

**REISE PREISE**



# MEDIA DATA 2024

Highly informative service articles and inspirational insider tips. Articles for people who love to travel.

# GERMANY'S No. 1 TRAVEL MAGAZINE WITH THE HIGHEST CIRCULATION



## Ranking of the highest circulation travel magazines in Germany 4th quarter of 2023



| Magazine                  | IVW checked sale                           | Market shares IN PERCENT | Excellent cost value ratio  |
|---------------------------|--|--------------------------|---|
| <b>REISE &amp; PREISE</b> | IVW checked sale: 69.257                   | 39%                      | <b>REISE &amp; PREISE</b><br>Print* 87.031<br>Full Page 7.950 €<br><b>91,34 €/TK</b>  |
| <b>ADAC REISEMAGAZIN</b>  | IVW checked sale: 48.369                   | 24%                      | <b>ADAC REISEMAGAZIN</b><br>Print* 52.966<br>Full Page 23.200 €<br><b>438,02 €/TK</b> |
| <b>OUTDOOR</b>            | IVW checked sale: 29.767                   | 15%                      | <b>OUTDOOR</b><br>Print* 33.633<br>Full Page 6.900 €<br><b>205,16 €/TK</b>            |
| <b>MERIAN</b>             | According to publisher information: 50.000 | 22%                      | <b>MERIAN</b><br>Print* 50.000<br>Full Page 20.500 €<br><b>410,00 €/TK</b>            |

sold copies 0 10 000 20 000 30 000 40 000 50 000 60 000 70 000 80 000

\* 4th quarter 2023 according to the German Audit Bureau of Circulation (IVW)

## THE RIGHT TARGET GROUP

The magazine REISE & PREISE has been helping it's readers since 1987. Our goal: Inspiring and preparing our readers for their »most beautiful and unforgettable weeks of the year«. Whilst planning their holidays, 73 % of our readers are regularly inspired by our authentic travel reports and advertisements (according to reader survey). REISE & PREISE is therefore an essential partner for holiday planning.

### THE READERS

A travel-enthusiastic and high-spending buyer group: Each reader spends per main holiday trip 2,713 €. 15% spend even more than 4,000 € in the best weeks of the year.

### THE INCOME

The average net household income of our readers is over 3,700 € per month. (37% above German average)..

## 5500 €

### WELL FILLED HOLIDAY FUND

2 people spend on average 5500 € per trip

## 77 %

### ARE AGED 40 AND OLDER

40plus-readers with plenty of time

## 89 %

### FREQUENT FLYERS

Holiday destinations are mainly reached by plane



WITH EACH ISSUE WE INSPIRE OUR READERS TO TRAVEL THE WORLD

# THE IDEAL ENVIRONMENT FOR YOUR ADVERTISING



TRAVELOGUES



CITY GUIDE



COUNTRIES SPECIALS



SERVICE & TESTS & TIPS

REISE & PREISE provides their readers with informative and inspirational features, up-to-date illustrated specials about various cities and countries worldwide, including exciting insight travel reports written by passionate travellers, competent service articles, plenty inside tips and much more. With this diversified content REISE & PREISE awakens dreams by providing the ideal environment for your exceptional magazine advertisement. Our REISE & PREISE magazine aims at discerning individuals travellers as well as package and business travellers, spending a lot of money on their vacations.

## MORE THAN JUST A PRINT MAGAZINE

www.reise-preise.de is the digital version of our magazine and complements our broad service with a travel portal. On top daily news and various articles on customer service and experience are provided.

In addition, we provide our community with the latest news from the world of travel with our newsletter every 14 days.

We offer our advertisers various integration options, including advertorials and native advertising with linking.

Feel free to contact us.

# PRINT AND ONLINE OPTIMALLY LINKED

For over 35 years our journalists have been providing inspiration for the most beautiful weeks of the year



## PRINT MAGAZINE

Frequency: quarterly

# 69.257

**Sold copies**  
per issue according to  
IVW 4th quarter of 2023

## WEBSITE

Daily travel news, tips and reports

# 338.873

**Page impressions**  
monthly

## NEWSLETTER

Dispatch twice a month, 24 times a year

# 42.580

**Subscribers**

### PRINT ADVERTISEMENT RATES

|  |         |
|--|---------|
| <b>1/1 page</b> 210 x 297 mm                 | € 7.950 |
| <b>1/2 page</b> 105 x 297 mm or 210 x 146 mm | € 4.150 |
| <b>1/3 page</b> 73 x 297 mm or 210 x 100 mm  | € 2.890 |
| <b>1/4 page</b> 57 x 297 mm or 210 x 77 mm   | € 2.380 |

### PRINT MAGAZINE SCHEDULE

| Issue No..  | On Sale Date | AD Closing |
|-------------|--------------|------------|
| <b>2-24</b> | 05.04.24     | 28.02.24   |
| <b>3-24</b> | 05.07.24     | 29.05.24   |
| <b>4-24</b> | 04.10.24     | 28.08.24   |
| <b>1-25</b> | 03.01.25     | 27.11.24   |

### ONLINE RATES

|  |            |         |
|--|------------|---------|
| <b>Banner / Rectangel</b><br>minimum 40.000 AI | € 12,5 CPM | € 500   |
| <b>Online Advertorial</b>                      |            | € 1.200 |

### PRINT & ONLINE

|                                   |       |
|-----------------------------------|-------|
| <b>Holiday Tips</b> (4 Rectangle) | € 770 |
| <b>Catalogue ads</b>              | € 530 |
| <b>1/8 Category Market ad</b>     | € 770 |
| <b>1/16 Category Market ad</b>    | € 390 |

### NEWSLETTER RATES

|                               |          |         |
|-------------------------------|----------|---------|
| <b>Newsletter Banner</b>      | € 23 CPM | € 980   |
| Additional formats on request |          |         |
| <b>Banner + Advertorial</b>   |          | € 1.500 |

Detailed media and performance data can be found at:  
[www.reise-preise.de/mediadaten](http://www.reise-preise.de/mediadaten)

### ADVERTORIALS

This editorially designed advertisement is conceived by the publisher. It offers the customer the opportunity to advertise content that would go beyond the scope of a normal advertisement. Text and images are supplied by the customer. The prices are based on the normal basic advertising prices.

Design costs are included at normal cost.

### AD SPECIALS

In addition to classic supplements and inserts, we also develop customised Ad Special offers with you. Please do not hesitate to contact us.

### AD MANAGEMENT:

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### REISE & PREISE Verlags GmbH

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WE ARE HAPPY TO ADVISE YOU

PHONE: **(+49) 40 819 570 912**

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