



# TRAVELBOOK.DE

## TRAVELBOOK.de is...

- ✓ ...the **unique** combination of **travel magazine**, digital **travel guide** and funded service portal.
- ✓ ...a **place of inspiration** for those dreaming of travel.
- ✓ ...a portal with all the most important informations about the most popular travel destinations, holiday planning and booking.

## Marketing highlights

**Native Specials & Sponsorings**

**Valuable special productions**

**Interactive branding formats**

**Advertorials**

**Influencer marketing**

| Key Figures/Month:             | digital      |
|--------------------------------|--------------|
| Unique user <sup>1)</sup>      | 2.54 million |
| Page impressions <sup>2)</sup> | 7,202,789    |
| Visits <sup>2)</sup>           | 5,202,174    |

| Target Audience <sup>1)</sup> : | digital |
|---------------------------------|---------|
| between 20 and 49 years old     | 67 %    |
| employed                        | 80 %    |
| HNNI over €2,000                | 70 %    |

<sup>1)</sup> AGOF daily digital facts; basis: digital WNK 16+ years, single month December 2018

<sup>2)</sup> IVW December 2018

CPM PRICES

| MULTISCREEN |  | DESKTOP   |                            |   |  |
|-------------|--|---|----------------------------|---|--|
|             |  | AdBundle, Skyscraper, Superbanner, Native Style Ads <sup>1</sup> , Medium Rectangle | Wallpaper, Halfpage Ad     | Floor Ad, Fireplace, Billboard, Sitebar           | Interstitial, Video Wall, Cinematic Ad, Double Dynamic Sitebar |
| MOBILE      | Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads                     | Channel: € 50<br>ROS: € 40  | Channel: € 60<br>ROS: € 50 | Channel: € 75<br>ROS: € 65                        | Channel: € 80<br>ROS: € 70                                     |
|             | Mobile Content Ad 2:1, Mobile- /Social Medium Rectangle                  | Channel: € 60<br>ROS: € 50  | Channel: € 70<br>ROS: € 60 | Channel: € 85<br>ROS: € 75                        | Channel: € 90<br>ROS: € 80                                     |
|             | Mobile Content Ad 1:1, Understitial                                      | Channel: € 70<br>ROS: € 60  | Channel: € 80<br>ROS: € 70 | Channel: € 95<br>ROS: € 85                        | Channel: € 100<br>ROS: € 90                                    |
|             | (Video-) Interstitial, Interscroller                                     | Channel: € 75<br>ROS: € 65  | Channel: € 85<br>ROS: € 75 | Channel: € 100<br>ROS: € 90                       | Channel: € 105<br>ROS: € 95                                    |
| VIDEO       | PreRoll, MidRoll, Header Outstream Ad (up to incl. 20 sec.) <sup>2</sup> | Channel: € 100<br>ROS: € 90   | 100/1                      | Sticky Billboard + Sticky Content Ad 6:1 oder 4:1 | Channel: € 95<br>ROS: € 85                                     |
|             | Bumper Ads (up to incl. 6 sec.)  | Channel: € 70<br>ROS: € 60  |                            |   |  |

MULTISCREEN – Traffic division between desktop and mobile according to availability

**Additional Options:** Mobile- / Desktop- / Tablet-only      Base price + € 10 CPM  
 Expandable Ads      + € 10 CPM  
 Tandem- / Triple Ads      Highest price category incl. device surcharge

- 1) Presented at the MedRec position
- 2) Excess length (21-30 sec.) + € 20 CPM // short spots (≤ 15 sec.) - € 10 CPM // VPAID + € 10 CPM

General:

The technical specifications of all forms of advertising and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>  
 Standard ads must be available 3 days prior to going live, special ads at least 5 days before.

In case of under delivery, Media Impact reserves the right to use placements in a related channel or as RoS (desktop and/or MOBILE) as a subsequent delivery.  
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**HOMEPAGE PLUS<sup>1</sup> (Fixed placement Homepage + First Contact<sup>2</sup>: 60,000 AIs per day, 360,000 AIs per week)**

| MULTISCREEN |  | DESKTOP  |          |                        |          |   |          |  |          |
|-------------|--|--|----------|------------------------|----------|---|----------|--|----------|
|             |  | AdBundle, Skyscraper, Superbanner, Native Style Ads Medium Rectangle |          | Wallpaper, Halfpage Ad |          | Fireplace, Billboard, Sitebar, Floor Ad |          | Interstitial, Video Wall, Cinematic Ad, Double Dynamic Sitebar |          |
|             |  | per day  | per week | per day                | per week | per day                                 | per week | per day  | per week |
| MOBILE      | Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads | € 6,000  | € 30,000 | € 6,000                | € 30,000 | € 6,000                                 | € 30,000 | € 6,000  | € 30,000 |
|             | Mobile Content Ad 2:1, Mobile Medium Rectangle       | € 6,000  | € 30,000 | € 6,000                | € 30,000 | € 6,000                                 | € 30,000 | € 7,500  | € 37,500 |
|             | Mobile Content Ad 1:1, Understitial                  | € 6,000  | € 30,000 | € 6,000                | € 30,000 | € 7,500                                 | € 37,500 | € 7,500  | € 37,500 |
|             | (Video-) Interstitial, Interscroller                 | € 6,000  | € 30,000 | € 7,500                | € 37,500 | € 7,500                                 | € 37,500 | € 7,500  | € 37,500 |

- 1) Saturday and Sunday count together as 1 day
- 2) Advertisement appears at the first page view on the website of the Homepage

**A-TEASER<sup>1</sup> (Fixed daily placement on the Homepage) | 10-10 o'clock**

|             |            |         |
|-------------|------------|---------|
| MULTISCREEN | 40,000 AIs | € 4,500 |
|-------------|------------|---------|

- 1) Saturday and Sunday count together as 1 day, additionally € 500 creation costs, if created through TRAVELBOOK (no discount or agency commission deductible), no build-up of an external pixel is possible

**TAKEOVER AD<sup>1</sup> (Fixed daily placements on the Homepage + channel start pages) | 10-10 o'clock**

| MULTISCREEN |                              | DESKTOP   |         |
|-------------|------------------------------|---|---------|
|             |                              | background + Superbanner + Billboard + Medium Rectangle |         |
| MOBILE      | Header + Content Ad + Footer | 60,000 AIs  | € 6,600 |

- 1) Saturday and Sunday count together as 1 day

**BRAND DAY<sup>1</sup> (Fixed daily placements on the Homepage + channel start pages) | 10-10 o'clock**

| MULTISCREEN |  | DESKTOP  |          |
|-------------|--|--|----------|
|             |  | Billboard + A-Teaser <sup>2</sup> + Medium Rectangle + Contentbar on the Homepage<br>Billboard + Contentbar on the channel start pages |          |
| MOBILE      | A-Teaser + Content Ad (4:1/ 6:1) + Mobile Medium Rectangle auf der Home, Content Ad (4:1/ 6:1) + Mobile Medium Rectangle auf den Channel-Startseiten | 121,000 AIs  | € 14,500 |

- 1) Saturday and Sunday count together as 1 day
- 2) Additionally € 500 creation costs for the A-Teaser, if created through TRAVELBOOK (no discount or agency commission deductible), no build-up of an external pixel is possible

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## BRAND STORY

| PACKAGE                            | PERIOD  | GUARANTY     | PACKAGE PRICE         |
|------------------------------------|---------|--------------|-----------------------|
| Brand Story Package S <sup>1</sup> | 4 weeks | 6,000 Views  | € 22,500 <sup>2</sup> |
| Brand Story Package M <sup>1</sup> | 4 weeks | 15,000 Views | € 50,000 <sup>2</sup> |
| Brand Story Package L <sup>1</sup> | 4 weeks | 20,000 Views | € 62,500 <sup>2</sup> |
| Brand Channel <sup>3</sup>         | 6 weeks | 15,000 Views | € 52,500 <sup>4</sup> |

1) Traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts

2) Additionally creation costs Package S: € 3,500 | Package M: € 4,000 | Package L: € 4,500. No discount or agency commission deductible, but plus VAT.

3) Consists of a own client stage and 3 Brand Stories, further Brand Stories with surcharge bookable, traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts

4) Additionally € 8,000 creation costs (no discount or agency commission deductible) -> Creations of Brand Stories, Teaser, Social Sponsored Posts; in case of special productions (e.g. Influencer Story or Quiz Story) potentially more

## INFLUENCER BRAND STORY PAKET

| PACKAGE                                       | PERIOD  | GUARANTY   | PACKAGE PRICE <sup>3</sup> |
|---|---------|--|----------------------------|
| Influencer Brand Story Package S <sup>1</sup> | 4 weeks | 6,000 Views (TRAVELBOOK.de)<br>340,000 Follower + 80,000 Views (Instagram) <sup>2</sup>  | € 42,500 <sup>4</sup>      |
| Influencer Brand Story Package M <sup>1</sup> | 4 weeks | 15,000 Views (TRAVELBOOK.de)<br>340,000 Follower + 80,000 Views (Instagram) <sup>2</sup> | € 70,000 <sup>4</sup>      |
| Influencer Brand Story Package L <sup>1</sup> | 4 weeks | 20,000 Views (TRAVELBOOK.de)<br>340,000 Follower + 80,000 Views (Instagram) <sup>2</sup> | € 82,500 <sup>4</sup>      |

1) Traffic generation through Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts and Instagram-Stories

2) Potential total coverage depend on individual selection of suitable influencers. We would be glad to make an individual offer.

3) Additionally creation costs Package S: € 3,500 | Package M: € 4,000 | Package L: € 4,500. No discount or agency commission deductible, but plus VAT.

4) Additionally € 2,000 creation costs for coordination by influencer agency Interimate

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## ADVERTORIALS, ACTION STAGES AND COMPETITION ADVERTORIALS

| PACKAGE                            | PERIOD  | TRAFFIC GENERATION | PACKAGE PRICE         |
|------------------------------------|---------|--------------------|-----------------------|
| Advertorial Package S <sup>1</sup> | 2 weeks | 500,000 AIs        | € 10,000 <sup>2</sup> |
| Advertorial Package M <sup>1</sup> | 4 weeks | 1,000,000 AIs      | € 17,500 <sup>2</sup> |
| Advertorial Package L <sup>1</sup> | 6 weeks | 1,500,000 AIs      | € 22,500 <sup>2</sup> |
| Advertorial Stage <sup>3</sup>     | 4 weeks | 1,500,000 AIs      | € 35,000 <sup>4</sup> |

- 1) Traffic generation through Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS
- 2) Additionally € 2,000 creation costs by creation through TRAVELBOOK (no discount or agency commission deductible) -> creation of Advertorial + traffic generated Advertisement are included
- 3) Traffic generation through Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS and 3 Advertorials
- 4) Additionally € 4,000 creation costs by creation through TRAVELBOOK (no discount or agency commission deductible) -> creation of Stage + Advertorial + traffic generated Advertisement are included

## INFLUENCER ADVERTORIAL PACKAGE

| PACKAGE                                       | PERIOD  | GUARANTY  | PACKAGE PRICE <sup>3</sup> |
|---|---------|---|----------------------------|
| Influencer Advertorial Package S <sup>1</sup> | 2 weeks | 500,000 AIs (TRAVELBOOK.de)<br>340,000 Follower + 80,000 Views (Instagram) <sup>2</sup>   | € 30,000 <sup>4</sup>      |
| Influencer Advertorial Package M <sup>1</sup> | 4 weeks | 1,000,000 AIs (TRAVELBOOK.de)<br>340,000 Follower + 80,000 Views (Instagram) <sup>2</sup> | € 37,500 <sup>4</sup>      |
| Influencer Advertorial Package L <sup>1</sup> | 6 weeks | 1,500,000 AIs (TRAVELBOOK.de)<br>340,000 Follower + 80,000 Views (Instagram) <sup>2</sup> | € 42,500 <sup>4</sup>      |

- 1) Traffic generation through Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS and Instagram-Stories
- 2) Potential total coverage depend on individual selection of suitable influencers. We would be glad to make an individual offer.
- 3) Additionally € 2,000 creation costs by creation through TRAVELBOOK (no discount or agency commission deductible) -> creation of Advertorial + traffic generated Advertisement are included
- 4) Additionally € 2,000 creation costs for coordination by influencer agency Intermate

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## THEMED SPECIALS

| PACKAGE                                | PERIOD  | TRAFFIC GENERATION <sup>2</sup> | SPECIAL STAGE <sup>3</sup> | PACKAGE PRICE         |
|--|---------|---------------------------------|----------------------------|-----------------------|
| Topic Special Package S <sup>1</sup>   | 1 week  | 250,000 AIs                     | 50,000 AIs                 | € 13,000 <sup>4</sup> |
| Topic Special Package M <sup>1</sup>   | 2 weeks | 500,000 AIs                     | 100,000 AIs                | € 23,000 <sup>4</sup> |
| Power Special<br>(1 Advertorial incl.) | 4 weeks | 1,160,000 AIs                   | 200,000 AIs                | € 40,000 <sup>5</sup> |

1) Advertorial additional bookable in combination with media for at least € 7,500, additionally creation costs for the Advertorial

2) Traffic generation through Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS

3) Booking of Fireplace + Medium Rectangle, as well as Content Ad 2:1 + Mobile Medium Rectangle, other placements possible on request

4) Additionally € 2,000 creation costs by creation through TRAVELBOOK (no discount or agency commission deductible) -> creation of Special Stage, Presenting Header with Logo-Integration

5) Additionally € 3,000 creation costs by creation through TRAVELBOOK (no discount or agency commission deductible) -> creation of Special Stage, Presenting Header with Logo-Integration + Advertorial

## INFLUENCER MARKETING

| FEATURE                             | MEDIA OF YOUR CHOICE           | BLOGGER COSTS+ HANDLINGFEE <sup>1</sup> |
|-------------------------------------|--------------------------------|---|
| 5 Influencer, each with 1 blog post | at least € 10,000 <sup>2</sup> | € 10,000                                |

1) No discount or agency commission deductible, further bloggers on request

2) Net2 value

## FACEBOOK SPONSORED POSTS

| FEATURE           | GUARANTY    | PACKAGE PRICE         |
|-------------------|-------------|-----------------------|
| 4 Sponsored Posts | 500,000 AIs | € 18,000 <sup>1</sup> |

1) When created by Creative Services plus € 600 creation costs (no discount or agency commission deductible) for classic ad formats, Carousel Ad, Video, Slideshow Ad (5 working days in advance). Canvas Ad incurs € 1,890 creation costs (no discount or agency commission deductible, 10 working days in advance). An extension about a competition tool incurs € 2,990 creation costs (no discount or agency commission deductible, 15 working days in advance). A maximum of 3 targeting criteria can be combined, targeting on brand fans are not possible with other targeting criteria. No surcharges for targeting. Targeting is included into the fixed price.

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