



**TRVLCOUNTER.de**

Wir sehen Reisen  
mit anderen Augen

# **MEDIA KIT 2023**

**Issue #5 - valid from January 1st, 2023**



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## Welcome to TRVL Counter!



### Who we are and what we do

TRVL Counter is an emerging, innovative brand that has well established itself among travel agents, tourism professionals as well as medium sized and specialized tour operators. Our readers, users and clients have access to news via various channels: Monday through Friday our 'morning news' comes out. During the day the most important news are published on our website [trvlcounter.de](https://trvlcounter.de). Our social media platforms such as Instagram, Facebook and LinkedIn are a place where community members can exchange ideas. Every Saturday our ePaper WEEKLY comes out and includes a job market section. To complete our offerings, the premium-quality print magazine QUARTERLY is published every three months.

<https://publikationen.trvlcounter.de/>



80,000–100,000  
page impressions



30,000 readers



12,000 followers



2,000 happy customers

## What sets us apart: Our partners' feedback



**Michaela Hempel, Senior Marketing**

"With TRVL Counter we always manage to reach the right target group. A great media channel for tourism professionals and tour operators, on top of that always up to date with current happenings."

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**Anne Rösner, Trade Coordinator, Curaçao Tourist Board**

"In the past few years we ran various campaigns with the TRVL Counter team. So for example the "Curaçao Christmas Cookie Challenge" or our "Say Yes" campaign where one of the raffle prizes was a wedding trip. Through this campaign we were able to noticeably raise awareness for our destination as well as share news about Curaçao with potential customers in a playful way. Therefore, I can highly recommend working with TRVL Counter."

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**Michael Knapp, CCO, Gebeco GmbH & Co. KG**

"TRVL Counter is an importation communication channel for tourism professionals, especially as it is a way to share news and information. The online platforms offer relevance and flexibility creating a reach and a very good attention span. We recommend working with TRVL Counter and look forward to further projects."

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**Marian Thiel, Digital Trade Marketing Executive, Tourism New Zealand**

"TRVL Counter managed to become an important partner for us that helps us to share news directly from the destinations. Due to the flexibility that TRVL Counter team brings to the table and great results that we have achieved through various campaigns, I highly recommend TRVL Counter as a partner."

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**Benoît Surin, Head of Sales, Marketing & PR, Finnlines**

"In previous years TRVL Counter has established itself as a solid part for the tourism press. If you focus on travel agency communication, this is the place that offers a suitable platform that helps to translate your B2B topics into sales. Booking of media is simple, flexible and creative. Always a pleasure!"

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**Ina Becker, In-market Representative Germany, Great Southern Touring Route**

"I simply enjoy TRVL Counter. Daily news are spot-on and the TRVL Weekly on the weekends has a wide range of carefully chosen topics with the necessary depth. TRVL Counter is always creative - even during the pandemic I experienced TRVL Counter to be a strong partner that never went out of ideas and managed to find new destinations, train and motivate agents."

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**Alina Grimm, Aussie Specialist Trainer Germany & Continental Europe | Tourism Australia**

"Working with the team is super easy and lots of fun. The value that you get is outstanding and the projects and activities have been implemented extremely well. I am more than satisfied and look forward to further cooperation."

## Our partners' feedback



**Andreas Schunck**, Regional Manager German Speaking Europe, Tourism Northern Territory

"We would like to highly recommend TRVL Counter and Junge Reiseprofis as partners. During the course of our campaign this year we were able to implement high quality webinars and e-learnings that allowed us to reach a large number of expedients who were trained about Australia's Northern Territory. Many thanks for a successful cooperation!"



**Barbara Ackermann**, Marketing manager destination Canada

"Destination Canada has been working with TRVL Counter / Junge Reiseprofis for a while. We are always happy to see that our requests are being implemented in a quick and uncomplicated way and news related to Canada are picked up quickly. Therefore, we look forward to further joint projects."



**Florian Homm**, Senior Manager Sales Channels, EW Discover GmbH

"Eurowings Discover has worked on several projects together with TRVL Counter and they are more to follow. Despite short-term requests, TRVL Counter team is very accommodating with the ideas, wishes and requests and acts in a flexible and reliable way. TRVL Counter's advertising channels are modern, innovative and offer a wide reach at a great price."



**Werner Gordes**, Head of ASA Association (Working Group South and East-Africa)

"The travel magazine TRVL Counter is an innovative, optically refreshing and worth reading due to its various platforms, from morning news to WEEKLY and QUARTERLY. The latter offers not only news reports, but also more detailed reports and articles. The cooperation is extremely professional and simple: you can feel the passion to entice wanderlust. The portal Junge Reiseprofis is very helpful in communication tourism oriented training and also here you get professional support at any time. Keep it up!"



**Cristian Meuter**, General Manager, Visit USA Committee Germany, Association

"The cooperation with TRVL Counter is excellent. Requests are being approached in a flexible and customer oriented way, the results are just right. This is what cooperation should look like!"



**Kirsten Boucard**, tropical consult communication & marketing

"The TRVL Counter newsletter is the only newsletter that I actually read. I got used to reading newsletters during the pandemic and couldn't wait for morning news from TRVL Counter every morning since it provides me with the necessary information in tourism. Now reading the newsletters is an inherent part of my work day. Working with the team is simple, full of fun and we have always been able to find the perfect solution to implementing campaigns even when the budget was rather tight."



**Rendel Müller**, Director of Marketing & Distribution, Amadeus River Cruises GmbH

"Especially as a prime organizer of the luxury segment it is always a pleasure to have a partner, who approaches your needs in an uncomplicated and exact way. For us TRVL Counter is a platform offering the latest news. The information is communicated in a reliable and accurate way to our colleagues at the counter and they in turn share this information with their clients."

**Naiima Woodtli**, ulli fink tourism marketing

"We appreciate having TRVL Counter as well as Junge Reiseprofis as our partners. They have been a great support. Working together is highly uncomplicated and makes lots of fun!"

## Info portal for the tourism www.trvlcounter.de



Trvlcounter.de publishes the most important news and travel industry highlights around the clock - and this without complicated logins and free of cost. In addition to the top-news category, the website has four additional sections: product, counter & sales, destination as well as interviews.

The website is fully up to date in terms of technical features and design. This state-of-the-art news site allows you to communicate your advertising campaigns via highly noticeable banner formats.

Our recommendation is as follows: Expand your reach with a combination of the daily morning news and the WEEKLY ePaper that comes out every Saturday.



### TRVLCOUNTER.DE KEY DATA

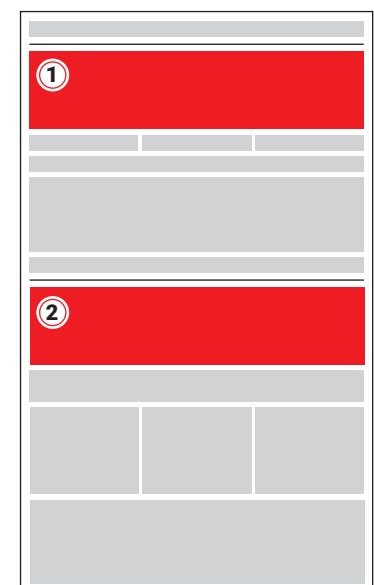
- 30,000 unique users
- 80,000 page impressions

Form of advertising	format (width x height)	price*
① banner I	1024 x 150 px	1,700 €
② banner II	1024 x 150 px	1,200 €

\* additionally VAT

Printing documents are delivered in jpeg/gif-format

Online advertorials - page 11

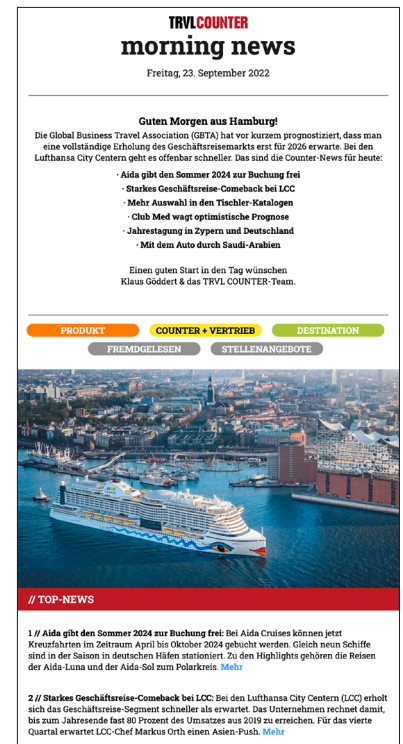


# The daily newsletter “Morning News”



Our readers receive the top news from tourism Monday through Friday directly to their mailbox. With over 30,000 subscribers you will be able to reach your sales partner. The “morning news” is laid out for all types of smartphones, computers and tablets. This way travel agencies and tourism professionals have access to the most important news.

**Categories:** counter & sales, product, destinations, travel advisories, courses, roadshows, webinars, job market.



## KEY DATA:

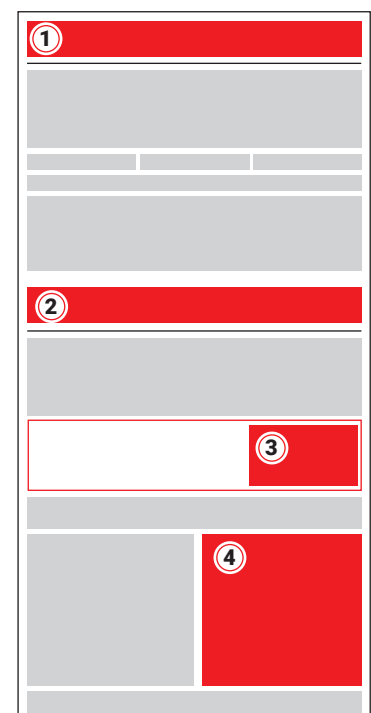
- **Frequency**  
Monday through Friday
- **Range**  
30,000 subscribers  
150,000 impressions  
per week

Form of advertising	format (width x height)	price*
① leaderboard - top placement	680 x 120 px	1,100 €
② banner	680 x 120 px	900 €
③ news text	picture 200 x 200 px plus 500 text symbols	950 €
④ rectangle	250 x 250 px	950 €

\* excl. VAT

Online advertorials - page 11

Stand alone newsletter - page 12





# The "WEEKLY" ePaper



Our readers always look forward to the weekend and to the ePaper "WEEKLY". Readers are provided with a quick and easy summary of news, events and topics of the week. In addition, new products and offers are presented to the readers and it is highly recommended to look at the interviews of the week. The content is structure in an interactive way where as pictures and texts are hyperlinked to the website, where these are more detailed and thorough.

For all those who have little time to read a newsletter every day, this ePaper is a great way to stay informed about the market and industry happenings. There is no better overview out there.

We brought out WEEKLY in the summer of 2020 as a new and web specialized e-newspaper - this with great success. The newspaper is optimized for tablets and computers and catches your eye with unique design and pictures.

**Categories:** counter & sales, destinations, cruises, job market.

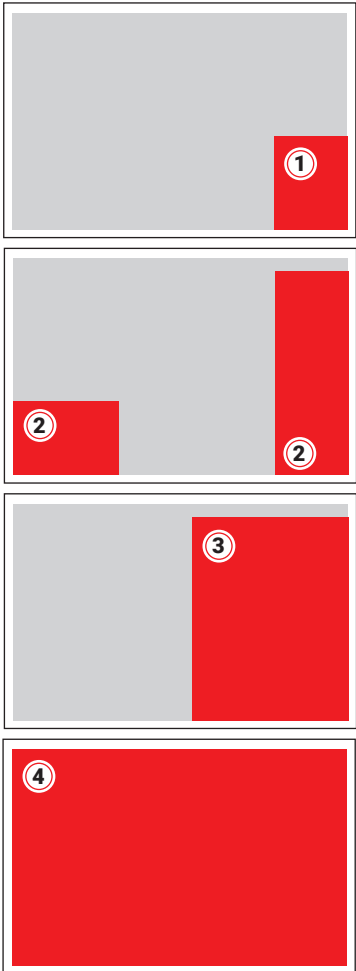
Form of advertising	format (width x height)	price*
① xs cover placement	371 x 618 px	850 € 1,000 €
② s rectangular and s corner field	371 x 1331 px 777 x 618 px	1,300 €
③ m	776 x 1331 px	2,000 €
④ l	2048 x 1536 px	3,300 €

\* excl. VAT  
Online advertorials - page 11



**KEY DATA:**

- **Frequency**  
every Saturday,  
50 times a year
- **Users and readers**  
10,000 active  
downloads





# The premium print magazine TRVL Counter QUARTERLY



QUARTERLY has its unique place in the world of specialized media: trendy cover, simple design, lavish pictures and high quality eco paper contribute to TRVL Counter QUARTERLY being a premium product. We create an inspiring look at media in the world of specialized media and prove that B2B newspapers can be informative, but emotional and captivating at the same time.

News and reports are always published immediately online, this high quality print magazine offers the necessary depth, more analysis and background. We report on people and makers in the tourism industry and focus on sustainable travel.

**Categories:** news, counter, travel, work & life, e-zone, wider topics, portraits.



## KEY DATA:

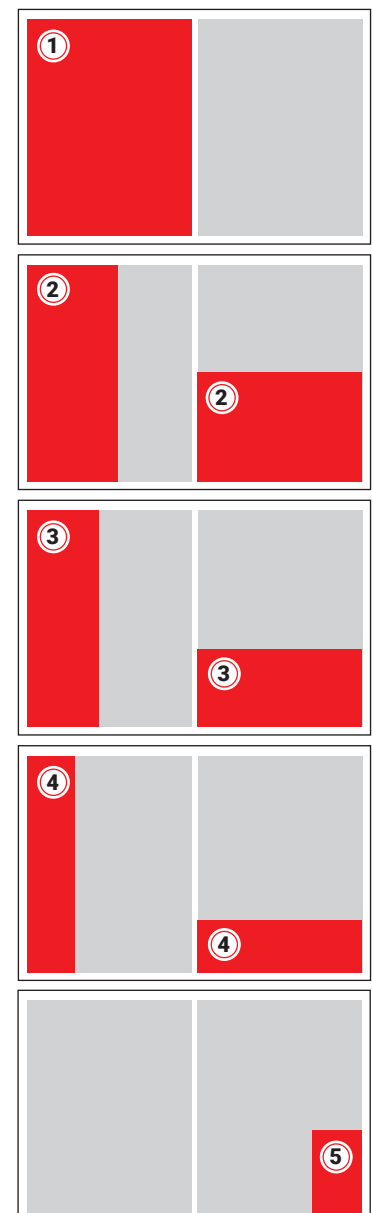
- **Frequency** quarterly, 4 times a year
- **Reach** 30,000 subscribers

Form of advertising	format* (width x height)	price**
① 1/1 page U2/U3/U4	210 x 280 mm	7,900 € 8,500 €
② 1/2 page vertical 1/2 page horizontal	105 x 280 mm 210 x 140 mm	5,300 €
③ 1/3 page vertical 1/3 page horizontal	70 x 280 mm 210 x 93 mm	4,200 €
④ 1/4 page vertical 1/4 page horizontal	53 x 280 mm 210 x 70 mm	3,000 €
⑤ <b>NEW!</b> selection 1/6 page	picture plus 600 symbols text & logo	750 €

\* additionally 5 mm on the borders

\*\* excl. VAT

Printing documents are delivered in pdf-format



## Social media channels: Be part of a community!



Whether used privately or as a marketing tool for companies - Facebook, Instagram, LinkedIn & others are crucial in the 2023 digital world. Here are the advantages of TRVL Counter platforms:

- Integration into the wide TRVL Counter community
- Reaching of various age and user groups according to the platform used
- Campaigns: messages, webinar offers and new alerts are shared within the established tourism community via our social media platforms
- **Instagram**  
mostly used among 25 and 34 year olds. Short videos with the length of 60 seconds to five minutes have conquered the social network and lead to more interactions compared to pictures and texts.
- **Facebook**  
Among 30 to 39 year old daily usage of this platform has increased from 67% to 80% in 2022.
- **LinkedIn**  
The new like and comment feature as well as an increasing usage of videos is making LinkedIn more popular as a business communication platform.
- **YouTube**  
According to a new study by PwC the daily average usage of this platform in Germany is 49 minutes per day.

### KEY DATA:



- **INSTAGRAM**  
2,000 followers



- **FACEBOOK**  
10,000 followers



- **LinkedIn**



- **YouTube**

Form of advertising	format	price*
1 post	up to 3 pictures or videos plus text	250 €
1 story	pictures, video, text	350 €

\* excl. VAT

# CONTENT MARKETING and ADVERTORIALS



## PRINT AND WEB SUPPLEMENTS FOR TRAVEL AGENCIES "BESSER BERATEN"

Are you looking to run your own campaign targeting travel agencies and gain the highest editorial impact among tour operators? TRVL Counter content marketing team will design and produce your editorial-style magazine tailored to your needs.

We consult you in terms of the concept and content and we are able to take care of the entire process from editorial support and implementation to the print. We understand that your campaign has to adhere to professional standards and serve as a high quality sales magazine. This can also be done as an e-magazine.

Online example:

<https://publikationen.trvlcounter.de/de/profiles/fe335a338d7f/editions/44a8ffa14697f775b03b>

## ONLINE ADVERTORIALS

Product and destination news can be easily integrated on WEEKLY as well as trvlcounter.de. Your advantage: quick and engaging campaigns that reach the subscribers and stay with them for a while. We take over the planning, content and layout. On top of that, online format allows for the content to be shared and the pictures/texts to be hyperlinked.



### KEY DATA:

- **Size:** starting from 16 pages
- **Price:** starting at 15,000 € (online edition)
- **Production:** 3 weeks



### KEY DATA:

- **Size:** starting from 3 pages
- **Release:** TRVL Counter WEEKLY and trvlcounter.de
- **Price:** starting at 3,500 € (online edition)
- **Production:** one week



# CONTENT MARKETING and ADVERTORIALS



## E-learning videos

TRVL Counter goes in new directions and produces video based e-learning courses that are aimed at counter professionals, trainees and travel agents. We made the decision to use videos since it is easier to reach young travel agents with a moving picture rather than with text and image. The e-learning editorial staff takes over the implementation of image, tone and text. The price also includes the consultation in terms of planning and technical features.

<https://junge-reiseprofis.de/2022/06/17/australien-nt-e-learning/>

## LOOKBOOK

TRVL Counter LOOKBOOK is a new online format. The virtual picture book shows the destination, the hotel, the airline or the cruise ship with the help of elaborate and high quality images. The editorial texts are intentionally short which allows the lookbook to inspire the readers and make them curious.

<https://publikationen.trvlcounter.de/de/profiles/fe335a338d7f/editions/0719942855734ce4bce7/pages>

## SELECT-Premium newsletter (stand alone)

You would like to give the whole stage to your content and use access to the vast TRVL Counter community? SELECT-Premium newsletter allows you to reach your target group with your own content and design.



### KEY DATA:

- Three videos, three minutes each
- **Price:** starting 6,500 €
- **Production:** four weeks



### KEY DATA:

- starting from 10 pages
- **Price:** ab 2,900€
- **Production:** two weeks

### KEY DATA:

- **Reach:** 30,000 subscribers
- **Price:** 2,100 €
- **Production:** two days

## EDITORIAL TOPICS AND EVENTS - Quarter 1



JANUARY - MARCH							
	KW	ET	WEEKLY	QUARTERLY	SPECIAL EDITION	AS	DU
Jan	1	7.1.				26.12.	2.1.
	2	14.1.	Mexico, South and Latin America			2.1.	9.1.
	3	21.1.				9.1.	16.1.
	4	28.1.	Airports and airlines			16.1.	23.1.
Feb	5	4.2.				23.1.	30.1.
	6	11.2.			Recruiting and Employer branding	30.1.	6.2.
	7	18.2.				6.2.	13.2.
	8	25.2.	Chains, cooperation and franchise			13.2.	20.2.
Mar	9	4.3.	Travel Trade Show (ITB) special issue: highlights and trends			20.2.	27.2.
	10	11.3.				27.2.	6.3.
	11	18.3.		<b>QUARTERLY Spring 23:</b> <ul style="list-style-type: none"> <li>• USA &amp; Canada</li> <li>• UAE, Oman, Saudi Arabia and Qatar</li> <li>• Balearic islands, Canary islands</li> <li>• Summer season 2023</li> <li>• Hotels and resorts</li> </ul>		6.3.	13.3.
	12	25.3	Caribbean destinations			13.3.	20.3.

## EDITORIAL TOPICS AND EVENTS - Quarter 2



APRIL - JULY							
	KW	ET	WEEKLY	QUARTERLY	SPECIAL EDITION	AS	DU
Apr	13	1.4.				20.3.	27.3.
	14	8.4.				27.3.	3.4.
	15	15.4.				3.4.	10.4.
	16	22.4.	USA & Canada			10.4.	17.4.
	17	29.4.				17.4.	24.4.
Mai	18	6.5.				24.4.	1.5.
	19	13.5.	Mediterranean sea destinations: Greece, Türkiye, Egypt, North Africa			1.5.	8.5.
	20	20.5.			<b>Cruises 2023:</b> All ships, all routes	8.5.	15.5.
	21	27.5.	Insurance and payment system			15.5.	22.5.
June	22	3.6.				22.5.	29.5.
	23	10.6.				29.5.	5.6.
	24	17.6.		<b>QUARTERLY Summer 23:</b> <ul style="list-style-type: none"> <li>• Caribbean and luxury travel</li> <li>• Dream islands (Mauritius, Maldives and Seychelles)</li> <li>• Cruises and expeditions</li> </ul>		5.6.	12.6.
	25	24.6.	Study travel and group travel: Italy, Malta, Croatia, Greece, Morocco, Egypt			12.6.	19.6.



## EDITORIAL TOPICS AND EVENTS - Quarter 3



JULY - SEPTEMBER							
	KW	ET	WEEKLY	QUARTERLY	SPECIAL EDITION	AS	DU
July	26	1.7.				19.6.	26.6.
	27	8.7.	Family travel and recreation parks			26.6.	3.7.
	28	15.7.				3.7.	10.7.
	29	22.7.				10.7.	17.7.
	30	29.7.	South American destinations			17.7.	24.7.
Aug	31	5.8.				24.7.	31.7.
	32	12.8.				31.7.	7.8.
	33	19.8.				7.8.	14.8.
	34	26.8.	Namibia, South Africa, Botswana and Uganda			14.8.	21.8.
Sept	35	2.9.				21.8.	28.8.
	36	9.9.				28.8.	4.9.
	37	<b>16.9.</b>		<b>QUARTERLY Fall 23:</b> <ul style="list-style-type: none"> <li>• South Africa and Eastern Africa</li> <li>• Australia, New Zealand, Fiji, Pacific</li> <li>• Thailand, Philippines, Vietnam</li> <li>• Insurances</li> </ul>		4.9.	11.9.
	38	23.9.	China, Thailand, Philippines, Vietnam, Japan			11.9.	18.9.
	39	30.9.				18.9.	25.9.

## EDITORIAL TOPICS AND EVENTS - Quarter 4



OCTOBER - DECEMBER							
	KW	ET	WEEKLY	QUARTERLY	SPECIAL EDITION	AS	DU
Okt	40	7.10.				25.9.	2.10.
	41	14.10.	Luxury travel, cruises, sailing and world travel			2.10.	9.10.
	42	21.10.				9.10.	16.10.
	43	28.10.			Luxury and individual travel	16.10.	23.10.
Nov	44	4.11.	Skiing and winter vacation			23.10.	30.10.
	45	11.11.				30.10.	6.11.
	46	18.11.				6.11.	13.11.
	47	25.11.	Hotels, resorts and clubs			13.11.	20.11.
Dec	48	2.12.				20.11.	27.11.
	49	9.12.	Mauritius, Seychelles and Maldives			27.11.	4.12.
	50	16.12.		<b>QUARTERLY winter 23/24:</b> <ul style="list-style-type: none"> <li>• Luxury travel: resorts, cruises and airlines</li> <li>• 2024 outlook of the organizers</li> <li>• Chains, cooperation and franchise</li> </ul>		4.12.	11.12.
	51	23.12.				11.12.	18.12.
	52	30.12.				18.12.	25.12.

### Public Holiday 2023:

New Year, Sunday, January 1 2023 // Karfreitag, Friday, April 7, 2023 // Easter Sunday, April 9 2023 // Easter Monday, Monday, April 10 2023 // Labor Day, Monday, May 1 2023 // Christi Himmelfahrt Thursday, May 18 2023 // Pentecost Monday, May 29 2023 // German Unity Day, Tuesday, October 3, 2023 // Christmas Monday, December 25, 2023 // Second Christmas Day, Tuesday, December 26, 2023.

# Technical Print Specifications

## Print magazine **QUARTERLY**

**Magazine format:** 210 mm x 280 mm

**Bleed:** 5 mm umlaufend

**File format:** PDF X-3 (other formats available upon request)

**Colormode:** CMYK

**Color profile:** Cover U2 + U3: ISOcoated\_v2, Inner pages: PSO\_LWC\_Improved

**Resolution:** Color and grayscale images 300 dpi, line art 1200 dpi

**Fonts:** integrated, minimum size 6 points

**Important Notice:** Graphic elements running into the bleed must be placed at least 5 mm from the trim. The minimum distance to the magazine border is 8 mm.

**Delivery:** Double-sided ads must be delivered as two separate single-page PDFs (two files)

## Online & Digital products

**Morning news and web:** please send data in general as jpg, gif or png format with a minimum 150 dpi

**WEEKLY ads:** only in pdf format

*Please email files to: [anzeigen@liffeverlag.de](mailto:anzeigen@liffeverlag.de)*

Platform	Form of advertising	Size (width and height)	File format
trvlcounter.de	Banner I / II	1024 x 150 px	Jpeg, gif or png, minimum 150 dpi
Morning News	Banner / leaderboard	680 x 120 px	Jpeg, gif or png, minimum 150 dpi
	Text ad	Image 200 x 200 px + 500 text symbols	Jpeg, gif or png, minimum 150 dpi
	Rectangle	250 x 250 px	Jpeg, gif or png, minimum 150 dpi
WEEKLY	XS	371 x 618 px	pdf
	S vertical S corner	371 x 1331 px 777 x 618 px	pdf
	M	776 x 1331 px	pdf
	L	2048 x 1536 px	pdf
Quarterly	1/1 page	210 x 280 mm	PDF X-3 check above
	1/2 page	Vertical: 105 x 280 mm Horizontally: 210 x 140 mm	PDF X-3 check above
	1/3 page	Vertical: 70 x 280 mm Horizontally: 210 x 93 mm	PDF X-3 check above
	1/4 page	53 x 280 mm / 210 x 70 mm	PDF X-3 check above
	Selection 1/6	Image + 600 text symbols + logo	PDF X-3 check above



## MEDIA CONTACT AND SALE REPRESENTATIVES



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# GENERAL TERMS AND CONDITIONS



## Terms and Conditions

The general payment terms and conditions apply to the processing of orders and may be requested from the publisher or viewed online: [liffeverlag.de](http://liffeverlag.de). Due to German tax regulations, we do require your tax reference number and/or VAT ID when placing an order.

## Terms of payment

Invoices are payable within 14 days without deductions. For advance payments made to the publisher in full before the first day of sale, a two-percent discount will be given unless previous publisher stipulations apply. No additional discount is provided on special discounts. Direct debits can be arranged to include the two-percent discount. If the payment deadline is exceeded, all other outstanding invoices will become payable immediately, regardless of the previously agreed payment deadline. Default interest pursuant to section 12 of the General Terms and Conditions will be calculated according to the current bank rate for overdraft.

Advance payment is required for recipients based overseas.

## Bank Account information

Hamburger Sparkasse AG, Hamburg  
IBAN: DE 77 2005 0550 1043 2203 57  
BIC: HASPDEHHXXX

**Information provided in this price list may be changed during the course of the year. The latest price list is published online:**

**<https://trvlcounter.de/mediadaten>**