



Media data 2022

RATE CARD No. 49 | EFFECTIVE JANUARY 1st, 2022

Content 2022

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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	53rd year 2022
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
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P +49 (0) 61 46/605-120
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Department** Silke Czulik
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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/50 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 - 161
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Fax-proof	F +49 (0) 61 46 / 605 - 202
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Hotline	P +49 (0) 61 46 / 605 - 160
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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 1st Quarter, 2021



WISSEN, WAS ZÄHLT

Geprüfte Auflage

Klare Basis für den Werbemarkt

Print run 22.600

Copies distributed 22.528

Copies sold 20.241

Readership analysis



86,9%

Counter staff decision-makers in travel agencies, tour operators



4,0%

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



4,1%

Hotels, convention halls, hotel operating and reservation companies



3,7%

Tourist offices, tourist information centers, foreign tourist representations



1,3%

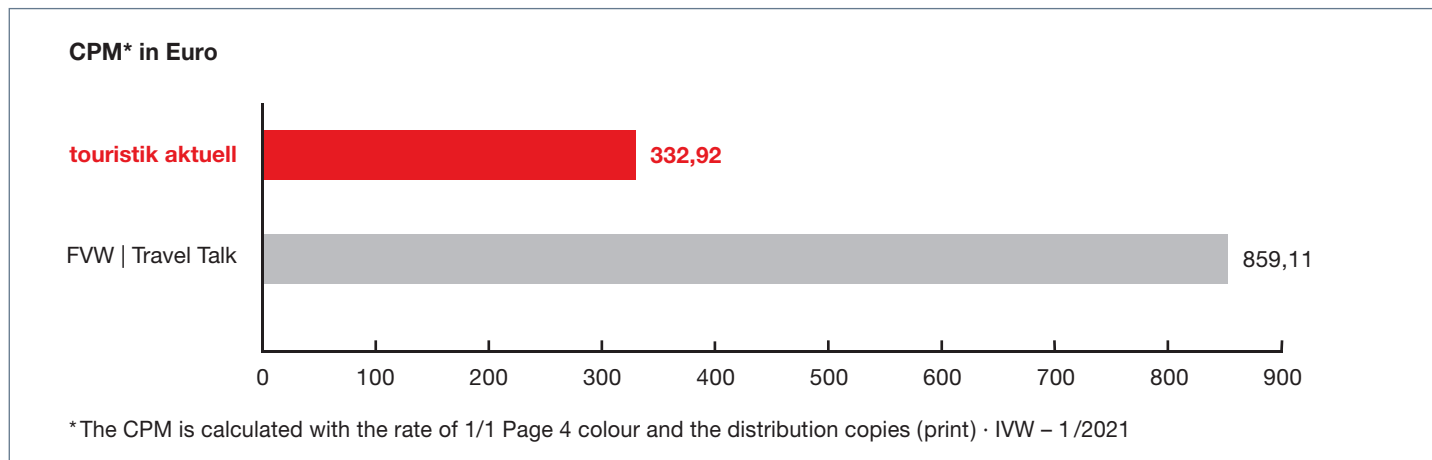
Organizations, institutes, press, radio, television, advertising agencies, commercial enterprises

Source: Publisher data

3 COMPARISON

Titel	1/1 Page 4c Rate 2021	Print run	Copies distributed print	Copies sold print
touristik aktuell**	7.500,- €	22.600	22.528	20.241
FVW Travel Talk**	10.500,- €	12.401	12.222	11.258

** fortnightly





2/1 Page across gutter

460 x 304 mm

480 x 330 mm*

4c € 14.000,-

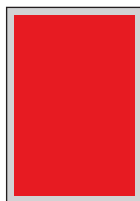


2 x Junior Page across gutter

348 x 232 mm

348 x 246 mm*

4c € 12.000,-



1/1 Page

220 x 304 mm

240 x 330 mm*

4c € 7.800,-



3/4 Page

164 x 304 mm

174 x 330 mm*

4c € 7.200,-



Junior Page

164 x 232 mm

174 x 246 mm*

4c € 6.700,-

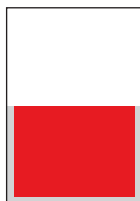


1/2 Page

108 x 304 mm

118 x 330 mm*

4c € 5.550,-

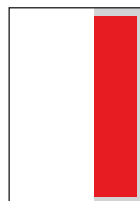


1/2 Page

220 x 152 mm

240 x 166 mm*

4c € 5.550,-

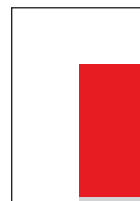


1/3 Page

73 x 304 mm

83 x 330 mm*

4c € 4.400,-



1/3 Page

108 x 204 mm

118 x 218 mm*

4c € 4.400,-

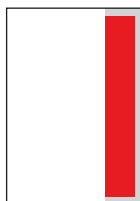


1/3 Page

220 x 101 mm

240 x 115 mm*

4c € 4.400,-

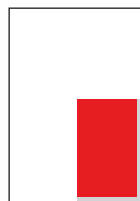


1/4 Page

52 x 304 mm

62 x 330 mm*

4c € 3.800,-

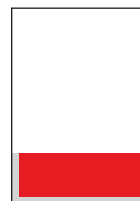


1/4 Page

108 x 152 mm

118 x 166 mm*

4c € 3.800,-

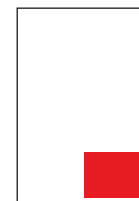


1/4 Page

220 x 76 mm

240 x 90 mm*

4c € 3.800,-



1/8 Page

108 x 76 mm

s/w € 800,-

4c € 1.800,-



Front cover –
by the title
105 x 80 mm

4c € 3.000,-





Front cover –
island ad
240 x 60 mm

4c € 4.900,-



Front cover –
bottomstrip
220 x 50 mm

4c € 3.500,-

 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	Mainzer Volksbank 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, 2022 · All rates are exclusive of VAT.

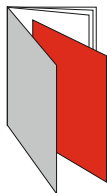



Advertorials · Rates included text and layout

1/2 Page 4c	€ 6.100,-
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1/1 Page 4c	€ 8.600,-
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Signed with the term “Advertorial”

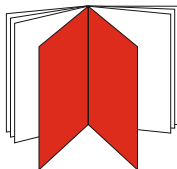

Loose Inserts*

Maximum size	230 x 325 mm
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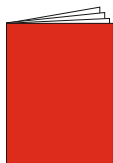
Oversized loose inserts on request

Total price up to 40 g	on request
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Total price up to 60 g and higher	on request
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Bound Inserts*

Volume	Complete delivery of the bound insert	Complete delivery of the files, printed by our publishing house
4 Pages	€ 11.250,-	€ 16.700,-
8 Pages	€ 14.200,-	€ 21.600,-
12 Pages	€ 17.700,-	€ 27.800,-



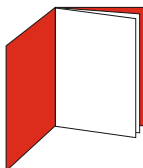
Supplement*

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

8 Pages	€ 25.200,-
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12 Pages	€ 30.100,-
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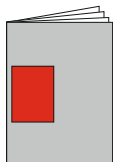
Further volumes on request



Cover wrap*

Half page	4 x 1/2 Page	€ 25.600,-
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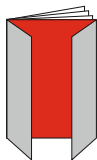
Full page	4 x 1/1 Page	€ 35.900,-
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Booklet on the front cover page* · delivered

Maximum size · 110 x 160 mm

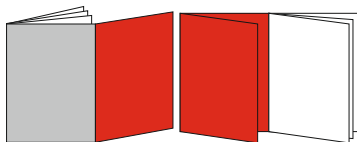
€ 27.550,-



French Cover*

1/1 Page + 2 x 1/2 Page

€ 29.600,-



Gatefolder*

3 x 1/1 Page

€ 26.900,-

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

Valid from January 1st, 2022 · All rates are exclusive of VAT.

MONTH	NO	PUBLISHING DATE	TOPICS	CLOSING DATE	COPY DEADLINE
January	1-4	24.01.22	Cruises Rail Travel Travel Insurances	12.01.22	14.01.22
February	5/6	07.02.22	Asia Austria/ Switzerland Croatia River Cruises Spain	26.01.22	28.01.22
	7/8	21.02.22	ITB I Pre Reporting issue Adventure and Study Trips Florida Great Britain + Ireland Italy Scandinavia Theme and Leisure Parks Turkey	09.02.22	11.02.22
March	9/10	07.03.22	ITB II Main issue Africa Airlines/ Airports Asia Germany Gulf States Job & Career Mediterranean Technology	22.02.22	24.02.22



	11/12	21.03.22	ITB III Reporting issue Adults only Balearic and Canary Islands City Trips/Events/Musicals Expedition Travel Family Holidays	09.03.22	11.03.22
April	13/14	04.04.22	Cruises Earthbound Travel Greece	23.03.22	25.03.22
	15/16	19.04.22	East Europe Egypt/Tunisia Malta/Cyprus Vacation Houses	05.04.22	07.04.22
May	17/18	02.05.22	Car Rental Morocco Portugal Southeast Asia	20.04.22	22.04.22
	19/20	16.05.22	France Southern Africa Turkey	04.05.22	06.05.22
	21/22	30.05.22	Biking and Hiking Trips Caribbean/Latinamerica	17.05.22	19.05.22
June	23/24	13.06.22	Sport and Diving Holidays Sustainable Travel USA/Canada	31.05.22	02.06.22
	25/26	27.06.22	Airlines Bus and Group Tourism Rail Travel	14.06.22	17.06.22

MONTH	NO	PUBLISHING DATE	TOPICS	CLOSING DATE	COPY DEADLINE
July	27/28	11.07.22	Hotels Travel Agency Chains and Cooperation	29.06.22	01.07.22
	29/30	25.07.22	Cruises Spain	13.07.22	15.07.22
August	31/32	08.08.22	Caribbean Travel Insurances	27.07.22	29.07.22
	33/34	22.08.22	Asia City Trips/Events/Musicals Winter Programs/Catalogs	10.08.22	12.08.22
September	35/36	05.09.22	River Cruises Scandinavia Wellness and Enjoyable Travel	24.08.22	26.08.22
	37/38	19.09.22	Advent/New Year's Eve Trips Egypt Golf Holidays Luxury Holidays	07.09.22	09.09.22
October	39/40	04.10.22	Best Ager Honeymoon Travel Southern Africa Wintersport	21.09.22	23.09.22

	41/42	17.10.22	Australia/New Zealand + Asia Balearic and Canary Islands Fairs Technology	05.10.22	07.10.22
	43/44	31.10.22	Airlines/Airports Club Holidays Cruises	19.10.22	21.10.22
November	45/46	14.11.22	Adventure and Study Trips Africa Gulf States Indian Ocean/South Pacific	02.11.22	04.11.22
	47/48	28.11.22	Asia Caribbean/Latinamerica Summer Programs	16.11.22	18.11.22
December	49/50	12.12.22	Hotels Travel Agency Chains and Cooperation USA/Canada	30.11.22	02.12.22

Homepage	Size in pixel	1 Week	2 Weeks	4 Weeks
XXL Banner	728 x 90	€ 1.845,-	€ 2.665,-	€ 4.100,-
Double XXL Banner	728 x 180	€ 2.790,-	€ 4.030,-	€ 6.200,-
Billboard	970 x 250	€ 3.510,-	€ 5.070,-	€ 7.800,-
Full Banner	468 x 60	€ 1.235,-	€ 1.785,-	€ 2.750,-
Double Full Banner	468 x 120	€ 2.025,-	€ 2.925,-	€ 4.500,-
Content Ad	360 x 200	€ 1.530,-	€ 2.210,-	€ 3.400,-
Skyscraper (non mobile)	200 x 600	€ 1.575,-	€ 2.275,-	€ 3.500
Newsletter	Size in pixel	1 Week	2 Weeks	4 Weeks
XXL Banner	728 x 90	€ 2.340,-	€ 3.380,-	€ 5.200,-
Double XXL Banner	728 x 180	€ 3.270,-	€ 4.730,-	€ 7.280,-
Full Banner	468 x 60	€ 1.440,-	€ 2.080,-	€ 3.200,-
Double Full Banner	468 x 120	€ 2.250,-	€ 3.250,-	€ 5.000,-
Button	226 x 180	€ 1.530,-	€ 2.210,-	€ 3.400,-
Double Button	226 x 400	€ 2.340,-	€ 3.380,-	€ 5.200,-
Triple Button	226 x 620	€ 3.270,-	€ 4.730,-	€ 7.280,-
Text ads	Signs*	1 Week	2 Weeks	4 Weeks
Text ad without Logo	460*	€ 1.680,-	€ 2.925,-	€ 4.500,-
Text ad with Logo/Picture**	330*	€ 1.875,-	€ 3.250,-	€ 5.000,-
Text ad with Logo/Picture**	460*	€ 2.060,-	€ 3.575,-	€ 5.500,-

* Signs included blanks, headline and link

** Logo/Picture size: 150 x 100 Pixel

Homepage

XXL Banner

Skyscraper

Full Banner

Content Ad

Newsletter · Mo – Fr

XXL Banner

Button

Full Banner

Double Full Banner

Double Button

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 7,500 characters incl. spaces
- Placement on the homepage (will be fixed on the homepage for 3 days)
- Text teaser in the newsletter News am Mittag

€ 2.900,-



Stand-Alone-Newsletter

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

€ 3.100,-



ta-Webinar

- Live webinar on Zoom with touristik aktuell and Realizing Progress
- Moderation, streaming on ta-Facebook with over 24,520 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

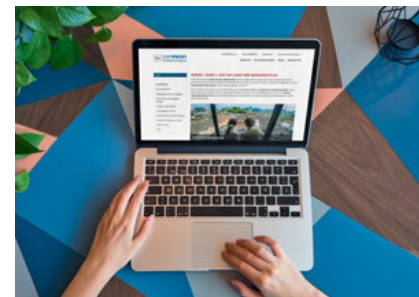
Online Travel Training Solutions for Travel Agents

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

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 **€ 5.000,-**
 12 months **€ 7.500,-**

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 € 3.800,-

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 **€ 14.000,-**
 12 months **€ 16.500,-**

E-Learning-Packages

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 **€ 25.000,-**
 12 months **€ 28.000,-**

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.

