



Content 2012

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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	43rd year 2012
Frequency	weekly monday
Publishing house	EuBuCo Verlag GmbH Geheimrat-Hummel-Platz 4 D-65239 Hochheim Phone: +49 61 46/6 05-0 Fax: +49 61 46/6 05-2 01
Mailing address	P.O.Box 11 85 D-65233 Hochheim
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Subscription rates
Annual subscriptions/51 issues
Germany € 44,-
Abroad € 88,-
Pric per copy € 1,20

2 Independent Travel Agency Survey

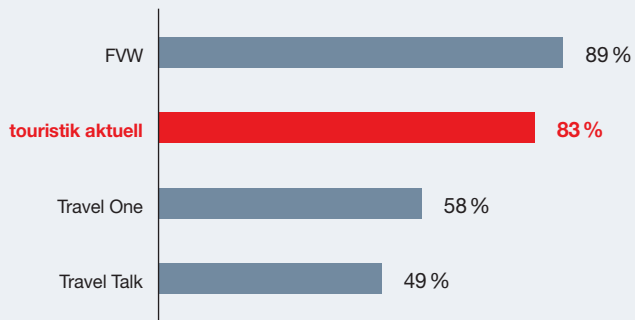
The DEUTSCHE TOURISTIK INSTITUT e.V. (DTI) started an independent survey on behalf of **touristik aktuell** in German travel agencies in September 2011. 598 travel agencies participated in this survey.*

We will present you the results established in this area:

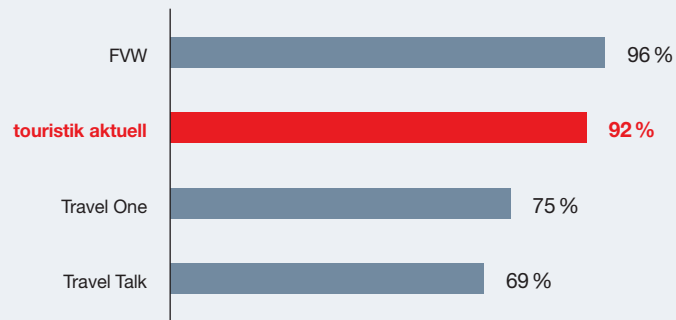
“According to your opinion, how important do you value information in a travel trade magazine?” (516 answers)



“Which of the following titles have high importance with respect to supply of information according to your opinion?” very high/high (517 answers)

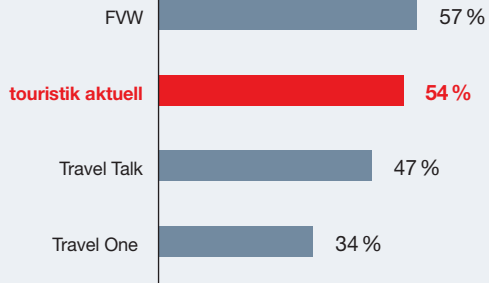


“According to your opinion, how do you assess the credibility of the following titles?” very high/high (509 answers)



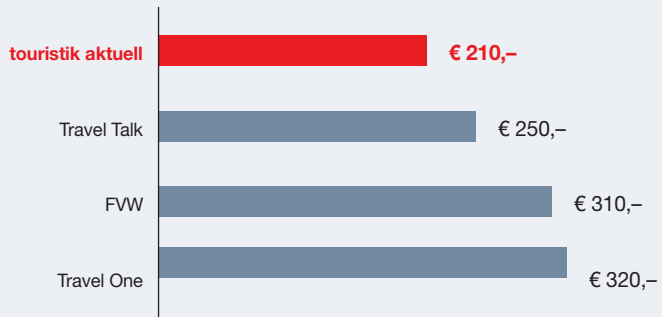
“Which trade publication does provide you with the practical tips for your daily work?” (556 answers)**

“By which average of employees in the staff are the titles read?” (598 answers)

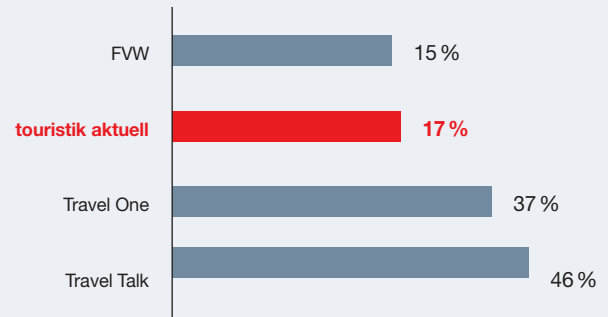


Cost per thousand readers

(1/1 Page 4c – Rate 2011, IWV 2/11 – copies distributed)



“Which travel trade magazine could you do without most easily?” (520 answers)**



* The above listed results are based on an online questionnaire. DTI has asked the travel agents to participate via mailing and INFOX. DTI evaluated the survey independent of touristik aktuell.

** Multiple answers are permitted.

3 Circulation and readership analysis

Circulation analysis

Copies per issue (average) – IVW 2nd Quarter 2011

Print run 30 860

Copies distributed 30 848

Copies sold 24 098



89,2% Counter staff decision-makers in travel agencies, tour operators

5,3% Carriers: airlines, shipping companies, bus enterprises, railways, car rental organizations

2,8% Hotels, convention halls, hotel operating and reservation companies

2,4% Tourist offices, tourist information centers, foreign tourist representations

0,3% Organizations, institutes, press, radio, television, advertising agencies, commercial enterprises



4 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 on request:
 +49 61 46/6 05-1 60 or
 +49 61 46/6 05-1 61

ISDN +49 61 46/6 05-1 31 (Stingray)
 Fax-proof +49 61 46/6 05-2 02

Hotline +49 61 46/6 05-1 60

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.

5 Rate card · sizes and prices · valid from January 1st, 2012

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

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

Loose inserts per thousand + postage at present **€ 200,-**

Bound inserts on request

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



5 Rate card · sizes and prices · valid from January 1st, 2012



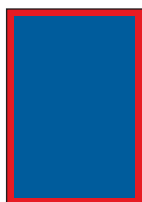
2/1 Page across gutter
460 mm x 310 mm
480 mm x 335 mm

b/w € 10.000,-
4c € 13.000,-



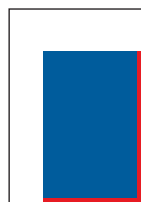
2 x Junior Page across gutter
348 mm x 235 mm
348 mm x 245 mm

b/w € 8.000,-
4c € 11.000,-



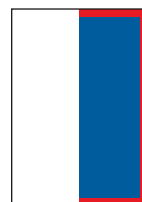
1/1 Page
220 mm x 310 mm
240 mm x 335 mm

b/w € 5.000,-
4c € 6.500,-



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

b/w € 4.000,-
4c € 5.500,-



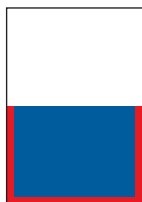
1/2 Page
108 mm x 310 mm
118 mm x 335 mm

b/w € 3.100,-
4c € 4.600,-



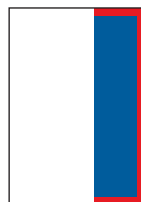
1/2 Page
164 mm x 207 mm
174 mm x 217 mm

b/w € 3.100,-
4c € 4.600,-



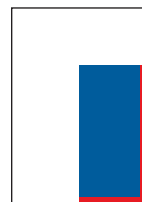
1/2 Page
220 mm x 155 mm
240 mm x 165 mm

b/w € 3.100,-
4c € 4.600,-



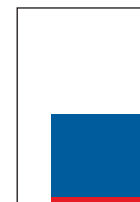
1/3 Page
73 mm x 310 mm
83 mm x 335 mm

b/w € 2.200,-
4c € 3.700,-



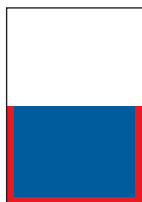
1/3 Page
108 mm x 207 mm
118 mm x 217 mm

b/w € 2.200,-
4c € 3.700,-



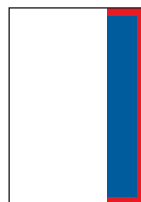
1/3 Page
164 mm x 138 mm
174 mm x 148 mm

b/w € 2.200,-
4c € 3.700,-



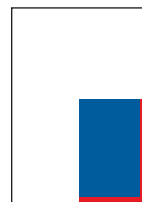
1/3 Page
220 mm x 103 mm
240 mm x 113 mm

b/w € 2.200,-
4c € 3.700,-



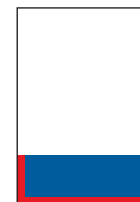
1/4 Page
52 mm x 310 mm
62 mm x 335 mm

b/w € 1.700,-
4c € 3.200,-



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

b/w € 1.700,-
4c € 3.200,-



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

b/w € 1.700,-
4c € 3.200,-



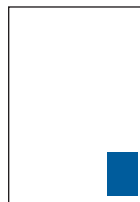
1/8 Page
108 mm x 78 mm

b/w € 600,-
4c € 1.550,-



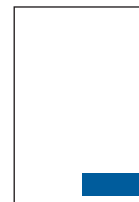
1/8 Page
220 mm x 39 mm

b/w € 600,-
4c € 1.550,-



1/16 Page
52 mm x 78 mm

b/w € 350,-
4c € 1.320,-



1/16 Page
108 mm x 39 mm

b/w € 350,-
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

Special position front cover

bottomstrip (220 mm x 50 mm) 4c € 2.450,-
by the title (108 mm x 80 mm) 4c € 2.300,-

Surcharges

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

Discounts

for purchase during 12 month period

schedule on frequency/ads

3 – 3%, 5 – 5%, 10 – 10%, 15 – 15%, 20 – 20%

schedule by volume/pages

3 – 5%, 6 – 10%, 9 – 15%, 12 – 20%

no discount on inserts and technical costs.

Agency commission

15% on the net price except technical costs.

MONTH	NO	PUBLISHING DATE	TOPICS	CLOSING DATE	COPY DEADLINE
January	1	16.01.12	CMT* Rail Travel Travel Insurances	04.01.12	06.01.12
	2	23.01.12	River Cruises City Trips/Events/Musicals	09.01.12	13.01.12
	3	30.01.12	Asia Pacific + Korea/Japan/Taiwan Golf Holidays Mediterranean	16.01.12	20.01.12
February	4	06.02.12	Baltic States Croatia Spain (Reporting issue: FITUR)	23.01.12	27.01.12
	5	13.02.12	Ireland + Great Britain Scandinavia + Iceland Turkey	30.01.12	03.02.12
	6	20.02.12	Austria/Switzerland Florida East Europe + Black Sea Coast	06.02.12	10.02.12
	7	27.02.12	ITB I* Pre Reporting issue Adventure and Study Trips Airports Ferries Theme and Leisure Parcs	13.02.12	17.02.12
March	8/9	05.03.12	ITB II* Main issue Africa Airlines Asia Pacific	20.02.12	23.02.12

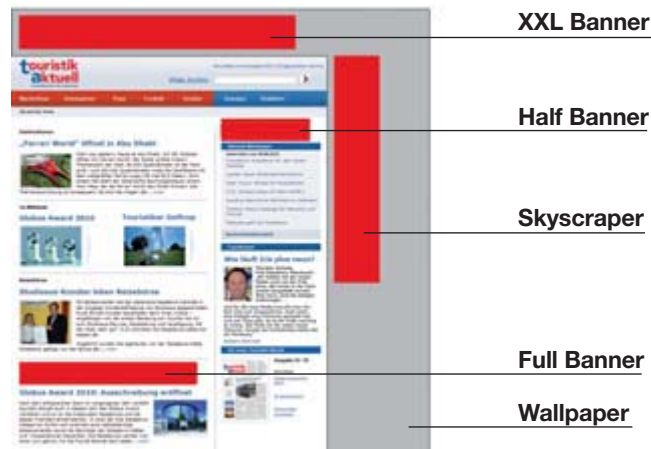
			Gulf States Italy Technology Trainee and further education		
	10	19.03.12	ITB III Reporting issue Germany Vacation Houses/Fincas	05.03.12	09.03.12
	11	26.03.12	Malta Car Rentals Cyprus	12.03.12	16.03.12
April	12/13	02.04.12	Balearic and Canary Islands	19.03.12	23.03.12
	14	16.04.12	Cruises Family Holidays	02.04.12	04.04.12
	15	23.04.12	Asia Pacific + Southeast Asia Greece	10.04.12	13.04.12
	16	30.04.12	Caribbean/Latinamerica Club Holidays	16.04.12	20.04.12
May	17	07.05.12	Beauty & Wellness France USA/Canada (Reporting issue: Pow Wow)	23.04.12	27.04.12
	18	14.05.12	Egypt/Morocco/Tunisia Israel	30.04.12	04.05.12
	19	21.05.12	Language Trips South Africa (Reporting issue: INDABA)	07.05.12	11.05.12
	20	29.05.12	Portugal Turkey	14.05.12	18.05.12
June	21/22	04.06.12	Houseboat River Cruises	21.05.12	25.05.12
	23/24	18.06.12	Hotels Sport and Diving Holidays	04.06.12	08.06.12

MONTH	NO	PUBLISHING DATE	TOPICS	CLOSING DATE	COPY DEADLINE
July	25/26	02.07.12	Asia Pacific Business Travel Ferries	18.06.12	22.06.12
	27/28	16.07.12	Airlines Bus Tourism Rail Travel	02.07.12	06.07.12
	29/30	30.07.12	Best Ager Latinamerica Travel Insurances	16.07.12	20.07.12
August	31/32	13.08.12	East Europe + Black Sea Coast Travel Agency Chains and Cooperations	30.07.12	03.08.12
	33	27.08.12	Asia Pacific + China/Hong Kong/Macau Biking and Hiking Luxury Holidays Winter Programs	13.08.12	17.08.12
September	34	03.09.12	City Trips/Events/Musicals Spain South Africa	20.08.12	24.08.12
	35	10.09.12	Egypt Scandinavia + Iceland	27.08.12	31.08.12
	36	17.09.12	Golf Holidays USA/Canada	03.09.12	07.09.12
	37	24.09.12	Turkey Wintersport	10.09.12	14.09.12

October	38	01.10.12	Airports Asia Pacific + Australia/New Zealand	17.09.12	21.09.12
	39	08.10.12	Christmas Shopping Tours Fairs	24.09.12	28.09.12
	40	15.10.12	Balearic and Canary Islands	01.10.12	05.10.12
	41	22.10.12	Africa Gulf States	08.10.12	12.10.12
	42	29.10.12	Hotels Technology	15.10.12	19.10.12
November	43	05.11.12	Car Rentals Indian Ocean/South Pacific	22.10.12	26.10.12
	44	12.11.12	DRV I* I Main issue All inclusive Trips Asia Pacific Cruises	29.10.12	02.11.12
	45	19.11.12	Caribbean/Latinamerica	05.11.12	09.11.12
	46	26.11.12	DRV II Reporting issue Adventure and Study Trips Morocco/Tunisia	12.11.12	16.11.12
December	47	03.12.12	Summer Programs	19.11.12	23.11.12
	48	10.12.12	Beauty & Wellness Travel Agency Chains and Cooperations	26.11.12	30.11.12
	49/50	17.12.12	Business Travel Christmas Greetings	03.12.12	07.12.12

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

Online-Ad Size



Specials on request

URL www.touristik-aktuell.de

Impressions on request

Copy deadline until 5 days prior to publication

Data delivery GIF, JPG, HTML, Flash (only website),
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	€ 1.300,-
Flash Layer	320 x 240	€ 1.300,-
Full Banner	468 x 60	€ 1.100,-
Half Banner	234 x 60	€ 630,-
Skyscraper small	120 x 600	€ 1.100,-
Skyscraper big	200 x 600	€ 1.300,-
Wallpaper incl. Skyscraper small		€ 2.600,-
XXL Banner	728 x 90	€ 1.900,-

Newsletter-Advertising

Ad Formats	Size in pixel	Price per month
XXL Banner	728 x 90	€ 2.000,-
Full Banner	468 x 60	€ 1.400,-
Button	217 x 60	€ 700,-

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%

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.

Contact Alexander Ebel
 Phone: +49 61 46/6 05-1 41
 Fax: +49 61 46/6 05-2 01
 E-Mail: a.ebel@touristik-aktuell.de

8 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 com-petent court in Wiesbaden, Germany, in accordance with German law.