



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

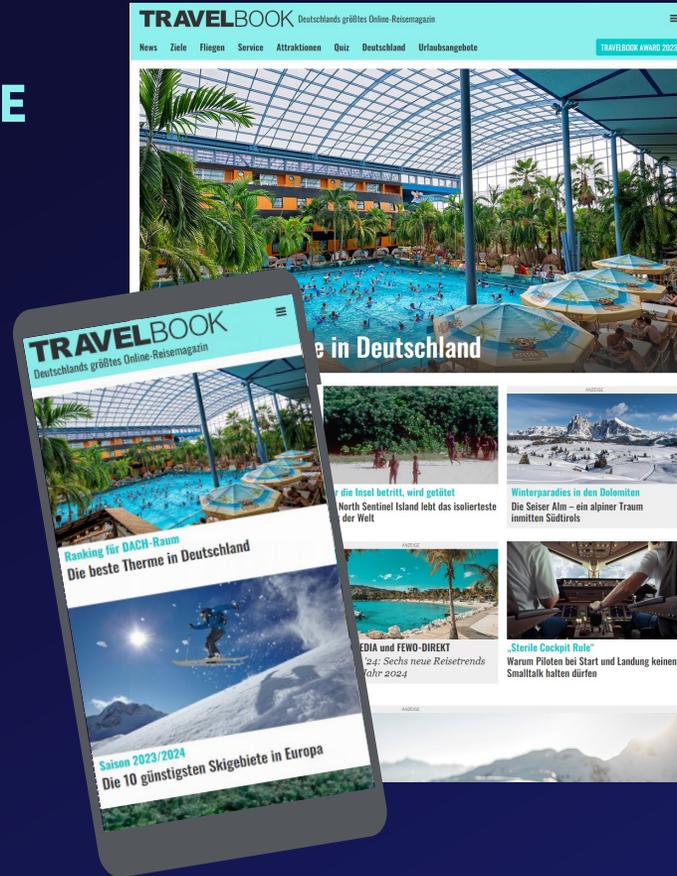
The Lifestyle-
Portal
for all animal
lovers

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*



177,000 Follower**

178,000 Likes**



33,800 Follower**

2,628 Posts**

*b4p 2024, IVW PI 10/2025

**Facebook and Instagram March 2025

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



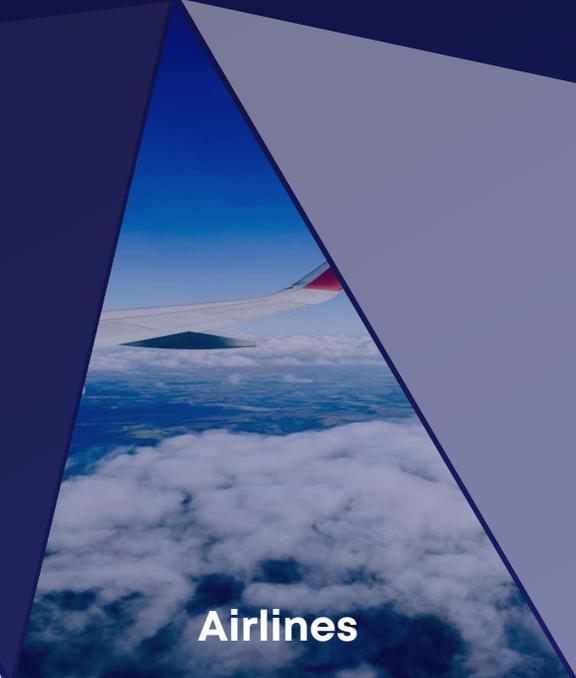
Holiday-offerings



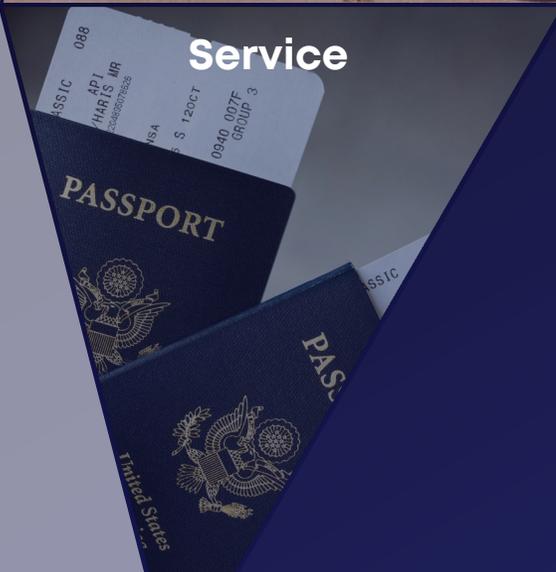
Goals



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!

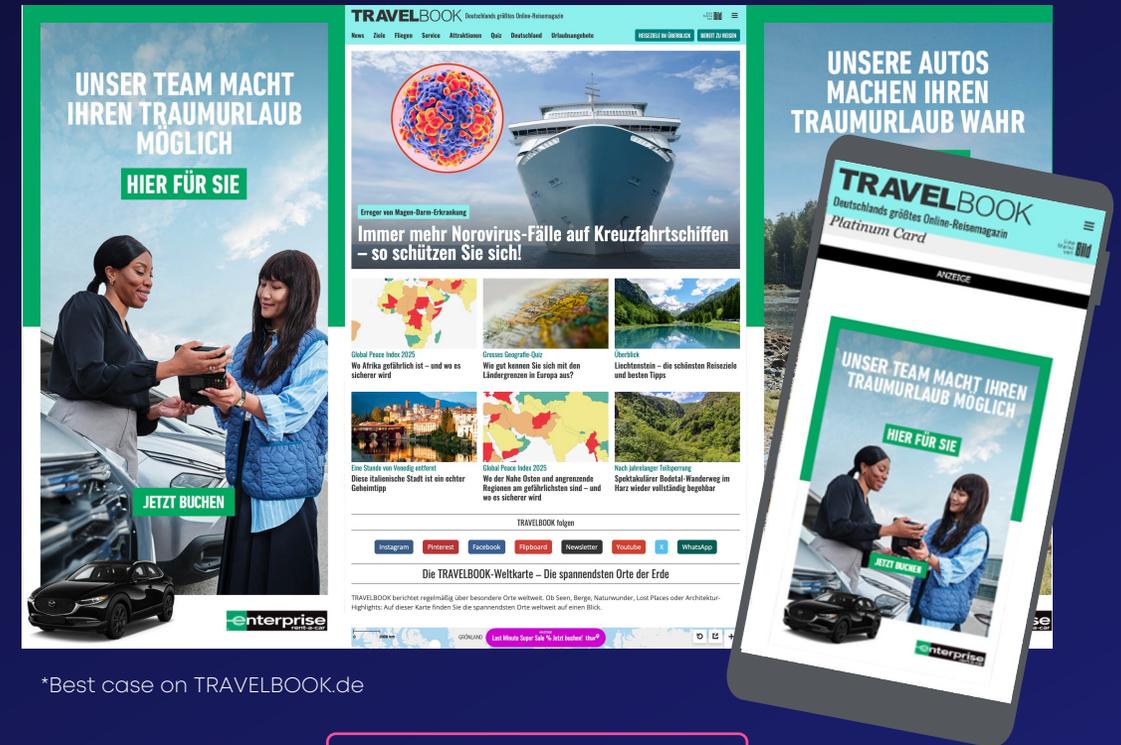


HOMERUN: HIGH-QUALITY STAGING ON THE HOMEPAGE

**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.



*Best case on TRAVELBOOK.de

[Click here for the factsheet](#)

Package ¹	Guarantee	Duration	Pricing Homerun	Pricing Homerun Plus ²
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) 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.

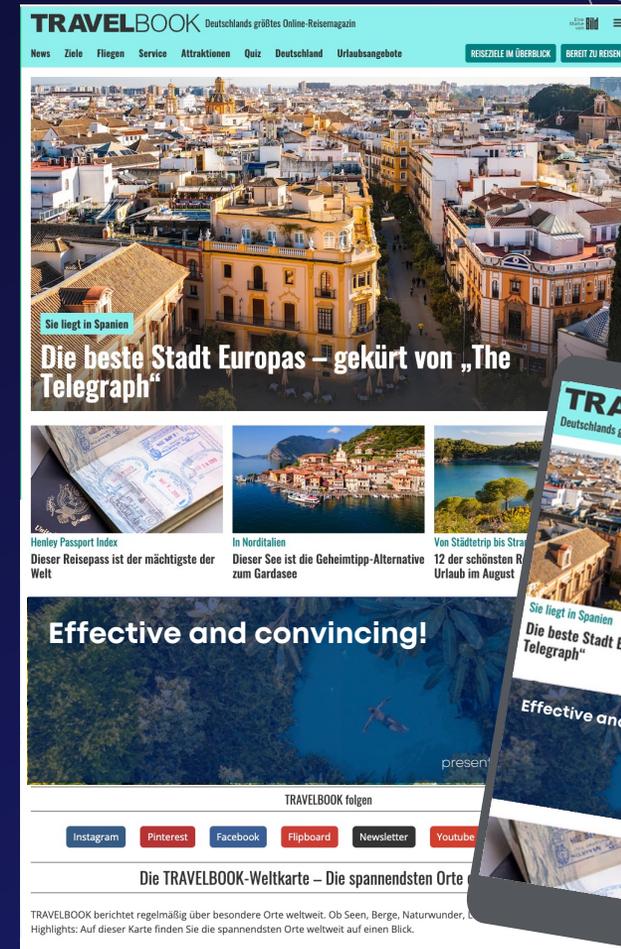
A-TEASER: ATTENTION-GRABBING AND CLOSE TO THE CONTENT

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.

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



*Sample visualization

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.

Logotransformation

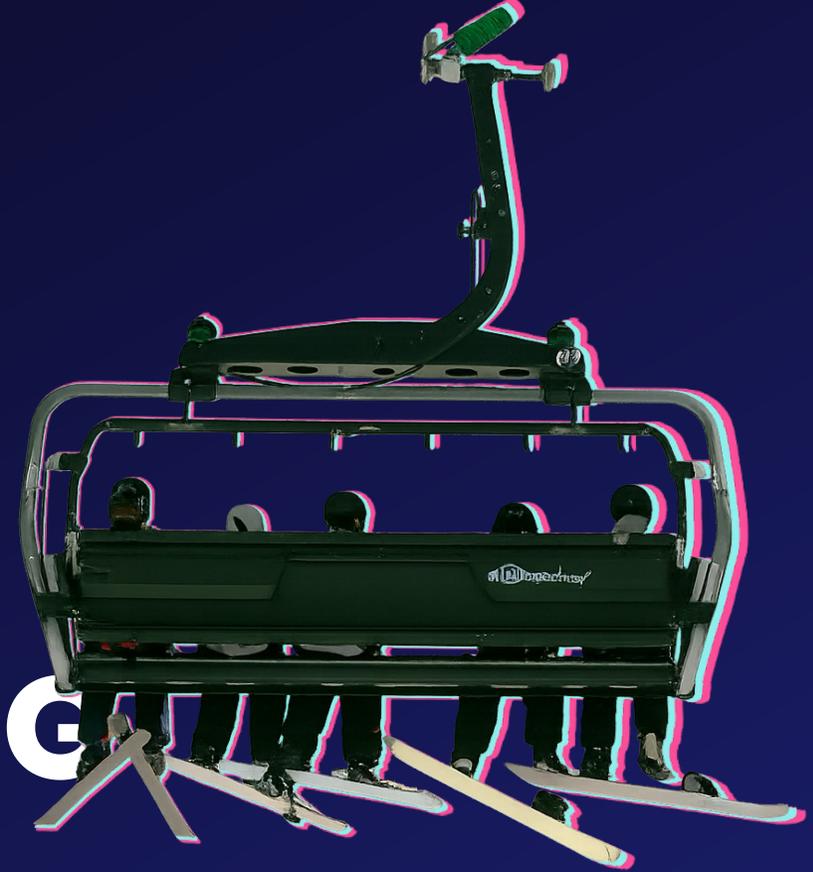


*Sample visualization

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 €.

The screenshot shows a webpage from TRAVELBOOK. The header includes the logo and navigation links. The main content area features a large, scenic photograph of a person standing on a rocky cliff overlooking a fjord, with another person sitting nearby. Below the photo, there is a sub-headline 'Tetanus: Warum der Schutz weltweit sinnvoll ist' and a main headline 'Warum der Schutz weltweit sinnvoll ist'. The text discusses the importance of Tetanus vaccination for travelers, mentioning that it is a common infection and can be prevented with a vaccine. The page also includes a small photo credit and a note about the vaccine being included in the travel package.

*Best case on TRAVELBOOK.de

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story exclusively gets the storytelling of TRAVELBOOK:

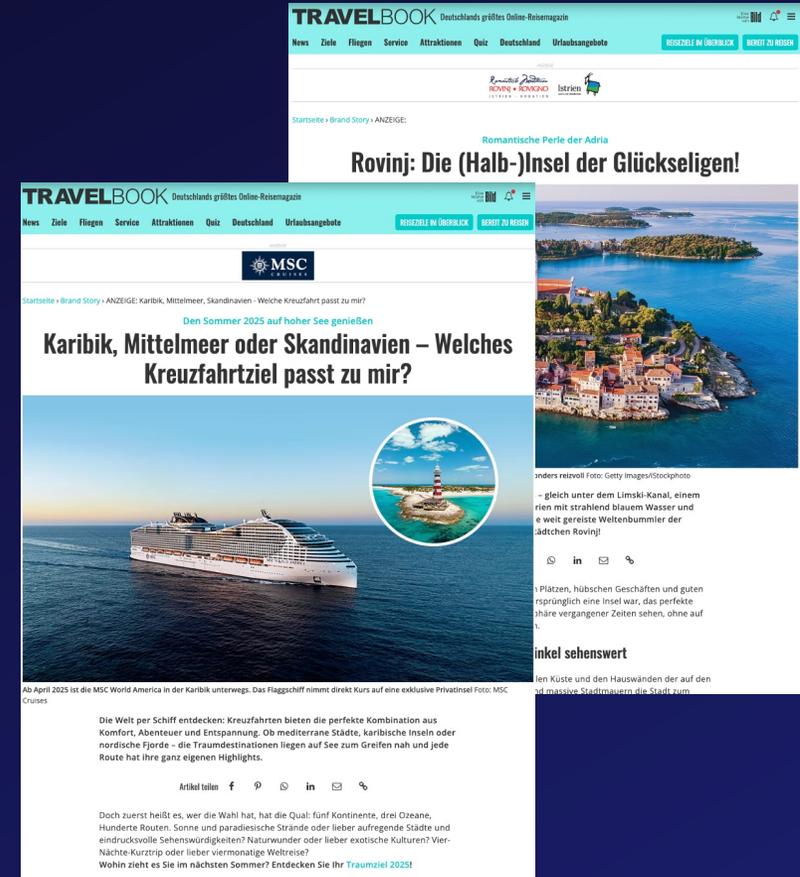
Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, image galleries.

- ▶ 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

VIDEO PRODUCT STORY: CONVINCINGLY SHOWCASE YOUR PRODUCTS

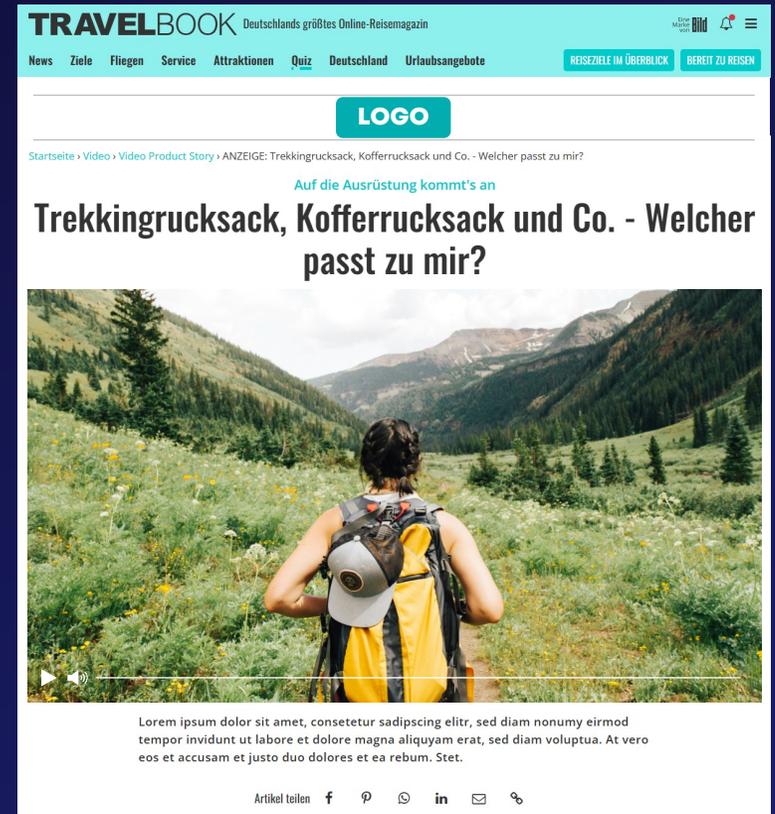
Bring your products to life within the product story!

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.



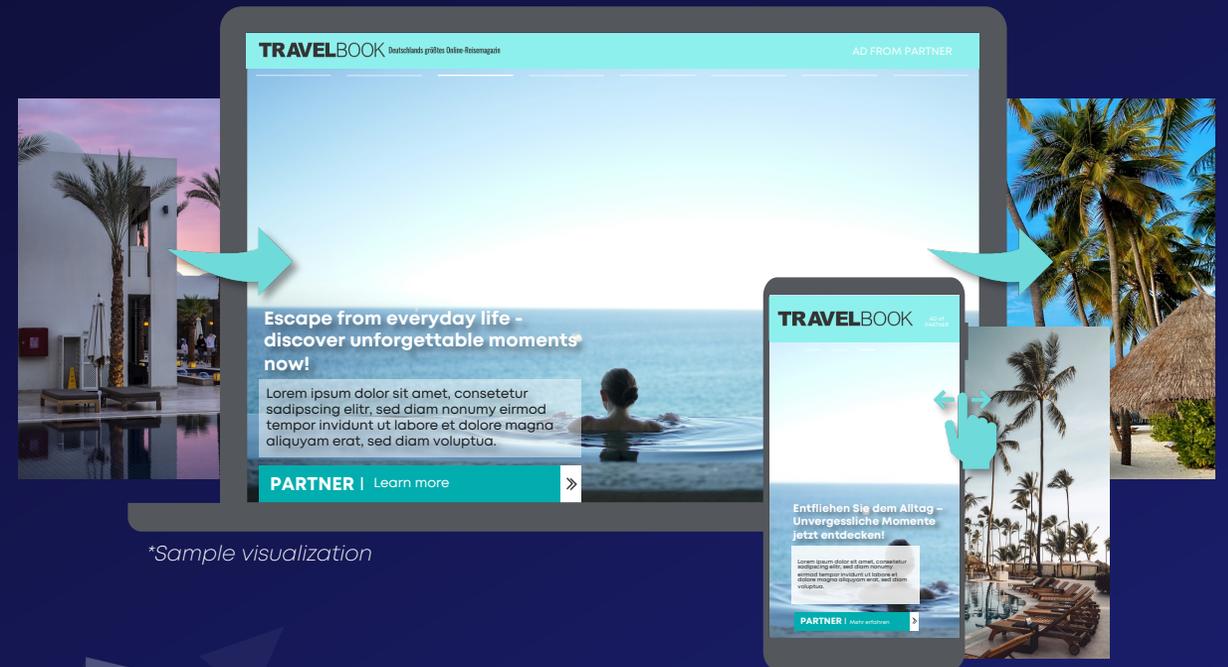
*Sample visualization

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

Individual text design
 With exclusive storytelling - your topic will be developed together with the Brand Studio team.

Sliders & Image Elements

Videoelemente

Banner & LinkOuts
Bereit für Urlaub?
 Hier gibt es die passenden Angebote für Sie

Ready for vacation?
 Here you will find the right offers for you

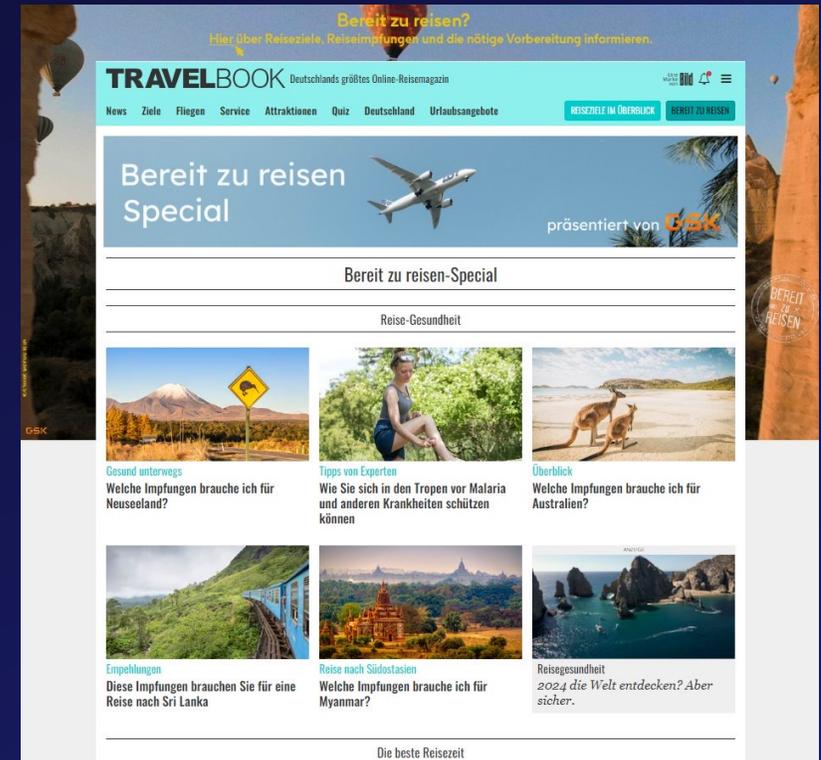
**Sample visualization*

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 €



*Best case on TRAVELBOOK.de

1) Runtime recommendation, customizable on request.

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

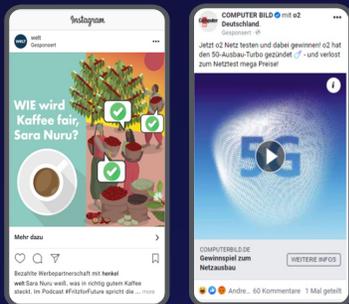
Attention: The principle of editorial sovereignty applies to the content of the editorial special; for compliance reasons, no customer-specific theme specials can be implemented (e.g. "The big model country special presented by Musterland")

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:

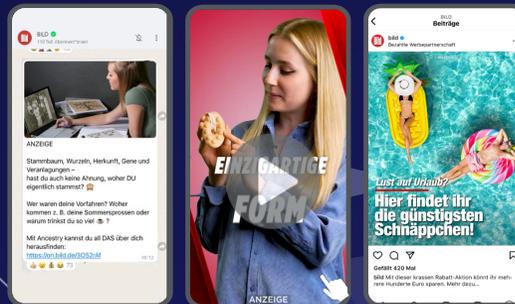
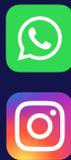
SPONSORED POSTS

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

[View the Add-Ons](#)

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.

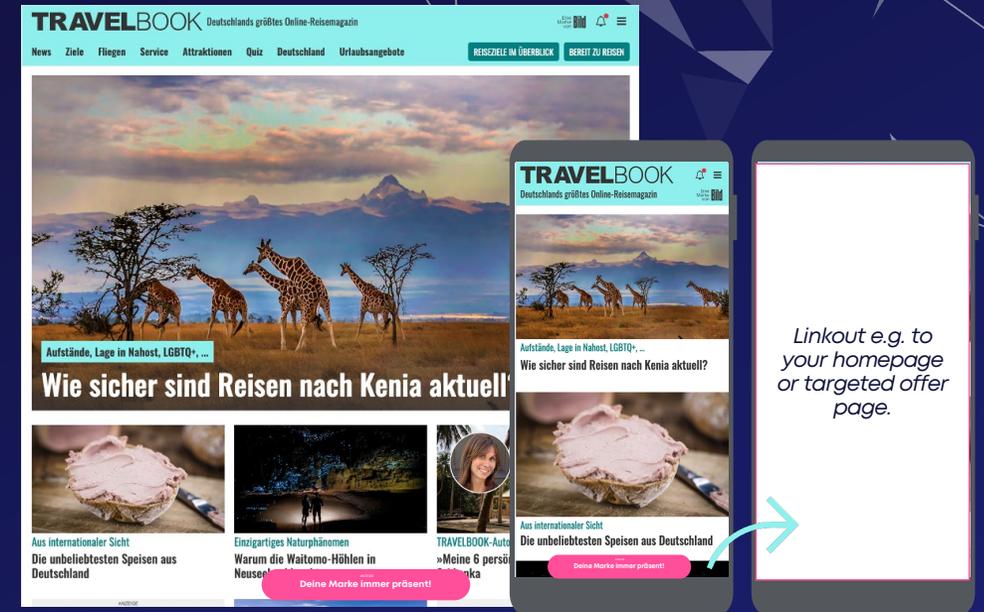
In addition, the teaser area offers a link that leads, for example, directly to your homepage.

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.

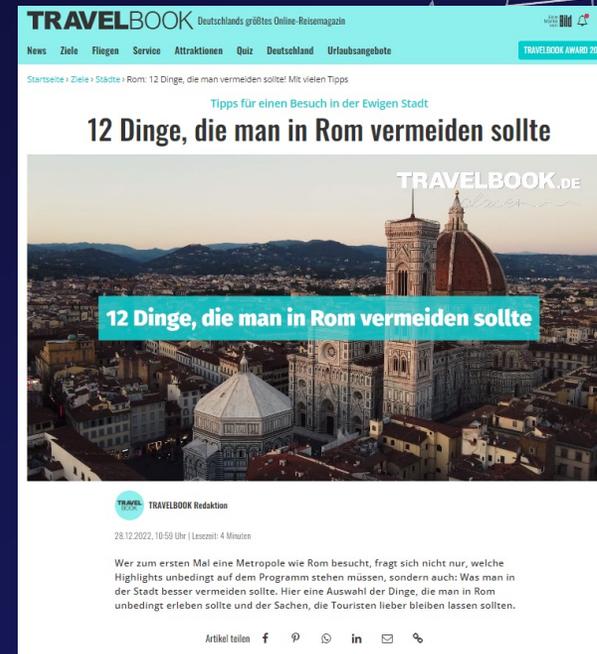
*We would be happy to develop individual video concepts together with you. Subject to editorial approval.
** Lead time for sponsorship is 2 months

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.



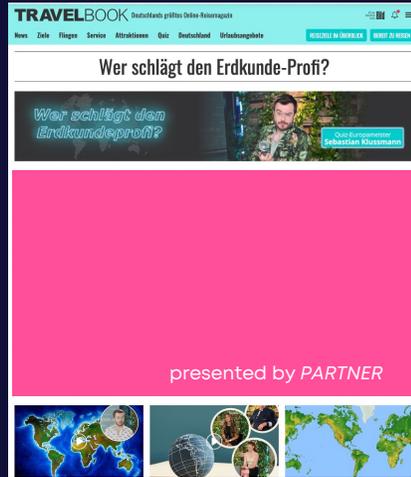
We would be happy to select the right protagonist for the video series together with you.

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

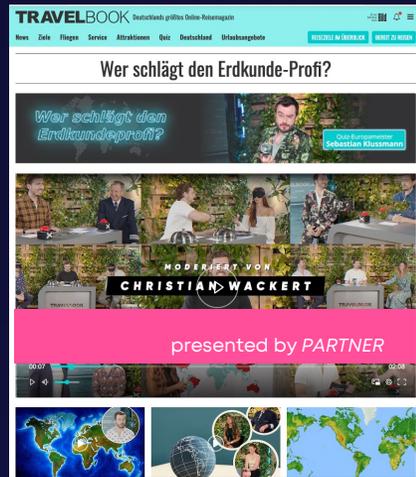
** Lead time for sponsorship is 2 months

VIDEO SPONSORSHIP COMPONENTS

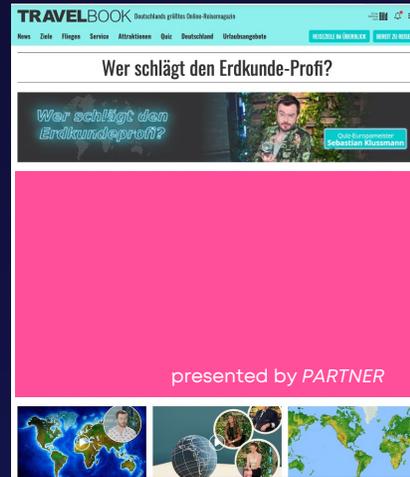
Logo integrations in the video:



Presenter-Clip



Streamer



Other-Clip

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

ADD-ONS:

ADVERTORIALS
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)
22,000 €⁴

ADD-ONS:

ADVERTORIAL S
 500,000 AIs/ 10,000 €⁵

BRAND STORY BASIC
 15,000 Views/ 50,000 €⁶

PRODUCT STORY
 1,700,000 AIs + 9,000 Views/ 33,750 €⁷

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.

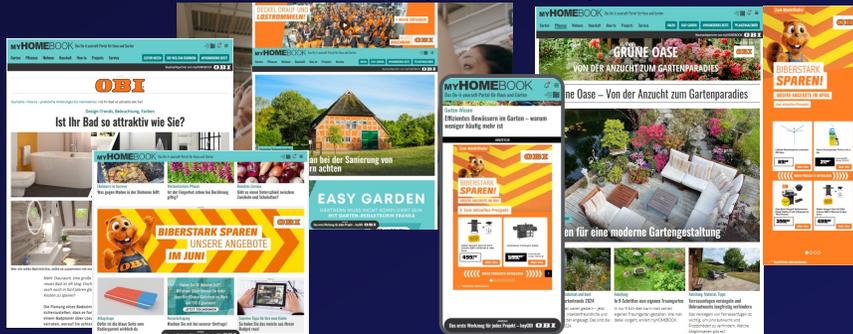
1 We create an **ideal environment** and form the beginning of a customer experience.

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

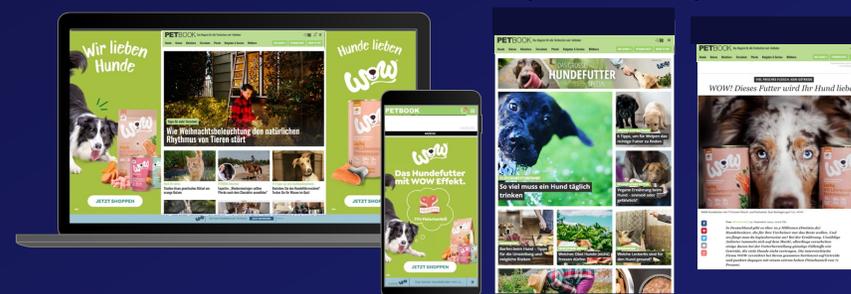
3 Strong **media appearances** on the portal also ensure an image transfer between the respective book and **your brand**.

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

		PREMIUM PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
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!](#)

designed by
media **impact** _
Germany's most creative customer
expert_

