5,000 net

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

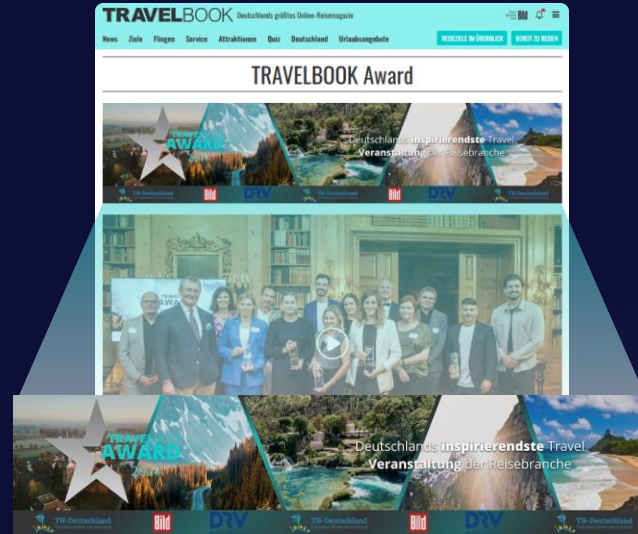
SPONSORING PACKAGE COMPONENTS

LOGO INTEGRATION AT THE EVENT



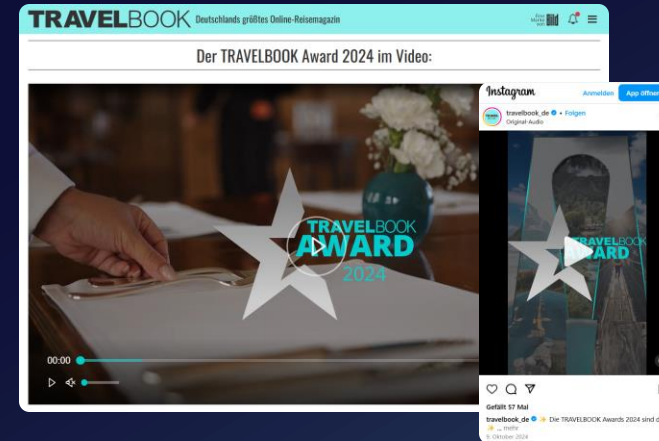
- Logo wall
- Stage background
- Integration into photo & video documentation of reporting

LOGO INTEGRATION TRAVELBOOK AWARD ONLINE STAGE



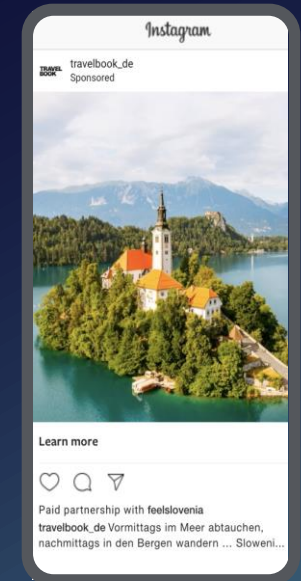
- Duration: at least 4 weeks
- Reach: at least 30,000 page impressions*
- Target URL of all TRAVELBOOK AWARD communication materials

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

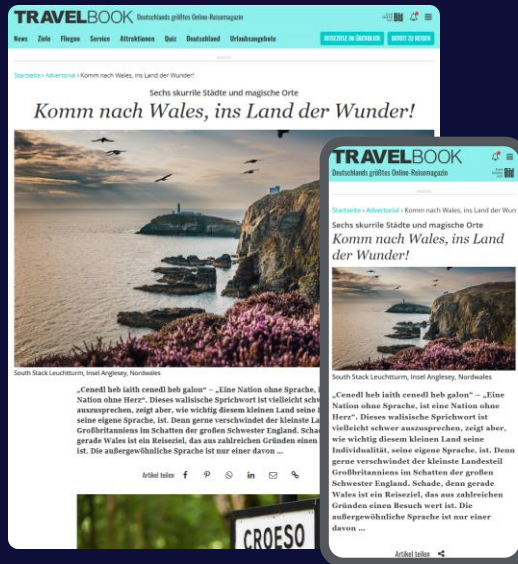


- Duration: 2 – 3 days
- Reach: 50,000 ad impressions

*Estimated reach, not guaranteed

SPONSORING PACKAGE COMPONENTS

ADVERTORIAL PACKAGE M



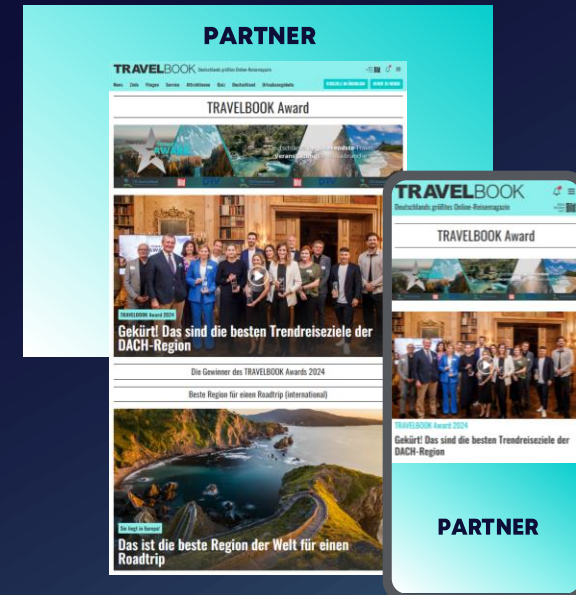
- Duration: 4 weeks
- Reach: 1,000,000 Ais
- Hometeaser
- AdBundle in RoS
- Teaser on AWARD stage on top

EXCLUSIVE TROPHY PRESENTED BY SPONSOR



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

EXCLUSIVE MEDIA PLACEMENT TRAVELBOOK AWARD STAGE



- 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.

EXCLUSIVE EVENT INTEGRATION OF THE SPONSORING PARTNER

A seamless presence throughout the evening

The sponsoring partner is integrated as a key element of the event, ensuring strong brand visibility and engagement.

Key Moments can be

- Keynote or video presentation:** The partner kicks off the evening with an inspiring message after the welcome speech of the Editor-in-chief
- or Culinary experience:** A specially curated menu brings the partner's culture to the table
- or Artistic Performance:** A unique act creates emotional highlights
- or Live interview or presentation of a category:** Direct interaction with the audience for maximum impact



All editorial aspects within media partnerships are subject to approval by the editorial management and are governed by the compliance guidelines of Axel Springer. Content, format, and scope are determined by the editorial team and are considered an independent editorial service. These are based on relevance and the added value for the users.

PARTNER TROPHY BY *SPONSORING PARTNER*

A dedicated award with unique branding

An exclusive award concept tailored to individual sponsors.

Key Features

- **Independent award concept:** A unique name, customized design, and dedicated branding opportunities
- **Reader's choice voting:** Selection through an engaging brand story and public voting
- **Exclusive trophy design:** The award can be customized to reflect to the partner's brand or theme
- **Integration into the stage program:** Presented during the event, but independently from the main TRAVELBOOK AWARD
- **Award presentation by the partner's testimonial:** The winner is announced by a representative of the sponsoring partner, not by the editorial team or official laudators




All editorial aspects within media partnerships are subject to approval by the editorial management and are governed by the compliance guidelines of Axel Springer. Content, format, and scope are determined by the editorial team and are considered an independent editorial service. These are based on relevance and the added value for the users.

*The continued use of the partner trophy in the partner's own communication is limited to 3 years.

WE LOOK FORWARD TO TALKING ABOUT INDIVIDUAL CONCEPTS WITH YOU!



 **CHIEF SALES OFFICER
BILD GRUPPE & PORTFOLIO
FELIX BECKER**

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



 **CHIEF SALES OFFICER
WELT GRUPPE
KNUT DÖRING**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 168 149 51
knut.doering@axelspringer.com



 **MEDIA IMPACT BÜRO NORD-OST
EMILY NEUMANN**

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



 **MEDIA IMPACT BÜRO WEST
INGO KÖLBL**

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



 **MEDIA IMPACT BÜRO MITTE-SÜDWEST
PHILIPP MATSCHOSS**

Media Impact GmbH & Co.KG
Gerbermühlstraße 9
60594 Frankfurt/Main
Tel.: +49 (0) 151 446 198 98
philipp.matschoss@axelspringer.com



 **MEDIA IMPACT BÜRO SÜD & SPORT
BRAND PARTNERSHIPS
DANIEL MAUBACH**

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



 **MEDIA IMPACT RETAIL UNIT
BIRGIT SANTORO**

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



 **MEDIA IMPACT HEALTHCARE UNIT
ANETT HACK**

Media Impact GmbH & Co.KG
Münchener Straße 101/09
85737 Ismaning
Tel.: +49 (0) 15144047766
anett.hanck@axelspringer.com



 **MEDIA IMPACT FINANCE & TOURISM UNIT
MARCUS BRENDEL**

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



 **MEDIA IMPACT LUXURY & LIFESTYLE
UNIT
CHRISTINE MALECKI**

Media Impact GmbH & Co.KG
Theresienhöhe 26
80339 München
Tel.: +49 (0) 151 188 936 86
christine.malecki@axelspringer.com