



TRAVELBOOK

MEDIA KIT

designed by
media impact —
Germany's most creative customer
expert_

THE BOOK FAMILY

8,59

Mio. Page Impressions

2,13

Mio. User*

TRAVELBOOK

Germany's largest
online travel
magazine

6,84

Mio. Page
Impressions

2,40

Mio. User*

TECHBOOK

The portal for innovative
Digital-Lifestyle

6,50

Mio. Page Impressions

1,81

Mio. User*

FITBOOK

The portal for
Fitness & Health

6,08

Mio. Page
Impressions

2,06

Mio. User*

MYHOMEBOOK

The largest online magazine
for home & garden

3,37

Mio. Page
Impressions

1,38

Mio. User*

PETBOOK

The Lifestyle-
Portal
for all animal
lovers

TRAVELBOOK IN A NUTSHELL

GERMANY'S LARGEST
ONLINE TRAVEL MAGAZINE

TRAVELBOOK is the unique platform that combines travel magazine, digital travel guide and service portal – visually strong, international and inspiring.

Rediscover every day, full of wanderlust and joie de vivre!



8.59

Mio. Page Impressions*

2.13

Mio. User*



172,709 Follower**



35,400 Follower**
2,757 Posts**

*b4p 2024, IVW PI 10/2025

**Facebook and Instagram June 2026

TRAVELBOOK-USER

TRENDSETTER



VANESSA, 25

"On my trip, I try to see as much as possible on a 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 experience a lot. Family and friends come first for us. 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 work and privately, mainly by plane. To feel at home on the road, I prefer high-quality hotels. Quality and service are my top priorities!"



54% 20-49 years old



46% high level of education*



67% employed



56 % Men



55 % HHNE > €3,000

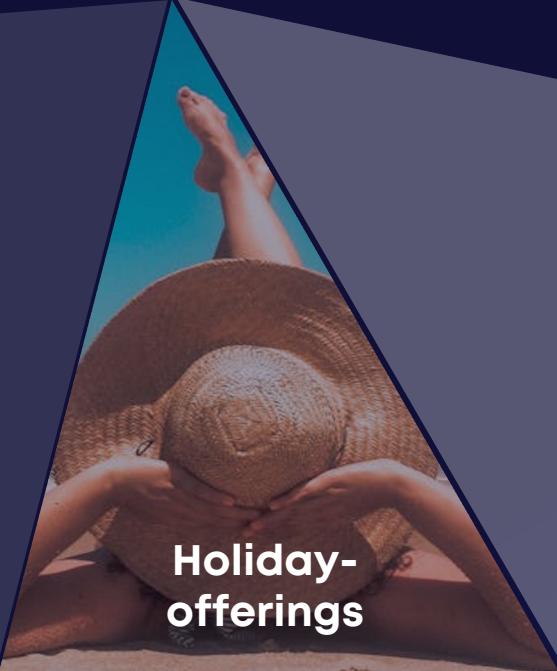


TRAVELBOOK users travel in different ways – from package tours with the family to flexible city trips



Very strong product information interest in short breaks and longer vacations (index value 127,120)

CATEGORIES & TOPICS



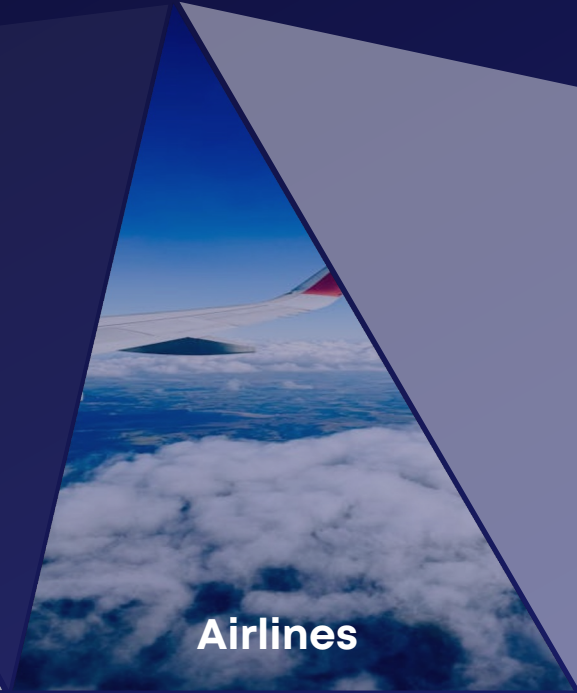
Holiday-
offerings



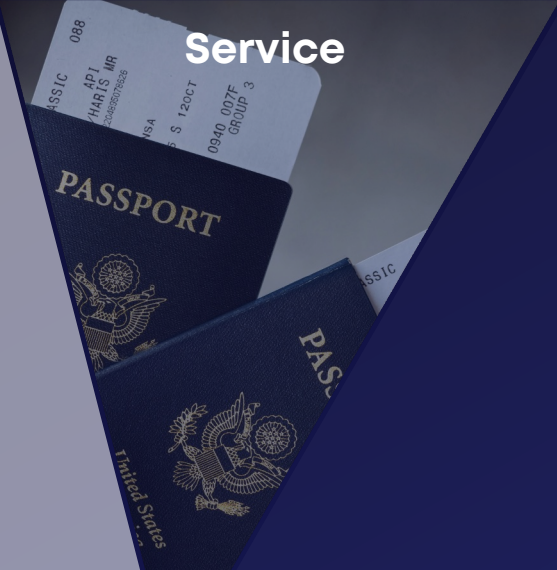
Goals



World Dishes



Airlines



Service



Attractions



Quiz



Germany

TOP AFFINITIES



Trips over the last 12 months

- 4 and more short trips of 5–6 days
Affinity Index: 222
- More than 12 business trips with hotel accommodation
Affinity index: 166
- 3 or more longer vacations
Affinity Index: 219



Planned type of trips in the next 12 months

- Sports, fitness holidays
Affinity index: 262
- Wellness holiday affinity index: 206
- Affinity index: 236



Private transfer use

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



Leisure

- Visiting amusement park/
leisure center affinity index: 325
- Camping affinity index: 338
- Use of wellness offers
Affinity Index: 220

DAILY FIXED PLACEMENTS

Put your brand in the limelight – with all round attention and continuous presence!



HOMERUN: HIGH-QUALITY STAGING ON THE HOMEPAGE

Spectacular and high-quality:
The home run guarantees a first-class appearance and maximum branding!

In addition to a fixed homepage placement, you will also receive a first contact placement (first page view on the entire website away 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.

Package ¹	Guarantee	Duration	Pricing Homerun	Pricing Homerun Plus ²
Homerun Day	200,000 Als	1 day	€11,200	€14,000
Homerun Week	1,200,000 Als	1 week	€56,400	€72,000



*Best case on TRAVELBOOK.de

Discover the right promotional items

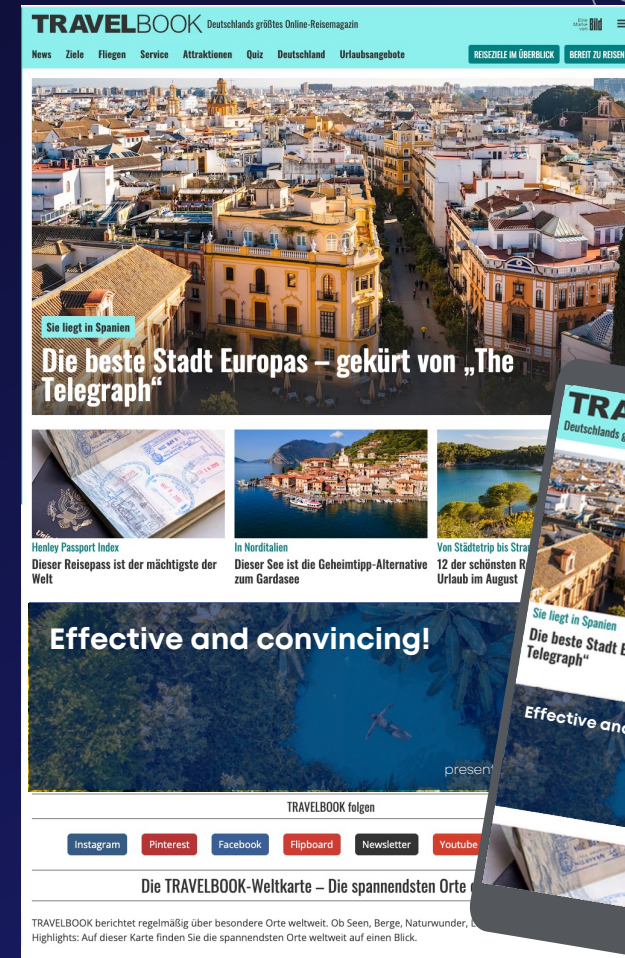
- incl. First Contact, Sat. & Sun. = 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola.
- FC 1/day for the animation, there is a fallback, plus creation costs of € 4,800 if created by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.) The stationary Big Stage advertising material is displayed on the homepage. ROS will be shown the fallback advertising material. Additional approval from the editorial team required.

A-TEASER: ATTENTION-GRABBING AND CLOSE TO THE CONTENT

A-Teaser that works and convinces!

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 or to a specific landing page.



*Sample visualization

Package	Guarantee	Duration ¹	Pricing ²
A-Teaser	50,000 Als	1 day	€4,500

1) Saturday and Sunday count together as one day.

ADD-ONS: LOGOMORPH & HOMEPAGE COLOR KICK

With these add-ons, you get two exciting features at once - Now it's getting colorful and bold!

Your brand will be prominently integrated into the header logo, and you can customize the homepage colors so that it shines in a custom color to match your campaign.

The brands merge and strengthen each other through their image and brand characteristics. The direct embedding in the editorial environment increases the credibility of the placement.

Package	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme ¹
Homerun Day	200,000 Als	1 day	€11,200	€14,000
Homerun Week	1,200,000 Als	1 week	€56,400	€72,000

1) FC 1/day for the animation, there remains a fallback, plus creation costs of €4,800 if created by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.) The stationary Big Stage advertising material is displayed on the homepage. ROS will be shown the fallback advertising material. Additional approval from the editorial team required.

2) Creation costs of coloring the background (not SR and AR capable): €1,000.

3) Logomorph only available at Homerun Supreme.

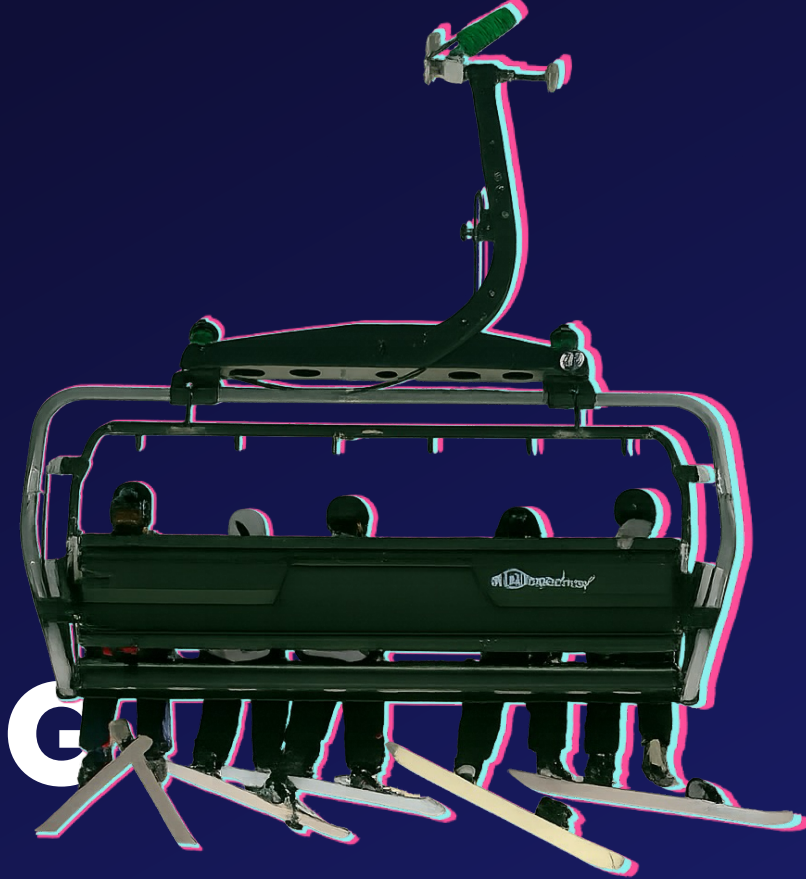


*Sample visualization

Design the homepage in an individual color to match your campaign

NATIVE ADVERTISING

Tells your brand in the right context –
authentic and effective.



ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF TRAVELBOOK

The advertorials on TRAVELBOOK are designed individually.

Thanks to the editorial presentation in the look and feel of TRAVELBOOK, you will be presented in a first-class environment and benefit from a high level of credibility.

The focus is on your delivered advertising content.

Users are addressed directly and the brand is activated via competitions, votings, integrated videos and much more. Traffic is supplied via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Duration ¹	Pricing ²
Advertorial XS ³	375,000 Als	2 weeks	€7,500
Advertorial S ³	500,000 Als	2 weeks	€10,000
Advertorial M ³	1,000,000 Als	4 weeks	€17,500
Advertorial L ³	1,500,000 Als	6 weeks	€22,500
Advertorial Stage ⁴	1,500,000 Als	6 weeks	€35,000

1) Runtime recommendation, customizable upon request.

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

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

4) Advertorial stage bookable from 3 advertorials plus production costs not SR and AR compatible): € 4,000.

TRAVELBOOK Deutschlands größtes Online-Reisemagazin

News Ziele Fliegen Service Attraktionen Quiz Deutschland Urlaubsangebote REISEZIELE IM ÜBERBLICK BEREIT ZU REISEN

Startseite • Advertorial • Warum der Schutz weltweit sinnvoll ist

Tetanus:
Warum der Schutz weltweit sinnvoll ist

Wenn Sie Ihren Urlaub in vollen Zügen genießen wollen, sollten Sie vorher überprüfen, ob Sie alle nötigen Impfungen haben – inklusive Tetanus
Foto: © GlaxoSmithKline, Shutterstock, everest

Den Schutz vor Tetanus sollten Sie vor jedem Urlaub – egal, ob im Schwarzwald oder auf den Seychellen – im Hinterkopf haben.

Vorfrende ist die schönste Freude, heißt es immer. Und das stimmt auch: Es gibt doch nichts Tolleres, als in den Wochen vor dem Urlaub im Reiseführer zu schmökern, zu planen und sich schon einmal von bunten Fotos herauschen zu lassen. Klima, Hotels, Restaurants, Routetipps – über alles kann man sich vorab informieren. Nur der Abschnitt zu den nötigen Reiseimpfungen fällt oft recht überschaubar aus. Gelbfieber und Hepatitis zählen zu den gängigen Impfungen für exotische Reiseziele. Tetanus fällt bei der Reiseplanung aber gern hintenüber. Dabei ist gerade dieser Schutz weltweit relevant!

Tetanus – was ist das?

Tetanus, im Volksmund auch Wundstarrkrampf genannt, ist eine gefährliche bakterielle Infektionskrankheit, die einen weltweit erwischen kann. Und das kann schneller gehen, als man denkt: Eine kleine Schürfwunde beim Wandern, ein Schnitt durch Korallen am Strand oder einfach nur eingrisene Haut bieten dem Bakterium *Clostridium tetani*, das für die Erkrankung verantwortlich ist, eine Eintrittspforte in den Körper. Die auslösenden, anaeroben Bakterien kommen zum Beispiel in der Erde und in bestimmten Tierkot wie etwa Pferdemist vor. Kommt eine Verletzung in Kontakt mit den Bakterien, können sie in den Körper eindringen und Wundstarrkrampf auslösen.

*Best case on TRAVELBOOK.de

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story exclusively gets the storytelling of TRAVELBOOK:

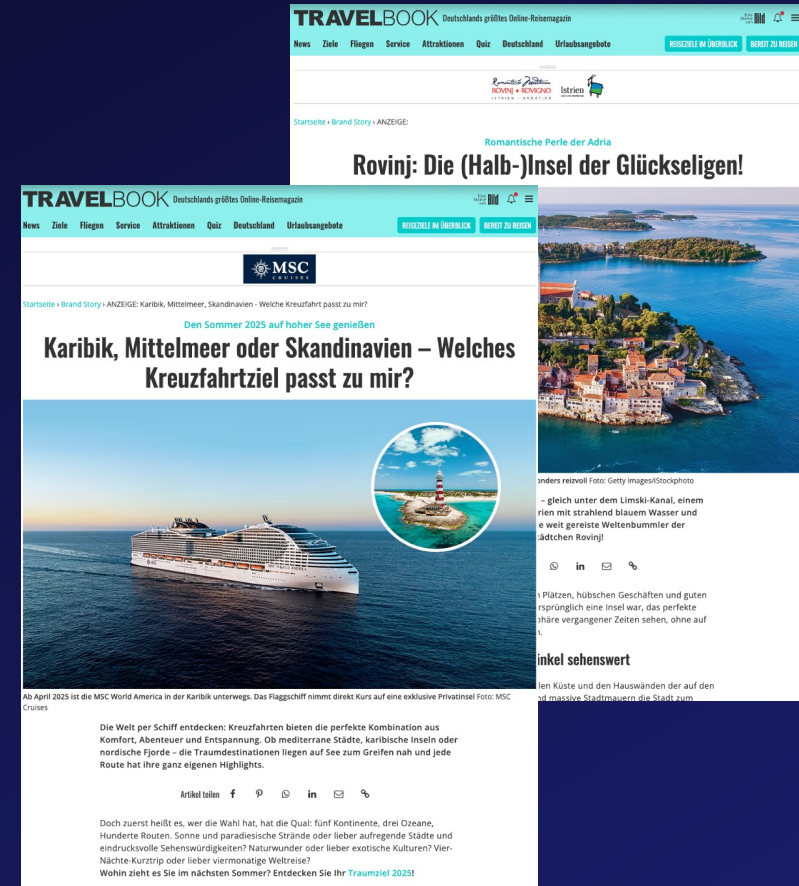
Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, image galleries.

- ▶ Editorial-looking story
- ▶ Clear sender identity through logo integration
- ▶ Your topic will be developed together with the Brand Studio team
- ▶ Images from you or our Native Photo Team

Minimum Page Views ³	Basic package	Maximum Page Views to book: ³
5,000	15,000 Page Views €50,000 ¹ 6 weeks duration ²	20,000

[To 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 discountable and AE-eligible.
- 2) For brand stories, the lead time must be requested.
- 3) Scalable page views: from €3.50 gross CPV (cost per view), SR and AE capable, depending on the size of the booking and the property.
- 4) Different formats possible.
- 5) Brandhub bookable from 4 brand stories. Creative costs € 10,000.



*Best case on TRAVELBOOK.de

PRODUCT STORY: YOUR PRODUCT IN THE SPOTLIGHT

Your brand or product is the focus of the story!

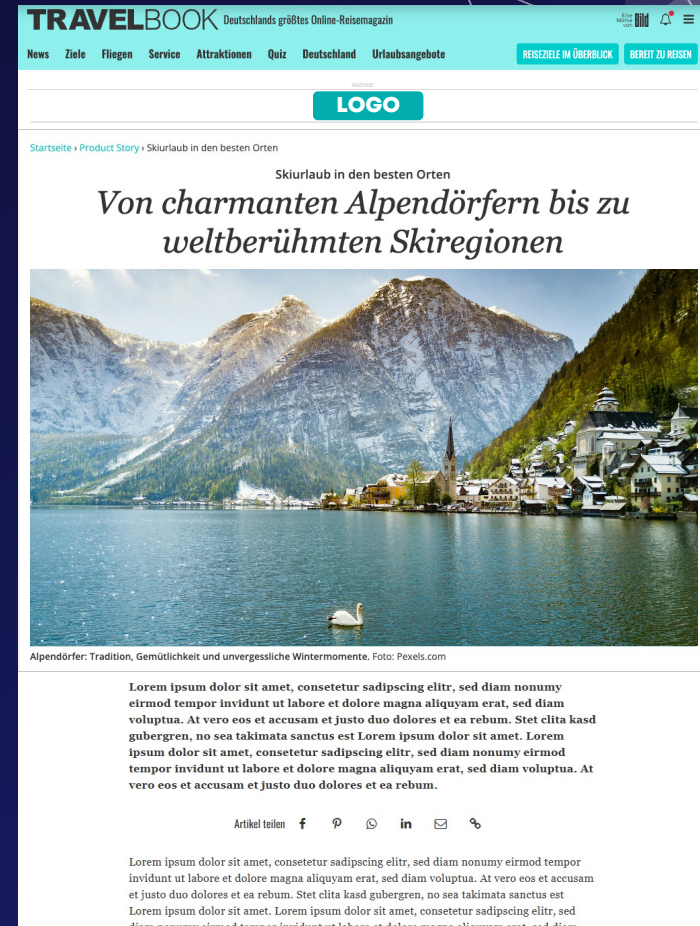
Your story around your products, new features or current offers that require explanation will be authentically and clearly reproduced in the style of the respective media brand.

Based on the material you have brought with you, we will create your individual story and the corresponding teaser. Of course, always in coordination with you!

Package	Guarantee	Duration	Pricing ¹
Product Story	1,700,000 Als & 9,000 Views	4 weeks	€33,750

[To the add-ons](#) ➔

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



*Sample visualization

PRODUCT NEWS: OUR PRODUCT, CLEARLY EXPLAINED

Targeted attention at the right moment

Presented as a native news story and linked directly to your website, your products reach readers without detours.

The campaign’s timeliness-focused duration delivers a targeted visibility boost precisely when your news is most relevant.

Package	Guarantee	Duration	Pricing ¹
Product News	475,000 Als & 2,000 Views	Max. 2 weeks	€14,500



* Exemplary visualization

1) Plus creation costs: €800 (not eligible for agency commission or special discounts). All content from financial service providers is subject to a general review. If necessary, and subject to the outcome of that review, adjustments may be required to the product variant and/or the guaranteed number of views.

VIDEO PRODUCT STORY: CONVINCINGLY SHOWCASE YOUR PRODUCTS

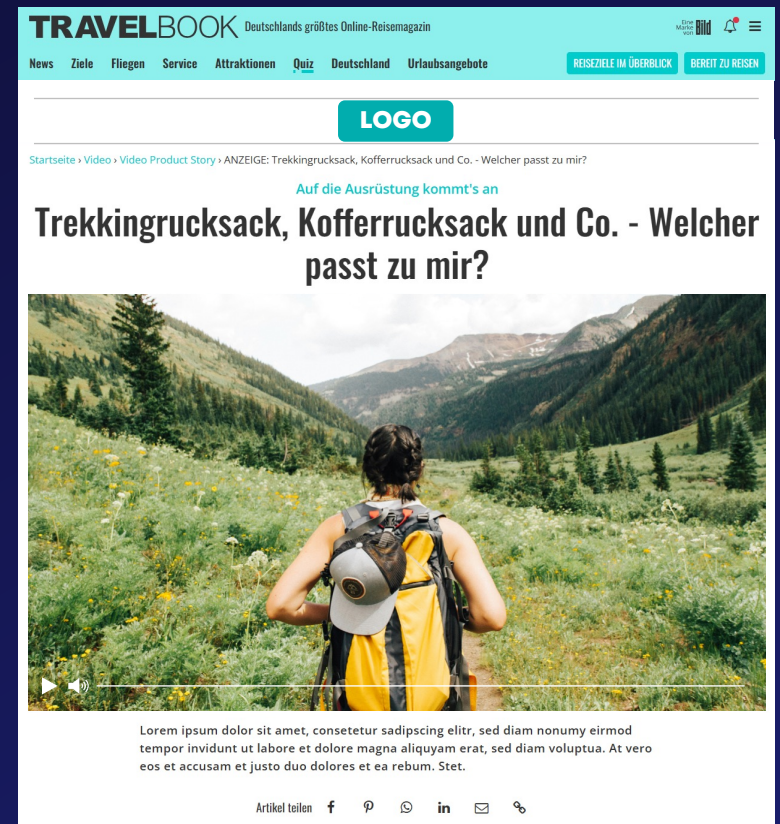
Bring your products to life within the product story!

You will receive a product story here, which will be supplemented by a specially produced video of about 90 seconds 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 ¹	Video Production ²
Product Story	1,700,000 AIs & 9,000 Page Views	4 weeks	€33,750	€5,600

- 1) Plus creation costs: BOOKs: €3,000 (not SR or AE capable). Fundamental examination of the content of financial service providers; if necessary and subject to any necessary adjustment of the product variant and/or the guaranteed views.
- 2) Not SR or AE capable, depending on the effort involved. Product must be provided.



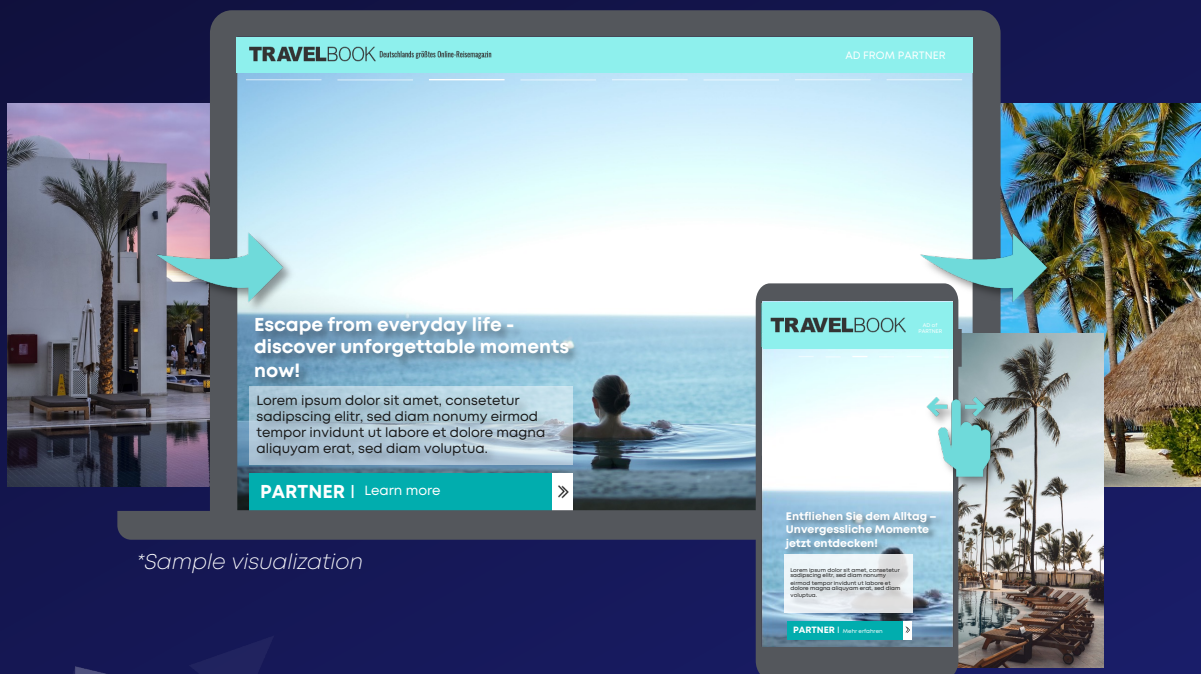
*Sample visualization

SWIPE STORY: UNMISTAKABLE PRESENCE FOR YOUR BRAND!

Innovative and visually powerful reader experience - your brand impressively visually staged!

A series of pictures with short informative texts to swipe. With this type of storytelling, the messages for your potential customers can be rethought and conveyed.

Effective, clearly structured, to the point and quick to read: A presentation that readers would expect from Instagram and co., in the high-quality BOOK context!



**Sample visualization*

Package	Guarantee	Duration ¹	Pricing ²
Swipe Story	20,000 Views	4 weeks	€62,500

- 1) Runtime recommendation, customizable on request.
- 2) Plus construction costs (not SR and AR capable): € 4,500.

INTERACTIVE STORY: YOUR BRAND IN A SPECIAL LIGHT

Let your users interact!

The special thing about the interactive story is the overall picture with many images and video elements, where the user can actively immerse himself in the story.

Users love interactions. That's why we integrate many different elements that encourage interaction, from classic videos, imagery to the slider. High engagement and increased recognition are guaranteed, because users won't forget your interactive story in a hurry!

Package	Guarantee	Duration ¹	Pricing ²
Interactive Story	20,000 Views	4 weeks	€62,500

1) Runtime recommendation, customizable on request.

2) Plus creation costs upon request.
Lead time 6-7 weeks



*Sample visualization

THEME SPECIAL: STRONG PRESENCE IN A TOPIC-RELATED ENVIRONMENT

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

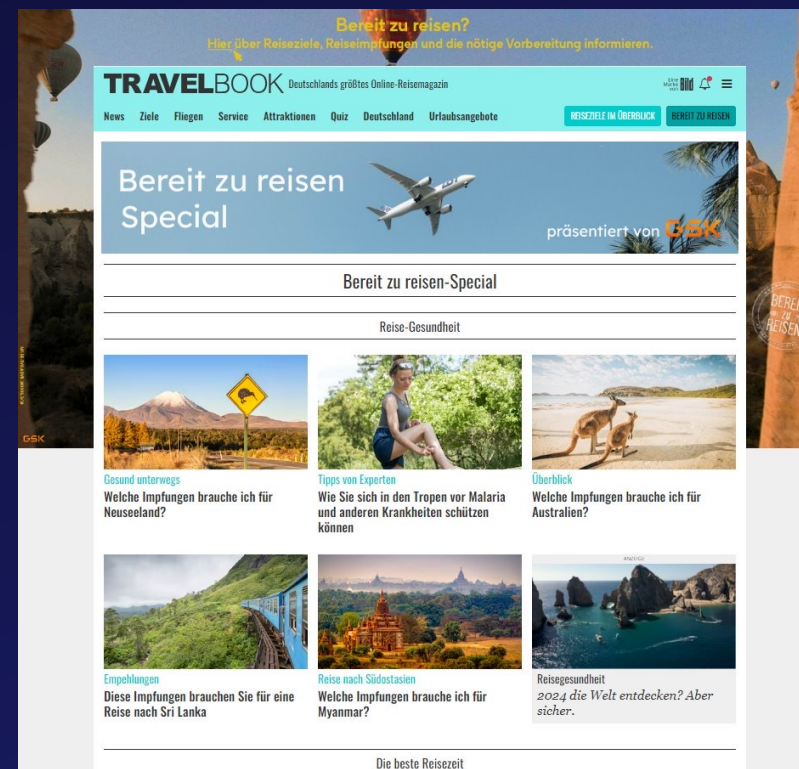
- ▶ Sponsoring-Header und –Footer „presented by“
- ▶ Advertising material integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- ▶ Traffic intake via homepage teaser as well as an AdBundle and Mobile Medium Rectangle in Run of Site.
- ▶ Brand stories and advertorials can also be integrated within the special.

Package	Guarantee	Duration ¹	Pricing ²
Theme Special S	300,000 Als	1 weeks ago	€13,000
Theme Special M	600,000 Als	2 weeks	€23,000
Theme Special L	1,200,000 Als	4 weeks	€36,000

1) Runtime recommendation, customizable on request.

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

Attention: The principle of editorial sovereignty applies to the content of the editorial special; for compliance reasons, no customer-specific theme specials can be implemented (e.g. "The big model country special presented by Musterland")



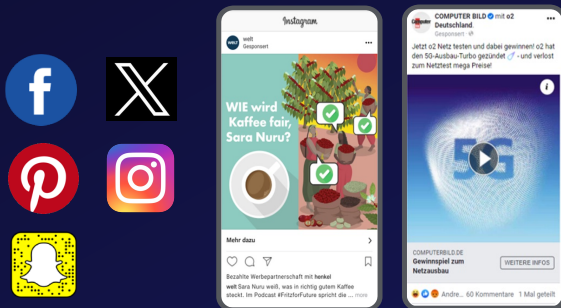
*Best case on TRAVELBOOK.de

SOCIAL MEDIA: OUR PRODUCTS FOR YOUR SUCCESS!

Use the influence of social media in combination with the credibility of our media brands and reach the right target groups with our top products:

SPONSORED POSTS

We combine your product with our strong media brands! Benefit from the awareness of our brands as the sender of your posts or stories. In addition, we mark your social media page via "handshake" or link.



CONTENT POSTS

You will receive a permanent placement in our Instagram timelines or WhatsApp channels via stories, posts or presentings (not available on all objects).



VERTICAL STORY

With the help of **full-surface vertical videos or photos**, your story will be played in the style of the young generation on the popular social media platforms Snapchat and Instagram.



Vertical Story auf Instagram & Snapchat

STICKY BAR: MAXIMIZE YOUR BRAND'S VISIBILITY!

Constantly in view and perfectly integrated – your offers are always present on the entire platform!

All services are permanently bundled in the self-created Sticky Bar, which always remains visible on the homepage, the stages and the article levels. The bar is fixed at the bottom of the page and cannot be minimized or closed.

In addition, the teaser area offers a link that leads, for example, directly to your homepage.

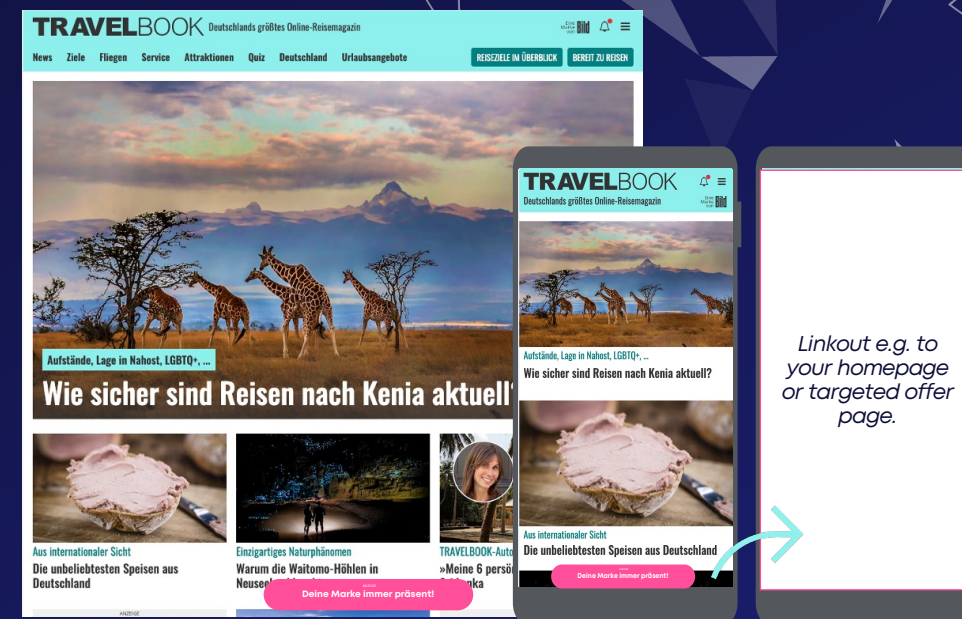
Package*	Guarantee	Duration	Pricing
Sticky Bar	10,000 clicks	4 weeks	€5,700**

Depth integration component, only in combination with Media.

Not discountable, AE or AR eligible, not linkable to data products.

In the case of exclusive fixed placements, e.g. at Home or in theme specials, the Sticky Bar will be paused in the respective areas for the booked duration.

DISPLAY
Your brand is always present!



*Sample visualization

EDITORIAL COLLABORATIONS

Constantly in view and perfectly integrated – your offers are always present on the entire platform!

Your content will be authentically integrated into the editorial environment and benefit from increased brand presence and credibility.

There are numerous ways to get direct customer feedback on product quality and optimization. Independent reviews strengthen trust in your brand, while the test seal creates additional advertising impact and purchase incentives in communication.

Individual concepts and customer promotions on request

Editorial texts are not specified by the customer or given to the customer in advance for approval. The type, structure and scope of any editorial articles is decided solely by the editorial team.



*Sample visualization on TRAVELBOOK



VIDEO SPONSORSHIP

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

FORMATS

Who beats the geography professional?



Geography quiz show with European quiz champion Sebastian Klussmann

[To the videos](#)

2021

Coming up next**: More ideas for video concepts

- ▶ **Travelhackers**
TRAVELBOOK gives tips and tricks on popular travel destinations from around the world
- ▶ **Is my city really...?**
TRAVELBOOK sheds light on a thesis about a city drawn from 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.
- ▶ **TRAVELBOOK**
visits the residents of the places of happiness on site and asks: What is life like in a place that others only dream of?



We would be happy to select the right protagonist for the video series together with you.

*We would be happy to develop individual video concepts together with you. Subject to editorial approval.
** Lead time for sponsorship is 2 months

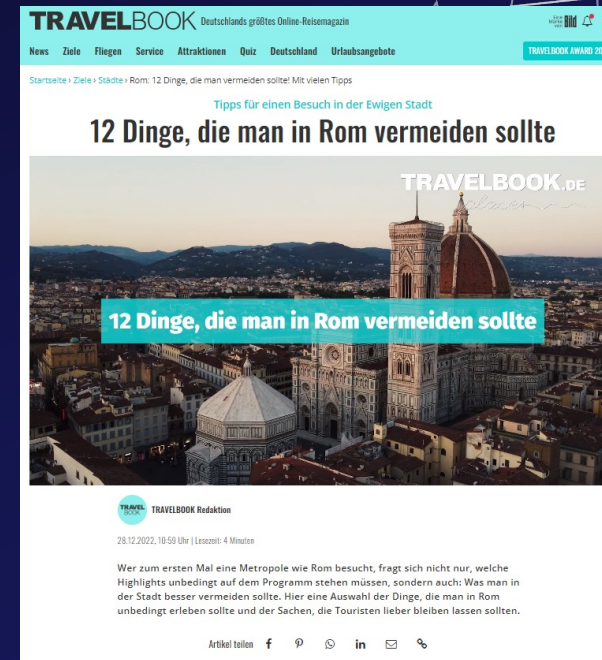
MORE IDEAS FOR VIDEOS CONCEPTS:

TRAVELBOOK PLACES

Everything you need to know before your next trip!

The new video series **TRAVELBOOK Places**** takes viewers to a wide variety of places in the world and provides useful, funny and exciting information, inspiration and tips for the trip.

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 location.



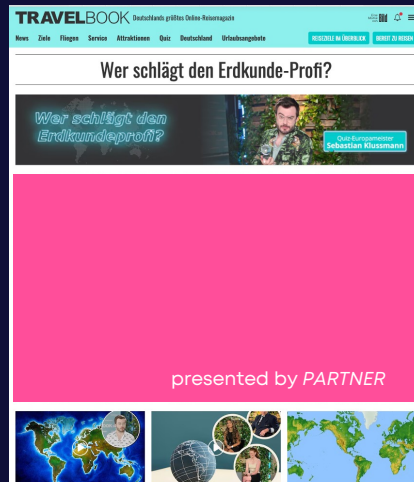
We would be happy to
select the right
protagonist for the video
series together with you.

We would be happy to develop individual video concepts together with you. Subject to editorial approval.

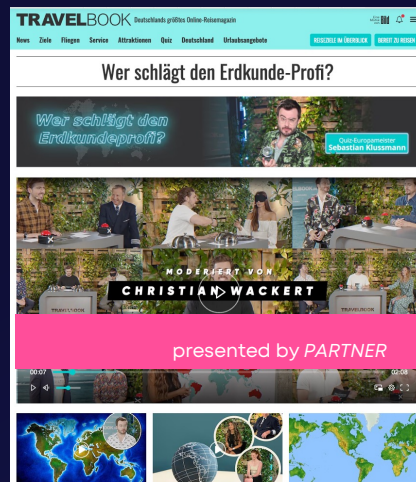
** Lead time for sponsorship is 2 months

VIDEO SPONSORSHIP COMPONENTS

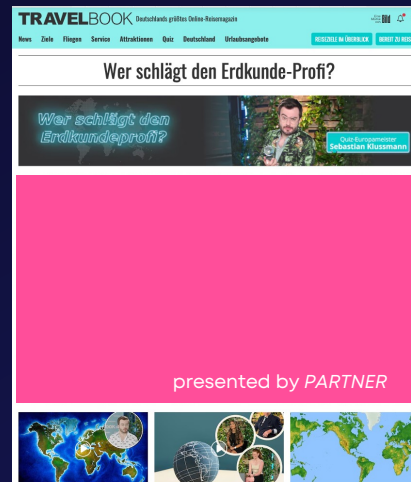
Logo integrations in the video:



Presenter-Clip



Streamer



Other-Clip

**Media components
for the video:
Media package
Multiscreen** in ROS
and on the video
pages

ADD-ONS:

ADVERTORIAL S
on Videostage¹

BRAND STORY
on Videostage¹

Product Story
on Videostage¹

**PRODUCT
PLACEMENT²**

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

- 1) Play on stage if available.
- 2) Can't be part of seasons that have already been filmed.

VIDEO SPONSORSHIP PRICING

BASIC PACKAGE¹

Logo integrations in the video:

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

Media components:

- ▶ Media package Multiscreen on the video pages²
- ▶ Media package Multiscreen in ROS for traffic delivery

1 episode
5,000 views³ and 200,000 AIs
 (duration 4 weeks)
€22,000⁴

ADD-ONS:

ADVERTORIAL S
 500,000 AIs/ €10,000⁵

BRAND STORY BASIC
 15,000 Views/ €50,000⁶

PRODUCT STORY
 1,700,000 AIs + 9,000 Views/ €33,750⁷

PRODUCT PLACEMENT
 from €5,000

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

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

STRATEGIC PARTNERSHIP

More visibility and tailor-made communication!



EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Individual concepts and tailor-made approaches on request

The optimal setting for a strategic partnership is if you pursue a complex strategic communication goal that cannot be mastered with media alone.

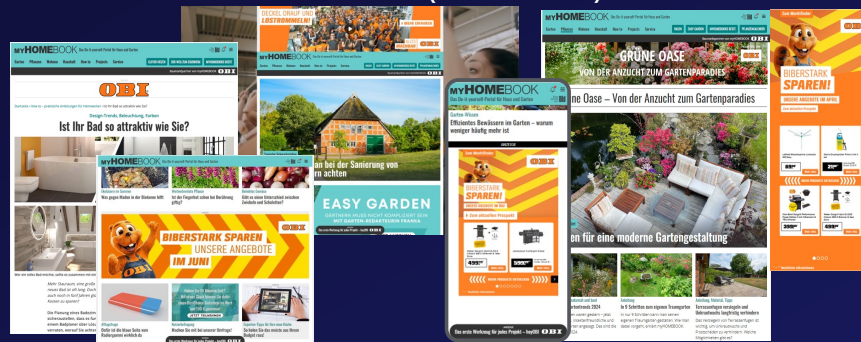
1 We create an **ideal environment** and form the beginning of a customer experience.

2 The **industry-exclusive partnership guarantees** high **visibility** and presence through individual integrations (logo, sticky bar, text links) directly on the website.

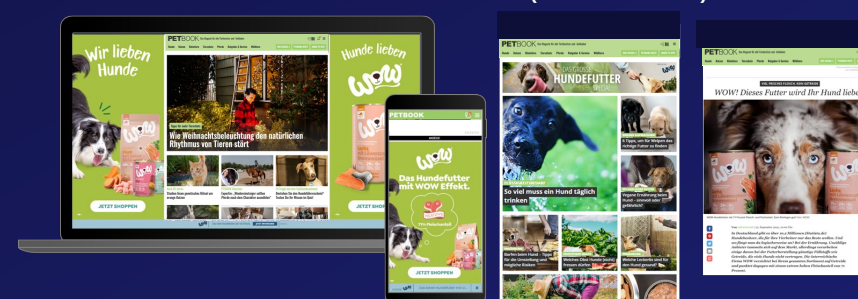
3 Strong **media appearances** on the portal also ensure an image transfer between the respective book and **your brand**.

4 **Customer-specific storytelling** that corresponds to the interests and needs of the users is thematically appropriate and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



POSSIBLE COMPONENTS

Media & Branding

- ▶ Large-scale and multiscreen advertising formats on the entire TRAVELBOOK website (ROS) or on the home page (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
- ▶ Other format ideas in general

Deep integration

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

Data*

- ▶ Market research
- ▶ Re-targeting options

*Only feasible 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

STORYTELLING	Product Storys	x	x	x
	Brand Storys	x	x	x
	Advertorials	x	x	x
MEDIA	Theme Specials	x	x	x
	Home Run	x	x	x
	Display (RoS)	x	x	x
VIDEO	Sponsorship of video episodes + product placement + media	x	x	x
DEEP INTEGRATION	Logo integration	x	-	-
	Exclusiveness	x	Industry exclusivity possible	-
	In-Article Widgets	x	x	x
	Newsletter Integration	x	x	x
	Homeblock	x	x	x
	Notifications	x	x	x
	Events and market research	x	x	-
	Sticky Bar	x	x	x
DATA	Data Usage	x	-	-



WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!

You can find your contact person [here!](#)

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