

touristik aktuell

FACHZEITUNG FÜR TOURISTIKER



Media data 2024

RATE CARD No. 51 | EFFECTIVE JANUARY 1st, 2024

Content 2024

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Short description: As fortnightly for travel industry **touristik aktuell** provides a concise and clear coverage of relevant topics.

Hot and comprehensive information is in the first place meant to reach travel agents and decision makers in travel agencies. Even the staff in tourist firms, airlines, railway companies, tourist offices, hotels and car rental firms regularly read **ta**.

Numerous specials deepen their salesmen's and expert knowledge.

50 times a year facts boiled down to the point provide topics to discuss as well as information and orientation.

Source: Publisher data

Year 55th year 2024

Frequency fortnightly monday

Publishing house Eubuco Verlag GmbH
Geheimrat-Hummel-Platz 4
D-65239 Hochheim
P +49 (0) 61 46/605-0
F +49 (0) 61 46/605-201

Mailing address P.O.Box 11 85
D-65233 Hochheim

Manager Alexander Ebel

Editor in Chief Matthias Gürtler

Editorial Department
P +49 (0) 61 46/605-136
F +49 (0) 61 46/605-203
redaktion@touristik-aktuell.de

Advertising Manager
Bianca Peters
P +49 (0) 61 46/605-120
F +49 (0) 61 46/605-205
b.peters@touristik-aktuell.de

Advertising Department
Silke Czulik
P +49 (0) 61 46/605-121
F +49 (0) 61 46/605-202
s.czulik@touristik-aktuell.de

Distribution Department
P +49 (0) 61 46/605-112
F +49 (0) 61 46/605-201
vertrieb@eubuco.de

Subscription rates
Annual/24 issues
Germany € 46,-
Abroad € 94,16
Price per copy € 2,50

Size	240 x 330 mm (wide x high)
Type area	220 x 304 mm
Printing method	Sheet offset
Paper	90 g/m ² , LuxoSamt Offset
Colour	Offset-Standard, CMYK
Data medium	CD-ROM, DVD
Data format	PDF/X-4-Standard Output profile ISO Coated v2 (ECI)
Proof	Digitalproof/ISO Coated v2 (ECI)
Binding	wire stitching
File convention	Please use the following filesystem: ta_issue_client

Data transmission

FTP-Server	on request: P +49 (0) 61 46/605-160 or P +49 (0) 61 46/605-162
Fax-proof	F +49 (0) 61 46/605-202
Hotline	P +49 (0) 61 46/605-160

We cannot accept any liability for errors and deviations in printing advertisements, which result from delivery of data which is not ready for press, wrong graphic formats or noncolour-true digital proofs. The same applies to late delivery of colour-data or data that is unreadable. HKS, Pantone and other spot colours are automatically converted to CMYK colours.

You can find guidelines on creating PDF/X-4 formats at:
www.bvdm-online.de

All format specifications including 5 mm trim space all sides, advertisement text and graphics must be positioned at least 5 mm away from the trim space and bleed.

Circulation analysis

Copies per issue (average)

IVW 2nd Quarter, 2023



WISSEN, WAS ZÄHLT

Geprüfte Auflage
Klare Basis für den Werbemarkt

Print run 22.600

Copies distributed 22.661

Copies sold 20.121

Readership analysis



87,5%

Counter staff decision-makers in travel agencies, tour operators



3,7%

Carriers: airlines, shipping companies, bus enterprises, railways, car rental organizations



3,8%

Hotels, convention halls, hotel operating and reservation companies



3,7%

Tourist offices, tourist information centers, foreign tourist representations



1,3%

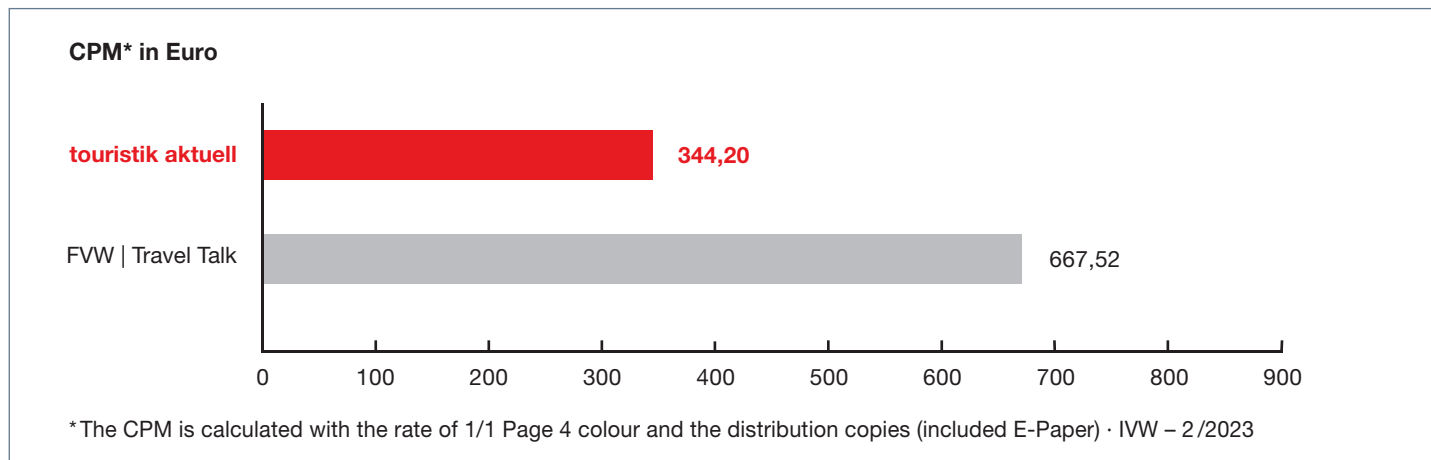
Organizations, institutes, press, radio, television, advertising agencies, commercial enterprises

Source: Publisher data

3 COMPARISON

Title	1/1 Page 4c Rate 2023	Print run	Copies distributed	Copies sold
touristik aktuell**	7.800,- €	22.600	22.661 (thereof 130 E-Paper)	20.121 (thereof 125 E-Paper)
FVW Travel Talk**	10.950,- €	10.267	16.404 (thereof 6.385 E-Paper)	15.034 (thereof 6.385 E-Paper)

** fortnightly



On behalf of touristik aktuell, teleRESEARCH started a reader survey in June/July 2023. In total, 350 readers participated in the online survey. TeleRESEARCH has evaluated the results without the influence of touristik aktuell. (Deviations of 100% may be due to rounding up.)

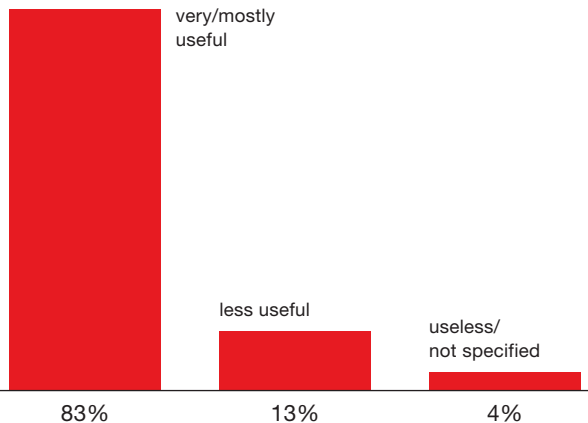


Ø 29 minutes per reader/issue



Ø 2,6 readers per issue (approximately)

How do you rate touristik aktuell's specials/key topics?



How do you rate touristik aktuell in relation to ...

- ★★★★★ reading ease
- ★★★★★ credibility
- ★★★★★ industry information

Evaluation grades

very good	★★★★★★
good	★★★★★
satisfactory	★★★★☆
adequate	★★★☆☆
poor	★★☆☆*
inadequate	★☆☆**

According to your opinion, how important do you value information in a travel trade magazine?

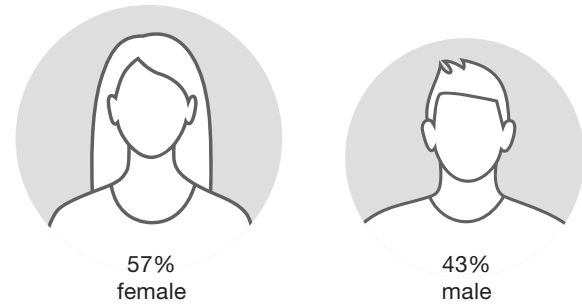


Result: The survey shows that touristik aktuell's readers are made up mostly of intensive readers, and those who read only a selected range of topics. The number of readers sporadically skipping through pages is rather low, which is also confirmed by an average reading duration of **29 minutes per reader/issue**.

touristik aktuell is often read in circulation – every copy lists an average of about **2,6 readers**.

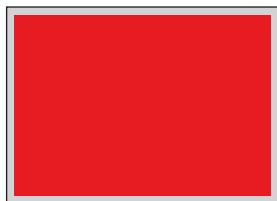
In terms of reading ease, usefulness of industry and credibility, touristik aktuell was rated **“very good”**.

touristik aktuell's readers



Position der Teilnehmer

Owner	37%
Sales/Distribution	21%
Office Manager	13%
General Manager	12%
Other position	11%
Administration	4%



2/1 Page across gutter

460 x 304 mm

480 x 330 mm*

4c € 14.000,-

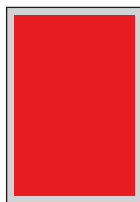


2 x Junior Page across gutter

348 x 232 mm

348 x 246 mm*

4c € 12.000,-



1/1 Page

220 x 304 mm

240 x 330 mm*

4c € 8.200,-

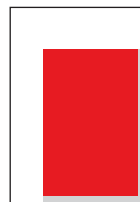


3/4 Page

164 x 304 mm

174 x 330 mm*

4c € 7.600,-

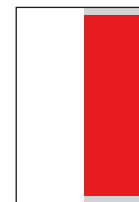


Junior Page

164 x 232 mm

174 x 246 mm*

4c € 7.050,-

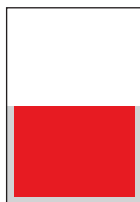


1/2 Page

108 x 304 mm

118 x 330 mm*

4c € 5.850,-

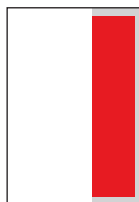


1/2 Page

220 x 152 mm

240 x 166 mm*

4c € 5.850,-

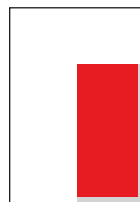


1/3 Page

73 x 304 mm

83 x 330 mm*

4c € 4.650,-



1/3 Page

108 x 204 mm

118 x 218 mm*

4c € 4.650,-

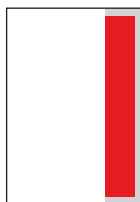


1/3 Page

220 x 101 mm

240 x 115 mm*

4c € 4.650,-

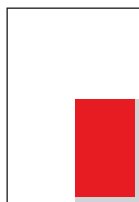


1/4 Page

52 x 304 mm

62 x 330 mm*

4c € 4.000,-

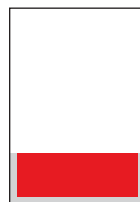


1/4 Page

108 x 152 mm

118 x 166 mm*

4c € 4.000,-

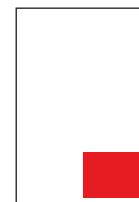


1/4 Page

220 x 76 mm

240 x 90 mm*

4c € 4.000,-



1/8 Page

108 x 76 mm

s/w € 900,-

4c € 1.900,-



Front cover –
by the title
105 x 80 mm

4c € 3.650,-





Front cover –
island ad
220 x 60 mm

4c € 5.100,-



Front cover –
bottomstrip
220 x 50 mm

4c € 4.050,-

 Type area
 * Trim + 5 mm bleed to
size of page on
the requisite sides

Size	wide x high	
Columns	1 column – 52 mm 2 columns – 108 mm 3 columns – 164 mm 4 columns – 220 mm	
Surcharges	inside front cover 5 % back cover 10 % island ad 10 %	
Discounts	for purchase during 12 month period schedule by volume/ads/pages 3 – 5 % 6 – 10 % 9 – 13 % 12 – 15 % 15 – 17 % 18 – 19 % 20 – 20 % no discount on inserts an technical costs	
Agency commission	15 % on the net price except technical costs	
Terms of payment	immediately upon receipt of invoice	
Bank account	Volksbank Darmstadt Mainz eG IBAN: DE88 5519 0000 0160 6600 15 BIC: MVBMD55XXX	
Contact	Bianca Peters P +49 (0) 61 46/605-120 b.peters@touristik-aktuell.de	Silke Czulik P +49 (0) 61 46/605-121 s.czulik@touristik-aktuell.de

Valid from January 1st, 2024 · All rates are exclusive of VAT.

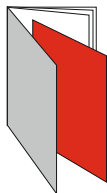




Advertorials · Rates included text and layout

1/2 Page 4c	€ 6.400,-
1/1 Page 4c	€ 9.000,-

Signed with the term “Advertorial”

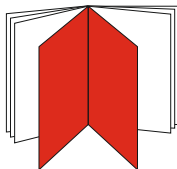


Loose Inserts*

Maximum size 230 x 325 mm

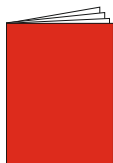
Oversized loose inserts on request

Total price up to 40 g	on request
Total price up to 60 g and higher	on request



Bound Inserts*

Volume	Complete delivery of the bound insert	Complete delivery of the files, printed by our publishing house
4 Pages	€ 11.800,-	on request
8 Pages	€ 15.000,-	on request
12 Pages	€ 18.600,-	on request

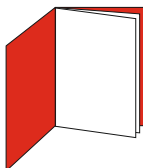


Supplement*

Design, production and printing through touristik aktuell · 170 g paper

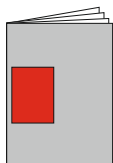
8 Pages	on request
12 Pages	on request

Further volumes on request



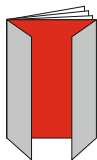
Cover wrap*

Half page	4 x 1/2 Page	€ 26.900,-
Full page	4 x 1/1 Page	€ 37.700,-



Booklet on the front cover page*

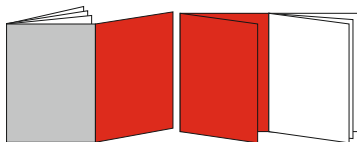
Maximum size · 110 x 160 mm
on request



French Cover*

1/1 Page + 2 x 1/2 Page

€ 31.100,-





Gatefolder*

3 x 1/1 Page

€ 28.300,-

* The rates of Ad specials are not eligible for discounts but commissionable. Rates for the ITB issues on request.

Valid from January 1st, 2024 · All rates are exclusive of VAT.

MONTH	NO	PUBLISHING DATE	TOPICS	CLOSING DATE	COPY DEADLINE
January	1	15.01.24	Rail Travel River Cruises Travel Insurances	03.01.24	05.01.24
	2	29.01.24	Austria/Switzerland Croatia Cruises	17.01.24	19.01.24
February	3	19.02.24 	ITB I Pre Reporting issue Florida Great Britain + Ireland Italy Scandinavia Theme and Leisure Parcs Turkey	06.02.24	08.02.24
March	4	04.03.24 	ITB II Main issue Africa Airlines/ Airports Asia Family Holidays Gulf States Job & Career Technology	20.02.24	22.02.24

	5	18.03.24	ITB III Reporting issue Adults only City Trips Expedition Travel Mediterranean	06.03.24	08.03.24
April	6	02.04.24	Cruises Egypt/Tunisia Vacation Houses	19.03.24	21.03.24
	7	15.04.24	Earthbound Travel Greece Malta/Cyprus	03.04.24	05.04.24
	8	29.04.24	Balearic and Canary Islands Portugal Southeast Asia	17.04.24	19.04.24
May	9	13.05.24	Adventure and Study Trips Biking and Hiking Trips Turkey	30.04.24	02.05.24
	10	27.05.24	Caribbean/Latinamerica France	14.05.24	16.05.24
June	11	10.06.24	Sport and Diving Holidays Sustainable Travel USA/Canada	28.05.24	31.05.24
	12	24.06.24	Airlines Bus and Group Tourism Rail Travel	12.06.24	14.06.24

MONTH	NO	PUBLISHING DATE	TOPICS	AS	DU
July	13	08.07.24	Hotels Travel Agency Chains and Cooperation	26.06.24	28.06.24
	14	22.07.24	Cruises Spain Winter Programs/Catalogs	10.07.24	12.07.24
August	15	05.08.24	Caribbean Travel Insurances	24.07.24	26.07.24
	16	19.08.24	Advent/New Year's Eve Trips Asia Luxury Holidays	07.08.24	09.08.24
September	17	02.09.24	River Cruises Scandinavia	21.08.24	23.08.24
	18	16.09.24	City Trips Egypt Golf Holidays Wellness and Enjoyable Travel	04.09.24	06.09.24

	19	30.09.24	Best Ager Honeymoon Travel Southern Africa Wintersport	18.09.24	20.09.24
October	20	14.10.24	Australia/New Zealand + Asia Balearic and Canary Islands Technology	02.10.24	04.10.24
	21	28.10.24	Airlines/Airports Club Holidays Cruises	16.10.24	18.10.24
November	22	11.11.24	Adventure and Study Trips Africa Gulf States Indian Ocean/South Pacific	30.10.24	01.11.24
	23	25.11.24	Asia Caribbean/Latinamerica Summer Programs	13.11.24	15.11.24
December	24	09.12.24	Fairs Hotels Travel Agency Chains and Cooperation USA/Canada	27.11.24	29.11.24

Homepage	Size in pixel	1 Week	2 Weeks	4 Weeks
XXL Banner	728 x 90	€ 2.130,-	€ 3.080,-	€ 4.730,-
Double XXL Banner	728 x 180	€ 2.930,-	€ 4.230,-	€ 6.500,-
Billboard	970 x 250	€ 3.685,-	€ 5.320,-	€ 8.190,-
Full Banner	468 x 60	€ 1.350,-	€ 1.880,-	€ 2.890,-
Double Full Banner	468 x 120	€ 1.940,-	€ 2.810,-	€ 4.310,-
Content Ad	300 x 250	€ 1.780,-	€ 2.570,-	€ 3.950,-
Skyscraper (non mobile)	200 x 600	€ 1.670,-	€ 2.400,-	€ 3.680,-

Newsletter	Size in pixel	1 Week	2 Weeks	4 Weeks
XXL Banner	728 x 90	€ 2.460,-	€ 3.550,-	€ 5.460,-
Double XXL Banner	728 x 180	€ 3.445,-	€ 4.980,-	€ 7.650,-
Full Banner	468 x 60	€ 1.510,-	€ 2.190,-	€ 3.360,-
Double Full Banner	468 x 120	€ 2.370,-	€ 3.410,-	€ 5.250,-
Button	226 x 180	€ 1.610,-	€ 2.350,-	€ 3.570,-
Double Button	226 x 400	€ 2.460,-	€ 3.550,-	€ 5.460,-
Triple Button	226 x 620	€ 3.450,-	€ 4.980,-	€ 7.650,-

Text ads	Signs*	1 Week	2 Weeks	4 Weeks
Text ad with Logo/Picture**	460*	€ 2.200,-	€ 3.750,-	€ 5.775,-

* Signs included blanks, headline and link

** Logo/Picture size: 150 x 150 Pixel

Homepage

◀ XXL Banner
 ◀ Skyscraper
 Full Banner ▶
 Content Ad ▶

Newsletter · Mo – Fr

◀ XXL Banner
 Full Banner ▶
 ◀ Button
 Double Full Banner ▶

URL	www.touristik-aktuell.de	
Impressions	on request	
Copy deadline	until 3 days prior to publication to s.czulik@touristik-aktuell.de	
Data delivery	Homepage: gif, jpg, html, dhtml, html5, javascript, flash Newsletter: gif or jpg till 35 KB, more on request	
External AdServer	possible	
Discounts	for purchase during 12 month period 2 month 5% 3 month 8% 4 month 12% 5 - 7 month 15% 8 - 11 month 18% 12 month 20%	
Agency commission	15% on the net price	
Contact	Bianca Peters P +49 (0) 61 46/605-120 b.peters@touristik-aktuell.de	Silke Czulik P +49 (0) 61 46/605-121 s.czulik@touristik-aktuell.de



Online-Advertorial

- Text and images up to 6,500 characters incl. spaces
- Placement on the homepage (will be fixed on the homepage for 3 days)
- Text teaser in the newsletter News am Mittag

€ 3.300,-



Stand-Alone-Newsletter

- Content and design according to your wishes
- Distribution: ta newsletter subscribers
- Shipping day freely selectable

€ 3.500,-



ta-Webinar

- Live webinar on Zoom with touristik aktuell and Realizing Progress
- Moderation, streaming on ta-Facebook with over 25,550 subscribers
- Recording available for 2 months via Realizing Progress and touristik-aktuell.de
- Various additional services bookable

Price on request



ta-Podcast

Podcast with self-selected topics

- Announcement of the podcast print and online (homepage, newsletter, FB and Instagram)
- Podcast production with 1–2 participants
- Celebrity presentation 4 weeks on www.touristik-aktuell.de, then in the ta-podcast section
- Link as RSS feed for publication on your own website

Price on request

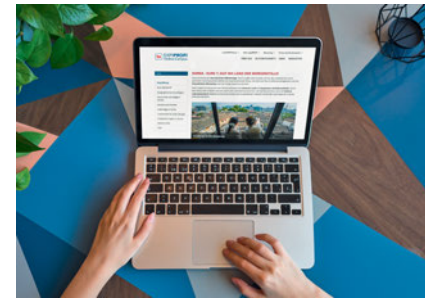
Online Travel Training Solutions for Travel Agents

E-Learning – touristik aktuell

The online campus expiPROFI.de is an e-learning platform by touristik aktuell for travel sales agents, product specialists as well as trainees and students within the tourism sector. With this service, **touristik aktuell** in cooperation with MeinPEP.de, an operator that markets special offers on travels exclusively for tourism experts, aims to facilitate professional growth for travel agents and all of our target group.

The trade journal touristik aktuell is the highest running publication in its fields in Germany. With our experience and competence, we edit and adapt knowledge on various products, destinations and the tourism industry in the most relevant areas.

More than 5,000 active users already cherish the free service and use expiPROFI.de in order to increase their knowledge of both basic and expert matters in their respective fields. For our platform enables them to shine in their professional everyday life. News along with relevant information on training opportunities for tourism specialists and attractive prize competitions have made expiPROFI.de a valuable tool for travel agents who are eager to learn.



E-Learning-Packages

XS-Package:

- 1 course with 1 pages
- 1 test with 10 questions
- Company profile
- Editorial announcement (Print/Online/Facebook, Instagram)
- Responsive design (optimized for all devices)
- Download area of information material for the users
- Multimedia data possible, such as film, pictures, sound
- Including the complete production, (course text in raw format, pictures and videos are delivered by you)
- Reporting

Period: 3 months € 4.100,-

S-Package:

- 1 course with 5 pages
- 1 test with 10 questions
- Company profile
- Up to 2 incentive-raffles for the certificate users
- Editorial announcement (Print/Online/Facebook, Instagram)
- Responsive design (optimized for all devices)
- Branded certificate for successful participants
- Download area of information material for the users
- Including the complete production, (course text in raw format, pictures and videos are delivered by you)
- Reporting

Period: 6 months € 5.500,-
12 months € 8.000,-

E-Learning-Packages

M-Package:

- 3 course with 5 pages
- 3 test with 10 questions
- Company profile
- Up to 3 incentive-raffles for the certificate users
- Editorial announcement (Print/Online/Facebook, Instagram)
- Responsive design (optimized for all devices)
- Branded certificate for successful participants
- Download area of information material for the users
- Including the complete production (course text in raw format, pictures and videos are delivered by you)
- Reporting

Period: 6 months € 15.000,-
12 months € 17.500,-

L-Package:

- 5 course each with 5 pages
- 5 test with 10 questions
- Company profile
- Up to 4 incentive-raffles for the certificate users
- Editorial announcement (Print/Online/Facebook, Instagram)
- Responsive design (optimized for all devices)
- Branded certificate for successful participants
- Download area of information material for the users
- Including the complete production (course text in raw format, pictures and videos are delivered by you)
- Reporting

Period: 6 months € 26.000,-
12 months € 29.000,-

1. Orders are accepted subject to the conditions and terms stipulated in the General Conditions of Business and Rate Card effective at the time of receipt of the order. Changes in rates shall also be applicable to current orders from the date on which they take effect unless an explicit agreement to the contrary has been made. The publisher shall give clients due notice of any such changes.
 2. Advertising orders are to be executed within twelve months of the conclusion of the contract.
 3. The discounts indicated in the rate table apply only to the original contracting customer within a specified 12-month period.
 4. Should an order not be executed for reasons beyond the control of the publisher, the client shall make payment to the publisher of the difference between the rebate originally agreed and the rebate to which he is entitled on the basis of the number of insertions actually printed, and that without prejudice to any other of the client's legal obligations.
 5. The publishing house does not guarantee the appearance of advertisements in specific issues or editions, or in specific locations in the publication.
 6. Advertisements which are not readily recognizable as such will be clearly designated as advertisements by the publishing house.
 7. The publisher reserves the right to refuse publication of advertisements or the inclusion of inserts, including individual insertions within the framework of a multiple order, due to their content, origin or material from.
 8. The client shall ensure that the contents of his advertisement(s) or insert(s) are not in violation of any legal provisions or other rules and regulation whatsoever.
 9. The client shall ensure punctual delivery of copy, of printing materials in good condition, or of inserts. In case of late delivery thereof, the publisher shall be entitled to invoice the client for the contracted space, even if the space can be employed otherwise.
 10. The customer is not entitled to reduction in payment if the print of the advertisement is entirely or partially illegible, incorrect or incomplete.
If the message conveyed by the advertisements is significantly impaired, the customer is entitled to the publication of another advertisement.
Claims must be made in writing within 30 days from receipt of the invoice and voucher. Claims, however valid, made after this period cannot be considered.
The customer is not entitled to compensation for missing or inaccurately printed control data or for colour deviations in polychromatic advertisements.
 11. The publisher shall not be responsible for the accurate reproduction of copy or of alterations thereto that are communicated to the publisher by telephone nor for errors resulting from illegibly written copy.
- The client shall not be entitled to compensation for shortcomings resulting from damage or imperfections in the printing materials that are not immediately recognizable. If printing materials are delivered to the publisher in a damaged condition immediately prior to press time, the client shall reimburse the publisher for all additional resulting costs.
12. Proofs will be provided only upon request. The client shall be responsible for the accuracy of the proofs returned to the publisher. If the client does not return within the allotted time proofs that have been made available to him in due time, the advertisement shall be considered approved and ready for press.
 13. If prepayment is not made, the invoice and voucher will be issued no later than the 5th day of the month following publication of the advertisement.
 14. The invoice is payable without discount immediately upon receipt. A discount of two percent is granted for prepayment.
 15. Payment must be made directly to the publishing house or to one of its accounts. Representatives are not authorized to accept payment.
 16. In the event of delay in payment, the publishing house will charge interest at the rate of one percent above the current discount rate of the German Federal Bank (Deutsche Bundesbank) as well as collection fees.
The publishing house may delay fulfilment of a current contract until such payment is received, and may demand prepayment for remaining advertisements.
 17. The publisher shall supply only one free voucher with the invoice. If a voucher is no longer available, a voucher clipping or legally binding confirmation of publication from the publisher shall be substituted.
 18. The client shall bear the costs for any extensive alterations to the original order as well as for the preparation of printing material.
 19. Registered and special delivery (express) letters received through box numbers will be forwarded by regular mail only. Claims against loss, mishandling or delay of such are excluded.
 20. In the interest and for the protection of the customer, the publishing house reserves the right to open replies sent to box numbers in order to control and prevent misuse of this service. The publishing house is not required to forward commercial promotional material or mediation offers.
 21. Printing materials shall be returned to the client only on his express instructions. They shall be kept on file only for a period of three months after publication of the advertisement unless explicit instructions to the contrary are received.
 22. Any disputes arising out of these conditions of business shall be submitted to the jurisdiction of the com-petent court in Wiesbaden, Germany, in accordance with German law.

