

# TRAVELBOOK



Media Kit

*presented by*

media **impact**—

# THE BOOK FAMILY

## STYLEBOOK

The online magazine for cosmetics & women's health

2.80 million UVs  
3.83 million Visits

## TRAVELBOOK

Germany's largest online travel magazine

3.94 million UVs  
5.37 million Visits

## TECHBOOK

The portal for an innovative digital lifestyle

3.68 million UVs  
5.20 million Visits

## FITBOOK

The portal for fitness & health

3.56 million UVs  
5.32 million Visits

## MYHOMEBOOK

The largest online magazine for home & garden

2.98 million UVs  
4.13 million Visits

## PETBOOK

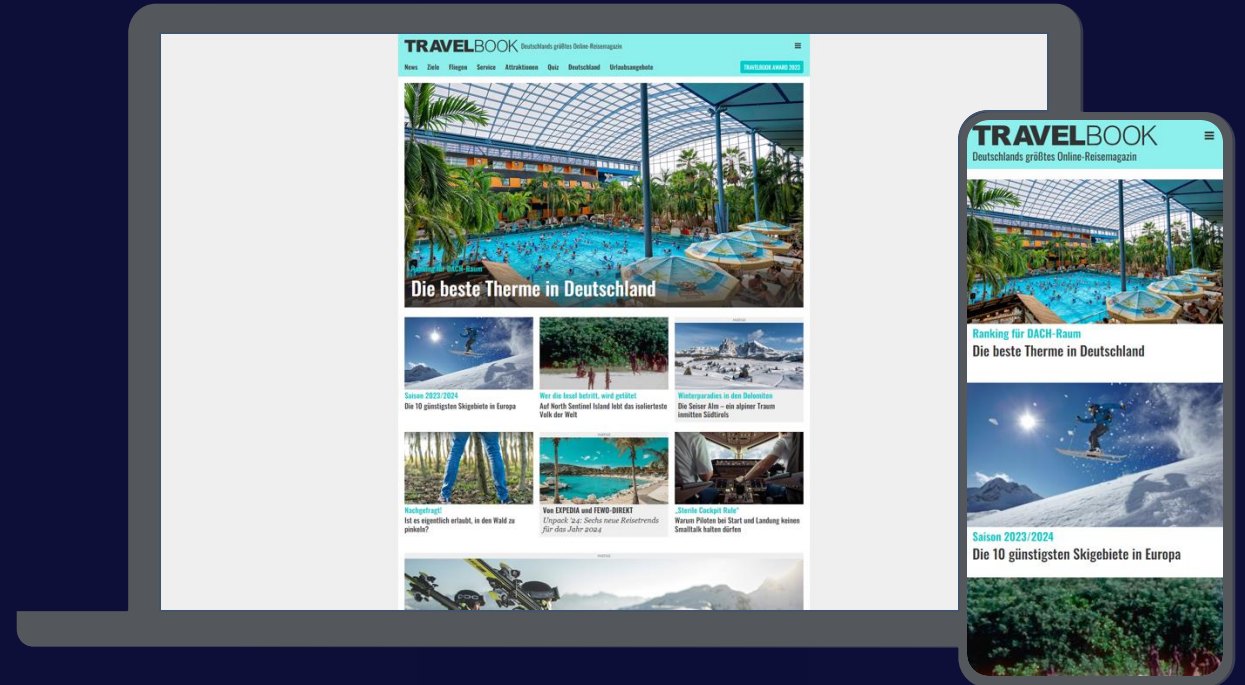
The lifestyle portal for all pet owners and lovers

1.95 million UVs  
2.57 million Visits

# TRAVELBOOK IN A NUTSHELL

## GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

- **TRAVELBOOK** is the unique combination of travel magazine, digital travel guide and service & offer portal
- **TRAVELBOOK** is international and captivates with breathtaking imagery and appealing designs.
- **TRAVELBOOK** offers inspiration for travel dreams and conveys pure joie de vivre
- **TRAVELBOOK** discovers the world every day!



**3.94 million** Unique Visitors\*

**5.37 million** Visits\*



**177,000 Follower\*\***

**178,000 Likes\*\***

\*Adobe Analytics 12/2024  
\*\* December 2024

# THE TRAVELBOOK USER

## TRENDSETTER



**VANESSA, 25**

"When I travel, I try to see as much as possible on a small budget. I focus on sustainability and love to share my backpacker travel tips on social media platforms!"

## FOLLOWER



**JAN, 35 & LENA, 31**

"We are interested in trips where young and old can experience a lot. Family and friends are our top priority. We also like to get tips and inspiration from them in the run-up to a trip."

## EXPERT



**CHRISTIAN, 42**

"I travel a lot for business and pleasure, mainly by plane. To feel at home when I'm on the road, I prefer high-quality hotels. Quality and service are my top priorities!"



53 % 20-49 years old



47 % high level of education\*



67 % employed



56 % men



55 % net household income > 3,000 €

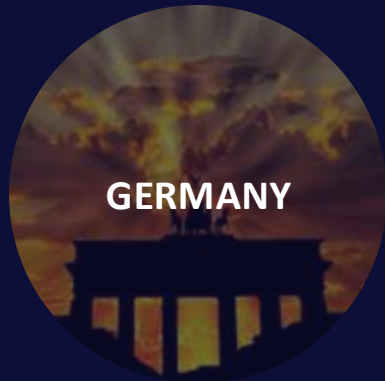
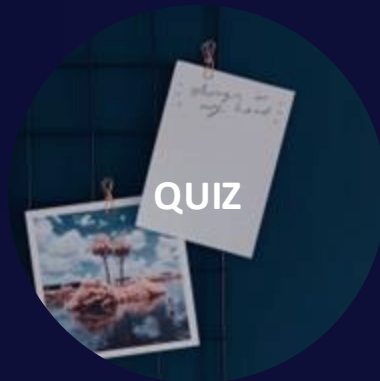
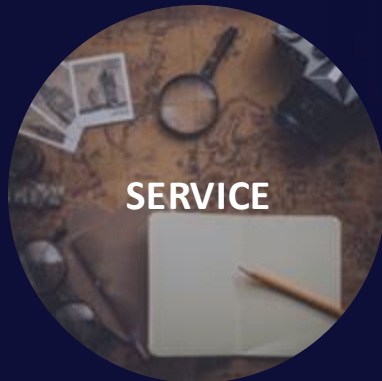


TRAVELBOOK users travel in different ways - from package tours with the family to flexible city breaks



Very strong product information interest in short trips and longer vacations (index value 127.120)

# OUR CATEGORIES & TOPICS



# TOP AFFINITIES



## TRAVELS IN THE LAST 12 MONTHS

## PLANNED TYPE OF TRAVEL IN THE NEXT 12 MONTHS

## TRANSFER PRIVATE FREQUENCY OF USE

## FREE TIME

- 4 and more short trips of 5-6 days Affinity index: 222
- More than 12 business trips with an overnight stay in a hotel Affinity index: 166
- 3 or more longer vacation trips Affinity index: 219

- Sports, fitness vacation affinity index: 262
- Wellness vacation affinity index: 206
- Bathing, beach vacation affinity index: 236

- Airplane: Affinity index: 778
- Rail affinity index: 235
- Long-distance bus affinity index: 423

- Visit to amusement park/leisure center: Affinity index: 325
- Camping: Affinity index: 338
- Use of wellness offers: Affinity index: 220

# EDITORIAL THEME PLANNING 2025

**JAN**

How do I get the most vacation time due to bridge days?

**FEB**

Faraway destinations ,  
Beach articles & Caribbean,  
Southeast Asia, Indian  
Ocean

**MAR**

Island destinations Europe -  
Prio: Greece, Balearic  
Islands, Corsica

**APR**

Canary Islands, Madeira,  
Azores, Cape Verde

**MAY**

Cities: Budapest, Lisbon,  
Barcelona, Madrid, Rome

**JUN**

Focus on Germany

**JUL**

Micro-Adventure

**AUG**

Lakes

**SEP**

Long-distance destinations

**OCT**

General  
winter topics

**NOV**

Christmas themes  
(Christmas markets,  
Christmas traditions etc.).

**DEC**

New Year's resolutions - My  
dream vacation for next  
year

A background image showing a valley filled with numerous hot air balloons of various colors and patterns, floating in the sky at dawn or dusk. The sky is a mix of blue and orange. In the foreground, there are stylized, overlapping blue and teal shapes on the left side.

# DAILY FIXED PLACEMENTS

Showcase your brand - with all-round attention and continuous presence!

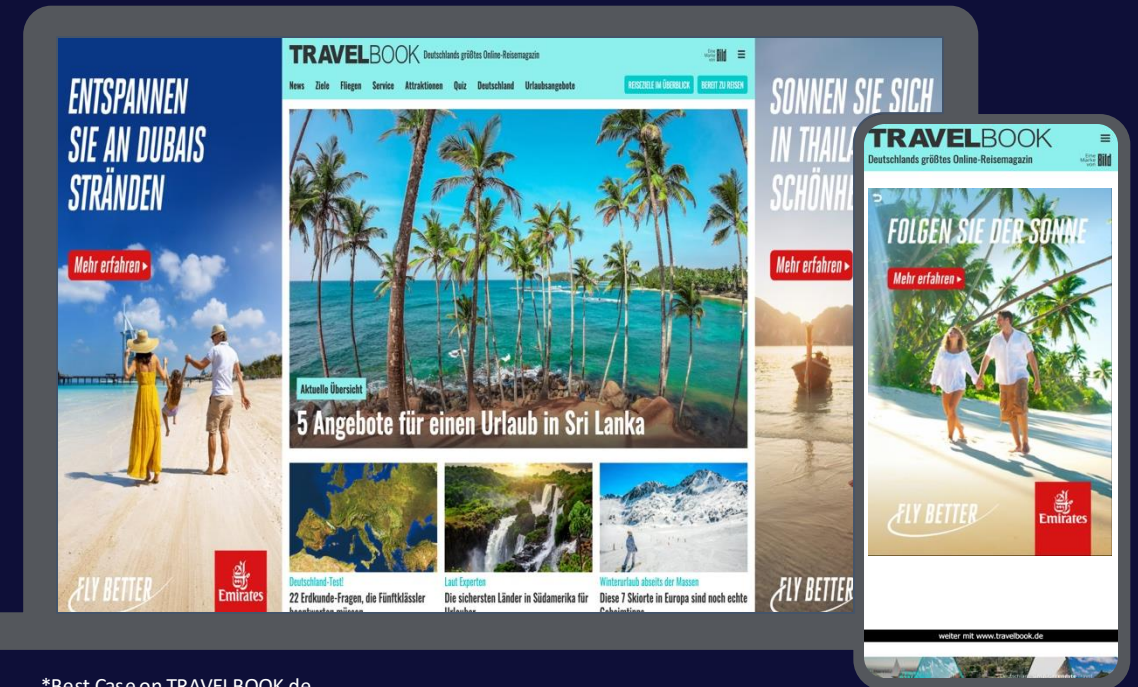


# HOMERUN: HIGH-QUALITY STAGING ON THE HOME

**Spectacular and high quality: The Homerun guarantees a first-class appearance and maximum branding!**

In addition to a fixed homepage placement, you also receive a first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

And best of all: a whole page just for your brand.



\*Best Case on TRAVELBOOK.de

Discover suitable advertising material

Package <sup>1</sup>	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme <sup>2</sup>
Homerun Day	200,000 AIs	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 AIs	1 Week	56,400 €	72,000 €

1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola

2) The stationary Big Stage advertising material is displayed on the homepage. ROS the fallback advertising material is displayed. Additional editorial approval required

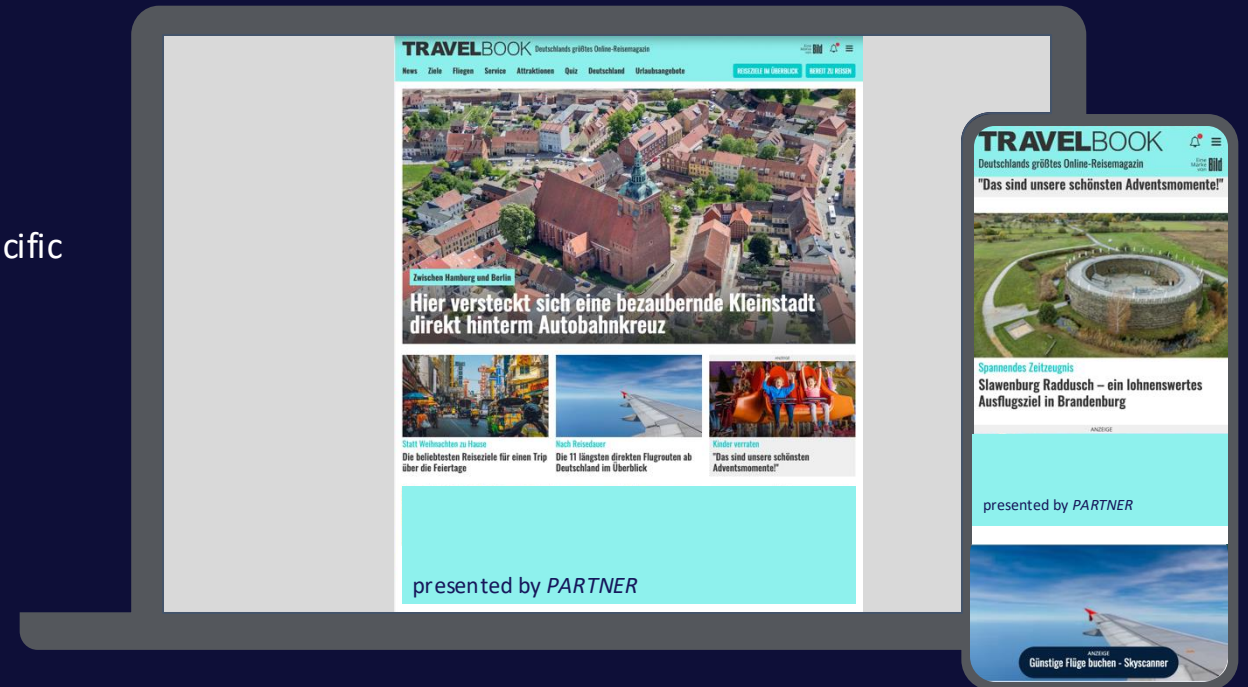
# A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

The A-Teaser is effective and convincing!

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

The link is either to the partner website partner website or to a specific landing page.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
A-Teaser	50,000 AIs	1 Day	4,500 €



1) Saturday and Sunday count together as one day

# NATIVE ADVERTISING

Your brand narrated in the right context - authentically and effectively.

# ADVERTORIAL: YOUR CONTENT IN LOOK & FEEL OF TRAVELBOOK

The advertorials on TRAVELBOOK are designed individually. Thanks to the editorial design in the look & feel of TRAVELBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The focus is on your advertising content. Users are addressed directly, and the brand is activated via competitions, voting, integrated videos and much more.

Traffic is generated via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial XS <sup>3</sup>	375,000 AIs	2 Week	7,500 €
Advertorial S <sup>3</sup>	500,000 AIs	2 Week	10,000 €
Advertorial M <sup>3</sup>	1,000,000 AIs	4 Week	17,500 €
Advertorial L <sup>3</sup>	1,500,000 AIs	6 Week	22,500 €
Advertorial Stage <sup>4</sup>	1,500,000 AIs	6 Week	35,000 €

1) Recommended duration, customizable on request.

2) Plus creation costs (not SR- and AR-capable): 2,000 €.

3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).

4) Advertorial Stage bookable from 3 advertorials.

The screenshot shows a webpage from TRAVELBOOK. The header includes the logo and navigation links like 'News', 'Ziele', 'Fliegen', 'Service', 'Attraktionen', 'Quiz', 'Deutschland', and 'Urlaubsangebote'. The main content area features a large photograph of a couple standing on a rocky cliff overlooking a scenic fjord. Below the image, the article title 'Tetanus: Warum der Schutz weltweit sinnvoll ist' is displayed. The text discusses the importance of tetanus vaccinations for travelers, mentioning that it is a common but preventable infection. The article is presented in a clean, editorial style consistent with the TRAVELBOOK brand.


\*Best Case on TRAVELBOOK.de

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

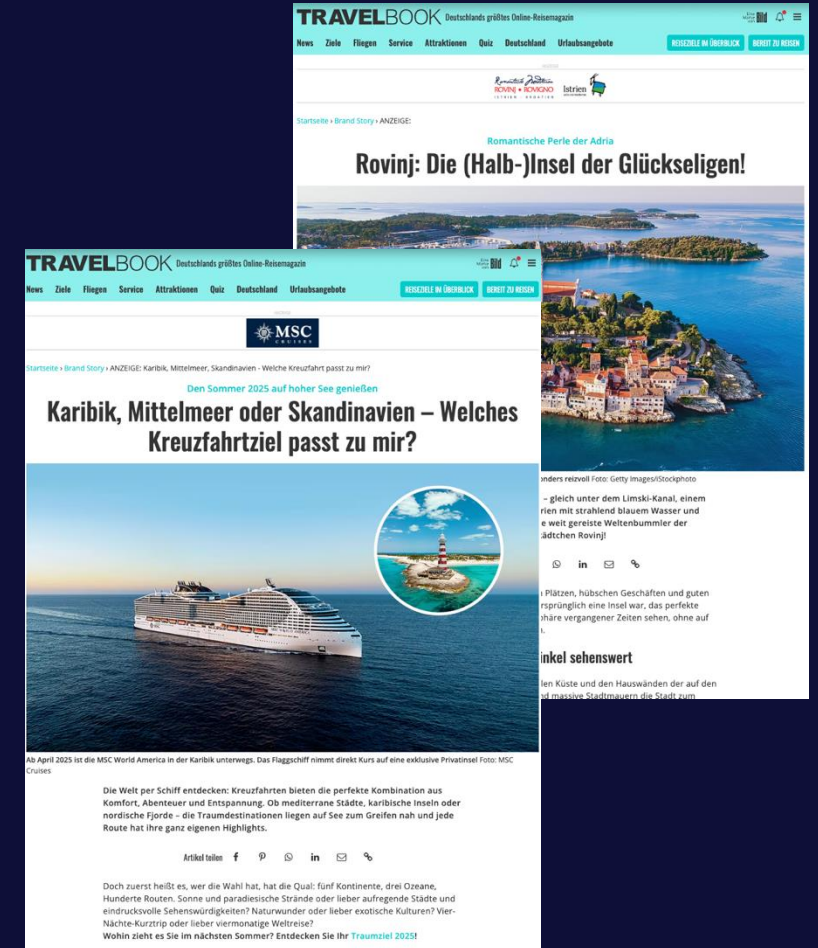
The native story gets exclusive storytelling from TRAVELBOOK: informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- Editorially appealing story
- Clear sender status through logo integration
- Your topic is developed together with the Brand Studio team
- Image material from you or our native photo team

Minimum page views to be booked <sup>3</sup>	Basic package	Maximum page views to be booked <sup>3</sup>
5,000	15,000 page views 50,000 € <sup>1</sup> 6 Week duration <sup>2</sup>	20,000

[View the Add-Ons](#) 

- 1) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.
- 2) The lead time must be requested for brand stories.
- 3) Scalable page views: from €3.50 gross CPV (cost per view), SR- and AE-eligible, depending on the size of the booking and the object.
- 4) Various formats possible.
- 5) Brand hub stage bookable from 4 brand stories.




\*Best Case on TRAVELBOOK.de

# PRODUCT STORY: FOCUS ON YOUR PRODUCT

Your brand or product is the focus of the story!

Your story about your products that require explanation, new features, or current offers is presented in an authentic and clear manner, reflecting the style of the respective media brand. We will create your individual story, and the corresponding teaser based on the material you bring along. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing <sup>1</sup>
Product Story	1,700,000 AIs & 9,000 Views	4 Week	33,750 €

[View the Add-Ons](#) 

- 1) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of content from financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 2) Only advertising media included in the basic packages can be booked.
- 3) Various formats possible.



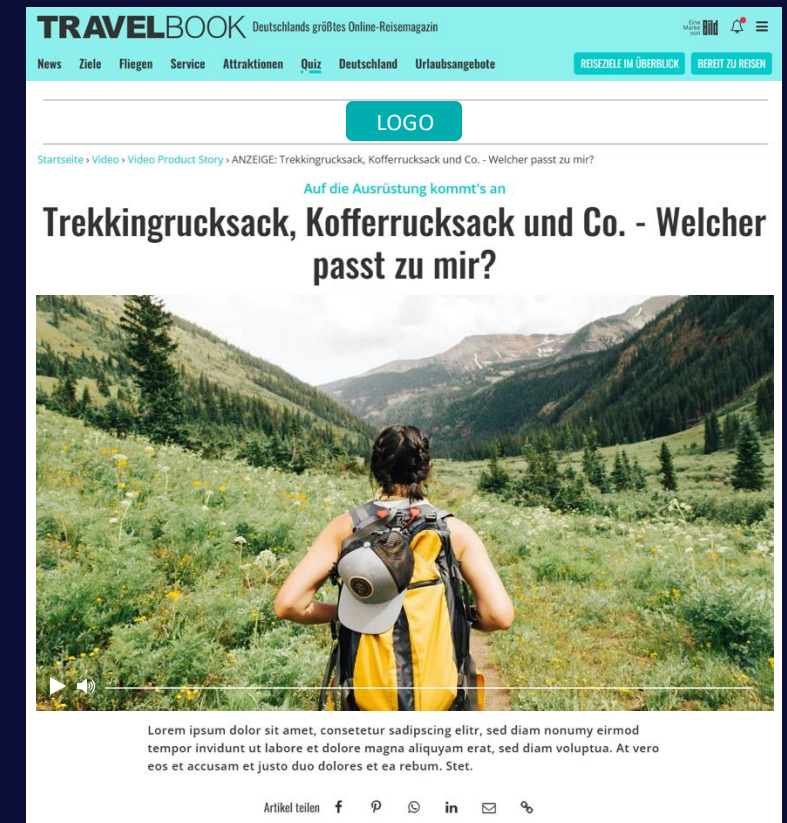
\*Exemplary visualization

# VIDEO PRODUCT STORY: SHOWCASE YOUR PRODUCTS

## Bring your products to life within the product story!

You will receive a product story that is supplemented by a specially produced 90-second video to present and explain your product even better. The native product video and an additional reel format will then be made available to you for your own use.

Package	Guarantee	Duration	Pricing <sup>1</sup>	Video-Production <sup>2</sup>
Product Story	1,700,000 AIs & 15,000 Page Views	4 Week	33,750 €	5,600 €



\*Exemplary visualization

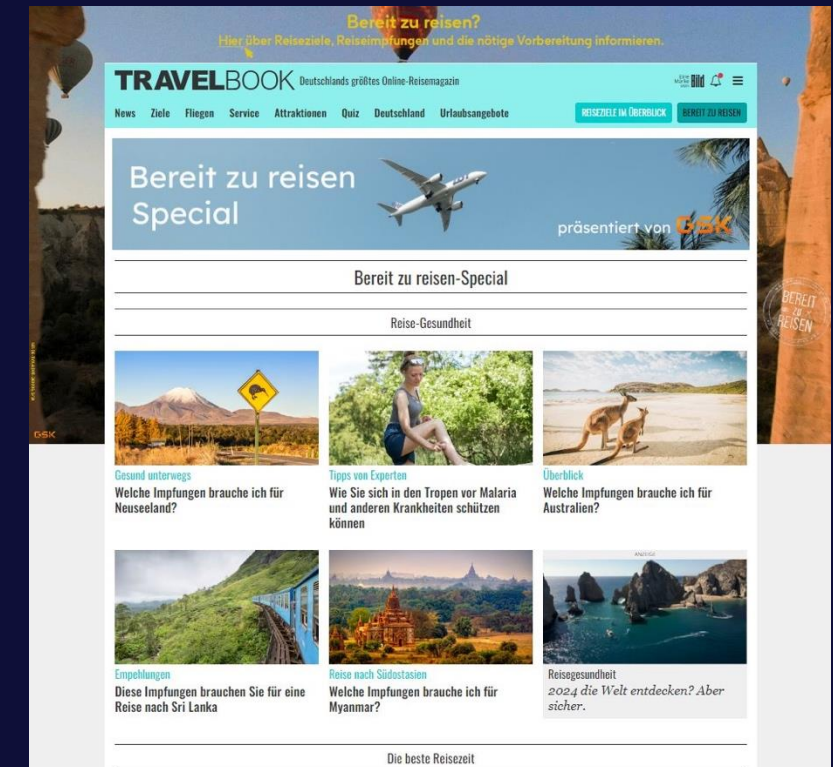
- 1) Plus creation costs: BOOKS: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adaptation of the product variant and/or the guaranteed views.
- 2) Not SR- or AE-eligible, depending on individual effort. Product must be made available.

# THEME SPECIAL: STRONG PRESENCE IN A THEME-AFFINE ENVIRONMENT

Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on special start- and all article pages:

- Sponsoring header and footer “presented by”.
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated within the special.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Theme Special S	300,000 AIs	1 Week	13,000 €
Theme Special M	600,000 AIs	2 Week	23,000 €
Theme Special L	1,200,000 AIs	4 Week	36,000 €



\*Best Case on TRAVELBOOK.de

1) Recommended duration, customizable on request  
 2) Plus creation costs (not SR- and AR-capable): 2,000 €

Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. “The big Musterland special presented by Musterland”)

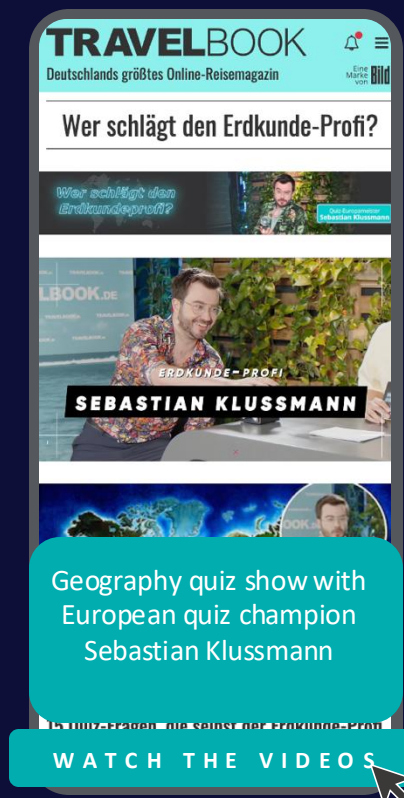


# VIDEO SPONSORING

Put your brand in the spotlight - with a video that inspires!

# OUR VIDEO FORMATS

Who will beat the geography pro?



2021

## Coming up next\*\*: More ideas for video concepts

- TRAVELHACKERS  
TRAVELBOOK gives tips and tricks on popular travel destinations from all over the world
- IS MY CITY REALLY...?  
TRAVELBOOK sheds light on a thesis about a city drawn from the Google autocomplete.
- GERMANY'S PLACES OF SUPERLATIVES  
TRAVELBOOK creates a new travel guide of German superlatives.
- THE CRAZIEST GLOBETROTTERS IN THE WORLD  
TRAVELBOOK invites adventurers from all over the world to tell their stories.
- TRAVELBOOKS HAPPY PLACES  
TRAVELBOOK visits the inhabitants of the happy places on site and asks: What is life like in a place that others only dream of?



We will be there to help you find the right protagonist for the video series.

\*We are happy to develop individual video concepts together with you. Subject to editorial approval.

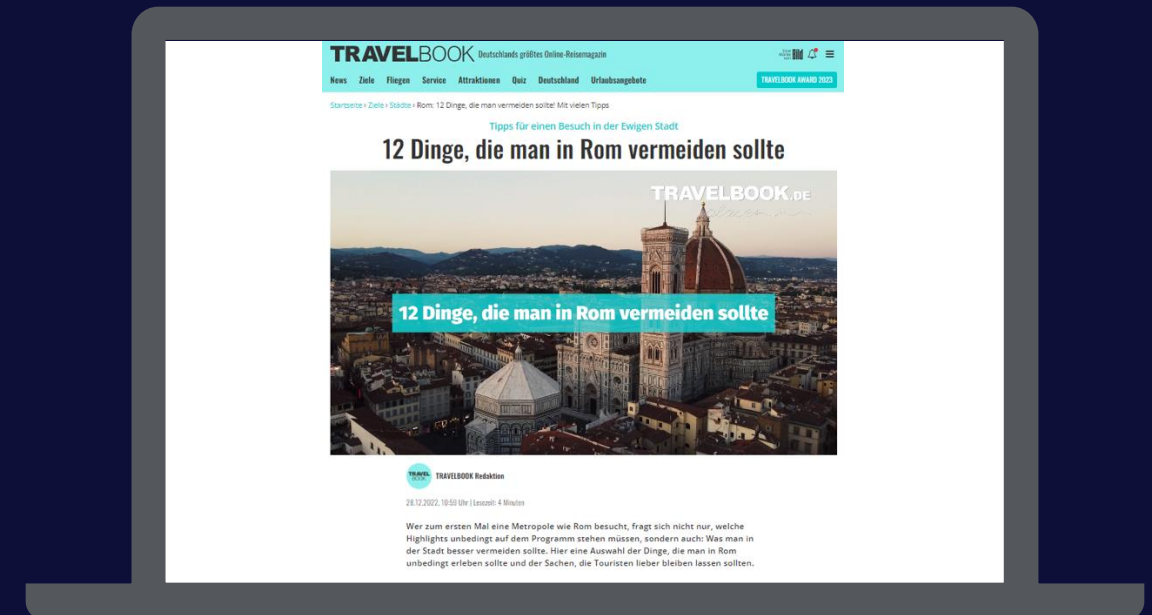
\*\* Lead time for sponsoring is 2 months

# MORE IDEAS FOR VIDEO CONCEPTS: TRAVELBOOK PLACES

Everything you need to know for your next trip!

The new **TRAVELBOOK Places\*** video series takes viewers to various places around the world and provides useful, funny and exciting information, inspiration and tips for travel.

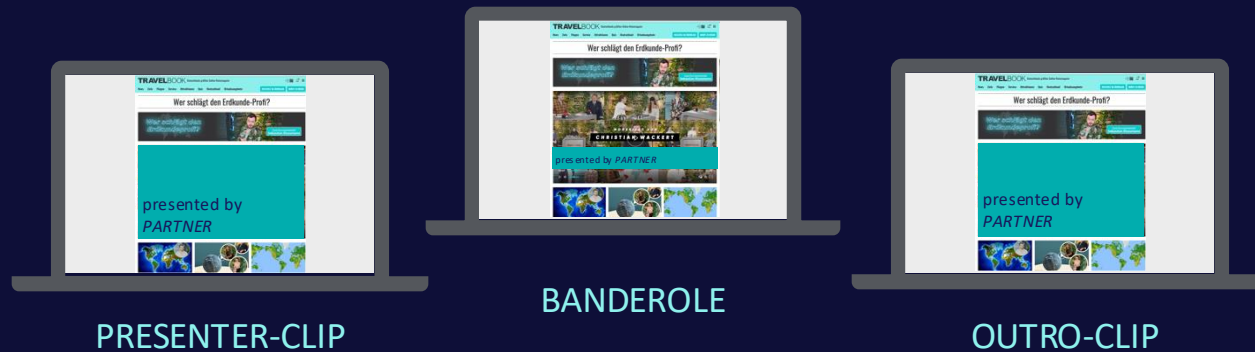
In 3 to 6-minute episodes, the most important information is explained briefly and concisely in listicle form. Accompanied by authentic and expressive videos of the respective place.



We will be there to help you find the right protagonist for the video series.

# YOUR SPONSORING COMPONENTS

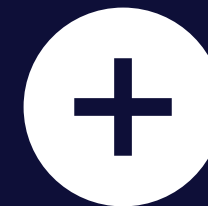
## Logo integrations in the video:



## Media components:

MEDIA-PACKAGE  
MULTISCREEN  
on the video pages

MEDIA-PACKAGE  
MULTISCREEN  
in ROS



ADD-ONS

ADVERTORIAL S on the  
video stage<sup>1</sup>

BRAND STORY BASIC on  
the video stage<sup>1</sup>

Product Story on the  
video stage<sup>1</sup>

PRODUCT PLACEMENT<sup>2</sup>

A booking must include at least one logo integration component and one media package

1) Playout on stage if available.

2) Cannot be part of seasons that have already been filmed.

# VIDEO SPONSORING PRICING

## BASIC PACKAGE<sup>1</sup>

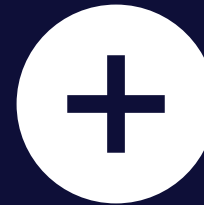
### Logo integrations in the video:

- Presenter Clip "presented by"
- Banderole (5 sec.)
- Outro clip "presented by"

### Media components:

- Multiscreen media package on the video pages<sup>2</sup>
- Multiscreen media package in ROS for traffic feed

**1 Episode**  
**5,000 views<sup>3</sup> and 200,000 AIs (duration 4 weeks)**  
**9,416.00 € N1<sup>4</sup>**



ADD-ONS

**ADVERTORIAL S (duration 2 weeks)**  
 500,000 AIs/ 10,000 €<sup>5</sup>

**BRAND STORY BASIC (duration 2 weeks)**  
 15,000 views/ 50,000 €<sup>6</sup>

**PRODUCT STORY (duration 4 weeks)**  
 1,700,000 AIs + 9,000 views/ 33,750 €<sup>7</sup>

**PRODUCT PLACEMENT<sup>8</sup>**

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season comprises a maximum of 10 episodes.

- 1) A booking must include at least one logo integration component and a media package.
- 2) Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.
- 3) If more than one episode is booked, the views of all videos count towards the overall guarantee. Exception: TRAVELBOOK Places bookable from 3,000 views
- 4) SR, AR & AE possible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE
- 5) Plus €2,000 creation costs. Creation costs are not eligible for SR or AE
- 6) Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE
- 7) Plus € 3,000 creation costs. Creation costs are not eligible for SR or AE
- 8) Price per season per setting (location/situation) € 5,000 to max. € 10,000. Deviations possible depending on integration. Costs are not SR- or AE-eligible.

# STRATEGIC PARTNERSHIP

More visibility and customized communication!

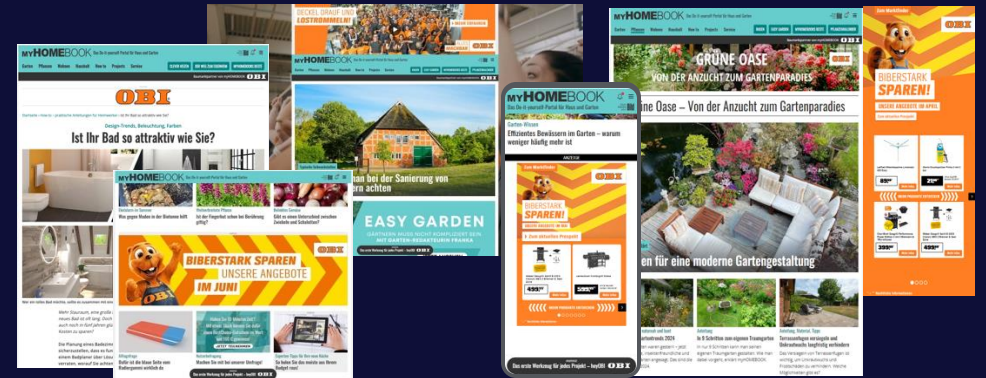
# EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Feel free to contact us for individual and tailor-made approaches!

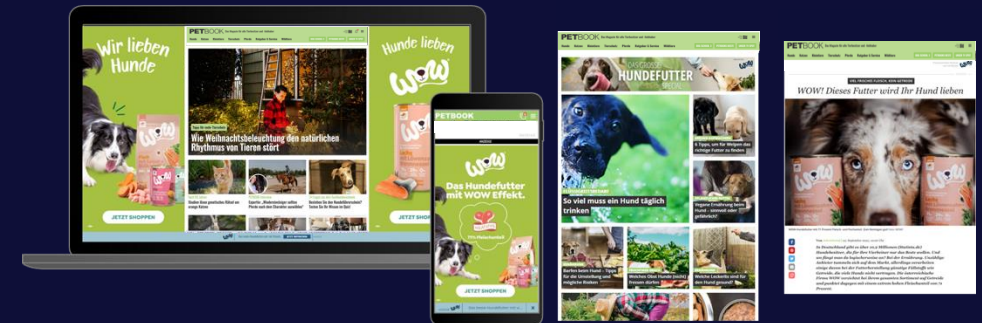
The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- We create an ideal environment and build the beginning of a customer experience.
- The industry-exclusive partnership guarantees high visibility and presence through individual integrations (logo, sticky bar, text links) directly on the website.
- Strong media appearances on the portal also ensure an image transfer between the respective book and your brand.
- Customized storytelling that corresponds to the interests and needs of the users is staged in a thematically appropriate way and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



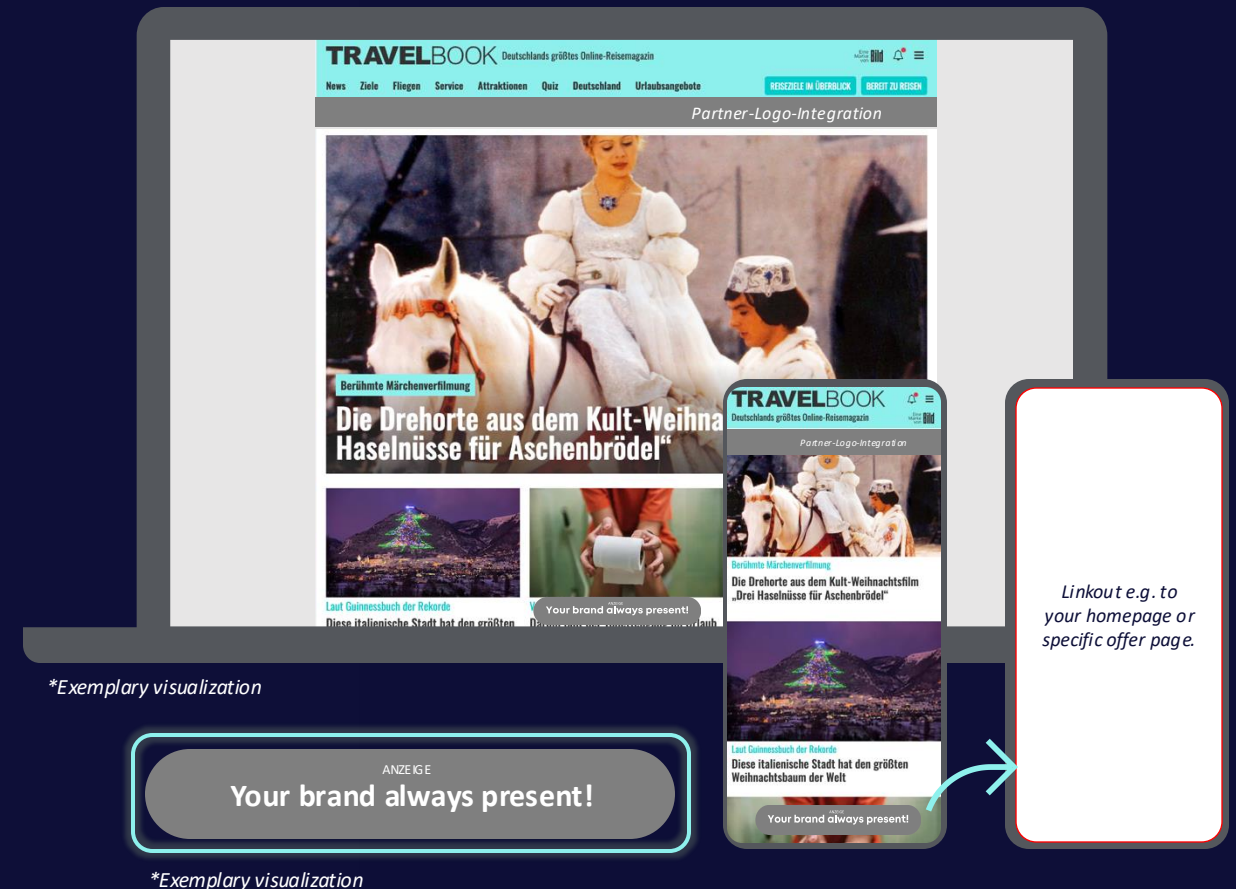
# LOGO INTEGRATION AND DIRECT LINKING VIA STICKY BAR

Always visible and deeply integrated into the platform!

Your logo is placed prominently in the header of the website\*.

All services and benefits are permanently bundled in the specially created Sticky Bar, which is always visible on the homepage, stages and article pages. It is fixed at the bottom of the page, cannot be minimized or closed, and ensures a continuous presence.

- Teaser area with linkout, e.g. to your homepage or specific offer page.



\*Can only be realized within the Premium Partnership.



# POSSIBLE COMPONENTS

## MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire Travelbook website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Various targeting options
- Industry exclusivity possible for all content and media formats

## CONTENT

- Sponsoring / theme specials, emotional storytelling, product-related content / advertorials
- Traffic management of your content

## VIDEO

- Various video formats/video series with well-known personalities from the industry
- More format ideas i. A.

## DEEP INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-article recommendations or notifications)
- Logo integration and Sticky Bar

## DATA\*

- Right to generate data for your brand
- Market research
- Re-targeting possibilities

\*Can only be realized within the Premium Partnership..

# PARTNERSHIP PACKAGES

## PREMIUM PARTNERSHIP

Package Price: from 500,000 €  
Term from 6 months

## CO-PARTNERSHIP

Package Price: from 250,000 €  
Term from 3 months

## CO-PARTNERSHIP LIGHT

Package Price: from 150,000 € Term 3 months

		PREMIUM PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Brand Storys	x	x	x
	Product Storys	x	x	x
	Advertorials	x	x	x
MEDIA	Theme Special	x	x	x
	Home Run	x	x	x
	Display (ROS)	x	x	x
VIDEO	Sponsoring of video episodes + product placement + media	x	x	x
DEEP INTEGRATION	Logo Integration	x	-	-
	Exclusivity	x	Industry exclusivity possible	-
	In-Article Widgets	x	x	x
	Newsletter Integration	x	x	x
	Notifications	x	x	x
	Events and Market research	x	x	-
	Sticky Bar	x	x	-
DATA	Data use	x	-	-

# PERFORMANCE & AFFILIATE

More clicks, more engagement, more leads!

# AFFILIATE COOPERATION: PERFORMANCE ON TRAVELBOOK

**Reach:** Use the constantly growing reach of the BOOK family for your brand.

**Topic environment:** Benefit from the thematic environments of the BOOKs and focus phases, in which more articles are published that match your brand.

**Target group:** Reach a young, professional target group that is looking for inspiration and guidance for their consumption.

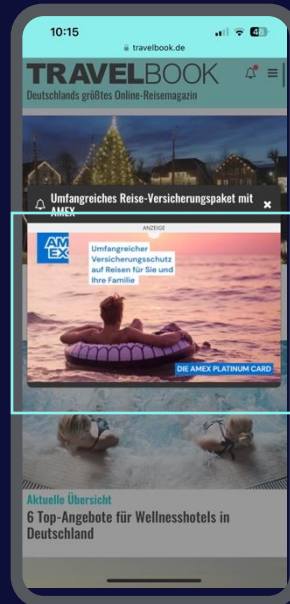
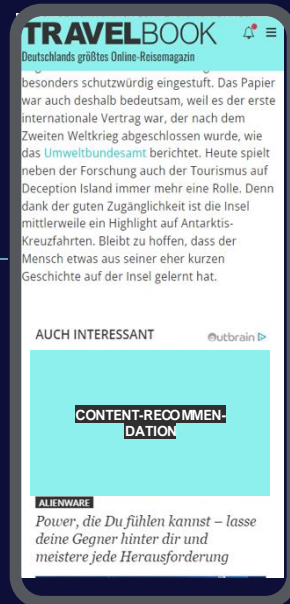
**Native integration:** Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

Paket Basic	
Platform	1 BOOK of your choice
Duration	From 3 month
Performance	Affiliate partnership in content-related environments on a focus portal
Content	In-article integrations and text links, in a previously agreed topic environment
Price	5,000 € plus variable remuneration (CPO/CPL)
Reach	Min. 7,000 clicks / month

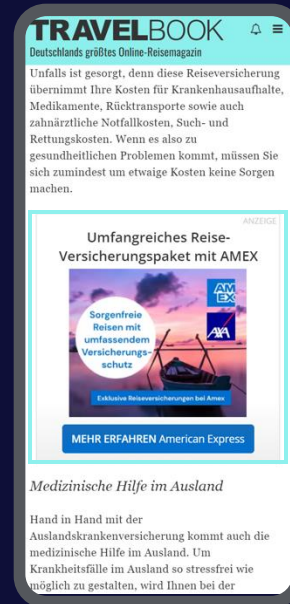
# POSSIBLE INTEGRATION AREAS

Customers benefit from the content-oriented and high-reach integration and can easily operate with cross-portal campaigns. We take over the traffic management and thus guarantee the optimal visibility of the offers.

Additional traffic guarantee. Perfect placement for content marketing measures.



Notification in the page header with high visibility.



Modules serve as a jumping point to the partner landing page. Possibility of interaction and personalized results.

# WE LOOK FORWARD TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!



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