



REISEfieber

MEDIA RATE CARD 2020

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 35 years

94 % 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 2019 (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 91 % of the REISEfieber-readership.

▶ the perfect target group

We are glad to have about 189.000 readers of each REISEfieber-issue. Very present is 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 01.01.2020 ■ 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.-	12.500.-	460	297
title pullout page—	—	—	11.100.-	12.500.-	13.900.-	14.500.-	448	297

deadlines

2

issue - no.	publication date	copy materials	closing date*
2+3/20 may to september	15.04.2020	13.03.2020	09.03.2020
4/20+1/21 october to april	16.09.2020	14.08.2020	10.08.2020
2+3/21 may to september	14.04.2021	12.03.2021	08.03.2021
4/21+1/22 october to april	15.09.2021	20.08.2021	16.08.2021
2+3/22 may to september	13.04.2022	11.03.2022	07.03.2022
4/22+1/23 october to april	14.09.2022	19.08.2022	15.08.2022

* Last possibility to cancel the contract

publisher details

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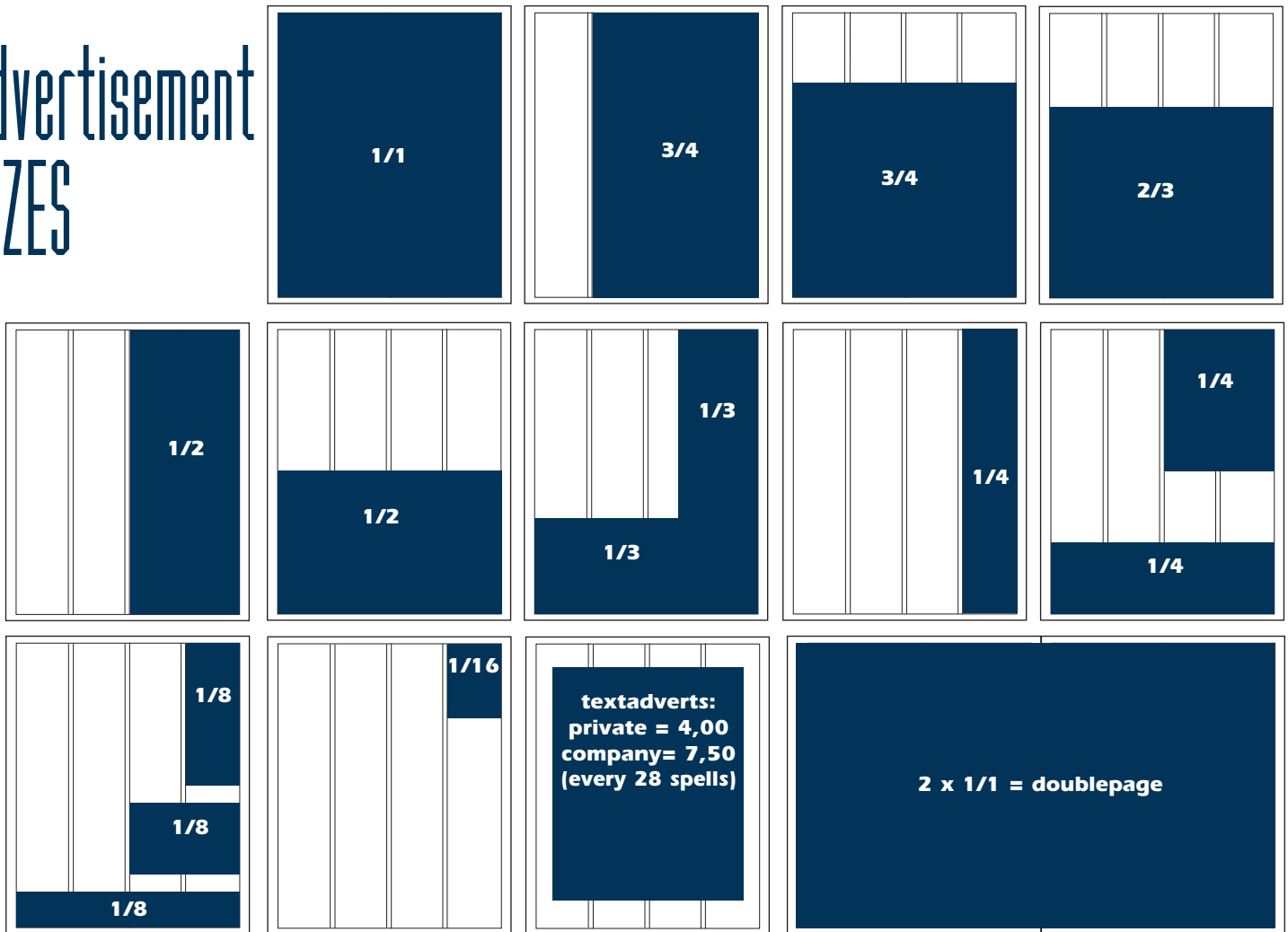
- ▶ **publishing house:** Verlag Andreas Langer
Regenstr. 8 b
D-93197 Zeitlarn bei Regensburg
Telefon 0941/280 240 - 2
Telefax 0941/280 240 - 4
e-Mail: Magazin.Reisefieber@gmx.de
- ▶ **publishers:** Andreas and Sabina Langer
Telefon 0941/280 240 - 3
Telefax 0941/280 240 - 4
- ▶ **bank details:** Raiffeisen Bank : Konto 263940;
BLZ: 750 618 51; BIC GENODEF1REF
IBAN DE56 7506 1851 0000 2639 40
- ▶ **frequency:** 2 issues per year
- ▶ **circulation:** 75.000 copies per issues
- ▶ **courties published** Germany, Austria, Switzerland,
Luxembourg and South-Italy
- ▶ **sold issues** ca. 35.000 copies per issue
plus 10.000 subscribers
- ▶ **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:**

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 and: payment** the general terms of business for advertisements:
7 days after charge
- ▶ **price magazine:** single: 5,90 Euro, subscribe: 11.80 Euro
- ▶ **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 - netto

2 pages 4c (5.000 stokes and 6 pictures) Euro 5.900 - netto

3 pages 4c (7.500 stokes and 9 pictures) Euro 8.500 - netto

(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 - netto

Package 2: 1/1 page 4c advertisement + 2 pages advertorial = 4.500,- Euro - netto

Package 3: 1/3 page 4c advertisement + 1 page advertorial = 2.100,- Euro - netto

▪ 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 - netto

- 16 pages: 25.000 Euro - netto

This prices include printing of 75.000 copies and production complet.

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readership details

sex

male	39 %
female	61 %

age

14 – 19 ages=	1 %
20 – 29 ages =	6 %
30 – 39 ages =	10 %
40 – 49 ages =	29 %
50 – 59 ages =	37 %
60 years and more =	17 %

profession

company chiefs / company managers /	30 %
executives and civil servants	25 %
other employees and civil servants	19 %
skilled workers and free lancers	23 %
students, trainees	1 %
others	2 %

education

secondary modern school	3 %
secondary school (inter. qualification)	31 %
high school and University	66 %

income

(monthly household net income)

up to 2999,- €	9 %
3.000,- € - 4.999,- €	20 %
5.000,- € - 5.999,- €	19 %
6.000,- € - 6.999,- €	33 %
More than 7.000,- €	19 %

page reading

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

permanent readers

readers per copy	3,5 persons
permanent readers	85 %

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

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 %

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

95 % of the REISEfieber-Readers spend their holidays with a duration of more than 7 days a year.

* all informations and facts are based upon the latest questioning of all REISEfieber-Readers in the year 2019 and statistik questioning in a german wide working together with several universities.