



## KONZEPT

TRAVELBOOK.de is the unique combination of travel magazin, digital travel guide as well as service and offer portal which gives substantial inspiration for big travel dreams and the special zest for live.

Key figures / Month	Digital
Unique User	3.03 Mio.
Visits	6.00 Mio.
Page Impressions	7.62 Mio.

Audience group:	Digital
20-49 years old	60%
HHNI > €2,000	74%
employed	76%

AGOF daily digital facts, Basis: digitale WNK 16+ years (59,14 Mio.); Single month April 2020  
IVW March 2020

## FIXED PLACEMENTS 2020

Homepage Plus <sup>1,3</sup> (Home + First Contact <sup>2</sup> )   10 – 10 o'clock	Day	Week
	Guarantee / Price	Guarantee / Price
<b>Guaranteed Ad Impressions</b>	100,000	600,000
<b>Desktop:</b> AdBundle, Skyscraper, Superbanner, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, Fireplace, Sitebar, Floor Ad, Billboard, Videowall, Cinematic Ad or Double Dynamic Sitebar	€7,000	€35,000
<b>Mobil:</b> Mobil Content Ad 6:1, 4:1, 2:1, 1:1, Mobile Medium Rectangle, Understitial, Interscroller Ad or (Video-) Interstitial		

1) Saturday and Sunday count together as 1 day

2) Ad appears at the first page view on the website off the homepage

3) Exclusivity applies except for the cms areas, e.g. Hometeaser and Taboola

The technical specifications of all advertising forms and dimensions can be found at <https://www.mediaimpact.de/en/digital-formats> Standard ads must be available 3 days before going live, special ads at least 5 days before. In case of underdelivery, Media Impact reserves the right to use placements in a related channel or in RoS (desktop and/or mobile) as subsequent delivery. All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Changes and errors excepted.



Brand Day <sup>1,3,5</sup> (Multiscreen)   10 – 10 o'clock	Guarantee / Price
<b>Guaranteed Ad Impressions</b>	121,000
<b>Desktop:</b> Billboard + A-Teaser <sup>3</sup> + Medium Rectangle + Contentbar (homepage) / Billboard + Contentbar (channel start page)	€14,500
<b>Mobile:</b> A-Teaser + Content Ad (4:1 / 6:1) + Mobile Medium Rectangle (homepage) / Content Ad (4:1 / 6:1) + Mobile Medium Rectangle (channel start page)	

A-Teaser <sup>1,3</sup>   10 – 10 o'clock	Guarantee / Price
<b>Guaranteed Ad Impressions</b>	40,000
<b>Desktop:</b> A-Teaser	€4,500
<b>Mobil:</b> A-Teaser	

Takeover Ad <sup>1,4,5</sup>   10 – 10 o'clock	Guarantee / Price
<b>Guaranteed Ad Impressions</b>	60,000
<b>Desktop:</b> Hintergrund + Superbanner + Billboard + Medium Rectangle	€6,600
<b>Mobil:</b> Header + Content Ad + Footer	

Event Extender <sup>1,5</sup> (Home + RoS)   10 – 10 o'clock	Guarantee / Price
<b>Guaranteed Ad Impressions</b>	300,000
<b>Desktop:</b> AdBundle, Skyscraper, Superbanner, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, Fireplace, Sitebar, Floor Ad, Billboard, Videowall, Cinematic Ad or Double Dynamic Sitebar	€12,500
<b>Mobil:</b> Mobil Content Ad 6:1, 4:1, 2:1, 1:1, Mobile Medium Rectangle, Understitial, Interscroller Ad or (Video-) Interstitial	

- 1) Saturday and Sunday count together as 1 day
- 2) Ad appears at the first page view on the website off the homepage
- 3) €500 additional creation costs for the A-Teaser (no discount or agency commission deductible), no installation of an external pixel possible
- 4) The Takeover Ad consists of fixed daily placements on the homepage and on the channel start pages
- 5) Exclusivity applies except for the cms areas, e.g. Hometeaser and Taboola

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## TRAVELBOOK



Brand Story	Period	Guaranty	Package Price
Brand Story Paket XS <sup>1</sup>	4 weeks	5,000 Views	€17,500 <sup>2</sup>
Brand Story Paket S <sup>1</sup>	4 weeks	10,000 Views	€35,000 <sup>2</sup>
Brand Story Paket M <sup>1</sup>	4 weeks	15,000 Views	€50,000 <sup>2</sup>
Brand Story Paket L <sup>1</sup>	4 weeks	20,000 Views	€62,500 <sup>2</sup>
Brand Channel <sup>3</sup> 3 Brand Storys incl. Native Teaser (stationär & mobil) Social Media Postings (Facebook) Special start page exclusively presented by costumer	6 weeks	15,000 Views	€52,500 <sup>4</sup>

Advertorials, Action Stages and Competition Advertorials	Guaranty	Package Price
Advertorial Package S   max. 2 weeks Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	500,000 Als	€10,000 <sup>5</sup>
Advertorial Package M   max. 4 weeks Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1,000,000 Als	€17,500 <sup>5</sup>
Advertorial Package L   max. 6 weeks Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1,500,000 Als	€22,500 <sup>5</sup>
Advertorial Stage <sup>6</sup>   max. 4 weeks Incl. 3 Advertorials Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1,500,000 Als	€35,000 <sup>7</sup>

Influencer Add On Package – in combination with Brand Story or Advertorial	Guaranty	Package Price
Influencer Add On Package <sup>8</sup>	425,000 Follower + 50,000 Views (Instagram) <sup>9</sup>	€10,000 <sup>10</sup>

Blogger Special	Blogger Stage + Ad Bundle in ROS 500,000 Als	Blogger Costs + Handlingfee <sup>11</sup>
1-2 Blogger with 2 Blogposts	10.000 € <sup>12</sup>	€10,000

Facebook Sponsored Posts	Ad Impressions	Package Price
4 Sponsored Posts	400,000	€14,800 <sup>13</sup>

- 1) Traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts
- 2) Additionally creation costs Package XS and S: € 3,500 | Package M: € 4,000 | Package L: € 4,500. No discount or agency commission deductible, but plus VAT.
- 3) 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) -> Creation of Brand Stories, Teaser, Social Sponsored Posts
- 5) Additionally € 2,000 creation costs (no discount or agency commission deductible) -> creation of Advertorial + traffic generating ads
- 6) Traffic generation via Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS and 3 Advertorials
- 7) Additionally € 4,000 creation costs (no discount or agency commission deductible) -> creation of Stage + Advertorial + traffic generating ads
- 8) This package is only bookable in combination with a Brand Story or Advertorial package; Traffic generation additionally through Instagram posts and Instagram stories
- 9) Potential total coverage depends on individual selection of suitable influencers. We would be glad to make an individual offer.
- 10) This is a net package price, which is not discountable; plus creation costs from 2,000€ for buyouts. These are not discountable but subject to VAT
- 11) no discount or agency commission deductible, additional bloggers on request
- 12) Additional creation costs (no discount or agency commission deductible) from € 2,000
- 13) Additionally €600 creation costs (no discount or agency commission deductible)

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.

All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Alterations and errors excepted.



## MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Floor Ad, Billboard	Video Wall, Cinematic Ad, Double Dynamic Sitebar
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	Ros & Custom €50	Ros & Custom €60	Ros & Custom €75	Ros & Custom €80
Mobile Content Ad 2:1, Mobile- / Social- Medium Rectangle, Push Ad	Ros & Custom €60	Ros & Custom €70	Ros & Custom €85	Ros & Custom €90
Mobile Content Ad 1:1, Understitial	Ros & Custom €70	Ros & Custom €80	Ros & Custom €95	Ros & Custom €100
Interstitial, Interscroller Ad	Ros & Custom €75	Ros & Custom €85	Ros & Custom €100	Ros & Custom €105

## VIDEO

InText Outstream Ads <sup>1</sup>	on start, till 20 sec. incl.	RoS & Custom €60	Video Wall <sup>2</sup>	Desktop only	RoS & Custom €90
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MULTISCREEN - Traffic division between desktop and mobile according to availability.

## Additional options:

Mobile- / Desktop- / Tablet-only  
 Expandable Ads  
 Tandem- / Triple Ads  
 Further video formats on request

Base price + €10 CPM  
 + €10 CPM  
 Highest price category incl. device surcharge

## Annotations:

- 1) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM
- 2) Prices correspond to desktop only, device surcharge of €10 CPM gets annulled if combined with any mobile. On tablet devices there is only a billboard, further formats on request.

Themed Specials	Traffic Generation	Special Stage <sup>2</sup>	Package Price
<b>Themed Special Package S<sup>1</sup>   max. 1 week</b> Hometeaser AdBundle + Mobile Medium Rectangle in ROS	250,000 Als	50,000 Als	€13,000 <sup>3</sup>
<b>Themed Special Package M<sup>1</sup>   max. 2 week</b> Hometeaser AdBundle + Mobile Medium Rectangle in ROS	500,000 Als	100,000 Als	€23,000 <sup>3</sup>
<b>Powerspecial   max. 4 weeks</b> Advertorial inclusive Hometeaser AdBundle + Mobile Medium Rectangle in ROS	1,160,000 Als	200,000 Als	€40,000 <sup>4</sup>

- 1) Advertorial additionally bookable in combination with media for at least €7,500, additional creation costs for the Advertorial
- 2) Fireplace + Medium Rectangle, as well as Content Ad 2:1 + Mobile Medium Rectangle, further formats on request
- 3) €2,000 additional creation costs (no discount or agency commission deductible) -> Creation of Special-Stage, Presenting Header and Footer
- 4) €3,000 additional creation costs (no discount or agency commission deductible) -> Creation of Special-Stage, Presenting Header and Footer + Advertorial

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