

TRAVELBOOK.DE

places

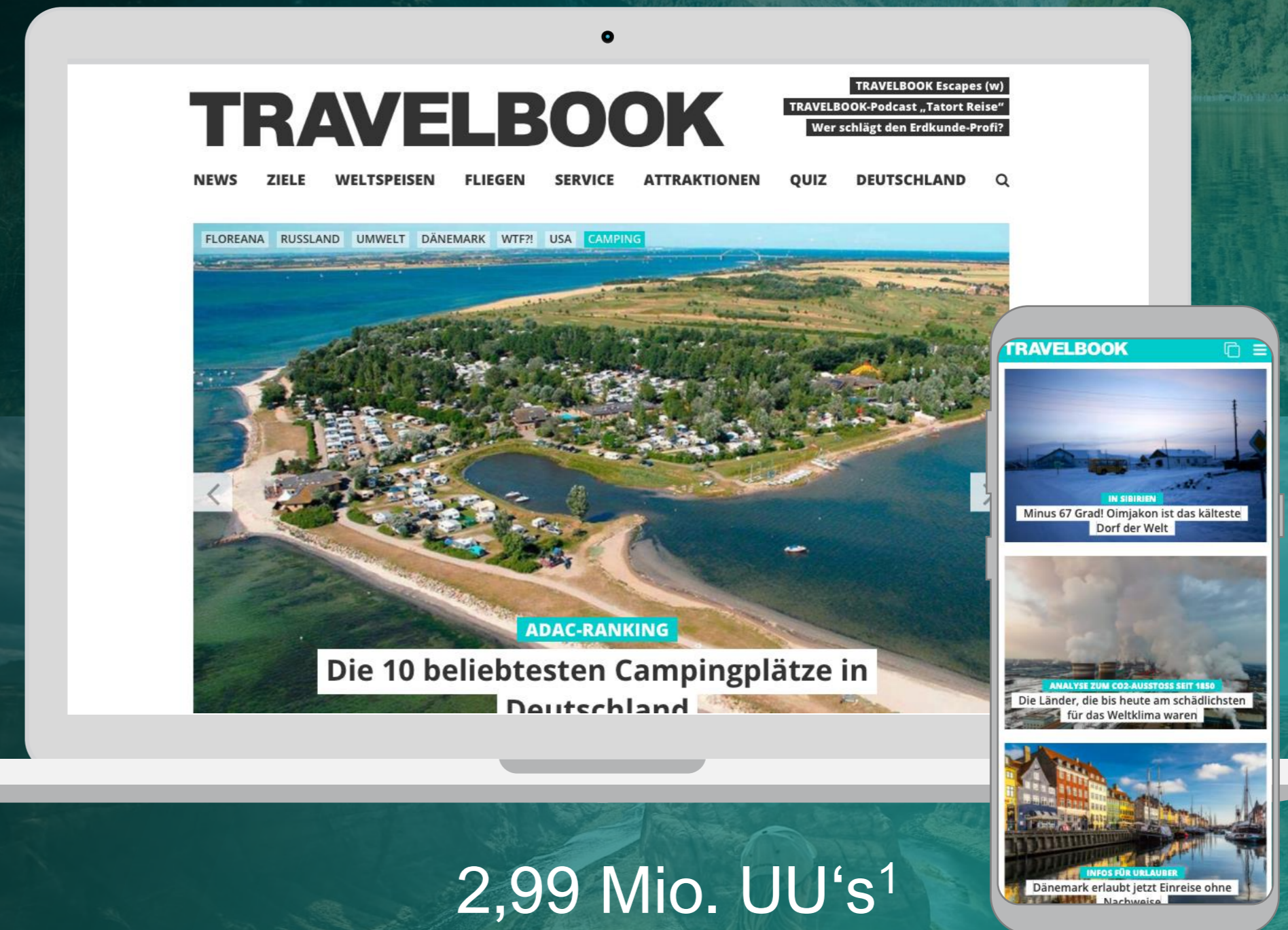
VIDEO-SPONSORING 2022

GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

TRAVELBOOK

DISCOVER THE WORLD NEW EVERY DAY!

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



2,99 Mio. UU's¹
5,18 Mio. Visits²

¹AGOF daily digital facts Juni 2022
²IWW September 2022

Target audience

TRAVELBOOK READERS OF...

59% are male/ 41% female

60% are between 20 - 49 years old

78% are employed

52% have a household net income > 3,000 EUR

46% have a high level of education**

3 1) AGOF daily digital facts November 2021
2) best for planning 2021 III; Basis: Grundgesamtheit; NpM



Consume movies, videos, and series via media libraries, TV streaming services, or online video channels on the Internet several times a week

Affinity index 159



Frequently stream videos, movies, series, games on the Internet

Affinity index 158



Take an intense interest in short trips (maximum 5 days):

Affinity index 132



Very strong interest in (longer) holiday trips:

Affinity index 123

TRAVELBOOK.DE

places

**Dos & Don'ts, Highlights, Fun Facts
– Everything you need to know before your next trip!**

The new video format
of Germany's largest online travel magazine

CONCEPT & HARD FACTS

The new video series TRAVELBOOK places take viewers to different places in the world and gives useful, funny, and exciting information, inspirations, and tips for the journey.

In 2- to 3-minute episodes, the most important information is explained briefly and concisely in listicle form. Accompanied by authentic and expressive videos of the respective place.

What things should be avoided in Rome? Which destinations in Germany are perfect for spring and which are the most beautiful beaches in Liguria? These and other questions are answered by the short videos of TRAVELBOOK places.



Target audience:
20-49 years | Travel | Camping |
Outdoor activities | Cruises



VIEWS PER Series¹:
Ø 3.000 Views/ Series in 4
Weeks



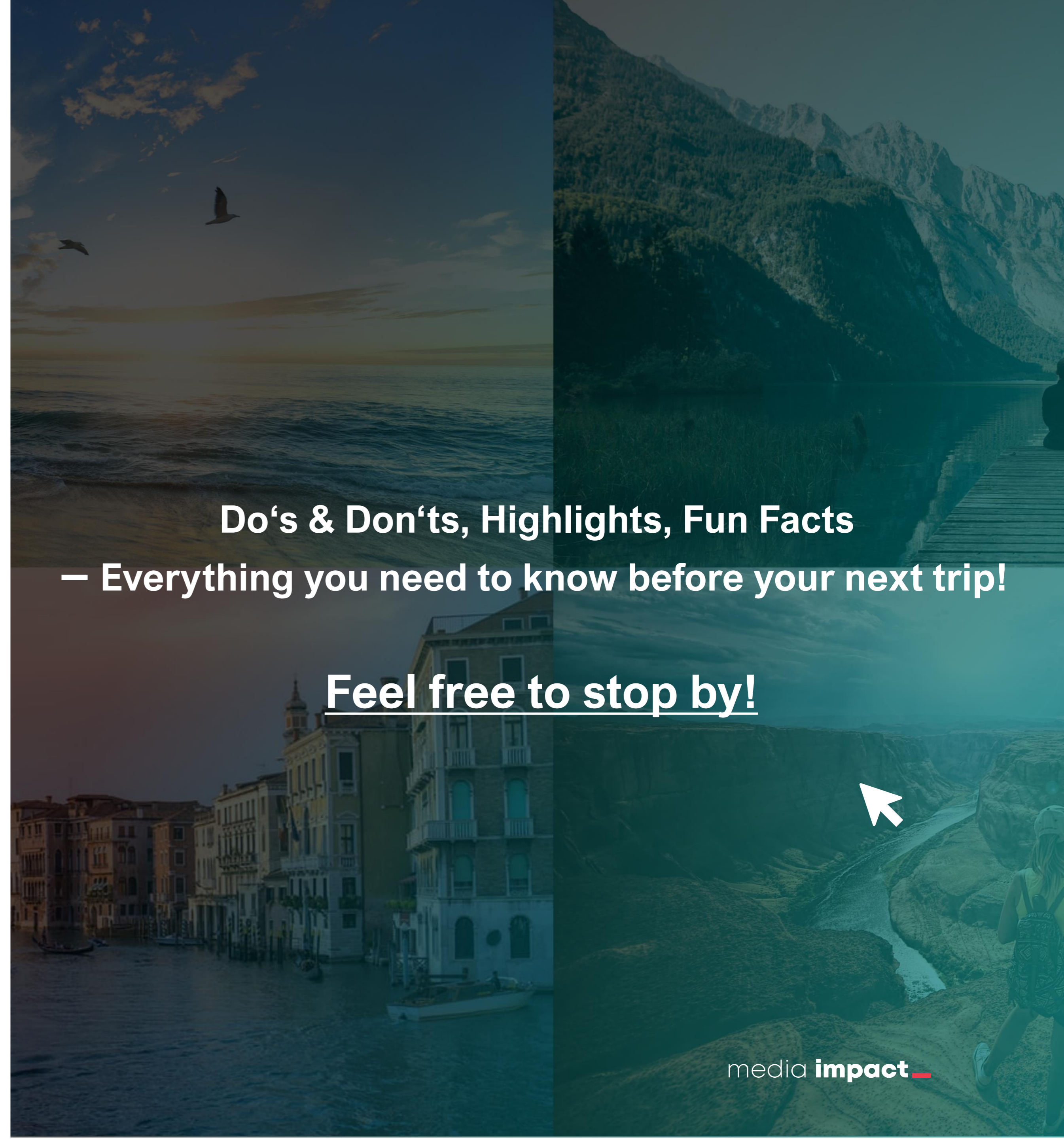
length of Series :
about 2-3 minutes



CHANNELS :
TRAVELBOOK.de, Instagram,
Facebook & YouTube

Topics

- Things to avoid in Rome
- The best destinations in Germany for spring
- The perfect road trip through Italy
- 9 reasons why a holiday in the Seychelles is worth it
- The 9 best tips for a holiday in Cape Verde
- Why you should go on holiday to Zanzibar
- The 4 most beautiful places in Calabria
- 12 curious facts about the Statue of Liberty
- The climate is most pleasant in these 10 countries
- Filming locations of "Game of Thrones" in Dubrovnik
- and much more...



Do's & Don'ts, Highlights, Fun Facts
– Everything you need to know before your next trip!

Feel free to stop by!

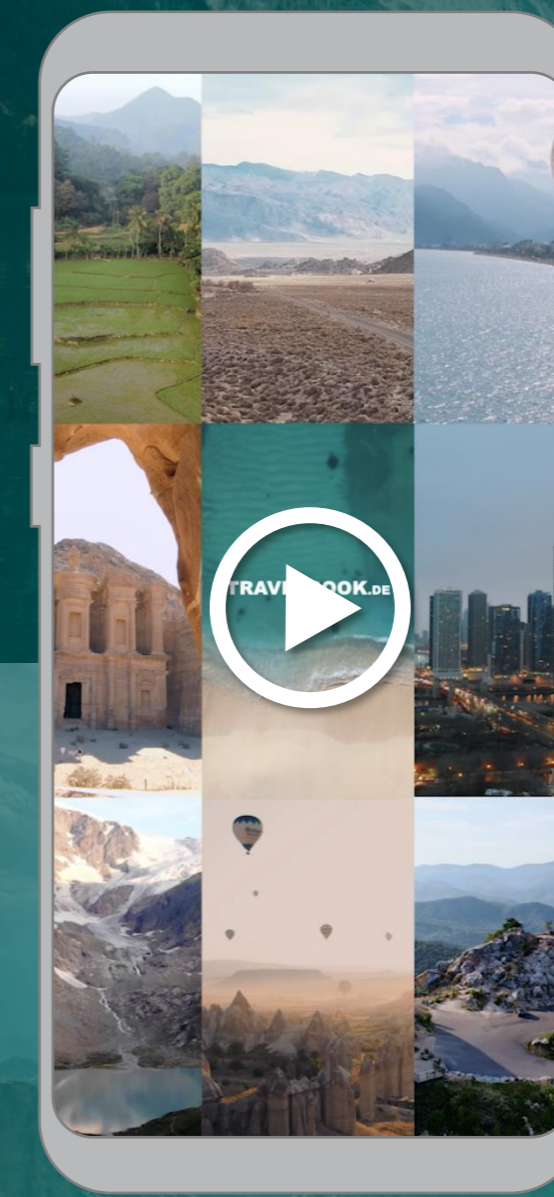


TRAVELBOOK PLACES

CHANNELS



- 2 - 6 minute video in landscape format on
- TRAVELBOOK.de
 - YouTube



- Up to 90 seconds of portrait video on
- Instagram
 - Facebook

Your investment

VIDEO SPONSORING

Sponsorship of a video episode

6.760 €¹

- ✓ Logointegration Presenterclip „presented by“
- ✓ Logointegration in video episode
- ✓ Banderole (5 seconds)
- ✓ Media package Multiscreen on article pages and in ROS2

50.000 AIs + 3.000 Views
(Duration 4 weeks)

Sponsoring of 4 video episodes

13.240 €¹

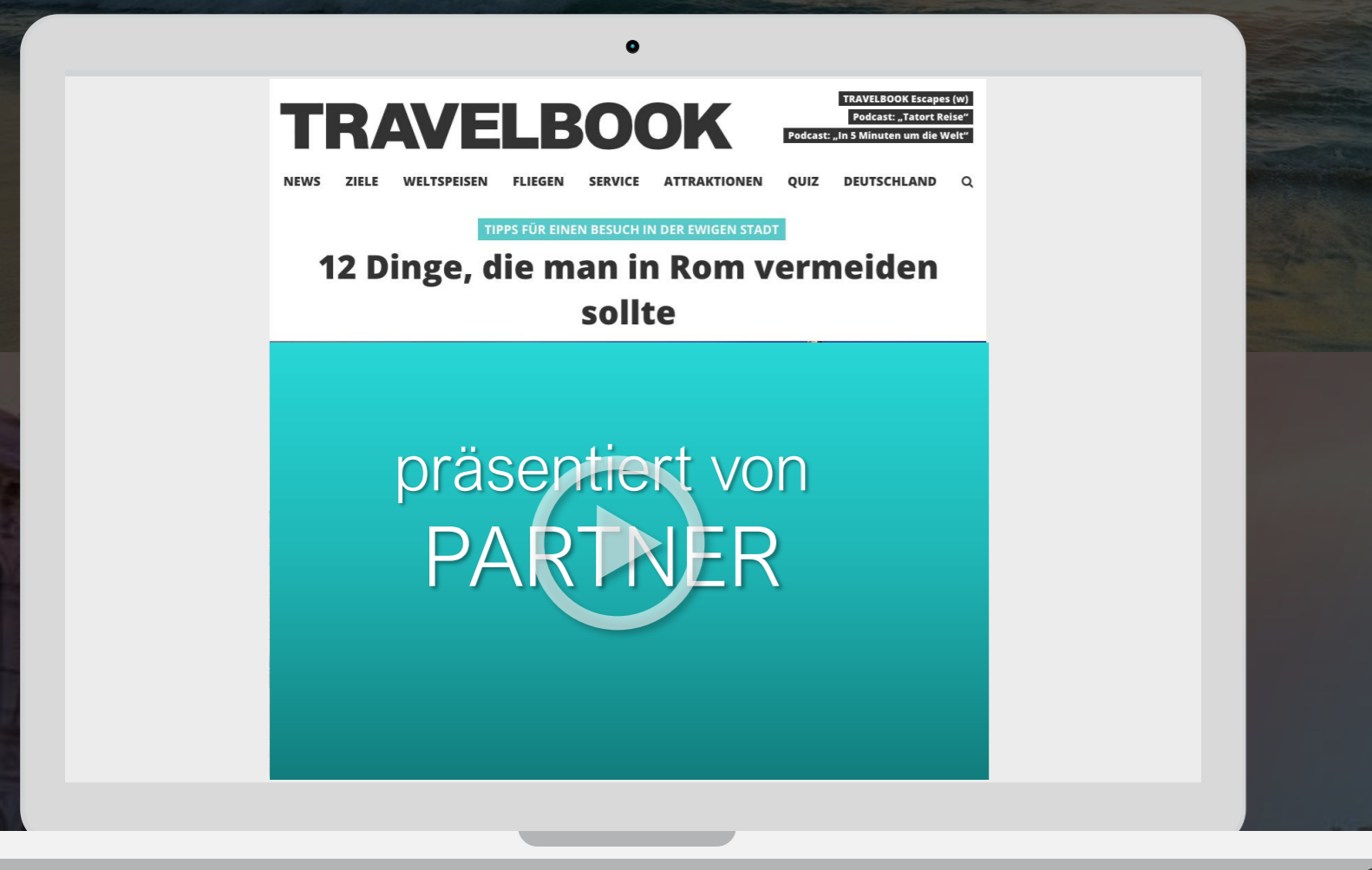
- ✓ Logointegration Presenterclip „presented by“
- ✓ Logointegration in video episode
- ✓ Banderole (5 seconds)
- ✓ Media package Multiscreen on article pages and in ROS2

50.000 AIs + 12.000 Views
(Duration 4 weeks)

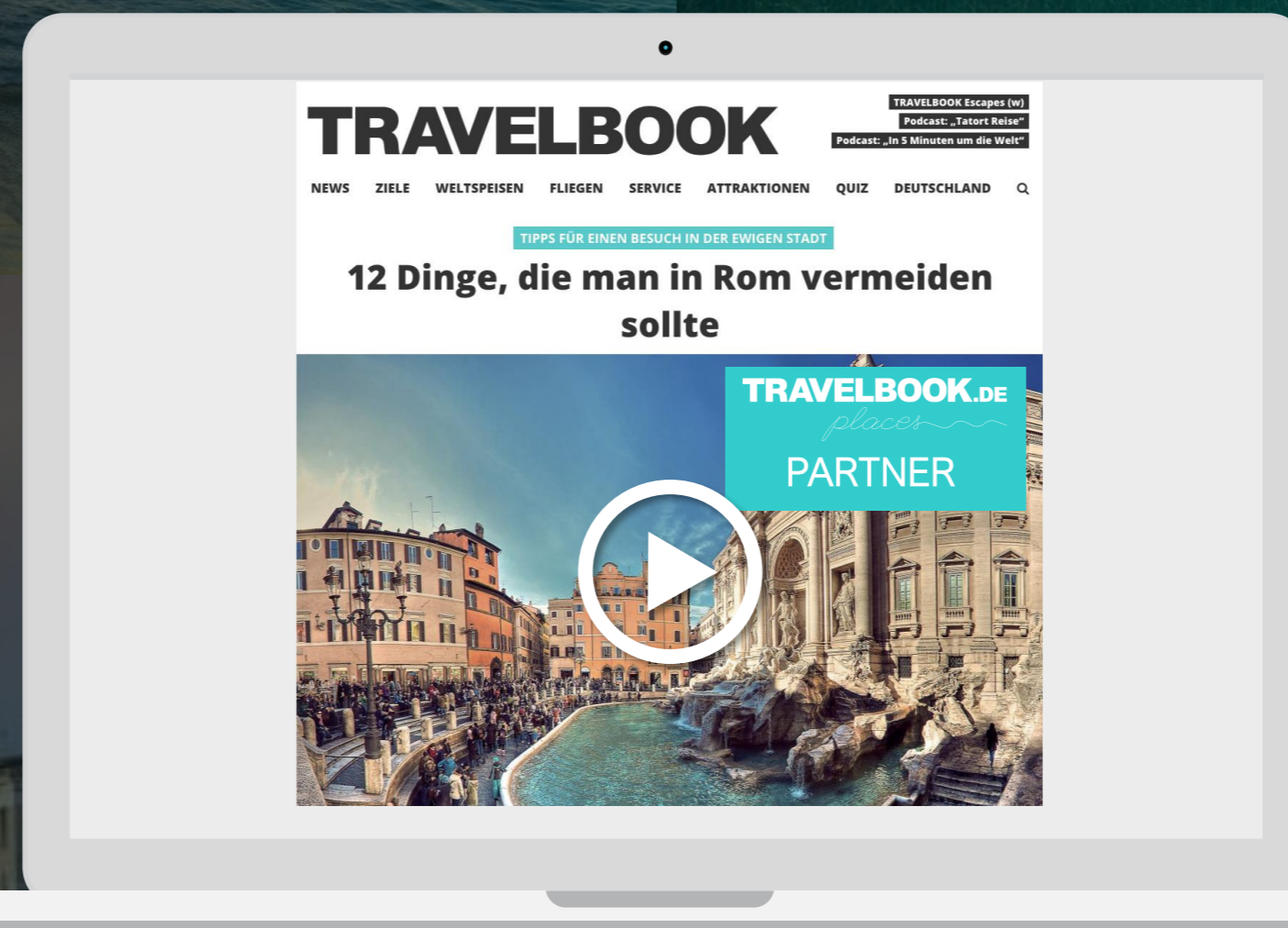
1) plus. 500 € Video integration creation cost per episode
2) Possible formats: Fireplace, Sitebar, or Billboard and Mobile Content Ad 1:1, Understitial or Interscroller
3) Duration per episode: 4 weeks

BASIC PACKAGE PER VIDEO EPISODE

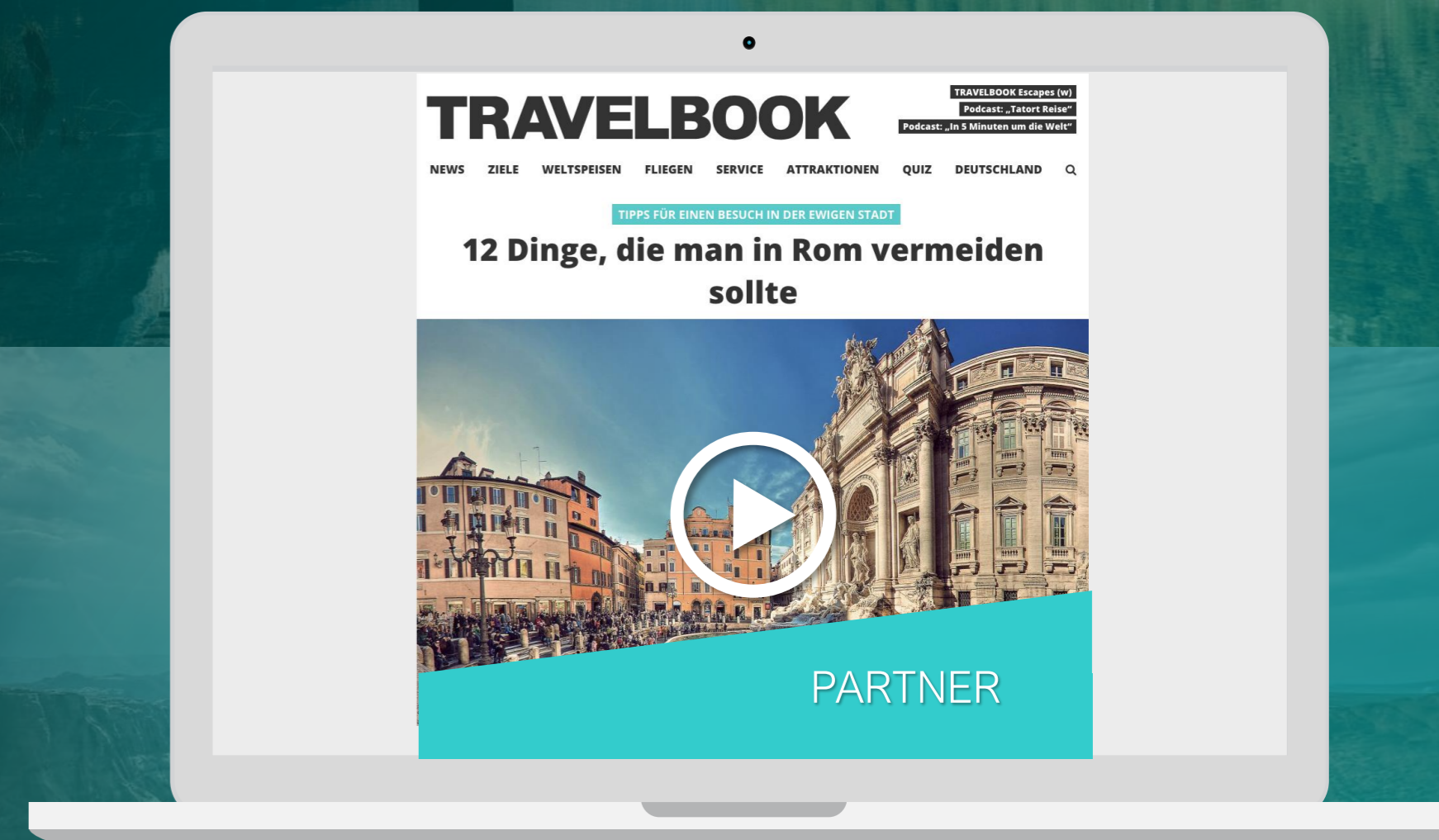
integration options



PRESENTERCLIP



LOGO INTEGRATION IN VIDEO SEQUENCE (BRAND + PARTNER)



BANDEROLE

WE ARE HAPPY TO TALK WITH YOU ABOUT INDIVIDUAL OFFERS!

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