# TRAVELBOOK.DE

GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

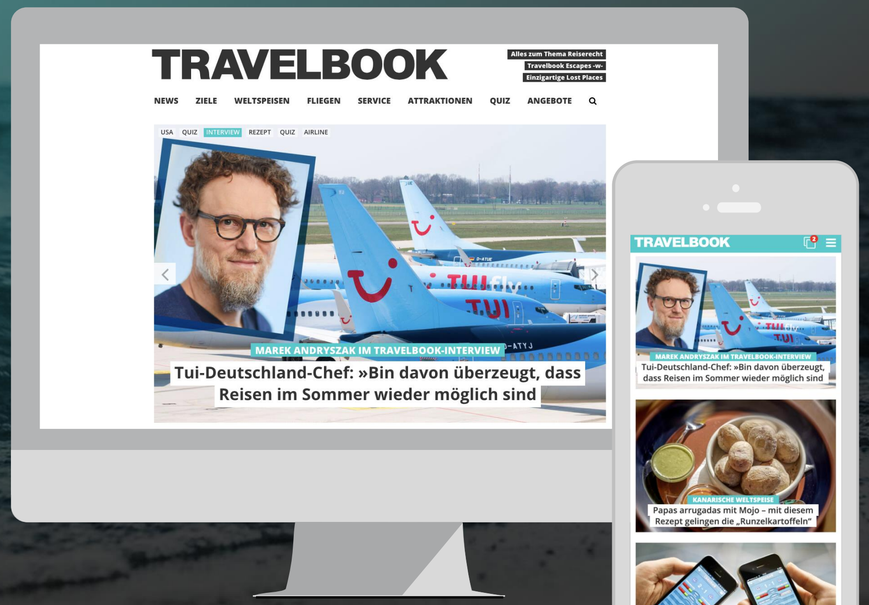
## TRAVEL-CRIME ENVIRONMENT

WITH NEW TRUE-CRIME-PODCAST „TATORT REISE“

CAMPAIGN CONCEPT

media impact

## DISCOVER THE WORLD ANEW EVERY DAY!




**2,67 MIO. UU'S[1]**
**5,19 MIO. VISITS[2]**

1) *AGOF daily digital facts März 2021*
2) *IVW März 2021*

# GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

# TRAVELBOOK

Stories of unique places, the latest news and travel tips, adventure reports from adventurers and globetrotters, photos of incredible natural wonders and sights from all over the world, recipes for international world foods and exciting quizzes on geography and travel - TRAVELBOOK is all that. A unique combination of travel magazine, digital travel guide and service & offer portal.

**The ideal platform for your digital campaign in the travel environment!**

media impact

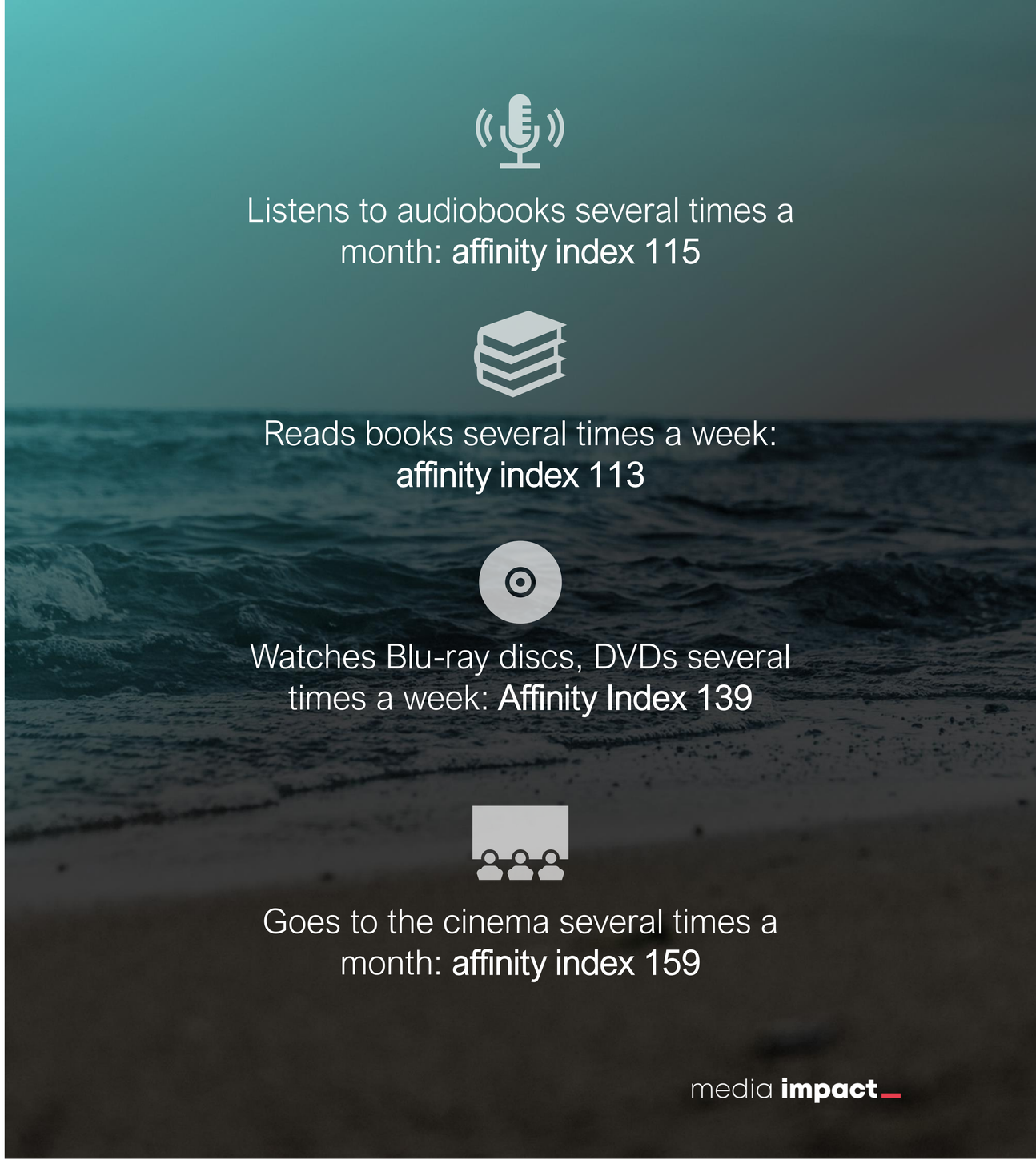
# TRAVELBOOK
# READERSHIP

## TRAVELBOOK READERS…

- are 63% male/ 37% female
- 64% are between 20 - 49 years old
- 80% are employed
- 54% have a HHNI > 3.000 EUR
- 49% have a high level of education**

## TRAVELBOOK…

- offers inspiration for travel dreams
- activates to make these travel dreams come true



Listens to audiobooks several times a month: **affinity index 115**

Reads books several times a week: **affinity index 113**

Watches Blu-ray discs, DVDs several times a week: **Affinity Index 139**

Goes to the cinema several times a month: **affinity index 159**



1) *AGOF daily digital facts März 2021*
2) *Bfp 2020 III*

COMBINATION OF BRANDING AND PERFORMANCE COMPONENTS

# YOUR CAMPAIGN ON TRAVELBOOK

**CONTENT:**
ADVERTORIAL/ BRAND STORY

**BRANDING:**
TOPIC SPECIAL „TRAVEL-CRIME“

**PERFORMANCE:**
CLICK-BOOSTER

**BRANDING:**
TATORT REISE – THE TRUE-CRIME PODCAST BY TRAVELBOOK

media impact

*Exemplarische Visualisierung*

# „TRAVEL-CRIME“
# TOPIC SPECIAL

Elaborately designed theme stage incl. editorial articles exclusively presented by your brand!

**YOU GET:**

- Exclusive customer presence on all special pages
- Individual presenting header and footer ("presented by ...")
- Traffic feed via AdBundle + Mobile Medium Rectangle as well as Hometeaser
- Advertising media integration on the special
- Advertorial can be added to the special PAKETPREIS[1]:

From ~~13.000€~~ 7.800€/ from 1 week runtime
(volume: from 300.000 ad impressions)

incl. **40%** special discount!

1) *Package is pre-discounted with 40% special discount and additionally AE- and AR-eligible; special discount is negotiable; Plus 2.000€ creation costs; these are not discountable*

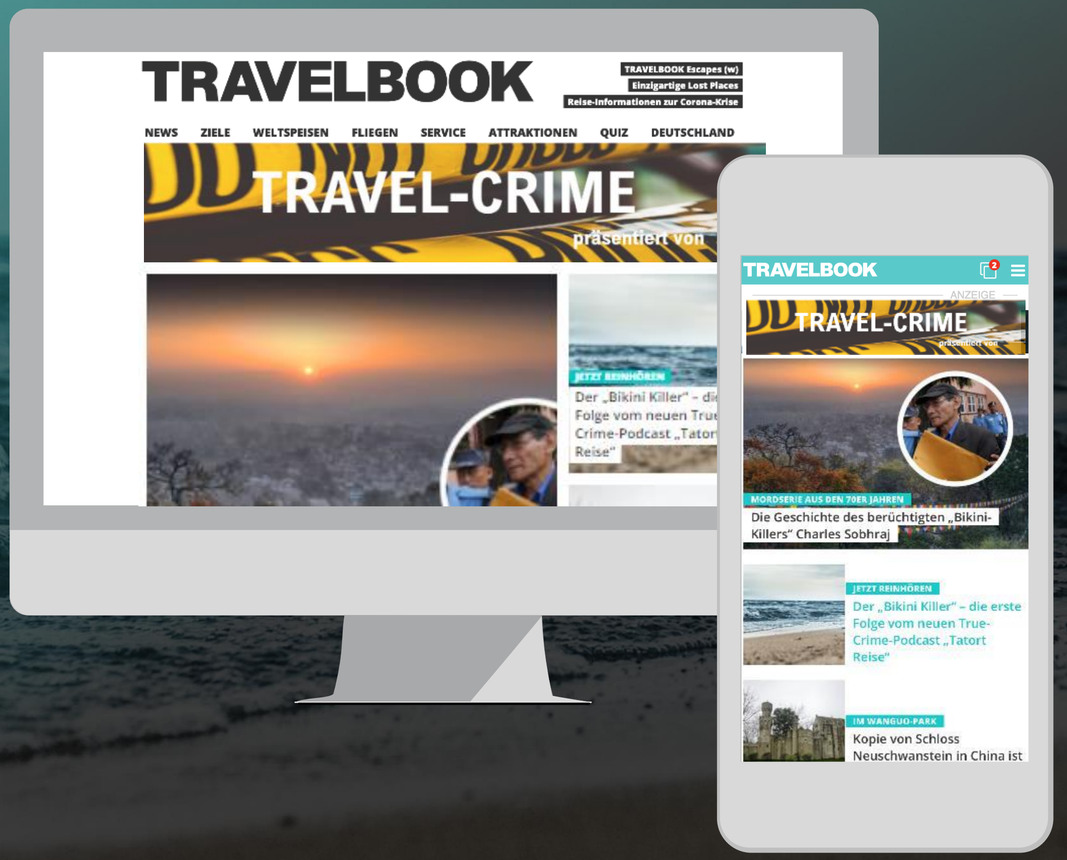
media **impact**

# „TRAVEL-CRIME“- SPECIAL
# EDITORIAL TOPICS

**True-crime stories from the world of travel, e.g.:**

- horror hotels
- unsolved (serial) murders from all over the world
- murders on island paradises
- backpacker murders

*exemplary visualization*



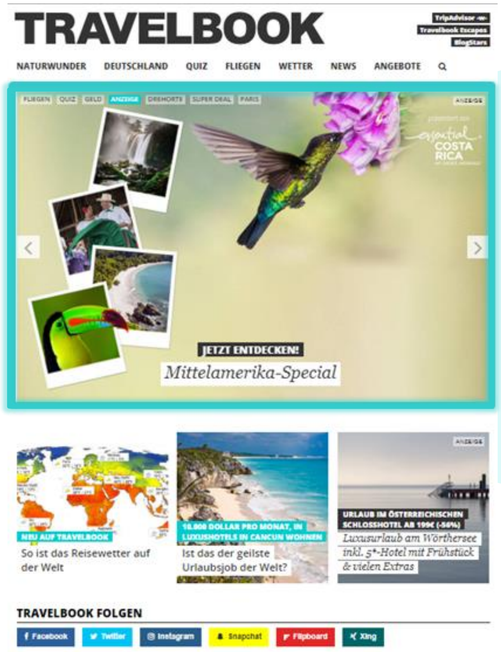



*Topics under reservation of the editors*

media impact

BEST CASE: COSTA RICA

# TOPIC SPECIAL



**KENNZAHLEN:**

- **5.220** Page Views
- **141%** Fulfillment

HOME-TEASER

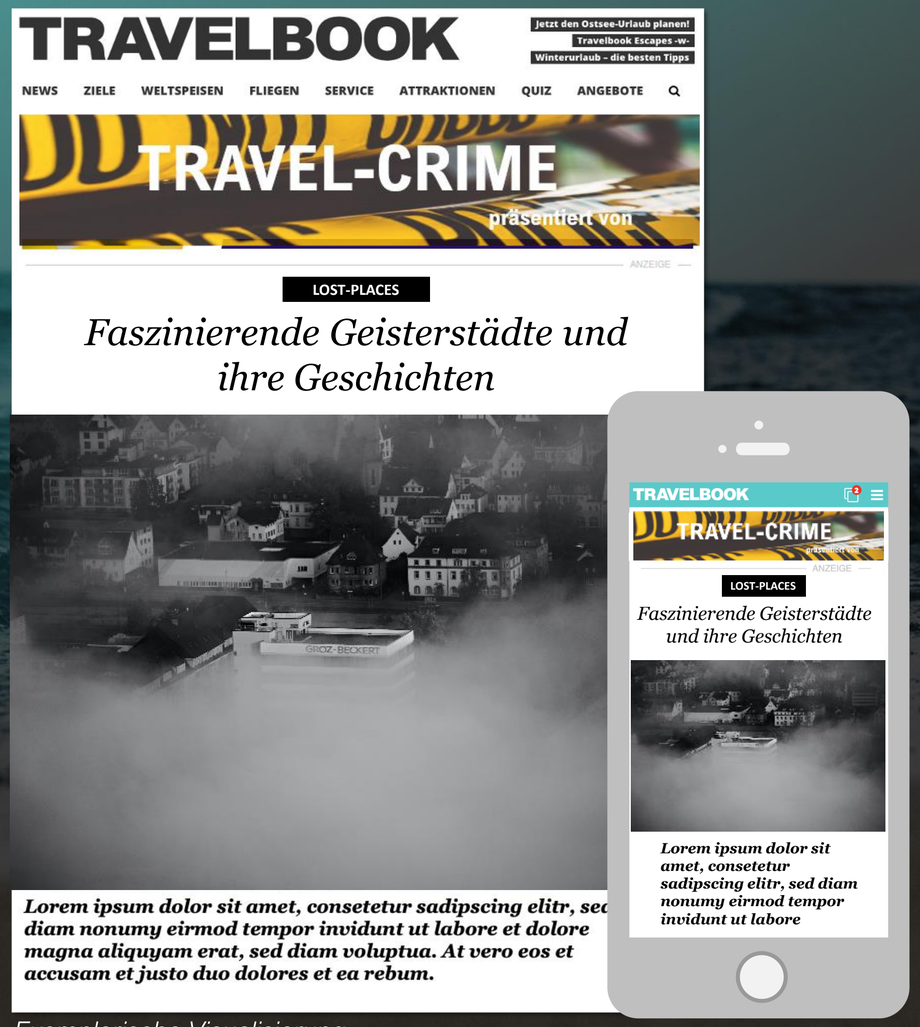
TOPIC SPECIAL

ADBUNDLE +
MOBILE MEDIUM RECTANGLE

http://www.travelbook.de/special/mittelamerika-special



media impact




*Exemplarische Visualisierung*

# ADVERTORIAL

Presentation of your brand or your specific offer on a separate page.

**YOU GET:**

- Traffic feed via AdBundle + Mobile Medium Rectangle as well as Hometeaser.
- Integration of image, graphic and/or video material
- Interactivity and gamification via sweepstakes, voting or quiz integration
- Integration within the "Travel Crime Special

**PAKETPREIS:**

From ~~10.000€~~ 6.000€/ from 2 weeks runtime
(Volume: from 500,000 ad impressions)

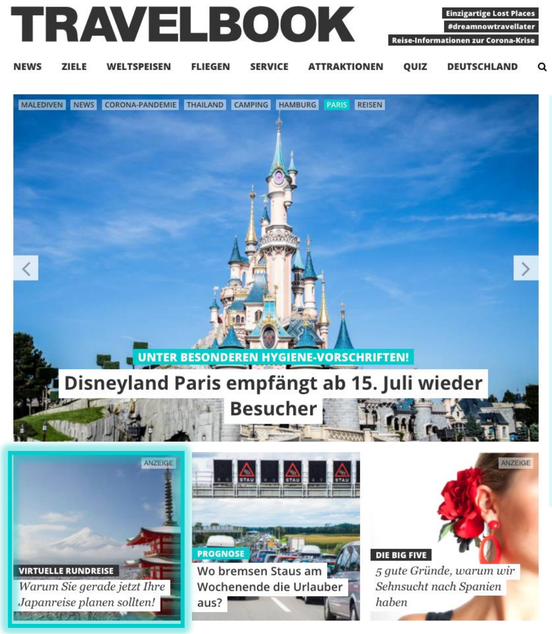
incl. **40%** special discount!

*Package is pre-discounted with 40% special discount and additionally AE- and AR-eligible; special discount is negotiable; Plus 2.000€ creation costs; these are not discountable*

media **impact**

BEST CASE 2020: JAPANISCHES FREMDENVERKEHRSAMT

# ADVERTORIAL




**KEY FIGURES:**

- 3.201 page views
- 02:30 min. page dwell time
- 189% fulfillment

HOME-TEASER

ADVERTORIAL

ADBUNDLE +
MOBILE MEDIUM RECTANGLE

https://www.travelbook.de/advertorials/warum-sie-gerade-jetzt-ihre-japanreise-planen-sollten



media impact

# BRAND STORY

The Brand Studio creates a natively staged storytelling campaign to match your product.

**YOU GET:**

Subtle and sustainable communication of the advertising message through journalistic storytelling quality

Customized creation and distribution of content and native teasers in the look & feel of TRAVELBOOK

Placement of native teasers in the direct editorial environment, page view guarantee

Effective awareness and image enhancement

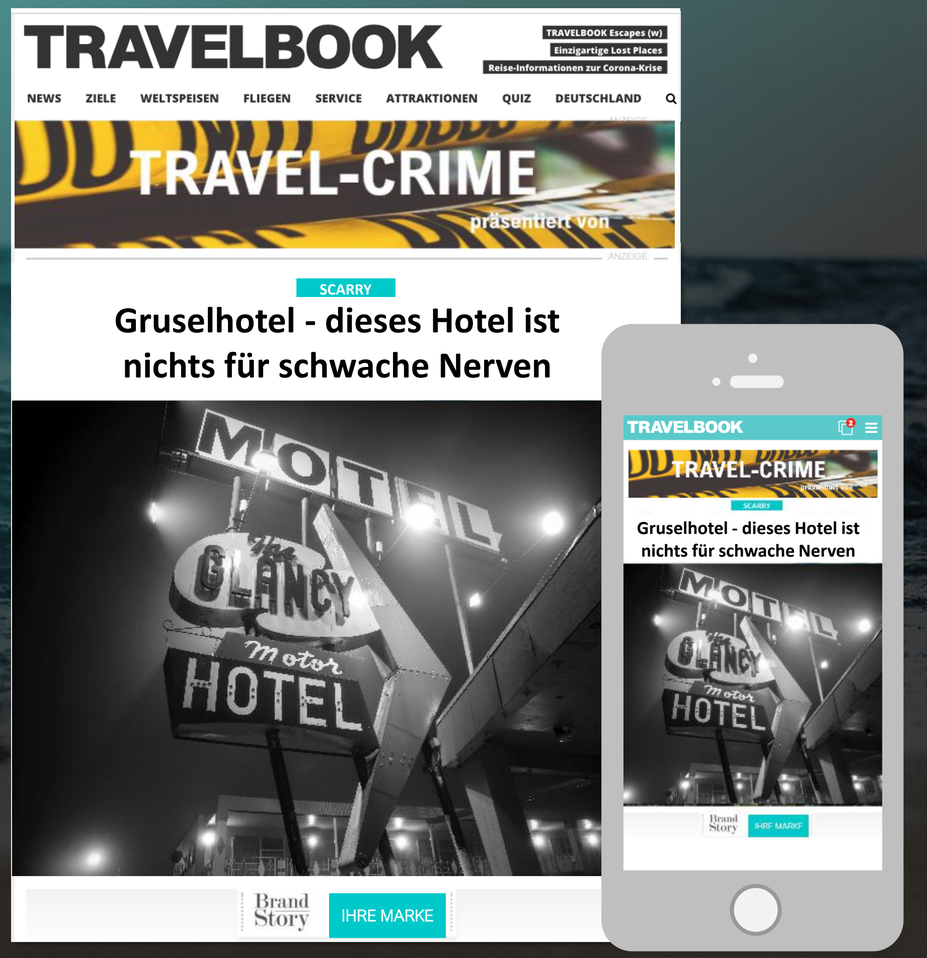
Integration within the "Travel Crime Special”

**PACKAGE PRICE:**

From ~~17.500€~~ 6.000€/ from 4 weeks duration (volume: from 5.000 views)

incl. **35%** special discount!

*exemplary visualization*



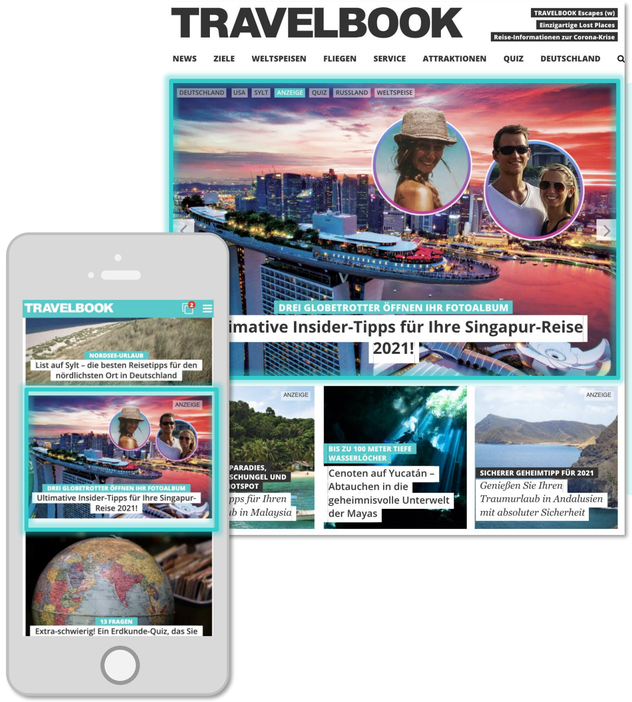



*Package is pre-discounted with 35% special discount and additionally AE- and AR-eligible; Plus creation costs: Package XS/ S: 3.500€, Package M: 4.000€, Package L: 4.500€, these are not discountable. Lead time: min. 15 working days*

media impact

BEST CASE 2020: SINGAPORE TOURISM BOARD

# BRAND STORY



**KEY FIGURES:**

- **8.993** page views
- **03:37** min. page dwell time
- **180%** fullfilment

**HOME-TEASER**

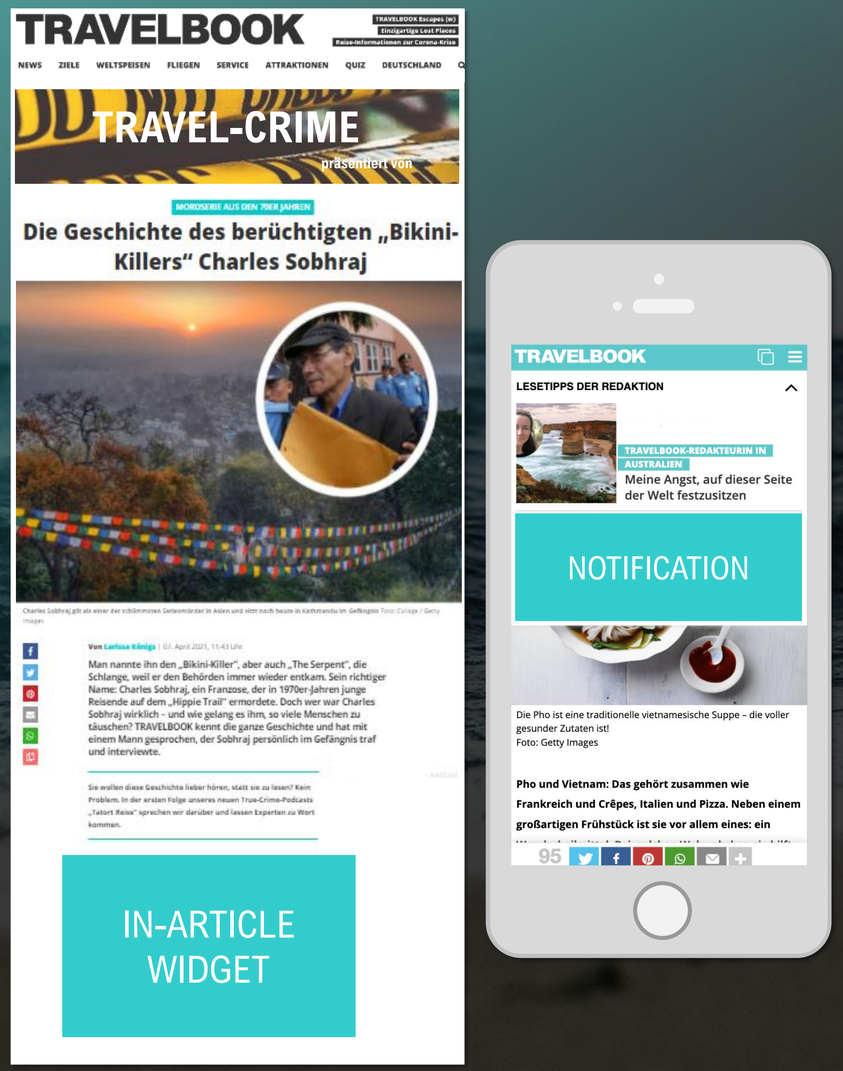
**BRAND STORY**

**SOCIAL TEASER VIA FACEBOOK UND PINTEREST**

https://www.travelbook.de/orte/brand-story-ultimative-insider-tipps-fuer-ihre-singapur-reise-2021



media impact




*exemplary visualization*

# CLICK-BOOSTER

Integration of your offers via high-performance CMS areas on TRAVELBOOK. The focus is on articles suitable for the topic "Travel-Crime".

## POSSIBLE INVENTORY PARTS:

- Notification
- Medium rectangle
- In-article widgets or text links
- Social teasers
- Recommendation teasers

## PAKETPREIS:

~~24.500€~~ 17.150€/ 4 - 6 weeks runtime
(volume: 7.000 clicks)

incl. **30%** special discount!

*Package is pre-discounted with 30% special discount and additionally AE- and AR-eligible; special discount is negotiable; Plus 2.000€ creation costs; these are not discountable*

media impact

# CONCEPT & HARD FACTS

# TATORT REISE

Whether in Thailand, India, the USA or Brazil; whether Los Angeles, Kathmandu or Freudenstadt in the Black Forest - crimes happen everywhere. And we take you with us in our new TRAVELBOOK podcast "Crime Scene Travel".

We report on a horror hotel where killers check in by the dozen; are on the trail of an unsolved axe murder in the U.S. whose crime scene is now a pilgrimage town for true-crime fans; and walk the route of the legendary Hippie Trail in the footsteps of Asia's most notorious serial killer. In each episode, we talk to experts and give you an exclusive look behind the scenes. Translated with www.DeepL.com/Translator (free version)

**Ø 10,000 streams/downloads* per episode**

**30 minuts**

**start 31 March, every 4 weeks | Thursday**

*Source: Podigee, period: 27.03. – 26.04.2021; trailer (27.03.) & 1. episode (31.03.)*

**LISTEN TO THE TRAILER NOW!**

**TARGET GROUP:**
20-49 years | Travel, audio books | Books | Movies & series | Cinema

mi audio

# TATORT REISE

# FOLLOW-UP CONCEPT

First podcast from Germany's largest online travel magazine TRAVELBOOK.

We combine a podcast format that is successful and in demand in Germany and internationally with our travel expertise and publish Tatort Reise, the first true-crime TRAVEL podcast!

Each episode features people who know the cases in detail (e.g. witnesses, journalists) and thus provide an exclusive look behind the scenes.

**POSSIBLE FOLLOW-UP:**

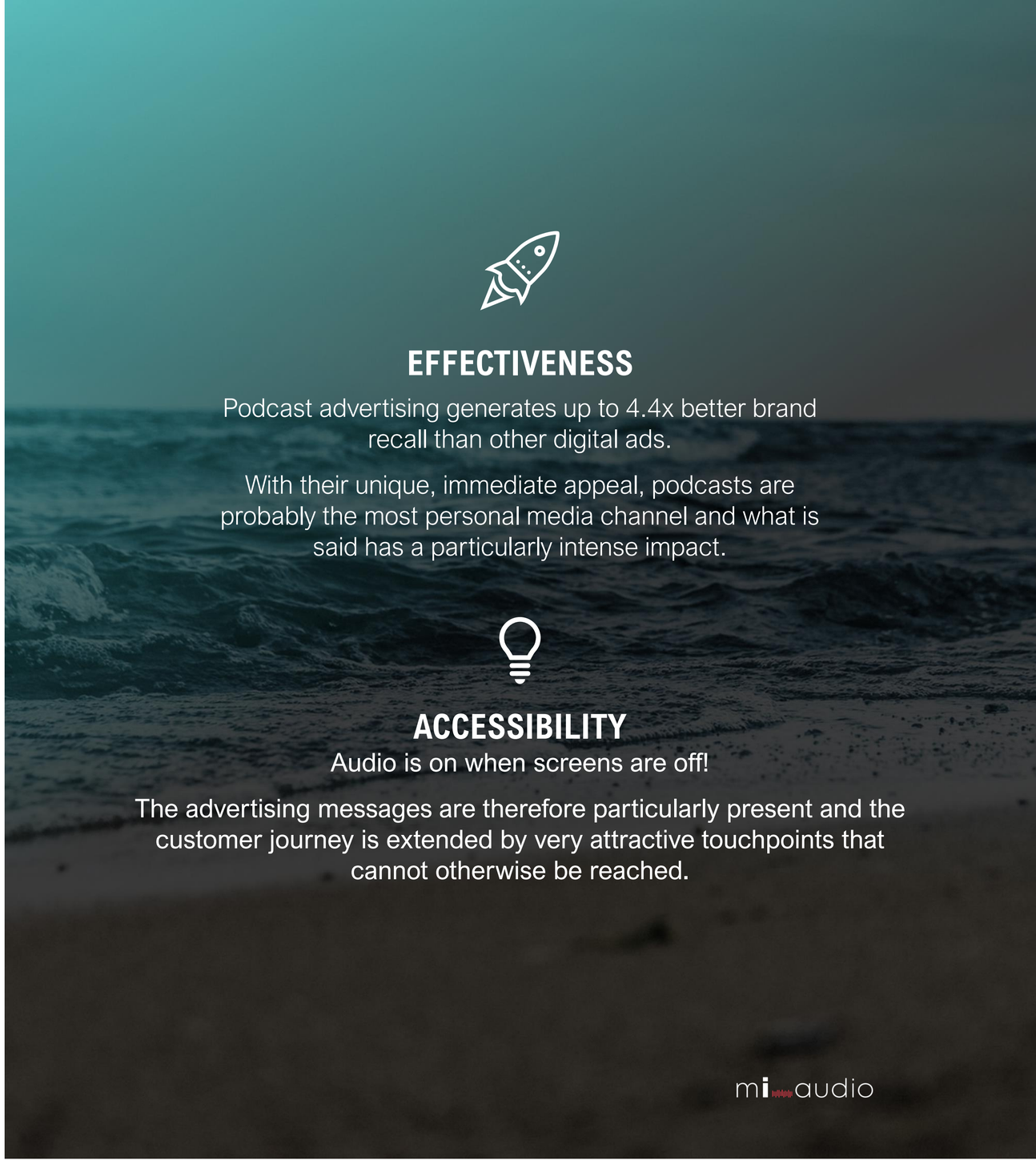
Horror Hotels | Unsolved Murders and Serial Killings from Around the World | Island Paradise Murders | Backpacker Murders

mi audio

# THE RECIPE FOR SUCCESSTHE ADDED **VALUE OF PODCAST ADVERTISING**

Consumption of audible content such as podcasts continues to grow, making sound experiences instrumental in shaping customers' relationships with brands.

Be part of this experience and benefit from the special integration and increased advertising recall!



## EFFECTIVENESS

Podcast advertising generates up to 4.4x better brand recall than other digital ads.

With their unique, immediate appeal, podcasts are probably the most personal media channel and what is said has a particularly intense impact.

## ACCESSIBILITY

Audio is on when screens are off!

The advertising messages are therefore particularly present and the customer journey is extended by very attractive touchpoints that cannot otherwise be reached.



*Quellen: IAB - Digital Audio Buyer's Guide 2020 – 2.0*
*WARC - Global Advertising Trends 2019*

ADVERTISING PLACEMENT IN THE AUDIO TRACK

# PARTNERINTEGRATION IM PODCAST

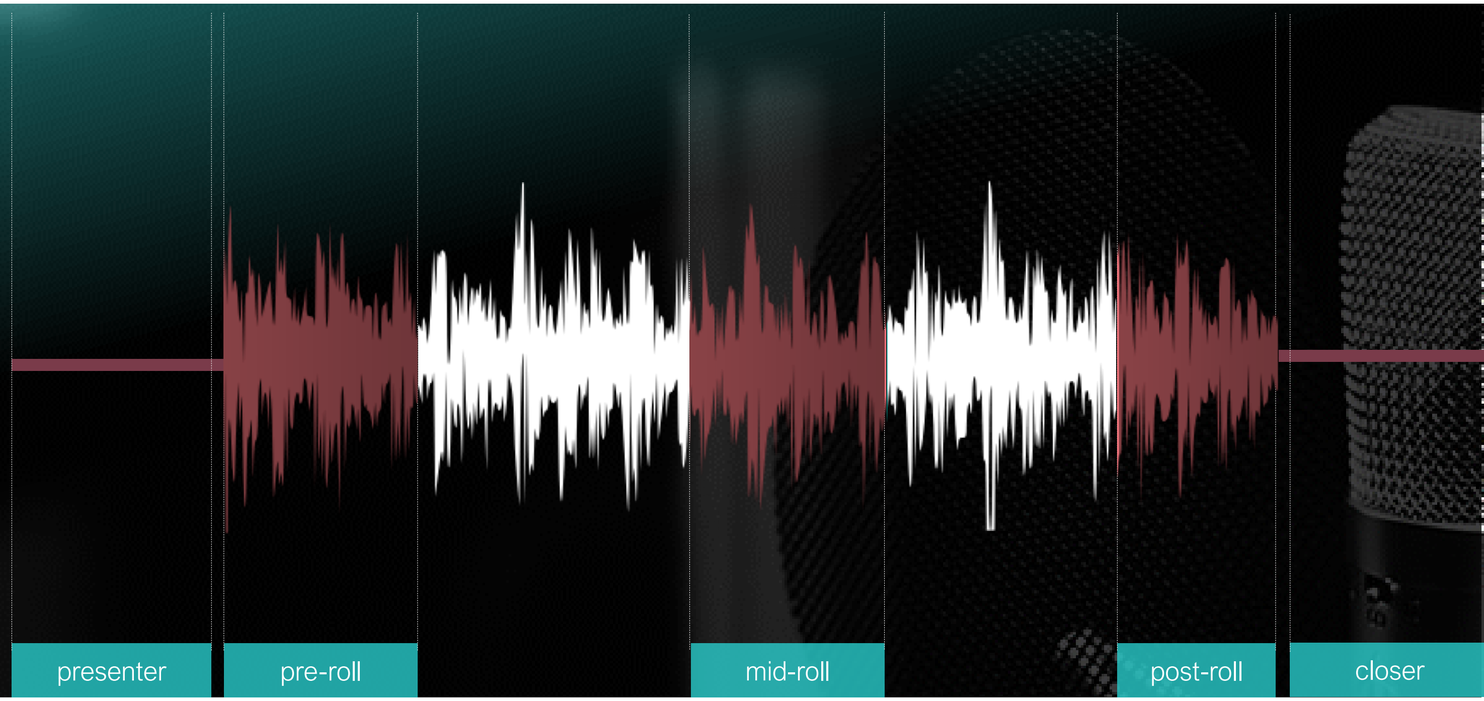
**native audio stream integration**

**pre-roll, mid-roll or post-roll with 30-60 sec.**

- Native audio integration introduces the partner in their own words and promotes the brand, product, or service

**presenter and/or closer**

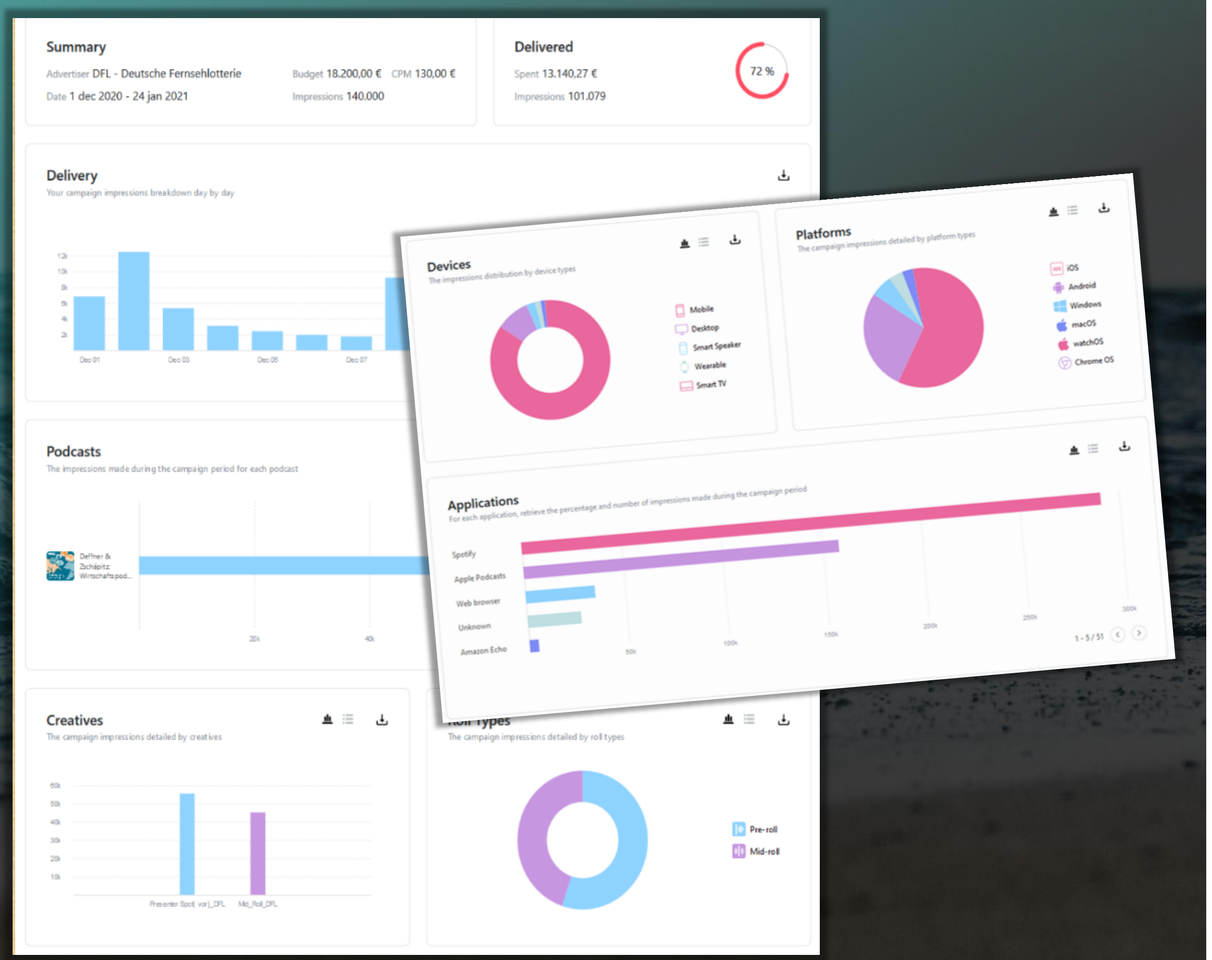
- Mention of podcast sponsorship by presenter and/or closer at beginning and end of podcast
- 5 -15 sec.




HIER KLICKEN FÜR HÖRPROBE



mi audio




# INSIDE PODCAST
# TECHNICAL BASICS

Podcast measurability and campaign-specific targeting:

- Adserver based playout
- Campaign-specific evaluation
- Tracking of every ad playout
- IAB 2.0 standard
- Optional rotation of different ad integrations
- Optional click tracking in Shownotes and Linkouts

mi audio

# TERMS OF OFFER

# THE NEXT STEPS

- You get the integration ideas to choose from
- Lead time for production coordination: approx. 3 weeks
- Four weeks after the start of the first podcast episode, reporting on the podcast streams* will be provided to you
- Final reporting will be determined four weeks after the start of the last episode
- Any production costs incurred are non-deductible, non-rebateable and non-committed. The amount of technical costs depends on the podcast in question

*Streams or downloads denote the sum of completed streams or downloads.*

# CONTACT

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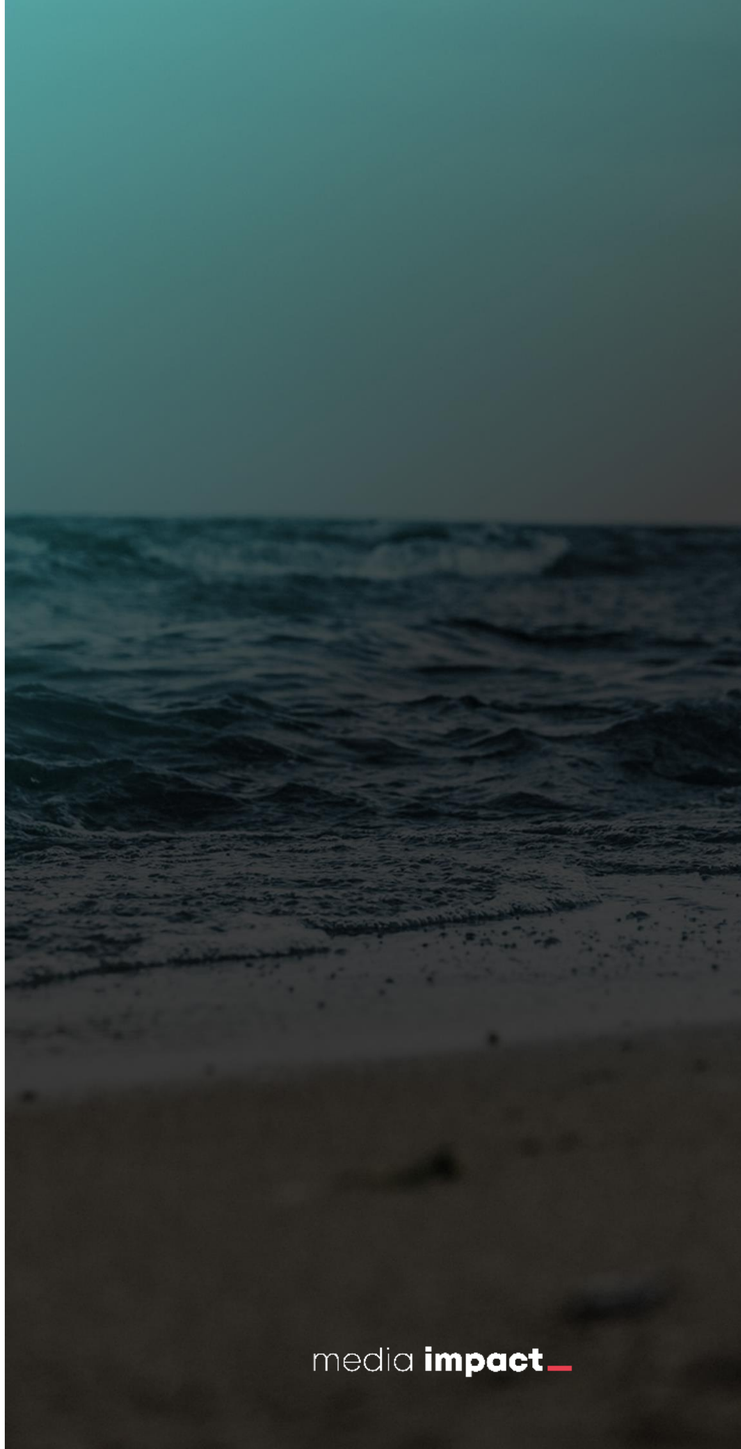
facebook.com/mediaimpact.de