touristik aktuell

FACHZEITUNG FÜR TOURISTIKER

Media data **2026**

RATE CARD No. 53 | EFFECTIVE JANUARY 1st, 2026

touristik aktuell

Content 2026

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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. 25 times a year facts boiled down to the point provide topics to discuss as well as information and orientation.
Source: Publisher data

Year	57th year 2026
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 **F** +49 (0) 61 46/605-203 redaktion@touristik-aktuell.de
Advertising Manager	Bianca Peters **P** +49 (0) 61 46/605-120 **F** +49 (0) 61 46/605-205 b.peters@touristik-aktuell.de
Advertising Department	Silke Czulik **P** +49 (0) 61 46/605-121 **F** +49 (0) 61 46/605-202 s.czulik@touristik-aktuell.de
Distribution Department	**P** +49 (0) 61 46/605-115 **F** +49 (0) 61 46/605-201 vertrieb@eubuco.de
Subscription rates	Annual/25 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, ArtoSatin
Colour	Offset-Standard, CMYK
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

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: **P** +49 (0) 61 46/605-160 or **P** +49 (0) 61 46/605-162
Fax-proof	**F** +49 (0) 61 46/605-202
Hotline	**P** +49 (0) 61 46/605-160

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

Circulation analysis

Copies per issue (average)

IVW 2nd Quarter, 2025

WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

Print run	22.600
Copies distributed	22.730 (including E-Paper)
Copies sold	20.122 (including E-Paper)

Readership analysis

86,9%
Counter staff decision-makers in travel agencies, tour operators

3,8%
Carriers: airlines, shipping companies, bus enterprices, railways, car rental organizations

4,1%
Hotels, convention halls, hotel operating and reservation companies

3,8%
Tourist offices, tourist information centers, foreign tourist representations

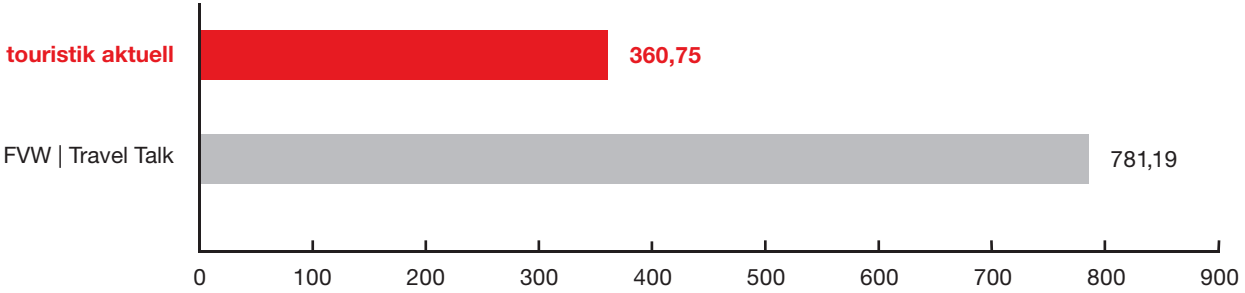
1,4%
Organizations, institutes, press, radio, television, advertising agencies, commercial enterprises

Source: Publisher data

Title	1/1 Page 4c Rate 2025	Print run	Copies distributed	Copies sold
touristik aktuell**	**8.200,– €**	**22.600**	**22.730** (thereof 201 E-Paper)	**20.122** (thereof 196 E-Paper)
FVW | Travel Talk**	11.950,– €	4.350	15.297 (thereof 11.228 E-Paper)	10.200 (thereof 6.405 E-Paper)

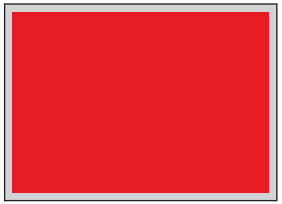
** fortnightly

CPM* in Euro



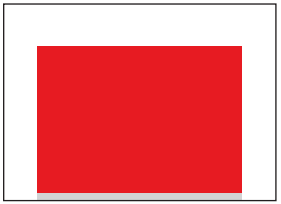
*The CPM is calculated with the rate of 1/1 Page 4 colour and the distribution copies (included E-Paper) · IVW – 2 /2025

touristik aktuell



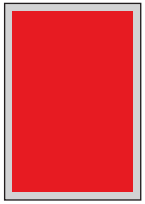
2/1 Page across gutter
460 x 304 mm
480 x 330 mm*

4c € 14.700,-



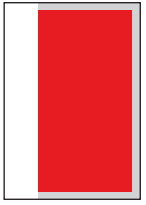
2 x Junior Page across gutter
348 x 232 mm
348 x 246 mm*

4c € 12.600,-



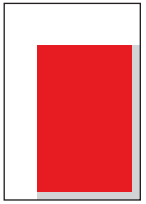
1/1 Page
220 x 304 mm
240 x 330 mm*

4c € 8.600,-



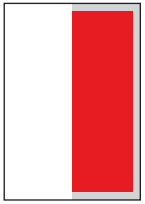
3/4 Page
164 x 304 mm
174 x 330 mm*

4c € 8.000,-



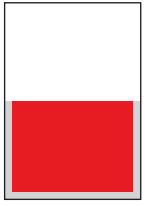
Junior Page
164 x 232 mm
174 x 246 mm*

4c € 7.400,-



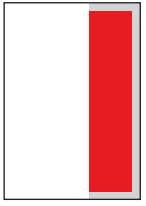
1/2 Page
108 x 304 mm
118 x 330 mm*

4c € 6.150,-



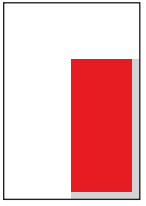
1/2 Page
220 x 152 mm
240 x 166 mm*

4c € 6.150,-



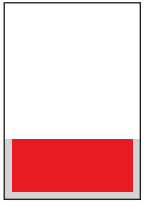
1/3 Page
73 x 304 mm
83 x 330 mm*

4c € 4.900,-



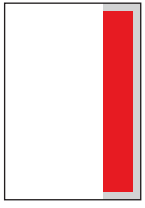
1/3 Page
108 x 204 mm
118 x 218 mm*

4c € 4.900,-



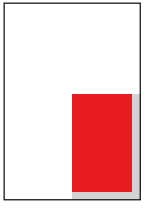
1/3 Page
220 x 101 mm
240 x 115 mm*

4c € 4.900,-



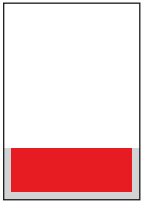
1/4 Page
52 x 304 mm
62 x 330 mm*

4c € 4.200,-



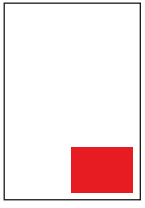
1/4 Page
108 x 152 mm
118 x 166 mm*

4c € 4.200,-



1/4 Page
220 x 76 mm
240 x 90 mm*

4c € 4.200,-



1/8 Page
108 x 76 mm

4c € 2.100,-

Front cover – by the title
105 x 80 mm
4c € 3.850,-

Front cover – island ad
220 x 60 mm
4c € 5.350,-

Front cover – bottomstrip
220 x 50 mm
4c € 4.250,-

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
Volksbank Darmstadt Mainz eG
IBAN: DE88 5519 0000 0160 6600 15
BIC: MVBMDE55XXX

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, 2026 · All rates are exclusive of VAT.

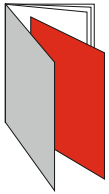
Die Welt erleben, wie sie wirklich ist.
Mehr als 700 Touren auf allen 7 Kontinenten
Pro Jahr 120.000 Reisende aus über 100 Ländern
100% garantierte Abreisetermine
0800 700 734 736
gadventures.de
Liebe Leserinnen und Leser,
03

touristik aktuell

Advertorials · Rates included text and layout

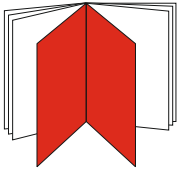
1/2 Page 4c	€ 6.700,–
1/1 Page 4c	€ 9.400,–

Signed with the term “Advertorial”



Loose Inserts*

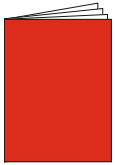
Maximum size	230 x 325 mm
Oversized loose inserts on request	
Total price up to 40 g	on request
Total price up to 60 g and higher	on request



Bound Inserts*

Volume	Complete delivery of the bound insert	Complete delivery of the files, printed by our publishing house
4 Pages	€ 12.500,–	on request
8 Pages	€ 16.000,–	on request
12 Pages	€ 19.800,–	on request

Valid from January 1st, 2026 · All rates are exclusive of VAT.

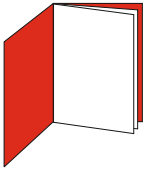


Supplement*

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

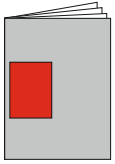
8 Pages	on request
12 Pages	on request

Further volumes on request



Cover wrap*

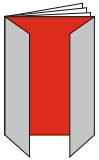
Half page	4 x 1/2 Page	€ 28.300,–
Full page	4 x 1/1 Page	€ 39.600,–



Booklet on the front cover page*

Maximum size · 110 x 160 mm

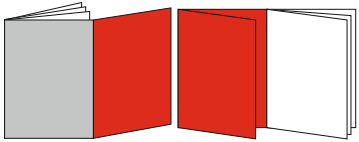
on request



French Cover*

1/1 Page + 2 x 1/2 Page

€ 32.600,-



Gatefolder*

3 x 1/1 Page

€ 29.600,-

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

Valid from January 1st, 2026 · All rates are exclusive of VAT.

MONTH	NO	PUBLISHING DATE	TOPICS	CLOSING DATE	COPY DEADLINE
January	**1**	**19.01.26**	**Rail Travel** **River Cruises** **Travel Insurances**	07.01.26	09.01.26
February	**2**	**02.02.26**	**Austria/Switzerland** **Cruises** **Turkey**	21.01.26	23.01.26
	3	**16.02.26** higher distribution	**ITB I Pre Reporting issue** **Croatia** **Florida** **Great Britain + Ireland** **Italy** **Luxury Holidays** **Scandinavia** **Spain** **Theme and Leisure Parcs**	02.02.26	06.02.26
March	**4**	**02.03.26** higher distribution	**ITB II Main issue** **Africa** **Airlines/Airports** **Asia** **Family Holidays** **Gulf States** **Job & Career** **Technology**	16.02.26	20.02.26

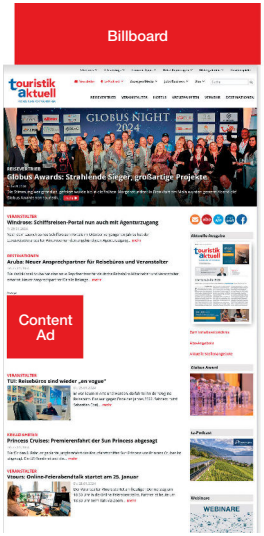
	5	16.03.26	**ITB III Reporting issue** Albania/Montenegro City Trips Expedition Travel	05.03.26	06.03.26
	6	30.03.26	Adventure and Study Trips Egypt/Tunisia Greece	18.03.26	20.03.26
April	7	13.04.26	Cruises Malta/Cyprus	30.03.26	02.04.26
	8	27.04.26	Balearic and Canary Islands Portugal Southeast Asia	15.04.26	17.04.26
May	9	11.05.26	Biking and Hiking Trips Turkey Vacation Houses	28.04.26	30.04.26
	10	26.05.26	Caribbean/Latinamerica France	12.05.26	15.05.26
June	11	08.06.26	Sport and Diving Holidays Sustainable Travel USA/Canada	26.05.26	29.05.26
	12	22.06.26	Airlines Group Tourism Job & Career Rail Travel	10.06.26	12.06.26

MONTH	NO	ET	TOPICS	CLOSING DATE	COPY DEADLINE
July	**13**	**06.07.26**	**Hotels** **Travel Agency Chains and Cooperation**	24.06.26	26.06.26
	14	**20.07.26**	**Cruises** **Winter Programs**	08.07.26	10.07.26
August	**15**	**03.08.26**	**Caribbean** **Travel Insurances**	22.07.26	24.07.26
	16	**17.08.26**	**Advent/New Year's Eve Trips** **Asia** **Luxury Holidays**	05.08.26	07.08.26
	17	**31.08.26**	**River Cruises** **Scandinavia**	19.08.26	21.08.26
September	**18**	**14.09.26**	**City Trips** **Egypt** **Golf Holidays** **Wellness and Enjoyable Travel**	02.09.26	04.09.26
	19	**28.09.26**	**Best Ager** **Honeymoon Travel** **Job & Career** **Southern and Eastern Africa** **Wintersport**	16.09.26	18.09.26

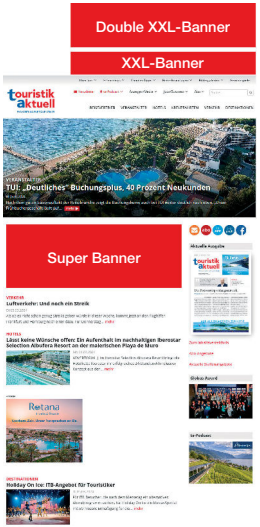
October	**20**	**12.10.26**	**Australia/New Zealand + Asia** **Balearic and Canary Islands** **Technology**	30.09.26	02.10.26
	21	**26.10.26**	**Airlines/Airports** **Club Holidays** **Cruises**	14.10.26	16.10.26
November	**22**	**09.11.26**	**Adventure and Study Trips** **Africa** **Gulf States**	28.10.26	30.10.26
	23	**23.11.26**	**Asia** **Caribbean/Latinamerica** **Summer Programs/Annual catalogues**	11.11.26	13.11.26
December	**24**	**07.12.26**	**Fairs** **Hotels** **Indian Ocean/South Pacific**	25.11.26	27.11.26
	25	**21.12.26**	**Job & Career** **Travel Agency Chains and Cooperation** **USA/Canada**	09.12.26	11.12.26

Website www.touristik-aktuell.de	Size in pixel	1 week	2 weeks	4 weeks
XXL Banner	728 x 90	€ 2.430,-	€ 3.510,-	€ 5.400,-
Double XXL Banner	728 x 180	€ 3.285,-	€ 4.745,-	€ 7.300,-
Billboard	970 x 250	€ 3.960,-	€ 5.720,-	€ 8.800,-
Super Banner	690 x 250	€ 3.465,-	€ 5.000,-	€ 7.700,-
Content Ad	300 x 250	€ 2.070,-	€ 2.990,-	€ 4.600,-

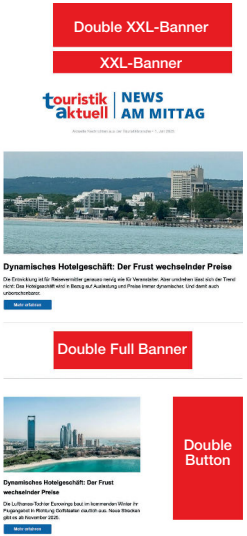
Website



Website



Newsletter



Newsletter „News am Mittag“	Size in pixel	1 week	2 weeks	4 weeks
XXL Banner	728 x 90	€ 2.655,-	€ 3.835,-	€ 5.900,-
Double XXL Banner	728 x 180	€ 3.735,-	€ 5.395,-	€ 8.300,-
Double Full Banner	468 x 120	€ 2.565,-	€ 3.705,-	€ 5.700,-
Button	226 x 180	€ 1.755,-	€ 2.535,-	€ 3.900,-
Double Button	226 x 400	€ 2.655,-	€ 3.835,-	€ 5.900,-
Triple Button	226 x 620	€ 3.735,-	€ 5.395,-	€ 8.300,-
Text ads	**Signs***	**1 week**	**2 weeks**	**4 weeks**
Text ad with Logo/Picture**	460*	€ 2.400,-	€ 3.950,-	€ 6.300,-

* Signs included blanks, headline, link I ** Logo/Picture size: 400 x 220 Pixel

Data delivery	Homepage: gif or jpg Newsletter: gif or jpg till 35 KB, more on request
External AdServer	possible
Copy deadline	at latest than 7 days prior to publication to **s.czulik@touristik-aktuell.de**
Cancellation deadline:	14 days prior to publication
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
Terms of payment:	immediately upon receipt of invoice

Valid from January 1st, 2026 · All rates are exclusive of VAT.

Online-Advertorial

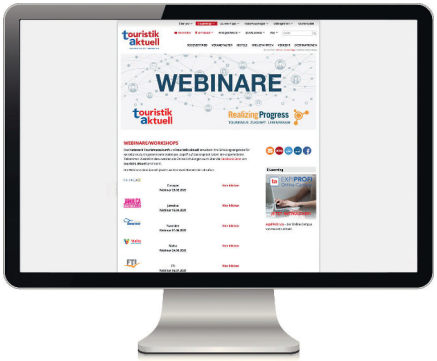
- Text: up to 6,500 characters incl. spaces
- Images: up to 5 in landscape format
- Placement on the homepage (will be fixed on the homepage for 3 days)
- Text teaser in the newsletter News am Mittag

€ 3.500,-

Stand-Alone-Newsletter

- Text: up to 4,000 characters incl. spaces
- Images: up to 5 size in pixel 728 x 284
- Distribution: ta newsletter subscribers
- Shipping day freely selectable

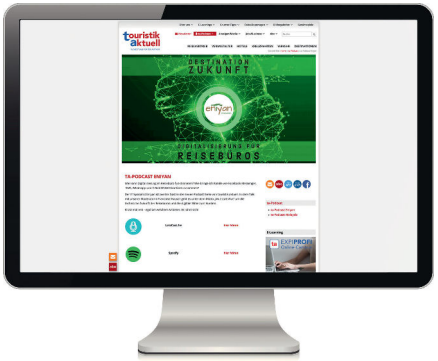
€ 3.700,-



ta-Webinar

- Live webinar on Zoom with touristik aktuell and Realizing Progress
- Moderation, streaming on ta-Facebook with over 26,200 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

Valid from January 1st, 2026 · All rates are exclusive of VAT.

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 advertisments 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.