

TRVL COUNTER

SAY YES TO NEW ADVENTURES

Media Rate Card 2021

No. 03, effective from 1st October, 2020

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► Editorial Channels

TRVL COUNTER is a trusted brand within the German travel market serving relevant b2b-channels and addressing travel agents and travel professionals across the board.

The Publishing Portfolio 2021:

- **High-gloss magazine** published every quarterly in a premium coffee-table manner (spring/summer/autumn/winter) with in-depth analysis and reporting as well as captivating portraits.
- **Weekly** as an innovative E-Paper-format summarizing the weeks essential travel topics.
- **Newsletter:** The daily „Morning News“ well-loved among travel professionals.
- **24/7-Website** with breaking news and outstanding mobile reach. Visit: www.trvlcounter.de

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► TRVL COUNTER cosmos



1. TRVL COUNTER MAGAZINE: Analysis and in-depth reporting on a quaterly basis

The relaunched magazine in 2021 will focus on relevant topics for travel agents as well as highlighting destinations and new travel offers. The high-gloss magazine is a novelty in the b2b-market and will be published four times annually – a perfect opportunity to associate your brand and destination alongside key reader interests.



2. TRVL COUNTER WEEKLY: Novel E-paper format

This new online-format is a special weekend-read and is optimized for online-use. We focus on breaking news and exclusive interviews. The perfect channel for short-term and seasonal campaigns with an exceptionally high exposure.



3. WEBSITE and MORNING NEWS: Daily news for professionals

Top industry-related news is published on the TRVL Counter website 24/7. Travel agents remain informed on all relevant topics and can easily access the information via mobile devices. Target travel professionals directly in their in-box.



4. SOCIAL MEDIA: Community and engagement

Our followers and users exchange ideas on Facebook and other channels. Engage users with original, creative Content.



5. TRVL LEARNING: Study platform

Knowledge is essential for excellent selling. We launched an innovative, video-based platform in 2019 giving sales professionals a whole new approach to destination-learning.



Modern, stylish and with an appealing high-gloss finish with premium paper. A novelty in the b2b-publication market in Germany.



Stylish: clean, Clear-cut layouts



To the point: First-hand reporting and analysis for travel professionals.



Visually appealing: Opulent and compelling story-telling


► The magazine concept

Change is the topic of our times. We are part of this transformation presenting in-depth stories in a modern and an appealing high-gloss style. Our b2b-magazine will be released as a quarterly four times annually and offers first-hand storytelling for sales staff and travel agents. We report on all aspects of the travel industry facing a global pandemic which will shape our way of travelling. The magazine has four basic sections: Counter, Travel, Work & Life and E-Zone.

Target group:

- The Quarterly 2021 has a circulation of 34.000, targeting a broad base of readers in the German travel industry.
- Core target group are travel agents and mobile sales staff who need in-depth analysis and reporting on the job.

Topics and deadlines for 2021*

Quarterly Editions	PD	AD	ED	Hot Topics
Winter 2020	26.11.2020	10.11.2020	17.11.2020	River cruises, study tours, insurances, Caribbean- and Africa-tours
Quarterly 01 Spring Issue 	25.02.2021 (ITB: 10.03.)	02.02.2021	09.02.2021	Canary and balearic islands, southern Africa, cruise trips, Indian Ocean (Mauritius, Seychelles and Maldives)
Quarterly 02 Summer Issue	02.06.2021	25.05.2021	28.05.2021	Travel cooperations, Egypt and North Africa, Australia, New Zealand, South Seas; Caribbean
Quarterly 03 Autumn Issue	02.09.2021	17.08.2021	24.08.2021	Special GREEN ISSUE: eco-sustainable travel (*in co-operation with forum anders reisen)
Quarterly 04 Winter Issue	02.12.2021	09.11.2021	16.11.2021	South East Asia, SPA and wellness tours, Scandinavia and study trips

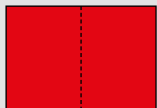
Bonus-package: Online and print step-up-programme 2021



Morning News	Your Campaign profits from additional promotion with daily banner advertising for one week
TRVL COUNTER Weekly	Two weeks additional visibility in the TRVL COUNTER Weekly in the run-up to the magazine publication and a week after publication date

* Crossmedia-proposal and prices on request; publication dates may vary due to pandemic conditions

Media rates and advertising formats 2021



2/1 Pages
420 x 280 mm
14.400 €



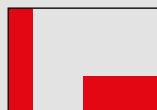
1/1 Page
210 x 280 mm
7.200 €



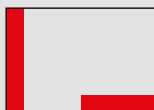
C2, C3, C4
1/1 Page
210 x 280 mm
7.900 €



1/2 Page
portrait: 105 x 280 mm
landscape: 210 x 140 mm
4.900 €



1/3 Page
portrait: 70 x 280 mm
landscape: 210 x 93 mm
3.900 €



1/4 Page
portrait: 53 x 280 mm
landscape: 210 x 70 mm
2.900 €



Corner
1/4 Page
105 x 240 mm
2.900 €

***Bleed margin:**
5 mm from all
outer edges

All prices are
exclusive of
19 % VAT.

Print requirements:

Please send a
PDF-copy to
anzeigen@lifeverlag.de

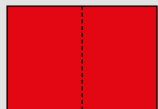
Note that double-page
ads must be sent as
two separate single-
page PDFs.

DISCOUNT RATES

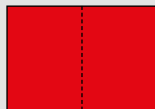
5 % for **10.000 €**
10 % for **20.000 €**
15 % for **30.000 €**
20 % for **40.000 €**

More rates on request

Special formats: Our ad-specials 2021



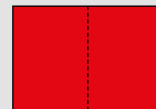
Opening Spread
C2 + 1. content page
420 x 280 mm
15.100 €



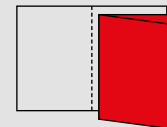
Ending Spread
Final content
page + C3
420 x 280 mm
15.100 €



Cover inclusion
Only available in
combination with
an ad package.
Price on request.



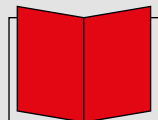
Advertorials
Advertising price plus
bespoke-design costs.
Price on request.



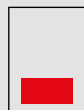
Inserts upon delivery

up to 25 g :
250,00 €/ per 1.000

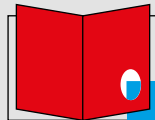
up to 50 g :
280,00 €/ per 1.000



Loose inserts
Bespoke design by
Life! Verlag.
Price on request.



Bound-in inserts
Price on request.



Perforated Ads
Price on request.

Individual requirements?
We can accommo-
date bespoke promo-
tions and partner-
ships if technically
feasible. Just get in
touch with us!

Discount rates: 5 % for 10.000 €; 10 %; for 20.000 €; 15 % for 30.000 €; 20 % for 40.000 €

TRVL COUNTER Weekly

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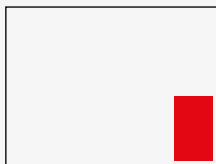


► The „WEEKLY E-paper“

It is like the print paper, but in your inbox. A weekly roundup of news and topics looking on how the weeks biggest stories come together. Our readers are quickly up to date on current market and industry developments with original insights and exclusive interviews on the major developments during the week.

BASIC SPECS:

- Web-optimized PDF-Format.
- Issued every week on Saturday with a subscription base of around 34.000 professionals.
- Exclusive reporting and commentary from independent journalists.
- Opinions and Assessments from industry experts and Insiders.
- Campaigns target approximately 34.000 readers in travel agencies, tour operators and other business professionals in the tourism industry.



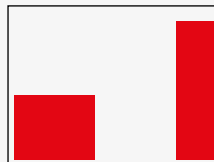
Format XS

371 wide x 618 px high

790 €

On Cover:

990 €



Format S

portrait: 371 px wide x 1331 px high

Corner: 777 wide x 618 px high

1.200 €



Format M

776 px wide x 1331 px high

hoch 1.900 €



Format L

2048 px wide x 1536 px high

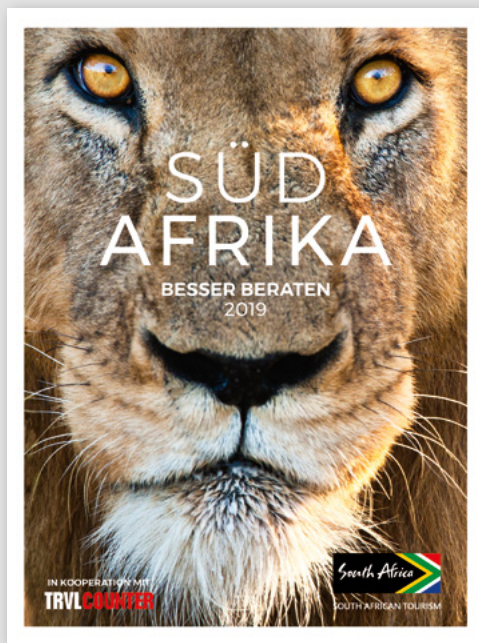
3.000 €

Premium-Package



- book the issue exclusively without competitive ads
- additional highlight button on the front cover
- choose three different formats for your campaign-message
- additional daily promotion via TRVL COUNTER channels

Rate: 3.900 €



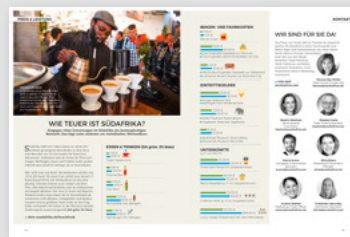
Quite a roar: The 2019 Insert from the South African Tourism Board was in high demand with travel agencies and operators alike.



Useful: In-deph information for travel agents.



Helpful: Hands-on knowledge for sales talks.



Price comparisons: Valuable information for holidaymakers.

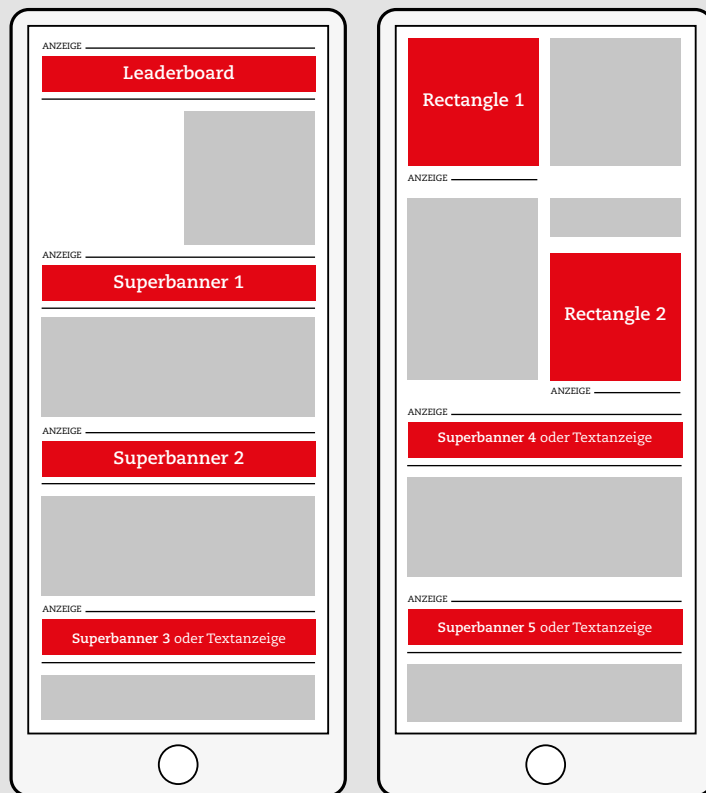
► Loose inserts Brochure „BESSER BERATEN“

You want to anchor your destination with counter professionals? You also prefer a different approach addressing your target groups? Using a bespoke magazin your campaign will have maximum editorial impact targeting German travel agencies and travel professionals.

In accordance with your specifications and brand, the content marketing team can create your individual, high-quality magazine. The TRVL COUNTER Partnership Team will design and edit your editorial-style magazine to your needs.

You profit from the conceptual expertise and can request editorial support and implementation in all steps up to printing-process itself. After all, your insert should have a professional touch serving as a well-researched sales-magazine for the daily business.

Rates available on request.



► The „morning news“

The daily „morning news“ is well-established in the tourism industry. It covers the top news during the week and targets 34,000 recipients. This newsletter-format is optimized for smartphones, desktop computers and tablets. Travel professionals are provided with all essential information in their in-box in the morning, but also enjoy access on the move.

Banner rates & formats (price per week)

Leaderboard 600 x 74 pixels	980€
Rectangle 250 x 250 pixels	880€
Superbanner 570 x 70 pixels	750€

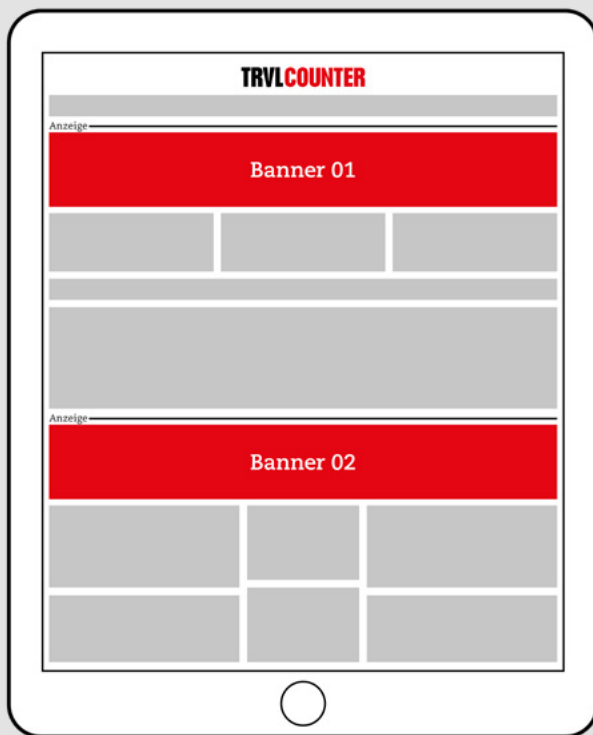
Most effective native ads:

Native ad (max. 500 characters) with

Logo or Video **790 €**

Discount rates: please check on page 8.

TRVL COUNTER website



► www.trvlcounter.de

Starting 2021 we have launched a new and comprehensive version of our **TRVL COUNTER** Website offering extended news coverage on all issues in the German travel market. The professional editorial team reports on the latest news and background information on a daily basis without cumbersome log-in and paywalls for the user.

Target your focus groups in the context of editorial reporting using classic banner ads. We recommend our novel „online step-up package“ combining the daily morning news as well as the WEEKLY (see page 6) supporting your campaign on alle relevant channels.

Banner-rates & formats (week) 2021

Banner 01: 1024 x 250 px	1.500,00 €
Banner 02: 1024 x 150 px	1.200,00 €

Discount rates: please check on page 8.

► Career opportunities

Are you searching for new employees for your company? Then we recommend using the job platform on **trvlcounter.de**

The job-section on our website offers an affordable opportunity for all travel industry companies offering new career opportunities. Companies may advertise online for six weeks for 300 euros. Your advertisement will also be published in the daily Morning News and endorsed within our Facebook-Community.

WHAT DO YOU HAVE TO DO?

Just send us your logo (250 x 250 pixels) and your text with a link and we'll get your job offer up and running.

SIX-WEEK RUN

300 €

Discount rates: please check on page 8.

► E-Learning-platform

Counter professionals, trainees and travel agency employees can enhance their knowledge with entertaining videos, supportive animations and carefully edited texts. TRVL COUNTER decided on using a contemporary video format for the digital classroom. Young travel agents learn far easier with images and film and when addressed by a professional moderator. This is quite a different approach than traditional methods using conventional written texts and stills.

Basic to Premium Package:

BASIC

Simple introduction with few courses.
5.900 €

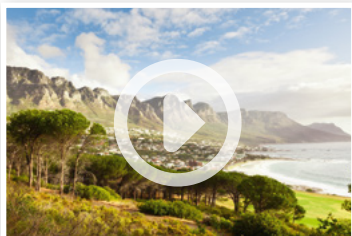
STANDARD

Upgraded version with more lessons and support.
8.900 €

PREMIUM

Full version with additional advertising in the WEEKLY and newsletter.
13.000 €

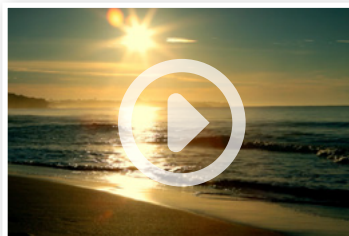
Discount rates: please check on page 8.



ENJOYING SOUTH AFRICA IN THE OFF-SEASON

Most people on holiday from Germany fly to Cape Town in the summer season. However, there is a lot to discover in the off-season.

- ★ The best routes
- ★ What about security?
- ★ Prices and value
- ★ Safari-trips and Lodges
- ★ Tips for all seasons



COSTA RICA: NATURES PARADISE

Smoking volcanoes, dense primeval forests, dreamy tropical beaches and exotic animals – Costa Rica boasts great diversity on a tiny island!

- ★ Facts on Costa Rica
- ★ Wildlife and sustainable travel
- ★ Adventure trips and exotic coastlines
- ★ Wellness and travel

▶ Video-based E-Learning

TRVL Counter launched an innovative, video-based E-Learning platform in 2019 for professionals and travel agents in Germany.

We focus on a new form of digital teaching conveying essential knowledge through short and entertaining video lessons. Spoken texts facilitate a quick and easy grasp of information.

Videos explain complex issues in an easy and enjoyable way and it is a fun way to learn.

The editorial implementation of images, sound and text can be done by our special E-Learning editorial team based on your bespoke requirements. Design support of your brand is included in the rate.

◀ E-Learning examples

Technical specifications for print

Magazine format	210 mm width x 280 mm height
Bleed margin	5 mm all-round
File format	PDF X-3 (other formats on request)
Colour mode	CMYK
Colour profile	<ul style="list-style-type: none">• Cover C2 + C3: ISOcoated_v2• Inner pages: PSO_LWC_Improved
Image Resolution	Colour and greyscale images 300 dpi, line art 1200 dpi
Fonts	Integrated
Minimum font size	6 point
Important information	Elements running into the bleed must be placed at least 5 mm from the trim. Minimum distance from the border: 8 mm
Publication frequency	Quarterly (spring/summer/autumn and winter issue)
Circulation	approx. 34.000 copies
Copy price	€ 10,00

Files must be delivered as PDF format to:
anzeigen@liffeverlag.de

Double-page adverts must be delivered as two separate single-page PDFs.

Loose inserts, bound-in inserts and tip-on inserts are not eligible for discounts but are commissionable. Loose inserts with „third-party advertisements“ require the approval of the publisher.

Technical specifications for online banners

Advertising Material (72 dpi)	FORMAT (width x height)	FILE	SIZE
TRVL COUNTER WEEKLY			
Format XS	371 x 618 px	.jpg/.gif	max. 500 kb
Format S	371 x 1331 px (upright) 777 x 618 px (Corner field)	.jpg/.gif	max. 750 kb
Format M	776 x 1331 px	.jpg/.gif	max. 750 kb
Format L (whole page)	2048 x 1536 px	(.jpg/.gif)	max. 750 kb
NEWSLETTER „Morning News“			
Leaderboard	600 x 74 px	.jpg/.gif	max. 500 kb
Rectangle	250 x 250 px	.jpg/.gif	max. 250 kb
Superbanner	570 x 70 px	.jpg/.gif	max. 250 kb
Textbanner	Text (max. 500 characters)/Logo	(.jpg/.gif)	max. 250 kb
WEBSITE			
Banner01	1024 x 250 px (1024 x 250 px)	.jpg/.gif	max. 900 kb
Banner02	1024 x 150 px (1024 x 150 px)	.jpg/.gif	max. 700 kb

► Terms and conditions

The general and payment terms and conditions apply to the processing of orders and can be obtained from the publisher or viewed online: **lifeverlag.de**
Due to German tax regulations, we 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 for 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 at the rate typical of the bank for overdraft credit. Notice: Advance payment is required for invoice recipients based overseas.

Bank details

Hamburger Sparkasse AG,
Hamburg
DE 77 2005 0550 1043 2203 57
BIC: HASP DE HH XXX

Information provided in this price list is subject to updates during the year. The latest, binding price list is available on our website at:

www.lifeverlag.de



TRVL COUNTER

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► Drop us a line!

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