



MEDIA
RATE CARD

2018

REISEfieber

success with advertisement-

5 good reasons for the magazin REISEfieber:

▶ sales increase

Our innovative advertisement concepts helps you increasing your sales

▶ competence and trust since more than 30 years

More than 95 % 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 18,00 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 readership of the magazin REISEfieber.

▶ the perfect target group

The 412.500 readers of magazin REISEfieber are very present in the well-funded group of the 30 to 69 years old travellers.

▶ 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

valid from 01.10.2018 ■ all rates in euro and exclusive VAT

copy size:
type area:
trimbonos:

230 mm x 297 mm
200 mm x 252 mm
5 mm

sizes	type area in mm		b/w	price in €			copy size in mm	
	width	height		2st colour	3st colour	4-colours	width	height
1/1	200	252	4.125.-	4.950.-	5.750.-	6.490.-	230	297
3/4 high	148	252	2.970.-	3.575.-	4.400.-	5.100.-	165	297
3/4 width	200	185	2.970.-	3.575.-	4.400.-	5.100.-	230	180
2/3 high	148	210	2.750.-	3.300.-	3.900.-	4.500.-	163	230
2/3 width	200	165	2.750.-	3.300.-	3.900.-	4.500.-	230	190
1/2 high	97	252	2.250.-	2.650.-	3.100.-	3.500.-	112	297
1/2 width	200	122	2.250.-	2.650.-	3.100.-	3.500.-	230	145
1/3 high	63	252	1.400.-	1.750.-	2.100.-	2.600.-	78	297
1/3 width	200	80	1.400.-	1.750.-	2.100.-	2.600.-	230	100
1/4 1sp	46	252	990.-	1.250.-	1.550.-	1.850.-	—	—
1/4 2sp	97	123	990.-	1.250.-	1.550.-	1.850.-	—	—
1/4 4sp	200	59	990.-	1.250.-	1.550.-	1.850.-	—	—
1/8 1sp	46	123	825.-	—	—	—	—	—
1/8 2sp	97	59	825.-	—	—	—	—	—
1/8 4sp	200	27	825.-	—	—	—	—	—
1/16 1sp	46	59	550.-	—	—	—	—	—
2/1 double page	430	252	8.250.-	9.790.-	11.000.-	13.000.-	460	297
title pullout page—	—	—	11.100.-	12.500.-	13.900.-	16.000.-	448	297

deadlines

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issue - no.		publication date	copy materials	closing date*
2+3/18	may to september	18.04.2018	19.03.2018	12.03.2018
4/18	october to december	12.09.2018	10.08.2018	06.08.2018
1/19	januray to april	12.12.2018	09.11.2018	05.11.2018
2+3/19	may to september	17.04.2019	17.03.2019	10.03.2019
4/18	october to december	11.09.2019	12.08.2019	05.08.2019
1/19	januray to april	11.12.2019	11.11.2019	04.11.2019

* Last possibility to cancle the contract

publisher details

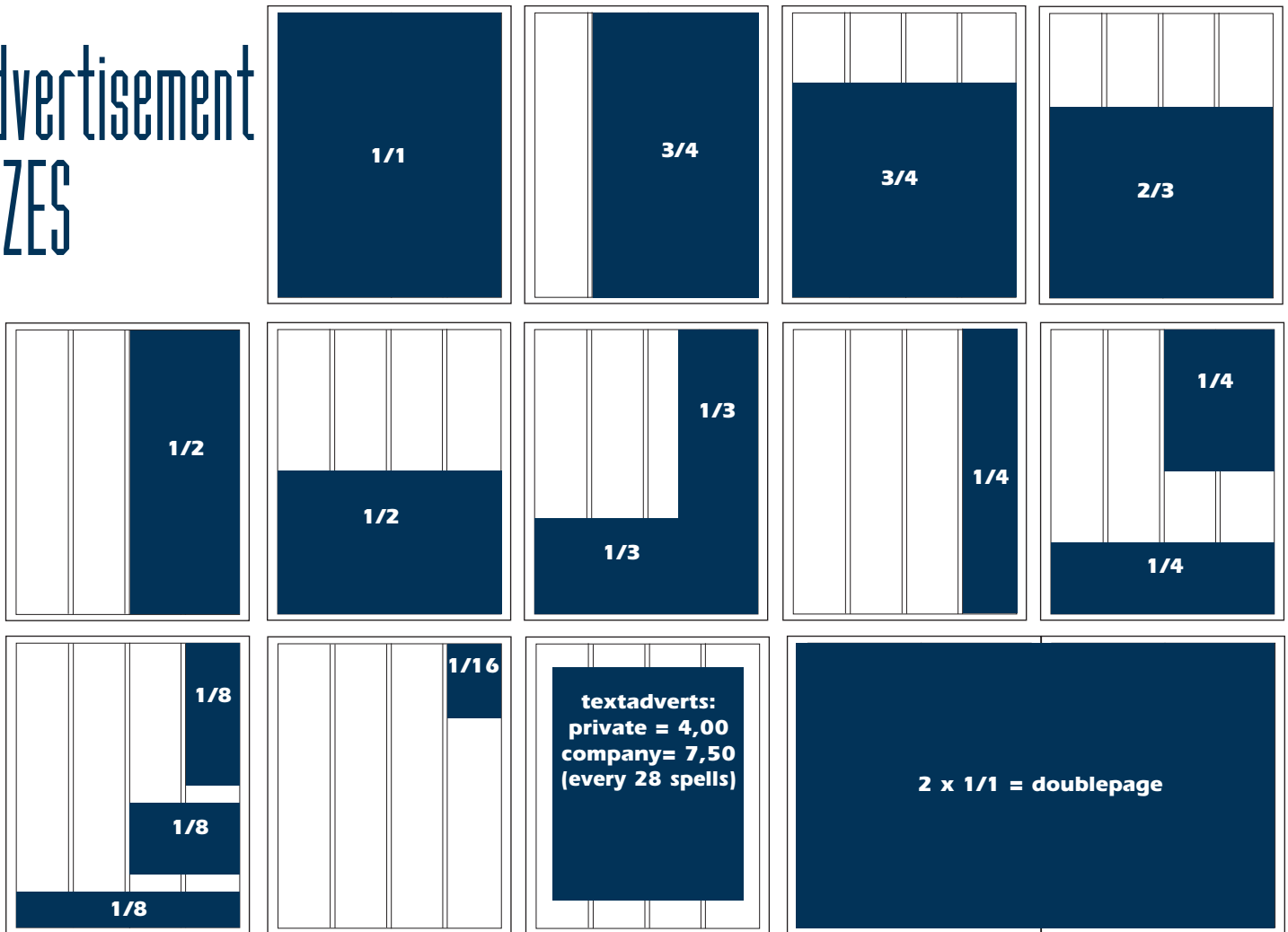
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▶ publishing house:	Verlag Andreas Langer Regenstr. 8 b D-93197 Zeitlarn bei Regensburg Telefon 0941/280 240 - 2 Telefax 0941/280 240 - 4 e-Mail: Magazin.Reisefieber@gmx.de
▶ publisher:	Andreas Langer Sabina Langer Telefon 0941/280 240 - 3 Telefax 0941/280 240 - 4
▶ bank details:	Raiffeisen Bank : Konto 263940; BLZ: 750 618 51; BIC GENODEF1REF IBAN DE56 7506 1851 0000 2639 40
▶ frequency:	4 issues/year
▶ circulation:	75.000 copies per issues
▶ data formats:	PDFs, Photoshop, EPS, Tiff high-resolution 300 dpi (coat 800 dpi)
▶ copy size:	230 mm x 297 mm
▶ type area:	200 mm x 252 mm

▶ trimbonus:	5 mm								
▶ remote data:	via e-mail: alanger.reisefieber@gmx.de								
▶ printing prozess:	content: rotary offset; cover: sheet offset according to the european scale								
▶ printing materials:	digital data color binding digital proofs								
▶ agency commision:	15 %								
▶ discounts:	<table> <tr> <td>quantity scale</td> <td>frequency scale</td> </tr> <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> </table>	quantity scale	frequency scale	2 pages 10 %	2 ads 5 %	3 pages 15 %	3 ads 10 %	4 pages 20 %	4 ads 15 %
quantity scale	frequency scale								
2 pages 10 %	2 ads 5 %								
3 pages 15 %	3 ads 10 %								
4 pages 20 %	4 ads 15 %								
▶ cover pages:	coverpages plus 15 %								
▶ bound inserts:	up to 20 gr./Tsd. = 59.- €; up to 30 gr./Tsd. = 69.- € no particular covering for bound inserts possible.								
▶ loose inserts:	up to 20 gr./Tsd. = 69.- €; up to 30 gr./Tsd. = 79.- € particular covering for loose inserts possible								
▶ tipp ons:	only in combi with 1/1 page as carrier; price on request								
▶ terms of business:	the general terms of business for advertisements and supplements in newspapers and magazines								
▶ terms of payment:	7 days after charge								
▶ advertising specials:	please have a look at page 7 or on request								

advertisement SIZES

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advertisement specials

▪ advertorial

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

- 1 page 4c (2.500 stokes and 3 pictures) Euro 3.500,-
- 2 pages 4c (5.000 stokes and 6 pictures) Euro 5.900,-
- 3 pages 4c (7.500 stokes and 9 pictures) Euro 8.500,-
(pictures in 300 dpi resolution)

▪ combination advertisement + interview/advertorial

Packages:

- Package 1: 2 x 1/1 page 4c advertisement + 4 pages advertorial = 6.500,- Euro
- Package 2: 1/1 page 4c advertisement + 2 pages advertorial = 4.500,- Euro
- Package 3: 1/3 page 4c advertisement + 1 page advertorial = 2.100,- 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 75.000 copies and production complett.

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readership details

sex

male	40 %
female	60 %

age

14 – 19 ages =	1 %
20 – 29 ages =	3 %
30 – 39 ages =	15 %
40 – 49 ages =	31 %
50 – 59 ages =	33 %
60 years and more =	17 %

profession

company chiefs / company managers / executives and civil servants	30 %
other employees and civil servants	30 %
skilled workers	21 %

permanent readers

readers per copy	5,5 persons
permanent readers	78 %

For 80 % of our readers consider that advertisement informations are important or very important for them

travel frequency

REISEfieber-readers spend	
1 holiday per annum	6 %
2 holiday per annum	11 %
3 holiday per annum	19 %
more than 3 holiday per annum	54 %

students, trainees	2 %
others	1 %

education

secondary modern school	5 %
secondary school (inter. qualification)	35 %
high school and University	60 %

income

(monthly household net income)

up to 2999,- €	5 %
3.000,- € - 4.999,- €	12 %
5.000,- € - 5.999,- €	29 %
6.000,- € - 6.999,- €	35 %
More than 7.000,- €	19 %

page reading

read every or almost every pages	85 %
read more than one hour	80 %

vacation planning

94 % of our readers are planing their holidays with informations from the magazin REISEfieber.

87 % of the Reisefieber-Readers are travelling by plane

92 % of the Reisefieber-Readers spend their holidays with a duration of more than 14 days a year.

* All informations and facts are based upon the latest questioning of all REISEfieber-Readers in the year 2017 and statistik questioning in a german wide working together with several universities.