

REISE UND PREISE

Februar/März/April · 1-2026 € 7,00

Schweiz CHF 10,50 · Österreich € 7,50 · Belgien € 7,60 · Niederlande € 7,60 · Luxemburg € 7,60 · Italien € 7,90 · Spanien € 7,90

# REISE UND PREISE

DEN TRAUMURLAUB PERFEKT PLANEN



**KARIBIK**  
**10 STRANDTIPPS FÜR GENIESSER**



**GRIECHENLAND**



## MEDIA KIT 2026

Germany's #1 travel magazine, offering highly informative articles and rare insider tips for avid travellers.

**KANADA**  
DAS LAND DER  
100.000 SEEN

**GALICIEN**  
SPANIENS WILDER  
NORDWESTEN

**MADAGASKAR**  
DER RUF DER  
LEMUREN

**MADEIRA**  
DAS HAWAII  
EUROPAS

# GERMANY'S MOST WIDELY CIRCULATED TRAVEL MAGAZINE



Ranking of the most widely circulated travel magazines in Germany (IVW).



Excellent cost value ratio

REISE & PREISE	65,249	<p><b>REISE &amp; PREISE</b></p> <p>Print* 65,249 Full Page 7,950 € <b>121.84 €/TK</b></p>
ADAC REISEMAGAZIN	40,159	<p><b>ADAC REISEMAGAZIN</b></p> <p>Print*: 40,159 Full Page 24,400 € <b>545.33 €/TK</b></p>
BUSINESS TRAVELLER	22,409	<p><b>BUSINESS TRAVELLER</b></p> <p>Print* 22,409 Full Page 20,600 € <b>919.27 €/TK</b></p>
FVW TRAVELTALK	9,676	<p><b>FVW TRAVELTALK</b></p> <p>Print* 9,676 Full Page 12,500 € <b>1,291.86 €/TK</b></p>

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

\* certified data for Q4/2025 from the German Audit Bureau of Circulation (IVW)

## THE RIGHT TARGET GROUP

REISE & PREISE has been helping readers plan amazing vacations since 1987. Over the course of nearly four decades, our goal has remained the same: to inspire and prepare readers for the »most wonderful and unforgettable weeks of the year«. With success! According to our surveys, 73 % of our readers regularly find inspiration in our authentic travel reports and advertisements. This makes REISE & PREISE an essential partner for holiday planning.

### THE READERS

Our readers are high-spending travel enthusiasts who spend at least 3,050 € per person on their main holiday. 15 % spend more than 5,000 € on the best weeks of the year.

### THEIR INCOME

The average net household income of our readers is – at over 4,100 € per month – 37 % higher than the German national average.

**6,100 €**

### GENEROUS HOLIDAY FUNDS

On average, two travellers spend a combined 6,100 € per trip.

**77 %**

### AGED 40 AND OVER

Our readers aged 40-plus have both time and money.

**89 %**

### FREQUENT FLYERS

Most readers travel to their destinations by plane.



EACH ISSUE INSPIRES OUR READERS TO TRAVEL THE WORLD

# THE IDEAL ENVIRONMENT FOR YOUR ADVERTISING



TRAVELOGUES



CITY GUIDES



COUNTRY SPECIALS



SERVICE, TESTS & TIPS

REISE & PREISE provides its readers with informative and inspirational features, up-to-date, illustrated city and country guides, exciting travelogues written by passionate travellers, well-researched service articles, rare insider tips, and much more. This diverse content not only inspires readers, but also provides an ideal environment for your advertisement. REISE & PREISE targets discerning travellers of all kinds, including those who travel independently, with tour operators or for business, and who tend to spend a lot of money on their holidays.

## MORE THAN JUST A PRINT MAGAZINE

To complement our print magazine, [www.reise-preise.de](http://www.reise-preise.de) offers continually updated travel news and service articles, as well as access to previous issues. In addition, subscribers to our newsletter receive the latest travel news in their inbox every two weeks.

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

Feel free to contact us.

# PRINT AND ONLINE – AN EFFECTIVE COMBINATION

For nearly 40 years our journalists have been providing inspiration for the most wonderful weeks of the year



## PRINT MAGAZINE

4 issues per year

# 65,249

**sold copies**  
per issue according to  
certified IWW data for Q4/2025

## WEBSITE

updated daily with news, tips and reports

# 397,874

**page impressions**  
monthly

## NEWSLETTER

bi-weekly, 24 issues per year

# 41,531

**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
<b>1/8 page</b> 43 x 132 mm	€ 770
<b>1/16 page</b> 43 x 63 mm	€ 390
<b>Catalogue ads</b> 31 x 44 mm	€ 530

## ONLINE RATES

<b>Banner / Rectangel</b> minimum 40.000 AI	€ 12,5 CPM	€ 500
<b>Online Advertorial</b>		€ 1,200

## NEWSLETTER RATES

<b>Newsletter Banner</b>	€ 23 CPM	€ 980
Additional formats on request		
<b>Banner + Advertorial</b>		€ 1,500

## PRINT MAGAZINE SCHEDULE

Issue No.	On Sale Date	Close Date
<b>2-26</b>	02.04.26	24.02.26
<b>3-26</b>	03.07.26	27.05.26
<b>4-26</b>	02.10.26	26.08.26
<b>1-27</b>	08.01.27	02.12.26

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

## ADVERTORIALS

Designed by the publisher to look like an editorial piece, advertorials offer customers an opportunity to promote content in a way that goes beyond the scope of a normal advertisement. Text and images are supplied by the customer. Prices are based on the regular advertising rates.

Design costs for a standard advertorial are included.

## AD SPECIALS

In addition to offering classic supplements and inserts, we can also develop customised offers to suit your needs. Please do not hesitate to contact us.

## AD MANAGEMENT:

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**Susana Garcia**  
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WE ARE HAPPY TO ADVISE YOU

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

E-MAIL: **ANZEIGEN@REISE-PREISE.DE**

## REISE & PREISE Verlags GmbH

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