

750,000 readers

...who like to go travelling

REISE PREISE

since 1987

14% Business & Premium
Every 7th reader goes one class better

89% frequent flyers
Holiday destinations are mainly reached via plane

€ 5,500 average spending
Our readers are mostly travelling in pairs spending averagely € 5,500 per trip

77% are 40 and older
40plus readers with plenty of time and money

44% ad contacts
44% of our readers contact the advertisers

REISE PREISE

MEDIA DATA 2018



Competent. Complex. Effective.



The right target group

Since 1987, the magazine REISE & PREISE has been a standby for its readers. By giving advice and practical help, the readers are put in the mood and prepared for »the best weeks of the year«. When it comes to planning their holiday, REISE & PREISE is a friend in need for approx. **700,000 world travellers***. That figure applies only to the print version and excludes online customers.



The ideal environment

Attractively illustrated, special features on particular countries, exciting reports on trips, competent industry contributions and any amount of inside information - all this not only creates travel dreams but also provides an **ideal environment for your advertising**. The magazine REISE & PREISE is intended **for demanding individual, package holiday and business travellers** who spend a fair amount of money on their holiday.



Excellent cost-value ratio

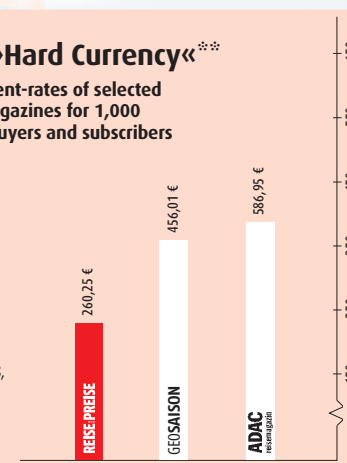
In the cost per thousand buyer, REISE & PREISE exploits its strengths. If you calculate the costs per thousand buyer out of the real sold newsagent- and subscriber edition, REISE & PREISE attains a value which is unbeatable. The market-lead becomes more clear by sampling airline passengers: 89% of the REISE & PREISE readers travel by air. Compared to other media you save a fair amount of money. Additionally, the proportion of long-distance travellers, internet-users and high-income travellers, is well above the average.



The »Hard Currency«**

Advertisement-rates of selected travel magazines for 1,000 newsagent-buyers and subscribers

** Basis: IVW, quarter 3-17 to 2-18, average sold copies, ad rates 2018, for 1/1, 4-coloured



* Circulation ø quarter 3-17 to 2-18 accord. to IVW, RPC

Technical and General Data

Advertising Office REISE & PREISE-Verlags GmbH
Headquarters: Hauptstr. 14, D-21614 Buxtehude, Germany
Telephone: ++49 (0)4161 7169-12
Telefax: ++49 (0)4161 7169-15
E-Mail: Anzeigen@REISE-PREISE.de

Bank Volksbank Geest eG, Apensen
IBAN: DE19 2006 9782 0037 8160 00
BIC SWIFT-(Code): GENODEF1APE

Frequency quarterly

Copy Size 210 x 297 mm

Type Area 187 x 270 mm

Printing Process content: rotary off-set, cover: sheet off-set,
According to the European scale

Printing Materials Exclusively digital data

Data Formats Please request detailed technical guidelines
Fax ++49(0)4161716915 or Anzeigen@REISE-PREISE.de

Compression ZIP or Stuffit

Data Transmission email: Anzeigen@REISE-PREISE.de
or via WeTransfer.com

Advertising Rates 1/1 four-colour € 7,590

Terms of Payment 2% discount, if payment is rendered within 7 days or via
direct debit

Copy Price Retail selling price € 5.90
Subscription (national) € 22.00
Subscription (abroad/standard) € 28.40
Subscription (abroad/airmail) € 36.60

Deadlines

Issue-No.	Publication Date	Closing Date	Copy Materials (text)	Copy Materials (R&P Market)
4/18	09.10.2018	24.08.2018	31.08.2018	07.09.2018
1/19	08.01.2019	16.11.2018	23.11.2018	30.11.2018
2/19	09.04.2019	22.02.2019	01.03.2019	08.03.2019
3/19	09.07.2019	24.05.2019	31.05.2019	07.06.2019
4/19	08.10.2019	23.08.2019	30.08.2019	06.09.2019

Circulation Control



The General Terms of Business for Advertisements and Supplements in Newspapers and Magazines are in force (page 13).

Advertisement Sizes / Advertisement Rate Card No. 30 valid from 1st January 2018

Advertisement text-related (4-colour)

<div><div>2/1</div><div>type area 392 x 270</div><div>bleed 420 x 297*</div><div>€ 14,780</div></div>	<div><div>1/1</div><div>type area 187 x 270</div><div>bleed 210 x 297*</div><div>€ 7,590</div></div>	<div><div>2/3, 2 columns</div><div>type area 123 x 270</div><div>bleed 137 x 297*</div><div>€ 4,900</div></div>	<div><div>1/2, 2 columns</div><div>type area 91 x 270</div><div>bleed 105 x 297*</div><div>€ 3,950</div></div>	<div><div>1/2, 4 columns</div><div>type area 187 x 132</div><div>bleed 210 x 146*</div><div>€ 3,950</div></div>	
<div><div>Juniorpage</div><div>type area 139 x 195</div><div>bleed 153 x 209*</div><div>€ 4,150</div></div>	<div><div>1/3, 1 column</div><div>type area 59 x 270</div><div>bleed 73 x 297*</div><div>€ 2,780</div></div>	<div><div>1/3, 4 columns</div><div>type area 187 x 86</div><div>bleed 210 x 100*</div><div>€ 2,780</div></div>	<div><div>1/4, 1 column</div><div>type area 43 x 270</div><div>bleed 57 x 297*</div><div>€ 2,270</div></div>	<div><div>1/4, 4 columns</div><div>type area 187 x 63</div><div>bleed 210 x 77*</div><div>€ 2,270</div></div>	<div><div>Island, 2 columns</div><div>type area 91 x 91</div><div>€ 2,390</div></div>

* Bleed difference on all bleed advertisements at least 3 mm. Place important parts of the advertisement at least 5 mm away from bleed. Prices excl. VAT. All Sizes in mm.

Advertisements in »Market«

Prices: **4-colour** = **bold**, black-and-white = regular

1/1
type area
187 x 270
bleed
210 x 297*
€ 4,995

1/2, 2 columns
type area
91 x 270
bleed
105 x 297*
€ 2,895
€ 1,650

1/2, 4 columns
type area
187 x 132
bleed
210 x 146*
€ 2,895
€ 1,650

1/4, 1 column
type area
43 x 270
bleed
57 x 297*
€ 1,455
€ 830

1/4, 4 columns
type area
187 x 63
bleed
210 x 77*
€ 1,455
€ 830

1/4, 2 columns
type area
91 x 132
€ 1,455
€ 830

1/8, 1 column
type area
43 x 132
€ 730
€ 420

1/8, 2 columns
type area
91 x 63
€ 730
€ 420

1/16, 1 column
type area
43 x 63
€ 370
€ 215

- Prices excl. VAT
- All Sizes in mm
- Please, place important parts of the advertisement at least 5 mm away from bleed

* Bleed difference on all bleed advertisements at least 3 mm

Discounts and Special Advertisement Types

DISCOUNTS

Series Discount		Volume Discount	
2 ads	5 %	2 pages	5 %
3 ads	7.5 %	3 pages	7.5 %
4 ads	10 %	4 pages	10 %

If purchased within 12 months. Cannot be claimed retroactively.
Advertisements in the Catalogue Service will be taken into account.

Advertorials

The advertorial will be designed in an editorial format by the publisher. This enables the client to advertise extra editorial content beyond image advertisement. Pictures and text will be provided by the client.

The prices are based on the normal advertisement prices plus layout-charges as per expenses.

Including the following:

Concept and editorial text editing, image selection from your stock, graphics and pre-press, two proof reading runs and coloured proof. The advertorial will be marked with the word »Anzeige« not smaller than font size 8.

Booklet in REISE & PREISE

4 pages	€ 14,785
8 pages	€ 19,330
12 pages	€ 25,150
16 pages	€ 27,520

Including the following:

- Concept and editorial text editing
- Image selection from your stock
- Graphics and pre-press
- 2 proof reading runs and coloured proof
- 4-colour-print on high quality illustration printing paper, bound insert
- 1,000 additional copies of booklet, folded and stitched/adhesive bonded

No partial covering possible. No discount granted on supplements. Inserts which are not identified as advertising must be marked with the word »Anzeige« not smaller than font size 8. Special forms of advertisement as, e.g., tip-on postcards are possible on request.

Closing Date, delivery of text and photo material: 8 weeks ahead of publication date.

Only one booklet per issue is possible.

Supplements

Total covering Germany/International *

up to 20g (4 pages)/thousand	€ 84
up to 30g (8+12 pages)/thousand	€ 94
up to 50g (16 pages)/thousand	€ 104

Partial covering possible. The insert prices are subject to commission. No discount granted.

The actual circulation must be agreed prior to printing (plus 3% processing allowance).

Inserts that are not identified as advertising must be marked with the word »Anzeige« not smaller than font size 8 pt. Submission of an example is requested.

The inserts must be delivered, packaged in a manner, that binding processing can take place without disruption. Please label properly and indicate number of units on the delivery note.

More extensive inserts upon request.

Loose Supplements

Sales edition* (newsagents, reading circles etc.)

up to 20g	€ 84/thousand
up to 30g	€ 94/thousand
up to 50g	€ 104/thousand

subscriber's issue*

€ 101/thousand
€ 121/thousand
€ 151/thousand

Partial covering with subscribers issue on request. We charge an additional fee (34 € per 1000 copies) for the exclusive assignment of the subscription run.

Partial covering for loose supplements possible (e.g. according to Nielsen-areas or subscriber's issue) Minimum circulation: 20,000 copies. The supplement prices are subject to commission, no discount granted. No special placement can be promised. The actual circulation must be agreed prior to printing (plus 3% processing allowance). Loose Supplements that are not identified as advertising must be marked with the word »Anzeige« not smaller than font size 8 pt. Submission of an example is requested. The loose supplements must be delivered, packaged in a manner, that binding processing can take place without disruption. Please label properly and indicate number of units on the delivery note. More extensive supplements upon request.

Adhesive Supplements/booklets

Total covering*

Postcards/booklets (up to 20g)	€ 59/thousand
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No partial covering possible. Size of the basic advertisement is a 1/1 page. The placement must be agreed. The adhesive insert/booklet prices are subject to commission, but not subject to discounts. The actual circulation must be agreed prior to printing (plus 3% processing allowance). Submission of an example is requested. The adhesive supplements must be delivered,

packaged in a manner, that binding processing can take place without disruption. Please label properly and indicate number of units on the delivery note. The adhesive supplements are adhered to the base advertisement, such that they can later be effortlessly removed and used. Please submit a sample. Minor deviations must be tolerated. Other adhesive supplement prices are (e.g. envelopes) available upon request.

Special Advertisement Types

We would be pleased to submit you an offer upon request.

Small Ads in solid matter

REISE & PREISE + www.REISE-PREISE.de, 2 lines minimum

private:	€ 10 per line plus VAT
commercial:	€ 15 per line plus VAT
4-colour photo	€ 90 plus VAT

For further information see www.REISE-PREISE.de and coupon in each edition.

* The postal fee, which will be invoiced by the Deutsche Post is already included

Catalogue Service (print and online) valid from 1st January 2018

➔ Premium PLUS

is published in **REISE & PREISE** and on **REISE-PREISE.de**

The catalogue-order service is a response medium for tour operators.

With Premium PLUS entries, advertisers are able to ensure that their catalogues and brochures appear at the TOP positions in the selection list on www.REISE-PREISE.de and are repeatedly shown at the first position in the rotation. Catalogues and companies receive preferential presentation, accompanied by a premium seal and a company portrait. Please click [here](#) to see what it looks like (www.REISE-PREISE.de/kataloge-bestellen.html).

The catalogue titles may be enlarged, the advertiser's homepage opened from a conspicuous link. A PDF may also be uploaded for online reading or downloading (e.g. a browsable catalogue or list of offers).

The catalogues are sorted in a customer-friendly manner by destination areas and categories and may thus be found particularly quickly. Users may also utilise the many search functions. The advertised catalogues may be ordered quickly and free of charge from www.REISE-PREISE.de.

The catalogues will be presented parallel to the running time of the magazine (3 months).

The catalogues and a table of contents are also published as an advertisement in the special "Reisekataloge" ("Travel Catalogues") section of the REISE & PREISE Magazine.

This enables you to reach approximately another 750,000 readers who enjoy travelling in addition to the around 200,000 people who visit REISE-PREISE.de. Please request your sample copy.

Catalogues advertised in the REISE & PREISE Magazine may also naturally be ordered by post or fax.

Received requests for catalogues are – after "double-opt-in" check – immediately forwarded to the advertisers so that the requested items may be immediately dispatched.

If the advertiser has uploaded a digital version, the potential customer may also view the requested catalogue online or download it or just visit the advertiser's website using the link provided.

➔ PR advertisements (print)

Are possible in a variety of sizes in the "Travel Catalogues" category in the REISE & PREISE Magazine. Please ask for more information.



The data collection and maintenance is carried out by REISE-PREISE!

Advertisement Sizes / Catalogue Service (print and online) valid from 1st January 2018

standard size,
33 x 80 mm, € 505
catalogue illustration 33 x 47 mm

PR-advertisement

4 x standard size,
147 x 80 mm, € 1,695
catalogue illustration 31 x 44 mm

3 x standard size,
109 x 80 mm, € 1,330
catalogue illustration 31 x 44 mm

2 x standard size,
71 x 80 mm, € 905
catalogue illustration 31 x 44 mm

5 x standard size,
185 x 80 mm, € 2,075
catalogue illustration 31 x 44 mm

Text

Advertiser name, catalogue title, content: max. 200 characters per advertisement/catalogue. The text will be layouted in standard type. Data is collected through the publishing company.

Printing Materials

Digital cover data (resolution 300dpi or more). Please send to Verlag@REISE-PREISE.de

Internet

All placed catalogues will also be placed in the WEB (www.reise-preise.de) and will be linked to your website.

Rates/Sizes Premium PLUS (with print-ad, 4-colours)

1 x standard size (Type 1)	€ 505
2 x standard size (Type 2)	€ 905
3 x standard size (Type 3)	€ 1,330
4 x standard size (Type 4)	€ 1,695
5 x standard size (Type 5)	€ 2,075

More sizes on request

All design works and the transmission of the addresses via email are included in the price above.

Discounts and extra charges (page 6)

Reader Profile / Travel and Booking Habits

1. READERSHIP AND INCOME

SEX

Male	64%
Female	36%

AGE

The average age of our readers is 50,4 years.

77% are 40 years and older. Well situated, consumption-friendly holiday makers with time to travel

30 to 39 years	17%
40 to 49 years	17%
50 years and older	60%
	28%

PROFESSION

High percentage of executive staff and civil servants.	
Appointees and civil servants	67%
Freelancer	12%
Retired	18%
Other	3%

NET INCOME PER HOUSEHOLD

The average net household income is € 3,715 per month. The average income in Germany (Statista 2015) amounts to € 2,706.

Up to 2,500 Euro	28%
2,500 to 3,500 Euro	33%
3,500 to 5,000 Euro	21%
Over 5,000 Euro	18%

2. READER MAGAZINE COMMITMENT

GENERAL BEHAVIOR OF READERS

Prefer printed magazines	92%
E-magazines and similar media	8%

READER PER COPY/COVERAGE*

REISE & PREISE is averagely read by 11.1 readers per issue. This equates to a **coverage of 750,000 readers.**

REISE & PREISE IS PUBLISHED QUARTERLY

3 from 4 readers are reading every issue

reading 4 issues	74%
reading 3 issues	7%
reading 2 issues	6%
sporadic	13%

TARGET GROUP RELEVANCE

For reasons of customer quality we abstain from distributing free copies (»Sonstiger Verkauf«). This also guarantees an intensive magazine usage – the reader intentionally buys the magazine.

3. TRAVEL HABITS

VACATION PARTNERS

traveling as a couple	70%
going on family trips	15%
traveling alone	12%

DURATION OF STAY

The main vacation lasts 20.7 days in average.

The national average for foreign travel ** lies at 12.6 days

TRAVEL FREQUENCY

REISE & PREISE readers are travelling surpassingly often. They travel 3.8 times per year.

Including 1.8 short trips.

MEANS OF TRANSPORT

Travelling by plane



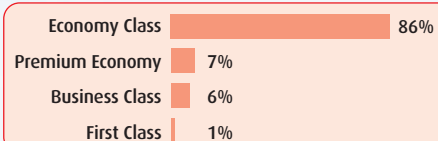
This equates to a average coverage of approx. 700,000 travellers by plane.

* Circulation Ø quarter 3-17 to 2-18 accord. to IVW, RPC ** Travel analysis RA 2018

4. BOOKING BEHAVIOUR

FLIGHT BOOKINGS

14 % of the REISE & PREISE readers are travelling either in Business-, First- or in Premium Economy Class



Every 5th reader flew in the last 3 years at least one time in Business Class.

PACKAGE HOLIDAY BOOKINGS

55% book their package holiday via travel agents or tour operators

Bookings via travel agent or tour operators	55%
Internet platform	45%

MEANS OF TRAVEL

90% of our readers book all inclusive or various travel components.

The quota of individualists is markedly high.

Classic holiday package bookings	26%
Individual package and components bookings	64%
Flight bookings only	10%

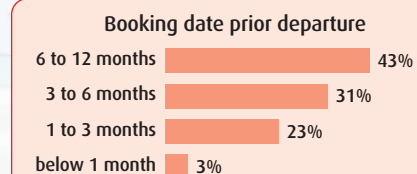
ACCOMMODATION

REISE & PREISE readers like it comfortable, every 6th books high-class accommodation.

Simple (up to 2 stars)	15%
Middle-class (3-4 stars)	51%
Luxury-class (5 stars)	17%
Holiday home/camping/mobile home	17%

BOOKING DATE

Early booking is the trend. The average lies at more than 6 months before departure.



CATALOGUE ORDER SERVICE

50% of our readers inform themselves in this section. The catalogue order service is part of the magazine REISE & PREISE and the website www.REISE-PREISE.de. For infos please look at page 9 (Mediadata).

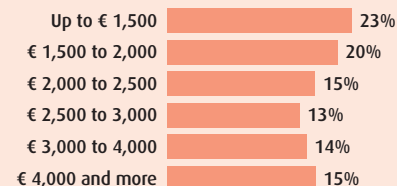
5. TRAVEL COSTS

EXPENSES PER TRIP/PERSON

Per main holiday the REISE & PREISE readers spend averagely € 2,713.

15% spend more than € 4,000 for their holiday. The average travel costs of the Germans amount to € 1054* (stays from 5 days) per year.

Costs per trip / person



6. REISE-PREISE.de

INTERNET USAGE

Three out of four readers use the REISE & PREISE webpage.

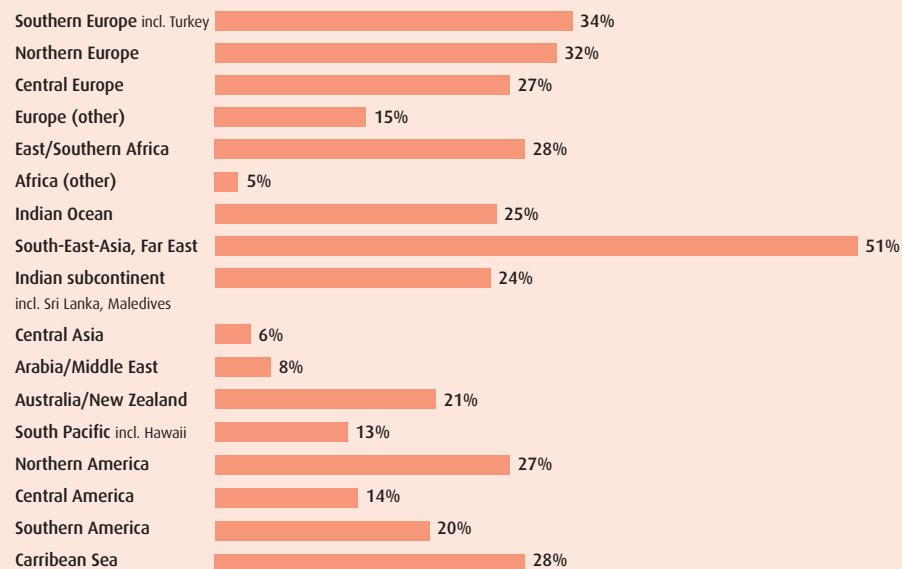
Use the REISE & PREISE homepage	74%
Not using www.REISE-PREISE.de	26%

* Travel analysis RA 2018

7. TRAVEL FLOWS

THE MOST POPULAR DESTINATIONS

The interest in exotic travel destinations and long-haul trips is unbroken. However, European destinations also play a major role (multiple mentions possible).



8. ADVERTISING BEHAVIOUR

INSPIRATION

62% of the readers take inspiration for planning in REISE & PREISE and other printmedia.

REISE & PREISE and other magazines	62%
Search engines	33%
Other	5%

OBTAINING INFORMATION

73% of the readers take inspiration from advertisements and contact the provider by phone or over their website.

Contact the homepage	69%
Contact the tour operator by phone	4%
Looking for infos on other websites	27%

CONTACT

44% contact advertisers within the last 3 years.

Thereof:	
Contact via phone	10%
Contact via homepage	70%
Information request via e-mail or fax	20%

27% have booked a journey according to an ad in REISE & PREISE.

General Terms of Business for Advertisements, Inserts and Supplements

1. According to the following general terms of business an »advertising order« is a contract about the publishing by an advertiser in REISE & PREISE of one or more advertisements in order to be distributed. Only these general terms of business are decisive for the handling of an advertising order. Other conditions on the part of the advertiser do not apply, even if the publisher does not contradict in individual cases.
2. An advertising order includes all advertisements that are recorded in advance. In case, the advertiser concludes an advertising contract for a longer period of time, after he has placed an advertisement once, no discount is granted on this single order (discount by frequency and volume).
3. In case the advertising order is not carried out, the advertiser has to reimburse the publisher for the difference between the granted discount and the discount corresponding to the actual number of advertisements that have been put in. If the publisher is responsible for the circumstances that led to the advertising order not being carried out, the advertiser is released from this reimbursement.
4. spaces, as soon as advertiser and publisher have reached an agreement, indicating that these advertisements should appear in definite issues and should occupy definite spaces. Even if the publisher has made promises concerning the space, the advertisement should occupy, in exceptional cases it is left up to him to allocate the advertisement to another space, if required due to technical reasons. Editorial changes do not have to be agreed with the client.
5. The publisher reserves the right to reject advertising / inserting orders that are violating the laws, official requirements or common decency, or which violate the publisher's standard principles, due to their contents, origin or technical form. He also reserves the right to reject, if the publishing of these advertising/inserting orders is unacceptable to him. Inserting orders are only binding for the publisher, if a sample has been received. The advertiser is notified about the rejection of the order.
6. The advertiser delivers faultless, suitable printing documents on time (exclusively digital data according to the publisher's specifications and color or binding digital proofs). In case, he delivers printing documents that are not suitable for offset printing (missing or faulty elements), the advertiser takes the risk. The advertiser has to observe the required advertisement sizes. Data carriers and proofs are only returned to the advertiser upon special request. The obligation to keep the data carriers and proofs ends 3 months after the order has been carried out, provided that no other agreement has been explicitly met.
7. Upon request, the printing documents can be produced by the publisher. The advertiser is responsible for on-time delivery of the advertising text. If no printing documents have been sent in by the closing date, the publisher is entitled to publish a neutral text or an older advertisement. If the advertising text is delivered on time, a proof-print will be sent to the advertiser. The advertiser is responsible for the correctness of the proof-prints he sends back. The publisher takes all corrections into account, which are received by the closing date. In case the proof-prints are not returned, the authorization for publication can be regarded as granted.
8. Advertisements that cannot be immediately identified as advertisements, are made identifiable by the publisher as »advertisement« (»Anzeige«). Ad inserts, which cannot be recognized as advertisement, must be marked with the word »advertisement« (»Anzeige«) not smaller than font size 8.
9. The costs for the production of the printing files and color proofs and any modifications to the initial work agreed upon are chargeable to the advertiser. The charge is calculated according to the expenditure occurred and is submitted upon request.
10. The advertiser is entitled to a reduction of payment or to a faultless substitute advertisement in case, the printing of the advertisement is entirely, incorrect, incomplete or missing, but only to the extent to which the purpose of the advertisement has not been reached. An entitlement to compensation is out of question, unless the publisher is guilty of premeditation or gross negligence.
11. The publisher assumes no responsibility at all for the contents of the advertisement, according to the fair trading law.
12. The publisher delivers a specimen copy of REISE & PREISE. Complaints have to be registered within a month after receipt of invoice and specimen copy.
13. If the payment is credited on the publisher's account within 7 days, a 2% discount is granted, if no older invoices are due.
14. Discount amounts that are claimed after the payment of 7 days, have to be reimbursed.
15. In case of delay or prolongation of payment, interest and collection expenses are charged. In case of delay of payment, the publisher can defer carrying out the current order, until the payment is settled and can ask for advance payment for the rest of the advertisements.
16. As soon as the advertisement price list is modified, the new conditions become immediately effective, also for current advertising orders.
17. The publisher reserves the right to request advance payment until the closing date for the printing documents.
18. In case of disruptions or acts of God, the publisher is entitled to full payment of the published advertisement.
19. In exceptional cases, the publisher reserves the right to place advertisements with vouchers/return coupons back-to-back.
20. Advertising agencies and publicity agents are obliged to adhere to the price list for their offers, contracts and invoices. The commission granted by the publisher to the advertising agent cannot be passed on to the advertiser, neither entirely nor partially.
21. The publisher's headquarters is place of fulfillment and jurisdiction.

AD-Banner Price List for **REISE-PREISE.de** (desktop and smart phone) valid from 1st January 2018



REISE-PREISE.de

is a travel portal with daily news, service articles and travel-related services, that has been awarded several times by the German press. The target group are tourists (individual and package) and frequent flyers with higher-than-average income, who travel several times a year. The strong reader-user relationship and the users' keen interest in information ensure a long time of stay on the pages and a high level of attention to the advertising content. Your advertising banners are available on



the desktop (PC) as well as on the smart phone (1:1 full version), unless you explicitly choose only one medium. Please inform yourself about additional advertising formats in the mobile sector.

Gladly we inform you by phone on 04161-716919.

Leaderboard 728 x 90 px.

Skyscraper 120/160/200 x 600 px.

Half Page 300 x 600 px.

Medium Rectangle (Content) 300 x 250 px.

AD-Banner Price List for **REISE-PREISE.de** (desktop and smart phone) valid from 1st January 2018

Contact	Phone: ++49 (0) 4161-716919, fax: -716915, email: Banner@REISE-PREISE.de
Position	The fixed position can be established in a clearly visible spot usually in the top area of all pages, e.g., on the desktop or on the smartphone version.
Rotation	Your advertisement rotates (with that of other advertisers) for a set period on the available travel pages.
AdReporting	Weekly reports are possible.
Formats/banners	Banners can be booked, irrespective of position and size, as GIFs, animated GIFs, JPEGs, Flash or in HTML. Please transfer by email (Banner@REISE-PREISE.de). Deadline for booking and data is five days before the connection deadline, in each case.



Costs: per 1,000 ad impressions (contacts) at least total volume € 500

Desktop	Mobil	costs per 1,000 ad impressions
Leaderboard 728 x 90 Pixel	Mobile Multimedia Ad (MMA) 300/320 x 50/75 Pixel	€ 9,00/€ 10,00
Skyscraper 120/160/200 x 600 Pixel	---	€ 8,00/€ 10,00/€ 12,00
Halfpage 300 x 600 Pixel	---	€ 15
Medium Rectangle/Content Banner 300 x 250 Pixel	Medium Rectangle/Content Banner 300 x 250 Pixel	€ 15
Wallpaper (Leaderboard + Skyscraper kombiniert)	---	€ 19
Ad Bundle* (Leaderboard, Skyscraper & Medium Rectangle/Content)	Ad Bundle* (MMA & Medium Rectangle/Content)	€ 12
---	Floor Ad Sticky** 300/320 x 50 Pixel	€ 10
Newsletter (approx. 17.000 subscribers)		€ 29

Other formats on request.

*Only one Banner at the moment (in rotation)

**Fixed at the button of the screen

REISE & PREISE Verlags GmbH

Registered Office:

Hauptstraße 14
D-21614 Buxtehude

Phone: ++49 (0) 41 61-71 69 0

Fax: ++49 (0) 41 61-71 69 15

Contacts:

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Phone: ++49 (0) 41 61-71 69 12

email: Torsten.Kuehn@REISE-PREISE.de

Evelin Klingauf

Phone: ++49 (0) 41 61-71 69 14

email: Verlag@REISE-PREISE.de

REISE & PREISE

MEDIA DATA 2018



Stand: 30.7.18