



RATE CARD

2012

**REISEfieber**

# success with advertisement

## 5 good reasons for magazin REISEfieber:

### ► sales increase

Our innovative advertisement concepts helps you increasing your sales.

### ► competence and trust since more than 26 years

More than 90 % of our readers are planning every year their holidays with the help of the informations they find in the magazin REISEfieber. Being regularly present with advertisement means automatically, that you are part of the holiday planning with your company and products.

### ► optimal price performance

For the price of 20,00 Euro per 1000 readers (1/1 Seite, 4-colours), you receive the best price performance in the whole german speaking market. Our reader analyse (please have a look to page 5 and 6) shows, that your advertisement informations are important or very important for the yearly holiday plannings of all the REISEfieber readers.

### ► the perfect target group

The magazin REISEfieber is very present in the group of „best ager“ (travellers from 30 up to 59 years old).

### ► REISEfieber is important for the „travelling-fever“

With fascinating travelling stories and beautiful pictures from all over the world, REISEfieber gives a lot of important ideas, where to spend the next holidays - together with your products.



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## advertisement rates

copy size: 230 mm x 297 mm (+ 5 mm trimbonus)  
type area: 200 mm x 252 mm

all rates in euro and exclusive VAT

sizes	type area/ mm		b/w	price / €			copy size in mm	
	width	height		2st colour	3st colour	4st colour	width	height
1/1	200	252	3410.-	4070.-	4730.-	5390.-	230	297
3/4 high	148	252	2475.-	2970.-	3630.-	4235.-	165	297
3/4 width	200	185	2475.-	2970.-	3630.-	4235.-	230	180
2/3 high	148	210	2255.-	2750.-	3245.-	3740.-	163	230
2/3 width	200	165	2255.-	2750.-	3245.-	3740.-	230	190
1/2 high	97	252	1870.-	2200.-	2530.-	2860.-	112	297
1/2 width	200	122	1870.-	2200.-	2530.-	2860.-	230	145
1/3 high	63	252	1155.-	1430.-	1700.-	2145.-	78	297
1/3 width	200	80	1155.-	1430.-	1700.-	2145.-	230	100
1/4 1sp	46	252	825.-	1045.-	1265.-	1485.-	—	—
1/4 2sp	97	123	825.-	1045.-	1265.-	1485.-	—	—
1/4 4sp	200	59	825.-	1045.-	1265.-	1485.-	—	—
1/8 1sp	46	123	660.-	—	—	—	—	—
1/8 2sp	97	59	660.-	—	—	—	—	—
1/8 4sp	200	27	660.-	—	—	—	—	—
1/16 1sp	46	59	395.-	—	—	—	—	—
2/1 double page	430	252	6875.-	8085.-	9130.-	10725.-	460	297
title pullout page	—	—	9150.-	10350.-	11450.-	13000.-	448	297

# deadlines

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issue - no.	publication date	copy materials	closing date*
1/12	dec./jan./feb.	07.12.2011	14.11.2011
2/12	march/april/may	29.02.2012	06.02.2012
3/12	june/july/august	30.05.2012	07.05.2012
4/12	sept./oct./nov.	22.08.2012	30.07.2012
1/13	dec./jan./feb.	28.11.2012	05.11.2012
2/13	march/april/may	20.02.2013	28.01.2013
3/13	june/july/august	29.05.2013	06.05.2013
4/13	sept./oct./nov.	21.08.2013	29.07.2013
1/14	dec./jan./feb.	27.11.2013	04.11.2013

\* Last possibility to cancel the contract

# publisher details

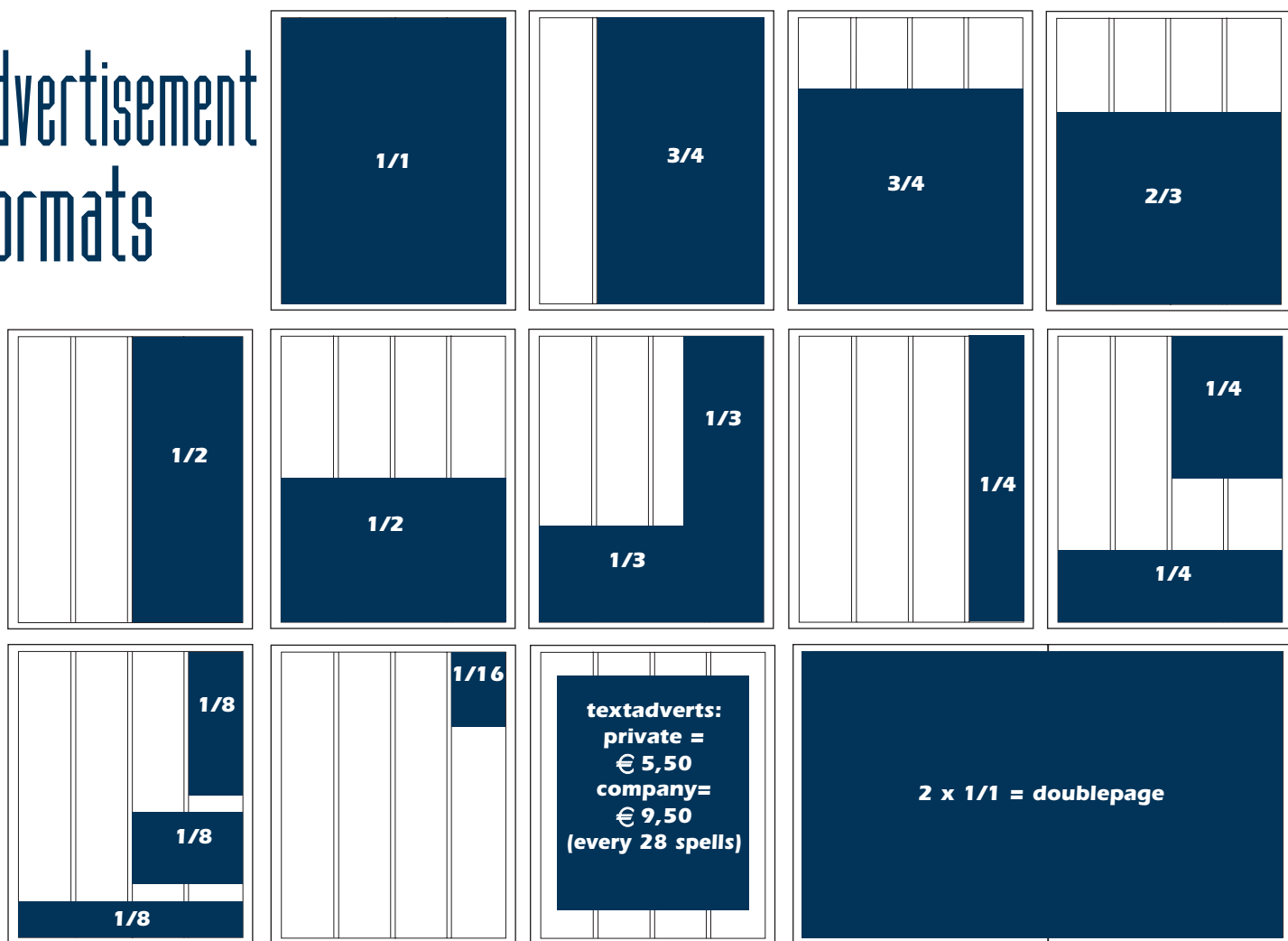
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▶ <b>publishing house:</b>	Verlag Andreas Langer Auf den Höhen 13 93138 Regensburg/Kareth Telefon 0941/280 240 - 2 Telefax 0941/280 240 - 4 e-mail: Magazin.Reisefieber@gmx.de
▶ <b>publisher:</b>	Andreas Langer
▶ <b>director of advertisement:</b>	Sabina Langer Telefon 0941/280 240 - 3 Telefax 0941/280 240 - 4
▶ <b>bank details:</b>	Raiffeisen Bank Regensburg IBAN DE56 7506 1851 0000 2639 40 BIC GENODEF1REF
▶ <b>frequency:</b>	4 issues/year - one for every season
▶ <b>circulation:</b>	70.000 copies per issue
▶ <b>data formats:</b>	PDFs, Photoshop, EPS, Tiff high-resolution 300 dpi (coat 800 dpi)
▶ <b>copy size:</b>	230 mm x 297 mm
▶ <b>type area:</b>	200 mm x 252 mm

▶ <b>trimbonus:</b>	5 mm								
▶ <b>remote data:</b>	via e-mail: alanger.reisefieber@gmx.de								
▶ <b>printing process:</b>	content: rotary offset; cover: sheet offset according to the european scale								
▶ <b>printing materials:</b>	digital data color binding digital proofs								
▶ <b>agency commission:</b>	15 %								
▶ <b>discounts:</b>	<table> <thead> <tr> <th>quantity scale</th> <th>frequency scale</th> </tr> </thead> <tbody> <tr> <td>2 pages 10 %</td> <td>2 ads 5 %</td> </tr> <tr> <td>3 pages 15 %</td> <td>3 ads 10 %</td> </tr> <tr> <td>4 pages 20 %</td> <td>4 ads 15 %</td> </tr> </tbody> </table>	quantity scale	frequency scale	2 pages 10 %	2 ads 5 %	3 pages 15 %	3 ads 10 %	4 pages 20 %	4 ads 15 %
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2 pages 10 %	2 ads 5 %								
3 pages 15 %	3 ads 10 %								
4 pages 20 %	4 ads 15 %								
▶ <b>cover pages:</b>	U2 and U4 plus 15 %								
▶ <b>bound inserts:</b>	up to 20 g/tsd. = 59.- €; up to 30 g/tsd. = 69.- € (for subscribers + 25.- € / tsd) no particular covering for bound inserts possible.								
▶ <b>loose inserts:</b>	up to 20 g/tsd. = 69.- €; up to 30 g/tsd. = 79.- € particular covering for loose inserts possible								
▶ <b>tippons:</b>	20 g/tsd = 49.- € (only in combination with 1/1 carrierpage)								
▶ <b>terms of business:</b>	the general terms of business for advertisements and supplements in newspapers and magazines								
▶ <b>terms of payment:</b>	7 days after charge								
▶ <b>advertising specials:</b>	please have a look at page 7 or on request								

# advertisement formats

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# advertisement clients

## 2010 up to 2011

### airlines

airberlin  
Air Canada  
Air Mauritius  
Air Namibia  
American Airlines  
Bangkok Airways  
Cathay Pacific  
China Airlines  
CONDOR  
Continental Airlines  
Croatia Airlines  
Ethiopian Airlines  
Finnair  
Iberia  
KLM  
Lan Chile  
Martinair  
Malaysia Airlines  
Qantas  
SAS Scandinavian Airlines  
SATA  
South African Airways  
Singapore Airlines  
SriLankan Airlines  
SWISS International Airlines  
Thai Airways  
Vietnam Airlines

### tourism boards

Aruba  
Australia  
Barbados  
Bermudas  
Botswana  
Chicago/Illinois  
Curacao

Dubai  
Fiji  
Griechenland  
Irland  
Israel  
Italien  
Kenia  
Korea  
Kroatien  
Malaysia  
Malediven  
Mexiko  
Oman  
Philippinen  
Polen  
Portugal  
Slovenien  
Spanien  
Thailand  
Türkei

### other companies

Aldiana  
Almond Beach Resorts  
American Express  
A-ROSA Resorts & Spa  
Beachcomber Hotels  
Deutsche Telekom  
Disneyland Resort Paris  
Europäische Reiseversicherungen  
Four Seasons Resorts  
Hertz Autovermietungen  
Hilton Resorts & Spa  
Hymer Wohnmobile  
Ibero Star Hotels und Resorts  
holiday autos

Marco Polo Reiseführer  
Naiade Resorts  
One&Only Resorts & Spa  
Panasonic  
Ratiopharm  
R + V Versicherungen  
Sandals Beach & Resorts  
Six Senses Resorts & Spas  
Steigenberger Hotels & Resorts AG  
Tsantali AG  
Victorinox  
Volkswagen AG

### travelling companies

alltours  
Best of Travel Group  
Club Méditerranée  
DERTOUR  
Explorer Fernreisen  
FTI  
Gebeco  
Hauser Exkursionen  
Jahn Reisen  
LTI International Hotels  
Meier's Weltreisen  
Neckermann Reisen  
Olimar  
Oger Tours  
Tjaereborg  
Thomas Cook Reisen  
TUI Deutschland

### Schiffe / Reedereien

Aida Cruises  
Carnival Kreuzfahrten  
Costa Kreuzfahrten  
Color Line  
Holiday Kreuzfahrten  
Hurtigruten  
MSC Kreuzfahrten  
Norwegian Cruise Lines  
oceanstar Polarreisen  
Royal Caribbean Cruise Lines  
Reederei Peter Deilmann  
Starclippers Kreuzfahrten  
Transocean Tours  
TUIcruises

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# readership details

## sex

male	52 %
female	48 %

## age

14 – 19 ages =	2 %
20 – 29 ages =	8 %
30 – 39 ages =	19 %
40 – 49 ages =	31 %
50 – 59 ages =	28 %
60 years and more =	12 %

## profession

company chiefs / company managers	35 %
executives and civil servants	29 %
other employees and civil servants	16 %
skilled workers	10 %
students, trainees	2 %
others	4 %

For 82 % of our readers consider that advertisement informations are important or very important for them

## travel frequency

REISEfieber-readers spend	
1 holiday per annum	8 %
2 holiday per annum	22 %
3 holiday per annum	38 %
more than 3 holiday per annum	32 %

## vacation planning

94 % of our readers are planing their holidays with informations from the magazin REISEfieber.  
89 % of the Reisefieber-Readers are travelling by plane  
95 % of the Reisefieber-Readers spend their holidays with a duration of more than one week

## education

secondary modern school	10 %
secondary school (inter. qualification)	33 %
high school and University	57 %

## income

(monthly household net income)	
up to 2.999,- €	5 %
3.000,- € - 3.999,- €	10 %
4.000,- € - 4.999,- €	26 %
5.000,- € - 5.999,- €	35 %
More than 6.000,- €	24 %

## page reading

read every or almost every pages	83 %
read more than one hour	78 %

## permanent readers

readers per copy	5,5 persons
permanent readers	77 %

## holiday character

holiday at the seaside	39 %
club	20 %
adventure holiday / expedition	15 %
educational/cultural trip, language-tour or cruises	20 %
others	6 %

# advertisement specials

## ▪ **advertorial**

Inform the magazin REISEfieber readers about your company, hotels or other products.

1 page 4c (3000 stokes and 3 pictures) Euro 3.500,-

2 pages 4c (6000 stokes and 6 pictures) Euro 5.900,-

3 pages 4c (9000 stokes and 9 pictures) Euro 8.500,-  
(pictures in 300 dpi resolution)

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## ▪ **combination advertisement + advertorial**

Packages:

Package 1: 1/1 page 4c advertisement + 1/1 page advertorial = 5.900,- Euro

Package 2: 1/2 page 4c advertisement + 1/2 page advertorial = 3.500,- Euro

Package 3: 1/3 page 4c advertisement + 1/2 page advertorial = 2.800,- Euro

## ▪ **advertorial brochure**

This special is a very good possibility especially for tourism boards to present our readers the individual possibilities of a vacation in your country. Beautiful natur, fascinating wildlife and traditionell lifestyle of the inhabitants can make our readers curious to realise the next holiday in your country.

- **8 pages: 15.000 Euro**

- **16 pages: 25.000 Euro**

This prices includes printing of 70.000 copies and production complett.