

**touristik
aktuell**
Wochenzeitung für Touristiker



Media data 2010

RATE CARD NO. 37 | EFFECTIVE JANUARY 1ST 2010

27-28 15. Juli 2010 • 40. Jahrgang • 128 Seiten • D 69477

**touristik
aktuell**
Wochenzeitung für Touristiker

www.touristik-aktuell.de

Vertrauen in eine starke Gemeinschaft. **INGROUP**

www.ingroup.de

„19 Kataloge pro Jahr sind nicht in Stein gemeißelt.“



Tipps

- 4 **Zeitsparnis:** Wie schnell und wie oft die Kataloge raus gehen, ist entscheidend für den Erfolg.
- 4 **Zeit Plan:** Zeitplan, bevor es zum Druck geht.
- 4 **Seiten:** 120 sind die besten, um die Leser zu überzeugen.

Schwerpunkte

- 02 **Dezember + Schwerpunktziele**
- 02 **Kosten & Kapitalstruktur**
- 02 **Veränderungen**

Der Winter wird preiswerter

Vor allem auf der Mittelstrecke kommen Urlauber deutlich günstiger weg



Wie auf der Mittelstrecke sind auch hier die Preise in den Winter

Reise: Mit einem Vorstoß von vier bis fünf Prozent sind die Preise für den Winter in den meisten Ländern um ein bis zwei Prozent gesunken. In der Mittelstrecke sind die Preise für den Winter um ein bis zwei Prozent gesunken. In der Mittelstrecke sind die Preise für den Winter um ein bis zwei Prozent gesunken.

Bei den im Sommer beliebten Zielen wie Spanien, Italien und den Karibikinseln sind die Preise für den Winter um ein bis zwei Prozent gesunken. In der Mittelstrecke sind die Preise für den Winter um ein bis zwei Prozent gesunken. In der Mittelstrecke sind die Preise für den Winter um ein bis zwei Prozent gesunken.

Lichtblick für Sonnensuchende - Nonstop jeden Sonntag mit CONDOR auf die Trauminsel TRINIDAD & TOBAGO

Reservierung: 04131 - 333 2999

Condor

Trinidad & Tobago Tourist Office

Trinidad & Tobago



Content 2010

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1 PERIODICAL/PUBLISHING HOUSE



Short description: As a weekly 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. 51 times a year facts boiled down to the point provide topics to discuss as well as information and orientation.

Year 41st year 2010

Frequency weekly monday

Publishing house EuBuCo Verlag GmbH
Geheimrat-Hummel-Platz 4
D-65239 Hochheim
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Fax: +49 61 46/6 05-201

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Subscription rates

Annual subscription/51 issues
Germany € 44,-
Abroad € 88,-
Price per copy € 1,20

2 CIRCULATION AND READERSHIP ANALYSIS

Circulation analysis

Copies per issue (average) – IVW 2nd Quarter 2009

Print run 30 860

Copies distributed 30 840

Copies sold 23 773



Readership analysis

- 90,2%** Counter staff decision-makers in travel agencies, tour operators
- 5,2%** Carriers: airlines, shipping companies, bus enterprises, railways, car rental organizations
- 2,3%** Hotels, convention halls, hotel operating and reservation companies
- 2,0%** Tourist offices, tourist information centers, foreign tourist representations
- 0,3%** Organizations, institutes, press, radio, television, advertising agencies, commercial enterprises

3 TECHNICAL DETAILS

Newspaper size

240 mm wide x 335 mm high

Type area

220 mm wide x 310 mm high

Printing method

Sheet offset

Data medium

CD/DVD

Data format

PDF according to ISO Standard PDF/X3 (Standard format for print production, Joboptions for Distiller available on request)

Proof

Sending a colour-true digital proof print according to the FOGRA Standard is absolutely essential.

Binding

wire stitching

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.

Data transmission

FTP-Server

ftp://eubuco.serveftp.net

login: eingang

password: eubuco

ISDN

+49 (0) 61 46/6 05-2 31 (Stingray)

Hotline

Fax-proof +49 (0) 61 46/6 05-2 02

+49 (0) 61 46/605-1 61

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/X3 formats at www.bvdm-online.de.

4 RATE CARD · SIZES AND DISCOUNTS · VALID FROM JANUARY 1ST, 2010

Special position front cover

bottomstrip (220 mm x 50 mm) 4 colour € 2.350,-

by the title (108 mm x 80 mm) 4 colour € 2.200,-

Surcharges

inside front cover	5%
back cover	10%
island ad	10%

Sizes across gutter	type area mm		trim mm	
	wide	high	wide	high
2/1 page	460 x	310	480 x	335
2x Junior Page	348 x	235	348 x	245
2x 1/2 page	460 x	155	480 x	165
2x 1/3 page	460 x	103	480 x	113
2x 1/4 page	460 x	78	480 x	88

trim: + 5 mm bleed to size of page on the requisite sides

Advertising deadline 14 days prior to publication

Printing material deadline 10 days prior to publication

Discounts

for purchase during a 12 month period

schedule on frequency	schedule by volume
-----------------------	--------------------

3 ads 3%

3 pages 5%

5 ads 5%

6 pages 10%

10 ads 10%

9 pages 15%

15 ads 15%

12 pages 20%

20 ads 20%

no discount on classified advertisements, inserts, postage and technical costs.

Loose inserts per thousand € 190,-
+ postage at present

Bound inserts on request

Agency commission 15% on the net price except technical costs and postages for inserts and tip-in

Terms of payment immediately upon receipt of invoice

Bank account Mainzer Volksbank
bank code 551 900 00
account number 160 660 015
IBAN: DE88 5519 0000 0160 6600 15
BIC: MVBMD55

4 RATE CARD · SIZES AND PRICES · VALID FROM JANUARY 1ST, 2010



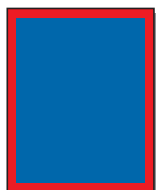
2/1 page across gutter
460 mm x 310 mm
480 mm x 335 mm

b/w € 9.400,-
4c € 12.400,-



2 x Junior Page across gutter
348 mm x 235 mm
348 mm x 245 mm

b/w € 7.400,-
4c € 10.400,-



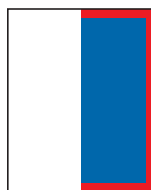
1/1 page
220 mm x 310 mm
240 mm x 335 mm

b/w € 4.700,-
4c € 6.200,-



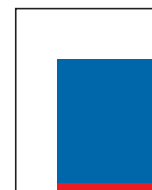
Junior Page
164 mm x 235 mm
174 mm x 245 mm

b/w € 3.700,-
4c € 5.200,-



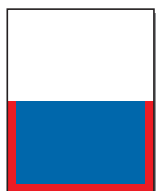
1/2 page
108 mm x 310 mm
118 mm x 335 mm

b/w € 2.850,-
4c € 4.350,-



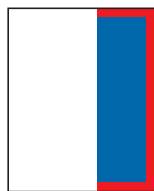
1/2 page
164 mm x 207 mm
174 mm x 217 mm

b/w € 2.850,-
4c € 4.350,-



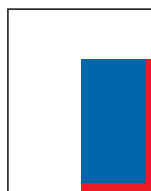
1/2 page
220 mm x 155 mm
240 mm x 165 mm

b/w € 2.850,-
4c € 4.350,-



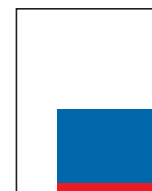
1/3 page
73 mm x 310 mm
83 mm x 335 mm

b/w € 2.000,-
4c € 3.500,-



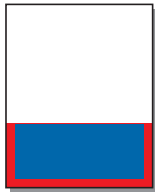
1/3 page
108 mm x 207 mm
118 mm x 217 mm

b/w € 2.000,-
4c € 3.500,-



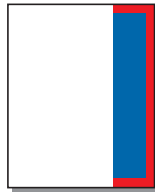
1/3 page
164 mm x 138 mm
174 mm x 148 mm

b/w € 2.000,-
4c € 3.500,-



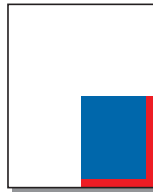
1/3 page
220 mm x 103 mm
240 mm x 113 mm

b/w € 2.000,-
4c € 3.500,-



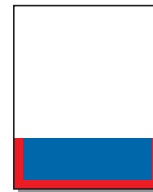
1/4 page
52 mm x 310 mm
62 mm x 335 mm

b/w € 1.500,-
4c € 3.000,-



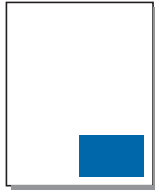
1/4 page
108 mm x 155 mm
118 mm x 165 mm

b/w € 1.500,-
4c € 3.000,-



1/4 page
220 mm x 78 mm
240 mm x 88 mm

s/w € 1.500,-
4c € 3.000,-



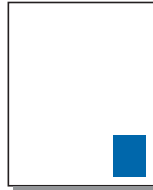
1/8 page
108 mm x 78 mm

b/w € 550,-
4c € 1.550,-



1/8 page
220 mm x 39 mm

b/w € 550,-
4c € 1.550,-



1/16 page
52 mm x 78 mm

b/w € 320,-
4c € 1.320,-



1/32 page
108 mm x 39 mm

b/w € 320,-
4c € 1.320,-

trim

+ 5 mm bleed to size of page on the requisite sides

columns

1 column – 52 mm; 2 columns – 108 mm; 3 columns – 164 mm; 4 columns – 220 mm

size

wide x high

5 TIMETABLE/TOPICS 2010

Month	No	Publishing date	Topics	Closing date	Copy deadline
January	1	11.01.10	CMT* Rail Travel Travel Insurances	30.12.09	04.01.10
	2	18.01.10	City Trips/Events/Musicals River Cruises	06.01.10	08.01.10
	3	25.01.10	Asia Pacific + Korea/Japan/Taiwan East Europe + Black Sea Coast Mediterranean	11.01.10	15.01.10
February	4	01.02.10	Croatia Turkey	18.01.10	22.01.10
	5	08.02.10	Ireland and Great Britain Scandinavia + Iceland Spain (Reporting issue: FITUR)	25.01.10	29.01.10
	6	15.02.10	Austria/Switzerland Florida Golf Holidays	01.02.10	05.02.10
	7	22.02.10	Car Rentals Cyprus Ferries Malta	08.02.10	12.02.10
March	8	01.03.10	ITB I* Pre Reporting issue Adventure and Study Trips Airports Theme and Leisure Parcs	15.02.10	19.02.10
	09/10	08.03.10	ITB II* Main issue Africa	22.02.10	26.02.10

			Airlines Asia Pacific Gulf States Italy Technology Trainee and further education		
	11	19.03.10	ITB III Reporting issue Germany Vacation Houses/Fincas	08.03.10	11.03.10
	12/13	29.03.10	Balearic and Canary Islands	15.03.10	19.03.10
April	14	12.04.10	Cruises Family Holidays	29.03.10	01.04.10
	15	19.04.10	Club Holidays Greece	06.04.10	09.04.10
	16	26.04.10	Asia Pacific + Southeast Asia Caribbean/Latinamerica	12.04.10	16.04.10
May	17	03.05.10	Beauty & Wellness France	19.04.10	23.04.10
	18	10.05.10	Egypt/Morocco/Tunisia Israel	26.04.10	30.04.10
	19	17.05.10	Language Trips Portugal Turkey	03.05.10	07.05.10
	20	25.05.10	South Africa (Reporting issue: Indaba)	10.05.10	14.05.10
	21	31.05.10	Hotels USA/Canada (Reporting issue: Pow Wow)	17.05.10	21.05.10
June	22/23	07.06.10	Houseboat River Cruises Sport and Diving Holidays	25.05.10	28.05.10

5 TIMETABLE/TOPICS 2010

Month	No	Publishing date	Topics	Closing date	Copy deadline
June	24/25	21.06.10	Asia Pacific Business Travel	07.06.10	11.06.10
July	26/27	05.07.10	Best Ager Travel Insurances	21.06.10	25.06.10
	28/29	19.07.10	Airlines Bus Tourism Rail Travel	06.07.10	09.07.10
August	30/31	02.08.10	East Europe + Black Sea Coast Middle and Latinamerica Travel Agency Chains and Cooperations	19.07.10	23.07.10
	32	16.08.10	Asia Pacific + Australia/New Zealand Biking and Hiking Luxury Holidays	02.08.10	06.08.10
	33	23.08.10	City Trips/Events/Musicals Winter Programs	09.08.10	13.08.10
	34	30.08.10	Scandinavia + Iceland South Africa Spain	16.08.10	20.08.10
September	35	06.09.10	Egypt Theme and Leisure Parcs	23.08.10	27.08.10
	36	13.09.10	Golf Holidays USA/Canada	30.08.10	03.09.10
	37	20.09.10	Asia Pacific Wintersport	06.09.10	10.09.10
	38	27.09.10	Airports Turkey	13.09.10	17.09.10

October	39	04.10.10	Christmas Shopping Fairs	20.09.10	24.09.10
	40	11.10.10	Africa	27.09.10	01.10.10
	41	18.10.10	Balearic and Canary Islands Technology	04.10.10	08.10.10
	42	25.10.10	Caribbean/Latinamerica Gulf States	11.10.10	15.10.10
November	43	01.11.10	Asia Pacific + China/Hong Kong/Macau Car Rentals	18.10.10	22.10.10
	44	08.11.10	Indian Ocean/South Pacific	25.10.10	29.10.10
	45	15.11.10	Adventure and Study Trips Hotels	01.11.10	05.11.10
	46	22.11.10	DRV I* Main issue All inclusive Trips Cruises Morocco/Tunisia	08.11.10	12.11.10
	47	29.11.10	Beauty & Wellness	15.11.10	19.11.10
December	48	06.12.10	DRV II Reporting issue Summer Programs	22.11.10	26.11.10
	49	13.12.10	Business Travel Language Trips	29.11.10	03.12.10
	50/51	20.12.10	Christmas Greetings Travel Agency Chains and Cooperations	06.12.10	10.12.10

* These issues will be distributed in addition during the events indicated.

Online-Ad size



Skyscraper

Flash Layer

Content Ad



XXL Banner

Skyscraper

Half Banner

Wallpaper

Full Banner

Specials on request

URL www.touristik-aktuell.de

Impressions on request

Advertising deadline until 5 days prior to publication att. a.ebel@touristik-aktuell.de

Data delivery GIF, JPG, HTML, Flash, DHTML, Java till 35 KB, more on request

External AdServer possible

Agency commission 15% on the net price

Ad size	Size in Pixel	Price per month
Content Ad	360 x 140	€ 1.200,-
Flash Layer	320 x 240	€ 1.200,-
Full Banner	468 x 60	€ 1.050,-
Half Banner	234 x 60	€ 600,-
Skyscraper small	120 x 600	€ 1.050,-
Skyscraper big	200 x 600	€ 1.200,-
Wallpaper	size on request	€ 2.450,-
XXL Banner	728 x 90	€ 1.800,-

Discounts	for purchase during 12 month period
	as from 2nd month 5%
	as from 3rd month 10%
	as from 4th month 15%
	as from 5th month 20%
	as from 6th month 25%

Newsletter-Advertising

Advertising in our daily newsletter generates direct response with a high attention each day.

For all details and prices please contact Alexander Ebel
 Phone: +49 61 46/6 05-141 or E-Mail: a.ebel@touristik-aktuell.de.

Online-Advertorials/ Desti-Specials

For all online-advertorial packages including **videostreams, podcasts, banners, whitepapers, deeplinks and special PR service** please contact Alexander Ebel for all details.



7 GENERAL BUSINESS CONDITIONS

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 competent court in Wiesbaden, Germany, in accordance with German law.