### Media Profile and Target Groups

**Up-to-the-minute. Relevant. Direct.**

FVW Medien’s digital information network includes the fvw, TravelTalk and BizTravel websites and newsletters, fvw Akademie plus various e-learning platforms. Advertisers benefit both from the instant access to their respective target groups and from the power of digital media. Through its digital portfolio FVW Medien reaches more than 213,612 unique users per month.

**fvw.de/fvw International**

fvw.de and fvw International are the leading news portals in tourism designed to keep users informed on the day’s latest key news from the industry. Target group: Decision makers, business owners/directors and sales managers.

**fvw-akademie.de**

fvw Akademie is the independent one-stop source for education and further training in tourism and corporate travel. The online portal offers a unique mix of e-learnings, destination and product trainings and much more. Target group: Sales staff, young professionals.

**TravelTalk.de**

TravelTalk.de is the community for travel sales agents and thus the perfect platform for interactive communication with the travel sales community. Target group: Sales staff.

**biztravel.de**

biztravel.de is the service and advice portal for corporate travel and MICE. The website focuses on offering practical support for day-to-day business. Target group: Decision makers in corporate travel/events, travel managers, purchasing staff, event managers.

Source: Webtrekk avg. unique users p.m. 8/2018–7/2019

### Channel Overview

#### Choice of channels

<table>
<thead>
<tr>
<th></th>
<th>fvw.de Homepage Channel</th>
<th>fvw.de Decision-Maker Channel</th>
<th>fvw International ROS</th>
<th>biztravel.de ROS</th>
<th>TravelTalk.de ROS</th>
<th>fvw Akademie Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Decision Makers</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel Sales</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Corporate Travel</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MICE</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Sections included

- Home
- Gallery & Videos
- Search
- Jobs
- Travel Sales
- Tour Operator
- Incentives
- Destination

#### Average page impressions per month

<table>
<thead>
<tr>
<th></th>
<th>190,000</th>
<th>150,000</th>
<th>11,000</th>
<th>120,000</th>
<th>105,000</th>
<th>16,000</th>
</tr>
</thead>
</table>

Source: Webtrekk avg. unique users p.m. 8/2018–7/2019

For further details, performance and rates please see the following pages. Subject to change.

Like a quality media we have our coverage figures measured by IVW. IVW is a non-profit, neutral and independent auditing organization for German advertising media. This provides you, the advertiser, with transparency and the ability to compare different advertising media.
Portfolio fvw.de

fvw Online – the information portal for tourism and business travel
Website, newsletter or mobile content: fvw is the no. 1 for digital B2B communication in travel and tourism. It is through us that you reach the decision makers in the industry – without wastage.

The only IVW-audited digital travel trade media portal

810,000 contacts

Positive image transfer for your advertising message

Mobile reach
Ø 108,000 page impressions per month

60% of users refer to the fvw portal on a daily basis

83% of users confirm a high topicality

High newsletter open rate of over 40%

Sources: AGOF July 2019, Webtrekk July 2019, fvw Reader Structure Analysis 2016 insight view

Advertising Channels

fvw.de – 100% up-to-date industry news
The website is the relevant B2B platform in travel and tourism. fvw.de is right at the pulse of the industry, quickly provides information about what is currently happening in the market, and it is competent and professional. The members only content section guarantees you as advertiser targeted B2B communication without wastage.

fvw Newsletter – first hand news
Our newsletter portfolio offers you a high-quality and relevant market environment for your advertising. Opt for quality!

Newsletter overview

fvw Am Morgen
The start into the working day with all important news and appointments.

fvw Extra
Informs currently about important news from the travel industry.

fvw Am Nachmittag
All news of the travel industry of the day with analyses and background information.

fvw E-paper
Be informed one day before the magazine appears.

Sources: AGOF July 2019, Webtrekk July 2019, newsletter recipients based on in-house statistics (status: August 2018)
User Profile fvw.de

Decision makers read fvw!

Job position:

- Decision maker*: 68%
- Employee: 25%
- Travel agent: 6%
- Trainee, student, intern: 2%

*Decision maker: Office manager, executive employee, division manager/head of department, independent business owner, corporate management/president

Department/division:

<table>
<thead>
<tr>
<th>Sales</th>
<th>29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>25%</td>
</tr>
<tr>
<td>Product management</td>
<td>20%</td>
</tr>
<tr>
<td>Corporate management/president</td>
<td>18%</td>
</tr>
<tr>
<td>Travel management</td>
<td>10%</td>
</tr>
<tr>
<td>Purchase</td>
<td>8%</td>
</tr>
<tr>
<td>Finance/controlling</td>
<td>7%</td>
</tr>
<tr>
<td>Human resources</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: User Analysis FVW Medien 2016 insight view

Media Profile Online fvw.de

fvw is read throughout the travel industry!

Readers by industry segment:

<table>
<thead>
<tr>
<th>Travel sales</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour operator</td>
<td>17%</td>
</tr>
<tr>
<td>Corporate travel</td>
<td>7%</td>
</tr>
<tr>
<td>Airport/airline</td>
<td>5%</td>
</tr>
<tr>
<td>Travel technology</td>
<td>5%</td>
</tr>
<tr>
<td>Tourist office</td>
<td>4%</td>
</tr>
<tr>
<td>Hotel industry</td>
<td>3%</td>
</tr>
<tr>
<td>Incoming agency</td>
<td>2%</td>
</tr>
<tr>
<td>PR agency</td>
<td>2%</td>
</tr>
<tr>
<td>Insurance</td>
<td>2%</td>
</tr>
<tr>
<td>Cruise travel/cruise ship company</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

Formats and Rates – fvw.de

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>Rate € per calendar week</th>
</tr>
</thead>
<tbody>
<tr>
<td>fvw Website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard ad</td>
<td>940 x 250 px</td>
<td>3,400.–</td>
</tr>
<tr>
<td>Content ad</td>
<td>940 x 250 px</td>
<td>2,600.–</td>
</tr>
<tr>
<td>Promotion teaser</td>
<td>on request</td>
<td>1,300.–</td>
</tr>
<tr>
<td>fvw Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard ad</td>
<td>940 x 250 px scalable</td>
<td>3,400.–</td>
</tr>
<tr>
<td>Content ad</td>
<td>940 x 250 px</td>
<td>2,600.–</td>
</tr>
<tr>
<td>Text-ad with image</td>
<td>on request</td>
<td>1,300.–</td>
</tr>
<tr>
<td>Text-only ad</td>
<td>on request</td>
<td>1,300.–</td>
</tr>
</tbody>
</table>

Decision-making power:

- 68% are personally or jointly with others responsible for purchase decisions
- 66% are personally or jointly with others responsible for budget decisions
- 58% are personally or jointly with others responsible for investment decisions
Portfolio fvw International

fvw International – the news portal for the international business partner

The FVW Medien news portal fvw International was specifically created for international tourism professionals and decision makers. International users keep informed through the weekly updated news presented on fvw International. The portal features comprehensive articles and news about the German and the European travel and tourism markets.

In addition international tourism professionals can subscribe to an English-language newsletter that supplies all key news from the German and European travel and mobility industry.

Newsletter fvw International
Frequency: Thu, 12:00 noon, ø 5,500 recipients

Source: Newsletter recipients based on in-house statistics [status: August 2019]

Formats and Rates – fvw International

1 booking – 3 channels:
You book an ad, we place it on the fvw International website, in the fvw International newsletter and on mobile.

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>Rate € per calendar week</th>
</tr>
</thead>
<tbody>
<tr>
<td>fvw International Website/Mobile/Newsletter</td>
<td>Billboard ad</td>
<td>940 x 250 px</td>
</tr>
<tr>
<td></td>
<td>Content ad</td>
<td>940 x 250 px scalable on request</td>
</tr>
<tr>
<td></td>
<td>Promotion teaser</td>
<td></td>
</tr>
</tbody>
</table>
Portfolio TravelTalk.de

TravelTalk – the community for travel professionals
Featuring news, destinations, industry events, image galleries and travel agent discount offers makes the website the knowledge basis for travel agents. This is where they communicate directly and exchange know-how amongst each other. Combined with the print magazine TravelTalk.de is the perfect blend to effectively reach travel sales staff.

Formats and Rates – TravelTalk.de

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>Rate € per calendar week</th>
</tr>
</thead>
<tbody>
<tr>
<td>TravelTalk Website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard ad</td>
<td>940 x 250 px</td>
<td>2,800.–</td>
</tr>
<tr>
<td>Content ad</td>
<td>940 x 250 px scalable on request</td>
<td>2,200.–</td>
</tr>
<tr>
<td>Promotion teaser</td>
<td>on request</td>
<td>990.–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TravelTalk Newsletter</th>
<th>Format</th>
<th>Rate € per calendar week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>697 x 200 px</td>
<td>1,950.–</td>
</tr>
<tr>
<td>Large content ad</td>
<td>520 x 250 px</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Content ad</td>
<td>520 x 290 px on request</td>
<td>1,750.–</td>
</tr>
<tr>
<td>Text ad with image</td>
<td>on request</td>
<td>1,400.–</td>
</tr>
<tr>
<td>Text-only ad</td>
<td>on request</td>
<td>1,200.–</td>
</tr>
</tbody>
</table>

68% of users are in travel sales
Intensive use: 9.5 minutes – avg. time logged in
Online presence rated “good”
Frequent parallel use of print and online

240,000 contacts

TravelTalk Online – the platform for the counter
Be it website or newsletter: TravelTalk serves all channels providing matching environments for your marketing campaign.

240,000 contacts

68% of users are in travel sales
Intensive use: 9.5 minutes – avg. time logged in
Online presence rated “good”
Frequent parallel use of print and online

30,000 unique users per month

Ø 105,000 page impressions per month

Frequency:
- Mon–Fri, 08:00 a.m.
- Once a week

TravelTalk Newsletter – relevant news and backgrounds
Daily news from the market that is important for the travel agents’ daily work.

TravelTalk Extra
Top news from the tourism industry with exclusive backgrounds.

Sources: AGOF July 2019, Webtrekk July 2019, TravelTalk Reader Structure Analysis 2016 Insight view.
Newsletter recipients based on in-house statistics (status: August 2019).
User Profile TravelTalk.de

TravelTalk reaches travel agents and travel managers!

**Job position:**
- 33% travel agents
- 42% management level
- 25% other positions

**Managers**

- 42%

*Manager: Office manager, executive employee, division manager/ head of department, independent business owner, corporate management/manager*

**Travel agents**

- 33%

**Employee**

- 19%

**Trainee, student, intern**

- 4%

**Other**

- 1%

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**Readers by industry segment:**

- Travel sales 68%
- Tour operator 14%
- Corporate travel 6%
- Airline/airport 3%
- Tourist office 1%
- PR agency 1%
- Insurance 1%
- Other 6%

**Department/division:**

- Sales 26%
- Product management 18%
- Corporate management/president 16%
- Marketing 15%
- Purchase 13%
- Travel management 13%
- Human resources 6%
- Finance/controlling 5%
- Other 27%

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Source: User Analysis FVW Medien 2016 insight view

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BizTravel

BizTravel Online – the platform for corporate travel and MICE

1 booking – 3 channels: You book an ad, we place it on the BizTravel website, in the BizTravel newsletter and on mobil.biztravel.de. We help you reach business travel professionals and present yourself to your target group, directly and to the point.

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**Portfolio biztravel.de**

**BizTravel Online**

Modern, dynamic environment

Present

Increased reach through web and mobile

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**biztravel.de – tips and tricks at a single click**

The website is designed as service and advice portal for business travel and MICE. Key industry news and valuable information with particular emphasis on practicability make biztravel.de an ideal extension to the magazine’s printed edition while offering a perfect environment for your communication.

**BizTravel News and BizTravel Extra**

Backgrounds and facts from the corporate travel industry.

Frequency: Mo/Wed/Fri, 09:30 a.m.

Ø 7,300 recipients

**BizTravel Mobile – the perfect travel companion**

For those who want to stay informed while travelling from A to B. Put your advertising in the spotlight. We take care of the right placement: Your ads are visible on all smartphones.

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**Increased reach**

**Modern, dynamic environment**

**Present at all times thanks to different contexts of use**

**Compact digital package**

**Increased**

**Increased**

**Increased**

---

**mobil.biztravel.de**

Ø 50,000

page impressions

per month

---

**Ø 140,000**

page impressions

per month

---

**60,000**

unique users

per month

---

Sources: AGOF July 2019, Webtrekk July 2019

Newsletter recipients based on in-house statistics (status: August 2019)
Formats and Rates – biztravel.de

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>Rate €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard ad</td>
<td>940 x 250 px</td>
<td>2,200</td>
</tr>
<tr>
<td>Billboard ad scalable</td>
<td>940 x 250 px scalable</td>
<td>1,900</td>
</tr>
<tr>
<td>Promotion teaser</td>
<td>940 x 250 px scalable on request</td>
<td>1,700</td>
</tr>
<tr>
<td>Leaderboard (only newsletter)</td>
<td>697 x 200 px</td>
<td>1,600</td>
</tr>
</tbody>
</table>

User Profile biztravel.de

biztravel.de reaches the corporate travel management and frequent business travelers!

Decision-making power:
- 68% are personally or jointly with others responsible for purchase decisions
- 58% are personally or jointly with others responsible for budget decisions
- 49% are personally or jointly with others responsible for investment decisions

Job position:
- Manager*: 66%
- Employee: 32%
- Travel agent: 2%
- Trainee, student, intern: 2%
- Other: 4%

*Manager: Office manager, executive employee, division manager, head of department, independent business owner, corporate management/president

Readers by industry segment:
- Corporate travel: 28%
- Travel sales: 15%
- Hotel industry: 6%
- Airport/airline: 5%
- Tour operator: 4%
- Travel technology: 4%
- PR agency: 2%
- Car rental: 7%
- Insurance: 7%
- Other: 34%

Department/division:
- Travel management: 35%
- Corporate management/president: 27%
- Sales: 27%
- Marketing: 11%
- Purchase: 9%
- Finance/controlling: 9%
- Product management: 8%
- Human resources: 5%
- Other: 15%

Source: User Analysis FVW Medien 2016 insight view
Forms of Advertising Ad Specials & Rates

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>fvw.de</th>
<th>TravelTalk.de</th>
<th>BizTravel.de</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layer ad</td>
<td>550 x 550 px</td>
<td>2,900.–</td>
<td>2,350.–</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Banderole ad full size</td>
<td>50 x 250 px</td>
<td>3,200.–</td>
<td>2,600.–</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Floor ad background</td>
<td>926 x 60 px</td>
<td>2,900.–</td>
<td>2,350.–</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Pushdown ad full size</td>
<td>900 x 90 px</td>
<td>3,200.–</td>
<td>2,600.–</td>
<td>1,900.–</td>
</tr>
<tr>
<td>Parafax</td>
<td>on request</td>
<td>2,900.–</td>
<td>2,500.–</td>
<td>2,000.–</td>
</tr>
</tbody>
</table>

All rates per calendar week and in Euro.

Further Digital Options

Digital advertising special – ITB 2020
On the occasion of the International Tourism Exchange (ITB) Berlin fvw.de specially opens up the ITB Channel to its advertising clients, providing them with a unique opportunity to promote their latest products, product launches, trade show specials and invitations to their booth at ITB.

ITB campaign package
Format: Text ad
Media: fvw.de and the fvw Am Morgen Newsletter or fvw Am Nachmittag Newsletter Channel: ITB
- One-time ad: € 330.–

Whitepaper – the ad special to generate qualified leads
A whitepaper presents key facts and details about a product, a process, a survey, or a development. It comes as professionally edited, compact summary providing the reader with a quick and concise overview of a specific topic. Professional expertise is required. The paper is available as free download upon completion of a brief registration form.

Features included:
- Teaser depending on availability on the websites fvw.de, TravelTalk.de and/or biztravel.de, time online: 4 weeks
- Teaser depending on availability in the newsletters of fvw.de, TravelTalk.de and/or biztravel.de, time online: 2 weeks
- Supply of the generated qualification data
- Guaranteed leads: 100
  (the campaign is renewed automatically until 100 leads have been generated)
Rate: € 3,500.–

Sponsored Posts – advertising in a relevant editorial environment
The FVW Median editorial team edits the content provided by the client. On the day of publication the post appears in fvw Am Nachmittag or in the TravelTalk Newsletter, including the corresponding mobile versions. Via the online archive each post remains accessible for an unlimited period of time. Sponsored Posts are marked as such.

Additional traffic marketing on the FVW Median digital advertising channels (including social media) upon request.

Rates:
- fvw.de: € 3,800.–
- TravelTalk.de: € 3,200.–
- biztravel.de: € 2,000.–

No further discounts available.
Target group-specific advertorials in an editorial environment

Advertorials provide a perfect form of advertising to complement standard B2B methods. They even allow for comprehensive content to be conveyed in a visually appealing way. FVW Medien assumes, in close coordination with the client, conceptual design, layout and production of the advertorial. Also included are a promotion teaser and a standard banner ad. All the client needs to supply are images and copy.

Placement and promotion on a website of choice, in accordance with the target group, are part of the advertorial package as well.

Advertorial* fvw Package (ROS) Rate €**
- Online advertorial including 5 HTML pages
- Text teaser in the fvw Am Morgen Newsletter or in the fvw Am Nachmittag Newsletter
- 4-week Content ad

9,900.–

Advertorial* TravelTalk Package (ROS)
- Online advertorial including 5 HTML pages
- Text teaser in the TravelTalk Newsletter
- 4-week Content ad

8,800.–

Advertorial* BizTravel Package (ROS)
- Online advertorial including 5 HTML pages
- Text teaser in the BizTravel Newsletter
- 4-week Content ad

7,200.–

*According to § 3.5 UWG, online advertorials must be clearly marked with the term “advertisement”.
**Client to provide all images and copy. Rates are not eligible for discounts/time online: 4 weeks.

Blogger reports

The blogger reports are the perfect marketing tool to specifically provide the travel sales community with authentic information about destinations or hotels and to showcase products with genuine credibility.

It is exactly this targeted type of presentation method the platform on fvw.de or TravelTalk.de offers, reaching multipliers who have substantial impact on travel decisions. They make a great add-on to mega fam trips or also to individual trips. During their visit, three testers are confronted with the product in order that they later share their experience on the platform. This way, different hotels, different regions within a destination or select aspects of a destination can be tried firsthand and authentic accounts of the experience are passed on to the travel industry.

Facts & figures:
- 6-page online advertorial (2 pages per testing person) incl. images and videos
- 3 raffles [call to action]
- 9-week content ad on fvw.de or TravelTalk.de
- Communication and invitation of winners in coordination with the client

Time online: 3 months

To be provided by the client:
- 3 flights
- Accommodation and meals for 3 testers
- Program itinerary for 3 testers

Rate: € 17,500.–
Raffles

Generating leads through raffles

While online raffles are ideally suited for generating valuable, high-quality address leads, they also provide a great platform to promote new product offerings.

<table>
<thead>
<tr>
<th>Standard raffle</th>
<th>Premium raffle</th>
<th>Interactive raffle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion of client logo</td>
<td>Branded background as specified by the client, including client logo</td>
<td>Design according to client’s specifica-tions (key visual, background, layout)</td>
</tr>
<tr>
<td>Copy of raffle written by editorial service team</td>
<td>Copy of raffle written by editorial service team</td>
<td>Copy of raffle written by editorial service team</td>
</tr>
<tr>
<td>3 images and 3 questions maximum, choice of different question types</td>
<td>10 images and 10 questions maximum, inclusion of video possible</td>
<td>Hidden object game featuring one question per day and daily changing images (one image per question)</td>
</tr>
<tr>
<td>1 incentive prize draw, prize to be provided by the client</td>
<td>1 incentive prize draw, prize to be provided by the client</td>
<td>Daily prize draw, prizes to be provided by the client</td>
</tr>
<tr>
<td>Promotion: The raffle is advertised through a promotion teaser on the websites of fvw.de, TravelTalk.de or biztravel.de</td>
<td>Promotion: The raffle is advertised through a promotion teaser on the websites and the newsletters of fvw.de, TravelTalk.de or biztravel.de</td>
<td>Promotion: The raffle is advertised through a promotion teaser on the websites and the newsletters of fvw.de, TravelTalk.de or biztravel.de</td>
</tr>
<tr>
<td>Reporting: Report including total number and a list of participants, opt-in upon request for further use of participants’ information</td>
<td>Reporting: Report including total number and a list of participants, page impressions, visits, visitors (weekly plus final cumulative report as soon as the raffle has been closed), opt-in upon request for further use of participants’ information</td>
<td>Reporting: Report including the number and a list of participants, page impressions, visits, visitors (weekly plus final cumulative report as soon as the raffle has been closed), opt-in upon request for further use of participants’ information</td>
</tr>
<tr>
<td>Time online: 2 weeks</td>
<td>Time online: 3 weeks</td>
<td>Time online: 4 weeks</td>
</tr>
<tr>
<td>Rate: € 4,200.–</td>
<td>Rate: € 7,300.–</td>
<td>Rate: € 10,500.–</td>
</tr>
</tbody>
</table>

No further discounts available.

Portfolio fvw-akademie.de

The platform for education and further training

Through targeted promotion in the fvw Akademie we make your program a success.

Training in travel & tourism at a single click

fvw Akademie is the central and independent platform for education and further training in tourism and corporate travel. The portal presents a unique mix of opportunities to specialize on a specific topic and expand one’s knowledge in a series of sales-relevant areas such as cruise travel or destinations.

fvw Akademie Newsletter

Introduction of new e-learnings and training offers featured on the fvw Akademie platform, presentation of selected seminars and workshops, current news on education and training.

Frequency: Weekly, Wed a 5,000 recipients
E-learning Portfolio fwv-akademie.de

User Profile fwv-akademie.de

What users say about fwv Akademie
With a campaign on the fwv Akademie website advertisers reach the highly motivated and committed travel sales agent. For this very select niche group in sales the proactive expansion of their counter selling skills is specifically important.

- 90% rate the platform’s content “very helpful” in their daily work.
- 30% report increased travel sales after participating in fwv Akademie online programs.
- 90% are self-motivated when it comes to educational and training programs.
- Users take the training both at the workplace and during their free time.

Main target group are experienced female travel agents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>80%</td>
</tr>
<tr>
<td>Male</td>
<td>20%</td>
</tr>
<tr>
<td>Travel agents</td>
<td>51%</td>
</tr>
<tr>
<td>Office owners/</td>
<td>32%</td>
</tr>
<tr>
<td>agency owners</td>
<td></td>
</tr>
</tbody>
</table>

Promotion on fwv-akademie.de

Maximum target group affinity for e-learning products
Fwv Akademie is the perfect platform to promote third-party e-learning programs or training offerings. Synergy effects and the expansive reach are used to increase awareness of these third-party products.

"E-Learning in the Market"

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 image/text teaser in the fwv Akademie</td>
<td>2,900.–</td>
</tr>
<tr>
<td>[In the e-learning section in the market overview], time online: 6 months</td>
<td></td>
</tr>
<tr>
<td>1 news mention in the fwv Akademie Newsletter</td>
<td></td>
</tr>
<tr>
<td>Additional option*</td>
<td>1,500.–</td>
</tr>
<tr>
<td>Online advertorial [1 HTML-page]</td>
<td></td>
</tr>
</tbody>
</table>

E-learning programs are a helpful change to the daily routine of work. They impart substantial amounts of knowledge and product news – interactively and in a short period of time. The knowledge test is fun and helps check one’s progress.

Daniel Sopora, DER Deutsches Reisebüro, Cologne

Premium Package on fwv-akademie.de

<table>
<thead>
<tr>
<th>Package</th>
<th>Course Units</th>
<th>Knowledge Tests</th>
<th>Partner’s Profile</th>
<th>Incentive Draws</th>
<th>News Mentions</th>
<th>Short Partner’s Profile</th>
<th>Incentive Draws</th>
<th>News Mentions</th>
<th>Short Partner’s Profile</th>
<th>Incentive Draws</th>
<th>News Mentions</th>
<th>Time Online</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Package</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>12 months</td>
<td>6,200.–</td>
</tr>
<tr>
<td>Premium Package Light</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>12 months</td>
<td>16,500.–</td>
</tr>
</tbody>
</table>

Special Features

- Course units, knowledge tests and partner's profile reflecting client's corporate design
- Standard course certificate including client's logo
- Premium package only: On request individual URL for a targeted increase in reach and incorporation into client's marketing communication

*Start of courses successively within 2 months.

Course Packages on fwv-akademie.de

<table>
<thead>
<tr>
<th>Package</th>
<th>Course Units</th>
<th>Knowledge Tests</th>
<th>Partner’s Profile</th>
<th>Incentive Draws</th>
<th>News Mentions</th>
<th>Short Partner’s Profile</th>
<th>Incentive Draws</th>
<th>News Mentions</th>
<th>Short Partner’s Profile</th>
<th>Incentive Draws</th>
<th>News Mentions</th>
<th>Time Online</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compact Course Unit</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>6 months</td>
<td>850.–</td>
</tr>
<tr>
<td>Quick Check</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>12 months</td>
<td>2,000.–</td>
</tr>
</tbody>
</table>

No further discounts available.
Individual E-learning Solutions

FVW Medien is the competent e-learning partner for successful sales trainings. For more than ten years it has produced, developed and conducted strong e-learnings on behalf of clients, tailored to their individual needs. The service includes full conceptual design, copy-writing, technical set-up and operation of the client’s e-learning platform.

Services provided by FVW Medien
- Conceptual design and advice
- Project management and implementation
- Provision of e-learning platform and technology
- Copy-writing [course units] based on content provided by the client
- Visibility among the target group through marketing activities within the FVW Medien network
- Operation of the e-learning platform
- Hosting while the e-learning is online

FVW Medien’s strengths = benefits for the client
- Product and destination trainings for increased expertise at the counter
- Large number of participants due to comprehensive access to travel sales
- High editorial and educational competence
- Established and popular e-learning standards as guarantee for successful trainings

Discounts

<table>
<thead>
<tr>
<th>Volume discount for display banner</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume of € 5,000.- +</td>
<td>5%</td>
</tr>
<tr>
<td>Volume of € 10,000.- +</td>
<td>10%</td>
</tr>
<tr>
<td>Volume of € 15,000.- +</td>
<td>15%</td>
</tr>
<tr>
<td>Volume of € 20,000.- +</td>
<td>20%</td>
</tr>
</tbody>
</table>

Excluded are e-learnings, advertorials and raffles. Discounts cannot be transferred from print to online.

Technical Requirements

Ad run time
All banner ads are booked on a per-calendar-week basis (Monday, 00:00 through Sunday, 24:00).

Supply of data
Display banners to be supplied via e-mail at ad.online@fvw-medien.de by Wednesday previous to the week your ad is booked for. Ad specials must be submitted one week prior to campaign launch at ad.online@fvw-medien.de.

File size
- Display ads: 40 KB maximum
- Ad specials: 100 KB maximum
- HTML5: 150 KB maximum
- Video ads: 1 MB maximum

Ad reports
After closure of your ad flight we are happy to provide upon request an ad impression and ad click report.

Contact online
Ph. +49 40 41448-800, Fax +49 40 41448-899, m.ehlers@fvw-medien.de

Current examples
TUI Cruises: Wissenswerft – Die Mein Schiff Akademie (www.meinschiff-wissenswerft.de)
DER Touristik: Campus e-Learning (www.campus-elearning.info)
### Publisher’s Details

| Publishing house       | FVW Medien GmbH  
|------------------------|------------------------  
| Wandsbeker Allee 1, 22041 Hamburg, Germany  
| P.O. Box 70 06 29, 22006 Hamburg, Germany  
| fvw-medien.com  

| Management             | Marliese Kalthoff  
|------------------------|------------------------  
| Peter Esser  

| Publisher              | Marliese Kalthoff  

| Editors-in-chief       | Klaus Hilbbrandt  
|------------------------|------------------------  
| Sabine Pracht  

| Head of editorial department | Rabea Spiralke  

| Director Media & Brand Solutions | Andreas auf der Heiden  

| Consulting and sales       | Ph. +49 40 41448-844  
|-----------------------------|------------------------  
| Fax +49 40 41448-899  
| anzeigen@fvw-medien.de  

| Bank details               | Frankfurter Sparkasse Frankfurt  
|-----------------------------|------------------------  
| IBAN DE 21500502010200529803  
| BIC HELADEF1822  

| Terms of payment           | Net due upon receipt of invoice.  
|-----------------------------|------------------------  
| 2% discount on prepayment or direct debit provided that no earlier invoices are outstanding. The publisher reserves the right to demand advance payment from first-time advertisers.  

| Agency commission          | 15%  

| VAT                        | All rates are quoted net, excluding VAT.  

| General terms and conditions | The general terms and conditions of FVW Medien GmbH apply. For details see: fvw-medien.com/gtc  

---

### Contact

**FVW Medien GmbH**

| Frankfurt Office | Mainzer Landstraße 251  
|------------------|------------------------  
| 60326 Frankfurt  
| Germany  
| Ph. +49 69 7595-ext  
| Fax +49 69 7595-3080  
| fvw-medien.com  

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|----------------------------------|------------------------  
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| a.aufderheiden@fvw-medien.de  

| Director International Markets | Sönke Graumann  
|--------------------------------|------------------------  
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| Account Manager | Heike Beller  
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| h.beller@fvw-medien.de  

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|-----------------------------|------------------------  
| Fax +49 40 41448-821  
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| Consulting and sales       | Ph. +49 40 41448-826  
|-----------------------------|------------------------  
| Fax +49 69 7595-3082  
| f.hoelzen@fvw-medien.de  

| Digital Sales               | Melanie Ehlers  
|------------------------------|------------------------  
| Ph. +49 40 41448-800  
| m.ehlers@fvw-medien.de  

---
## International Representatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Company Name</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania/Bulgaria/Macedonia/Montenegro/Serbia</td>
<td>VIA Bulgaria GmbH</td>
<td>+359 888 598660</td>
</tr>
<tr>
<td>Argentina/Bolivia/Brazil/Colombia/Paraguay/Uruguay</td>
<td>RRWW Communicaciones</td>
<td>+54 911 51090732</td>
</tr>
<tr>
<td>China</td>
<td>New Base China</td>
<td>+86 10 6588 8155</td>
</tr>
<tr>
<td>Cyprus</td>
<td>GEM – Tourism Consulting Ltd.</td>
<td>+357 99 631 950</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>Miroslav Roncak</td>
<td>+49 151 41342630</td>
</tr>
<tr>
<td>Egypt</td>
<td>Masters Travel Service</td>
<td>+20 65 3553160</td>
</tr>
<tr>
<td>Greece</td>
<td>Publicitas S.A.</td>
<td>+30 211 0129600</td>
</tr>
<tr>
<td>India</td>
<td>Mediascope Representation India LLP</td>
<td>+91 11 61319300</td>
</tr>
<tr>
<td>Indonesia</td>
<td>PT Media Mandiri</td>
<td>+62 21 2970 4008</td>
</tr>
<tr>
<td>Israel</td>
<td>El-Ron Adv. &amp; Public Relations Co. Ltd.</td>
<td>+972 3 6955367</td>
</tr>
<tr>
<td>Italy</td>
<td>mediart</td>
<td>+39 3472932531</td>
</tr>
<tr>
<td>Mexico/Panama/Ecuador/Chile</td>
<td>INTEGRA Tourism For Good, S.L.</td>
<td>+521 999947194</td>
</tr>
<tr>
<td>Middle East/Asia</td>
<td>Stephen Dioneda</td>
<td>+49 160 933 911 06</td>
</tr>
<tr>
<td>Portugal</td>
<td>Illimitada-Marketing</td>
<td>+351 21 385 3598</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>Best of Scandinavia Incoming AS</td>
<td>+47 6135 2207</td>
</tr>
<tr>
<td>South Africa</td>
<td>Tourism Tattler (Pty) Ltd.</td>
<td>+27 32 8150414</td>
</tr>
<tr>
<td>Spain</td>
<td>COMIMAG S.L.</td>
<td>+34 93 237 47 82</td>
</tr>
<tr>
<td>Thailand</td>
<td>Sphere One Thailand</td>
<td>+66 2 235 8341</td>
</tr>
<tr>
<td>UK/Ireland/Iceland</td>
<td>Mercury Publicity</td>
<td>+44 20 7611 1900</td>
</tr>
</tbody>
</table>
FVW Medien Portfolio

360 degree communication

We serve all channels with versatile forms of advertising and offer visibility as well as several accesses to all touristical B2B target groups.

Digital
- Websites
- Newsletters
- Mobil
- Magazine app
- E-paper

Print
- Magazines
- Dossiers
- Rankings

Industry Events
- fvw Kongress
- fvw Travel Expo
- fvw Destination Germany Day
- fvw Travel Technology Day
- Cruise Academy
- European Aviation Symposium

Services
- fvw Exclusive Surveys
- fvw Counter Professionals Panel
- Copytests

E-learnings
- fvw Akademie

TravelTalk

TravelXperts

Job Market*
- Print & digital
- Jobs & Career Guide

Client Events
- fvw Workshop
- fvw Fam Trip
- fvw Counter Trophy
- TravelTalk Experience
- TravelTalk Lounge
- TravelTalk Roadshow
- TravelTalk Fam Trip

*For further details please refer to our 2020 Jobs & Careers rate card.
All fvw communication elements in one powerful package. We offer you a perfect combination of our products for the sales counter. Reach 10,000 travel agencies with more than 40,000 sales agents and benefit from 400,000 potential contacts. 100% flexible, 100% personalized and featuring a 365-day presence.

PACKAGE OPTION “LIGHT” – the perfect entry into the world of travel agency sales
TravelTalk: Two 1/4-page ads, Online presence: 2x 1 week, TravelXperts: 2x Inspiration and Knowledge Stage for 1 week each, fvw Academy: Compact course/12 months online incl. reporting and newsletter 25% off on regular price: 18,600.– €

PACKAGE OPTION “PREMIUM” – perfect exposure on all channels, 365 days
TravelTalk: Three 1/2-page ads, Online presence: 3x 1 week, TravelXperts: 4x Inspiration and Knowledge Stage for 1 week each, fvw Academy: Compact course/12 months online incl. reporting and newsletter and exclusive bookings 25% off on regular price: 34,395.– €

TravelTalk
Close to the industry. Close to the sales agent.
TravelTalk magazine delivers industry-specific stories to 10,000 travel agencies and provides some 30,000 registered users on TravelTalk.de with current topics for the counter.

fvw Academy
Imparting knowledge. Creating a sense of identification.
More than 10 years of experience in product and destination trainings makes the fvw Academy with its over 13,000 registered users the e-learning in the travel industry.

TravelXperts
Providing inspiration. For optimized customer service.
TravelXperts makes customer service personalized and efficient. At this point already more than 2,000 travel agencies refer to TravelXperts as source of information to improve their counseling and service quality.

Counter Events
Experiencing a sense of community. Sharing knowledge.
Our Counter Events bring together travel professionals and provide space for targeted exchange. Personal contacts create trust and reinforce collaboration between participants.
The Magazine

Print Portfolio und Circulation

TravelTalk – the trade journal for counter staff
Close to the reader, informative and up-to-date: TravelTalk presents the industry’s key topics in a nutshell and is fully geared to the needs of travel agents. This makes TravelTalk an essential read for travel professionals.

High editorial standard: 66%

79% of TravelTalk readers are directly involved in the selling of travel

In the market for over 20 years

An issue of TravelTalk is picked up 2.4 times by its reader

An issue of TravelTalk – travel sales agents and management at your fingertips!

What our readers say: TravelTalk offers...

- well-prepared information 68%
- reliable and well-founded information 67%
- relevant information 66%
- good background information 58%

Source: TravelTalk Reader Structure Analysis 2016 insight view

Facts & figures TravelTalk

TravelTalk circulation figures are IVW-audited. Figures based on IVW 1st quarter 2019 audit report.

Total distributed circulation 19,721
Subscription copies 2,978

Reader Profile

76% of readers state that TravelTalk is highly topical.

67% of readers think that TravelTalk is objective in its reporting.

59% of readers view the content presented in TravelTalk as important for their sales activities at the travel agency.

73% of readers indicate that TravelTalk is close to the pulse of the industry.

Source: TravelTalk Reader Structure Analysis 2016 insight view
## Publication Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue no.</th>
<th>Date of publication</th>
<th>Ad &amp; materials close</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1-2/20</td>
<td>Jan. 10</td>
<td>Dec. 20</td>
<td>CMT, Partner country Montenegro, Family holidays</td>
</tr>
<tr>
<td></td>
<td>3/20</td>
<td>Jan. 17</td>
<td>Jan. 03</td>
<td>Turkey, Sustainable tourism</td>
</tr>
<tr>
<td></td>
<td>4/20</td>
<td>Jan. 24</td>
<td>Jan. 10</td>
<td>Spain, USA, Travel agency chains and co-operations, mobile sales</td>
</tr>
<tr>
<td></td>
<td>5/20</td>
<td>Jan. 31</td>
<td>Jan. 17</td>
<td>Italy, Malta, Ferries, car, rail, bus, City breaks, musicals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Sales Guide: Germany</td>
</tr>
<tr>
<td>February</td>
<td>6/20</td>
<td>Feb. 07</td>
<td>Jan. 24</td>
<td>Portugal, Insurance</td>
</tr>
<tr>
<td></td>
<td>7/20</td>
<td>Feb. 14</td>
<td>Jan. 31</td>
<td>Airlines and airports, Cruise travel</td>
</tr>
<tr>
<td></td>
<td>8/20</td>
<td>Feb. 21</td>
<td>Feb. 07</td>
<td>Greece, River cruises, City breaks, musicals</td>
</tr>
<tr>
<td></td>
<td>9/20</td>
<td>Feb. 28</td>
<td>Feb. 14</td>
<td>Preview: ITB (Berlin, March 04-08), Partner country Oman, Eastern Europe</td>
</tr>
<tr>
<td>March</td>
<td>10/20</td>
<td>March 06</td>
<td>Feb. 21</td>
<td>Spain, Egypt, Hotels and resorts, Fun parcs</td>
</tr>
<tr>
<td></td>
<td>11/20</td>
<td>March 13</td>
<td>Feb. 28</td>
<td>Austria, Switzerland, Car rental, Holiday homes/apartments, B&amp;B</td>
</tr>
<tr>
<td></td>
<td>12-13/20</td>
<td>March 20</td>
<td>March 06</td>
<td>China, Hong Kong, Macao, Hainan, Fun parcs, Hotel and resorts</td>
</tr>
<tr>
<td>April</td>
<td>14-15/20</td>
<td>April 03</td>
<td>March 20</td>
<td>The Gulf States, Malta, Cyprus, Soft adventure travel</td>
</tr>
<tr>
<td></td>
<td>16-17/20</td>
<td>April 17</td>
<td>April 03</td>
<td>Tunisia, Morocco, Soft adventure travel</td>
</tr>
<tr>
<td></td>
<td>18-19/20</td>
<td>April 30</td>
<td>April 17</td>
<td>Croatia, Slovenia, Insurance, Luxury travel</td>
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<tr>
<td></td>
<td>March 27</td>
<td></td>
<td></td>
<td>Sales Guide: Short-haul destinations</td>
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<tr>
<td>May</td>
<td>20-21/20</td>
<td>May 15</td>
<td>April 30</td>
<td>England, Scotland, Ireland, Wales, Active holidays</td>
</tr>
<tr>
<td></td>
<td>22-23/20</td>
<td>May 29</td>
<td>May 15</td>
<td>Turkey, Cruise travel</td>
</tr>
<tr>
<td>June</td>
<td>24-25/20</td>
<td>June 12</td>
<td>May 29</td>
<td>Greece, Study tours</td>
</tr>
<tr>
<td></td>
<td>26-27/20</td>
<td>June 26</td>
<td>June 12</td>
<td>Egypt, City breaks, musicals, Group travel and special tour operators</td>
</tr>
</tbody>
</table>
Forms of Advertising

Standard Formats

<table>
<thead>
<tr>
<th>Size</th>
<th>Page</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 280 mm</td>
<td>2/1</td>
<td>€12,800</td>
</tr>
<tr>
<td>A4 280 mm</td>
<td>1/3</td>
<td>€4,350</td>
</tr>
<tr>
<td>A4 280 mm</td>
<td>2/3</td>
<td>€7,300</td>
</tr>
<tr>
<td>A4 280 mm</td>
<td>1/2</td>
<td>€6,150</td>
</tr>
<tr>
<td>A4 280 mm</td>
<td>1/2</td>
<td>€6,150</td>
</tr>
<tr>
<td>A4 280 mm</td>
<td>1/3</td>
<td>€4,350</td>
</tr>
</tbody>
</table>

- A = trim size (width x height in mm).
- For bled advertisements add 3 mm edge trim.
- Ad design available through TravelTalk at extra cost.

Advertorials

These paid-for advertising pages are presented in an editorial format and are individually designed. They offer a perfect opportunity to communicate marketing information to readers beyond traditional ads. The advertorial uses a typeface and layout that is distinctly different from the magazine’s style and design.

- All rates include copy-writing and layout.
- Benefit from our online media to generate additional exposure for your advertorial on TravelTalk.de

Loose Inserts

Minimum size: 105 x 148 mm
Maximum size: 210 x 276 mm
Larger formats on request.

Split-run advertising with geographical or mechanical split upon request, based on availability. Minimum circulation: 5,000; Surcharges: €1,500 in partial print.

Bound Inserts

<table>
<thead>
<tr>
<th>Size</th>
<th>Page</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>220 x 280 mm</td>
<td>4 pages</td>
<td>€11,600</td>
</tr>
</tbody>
</table>

- Size: 220 x 280 mm
- 10 mm head trim
- 3 mm edge and foot trim

Alternative sizes upon request.

Tip-on

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>148 x 105 mm</td>
<td>€11,300</td>
</tr>
</tbody>
</table>

- Alternative tip-on formats upon request.

- Booking deadline: One week prior to ad close.
- Delivery: By ad close directly to the printer; quantity: on request.
- Design, production and printing available through TravelTalk at extra cost.
- Loose inserts, bound inserts and tip-ons are not eligible for discounts but commissionable.

For bleed advertisements add 3 mm edge trim.
Sales Guide

Our service editors highlight industry-relevant topics, offering consolidated knowledge for all sales experts. Sales Guides are distributed with TravelTalk and fvw. Advertising in this environment reaches the sales specialists for cruise and golf travel, and for Germany and its short-haul destinations – without wastage.

<table>
<thead>
<tr>
<th>Page volume</th>
<th>Size</th>
<th>Format</th>
<th>Rate € cruise travel or golf travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 pages</td>
<td>210 x 276 mm</td>
<td>1/1 page ad</td>
<td>10,500.–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IFC/BC ad</td>
<td>10,500.–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2/1 advertorial</td>
<td>13,250.–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4/1 advertorial</td>
<td>20,100.–</td>
</tr>
</tbody>
</table>

For details on page volume, formats and rates regarding the Sales Guides Germany and Short-haul destinations please contact us at ph. +49 40 41448-844.

Counter Info

Benefitting as a destination: Our service editors produce, in close cooperation with you, this established supplement for travel agents designed to supply counter staff with important knowledge on your destination through sound information and practical sales advice. Distribution with TravelTalk and/or fvw. Also available as free download on TravelTalk.de and/or fvw.de.

Promotional Insert

Based on your specifications and your corporate look and feel, our service editors develop a bespoke promotional insert. The industry-specific content serves sales staff as valuable source of information actively used in day-to-day business.

<table>
<thead>
<tr>
<th>Page volume</th>
<th>Size (min. – max. W x min. – max. H)</th>
<th>Rate € Cl</th>
<th>Rate € PI</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>22,000.–</td>
<td>25,700.–</td>
</tr>
<tr>
<td>12 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>27,300.–</td>
<td>31,500.–</td>
</tr>
<tr>
<td>16 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>31,800.–</td>
<td>36,600.–</td>
</tr>
<tr>
<td>24 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>40,400.–</td>
<td>46,800.–</td>
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</table>

In both cases clients enjoy a publishing house’s convenient one-stop service, from layout and copy-writing to production, printing and distribution. All they need to supply are content and images.

According to § 3.5 UWG, Counter Infos/Promotional Inserts must be clearly marked with the term "advertisement".
### Special Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Booklet* (to be supplied 105 x 148 mm)</td>
<td>€24,500.00</td>
</tr>
<tr>
<td>Title page</td>
<td>€16,400.00</td>
</tr>
<tr>
<td>Inside magazine (first full-page center ad)</td>
<td>€20,700.00</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-page ad* (magazine opening)</td>
<td>€22,400.00</td>
</tr>
<tr>
<td>4/1 page (220 x 280 mm)</td>
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</tr>
</tbody>
</table>

<table>
<thead>
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<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatefolder*</td>
<td>€17,600.00</td>
</tr>
<tr>
<td>Advertising space: 2/1 page (424 x 280 mm) plus 1/1 page (207 x 280 mm)</td>
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</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatefolder plus page 3*</td>
<td>€26,300.00</td>
</tr>
<tr>
<td>Advertising space: 2/1 page (424 x 280 mm) plus 1 x 1/1 page (207 x 280 mm) plus back outside cover ad (220 x 280 mm)</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Format</th>
<th>Rate</th>
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</thead>
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<td>1/2-page cover wrap*</td>
<td>€23,200.00</td>
</tr>
<tr>
<td>Advertising space: 1 x 1/2 page (110 x 216 mm) plus 3 x 1/2 page (110 x 280 mm) plus back outside cover ad (220 x 280 mm)</td>
<td></td>
</tr>
</tbody>
</table>

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*For bleed advertisements add 3 mm edge trim.*

*Design, production and printing available through TravelTalk at extra cost.*

*Rates include printing and paper cost (does not apply for booklets).*

*Ad specials are not eligible for discounts but commissionable.*

*For details on more ad specials and information see: [fw-medien.com/media](http://fw-medien.com/media)*

---

**Digital Products**

**TravelTalk Online – the platform for the counter**

Be it website or newsletter: TravelTalk serves all channels providing matching environments for your marketing campaigns.

**TravelTalk.de – the community for travel professionals**

Featuring news, destinations, industry events, image galleries and travel agent discount offers makes the website the knowledge basis for travel agents. This is where they communicate directly and exchange know-how amongst each other. Combined with the print magazine TravelTalk.de is the perfect blend to effectively reach travel sales staff.

**TravelTalk Newsletter – relevant news and backgrounds**

Daily news from the market that is important for the travel agents’ daily work.

**TravelTalk Extra**

Top news from the tourism industry with exclusive backgrounds.

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**TravelTalk**

No. 22 effective Jan. 1, 2020

**68%** of users are in travel sales

**9.5** minutes – avg. time logged in

**“good”** Online presence rated

**240,000 contacts**

**30,000** unique user per month

**Ø 105,000 page impressions per month**

Sources: AGOF July 2019, Webtrekk July 2019, TravelTalk Reader Structure Analysis 2016 insight view
TravelTalk Roadshow

First-hand knowledge for travel agents

During the roadshow destinations and their partners visit three or more German cities in order to present to local travel agencies their products and key information about the destination. During this tour through Germany TravelTalk acts as full-service event partner, handling all details from A to Z.

TravelTalk Experience

Travel agents on tour

TravelTalk Experience is a special type of familiarization trip staged specifically for readers of TravelTalk. During these exclusive destination visits and an on-site workshop, participants get the chance to discuss with local experts both the destination’s current position with regards to tourism and its development opportunities.

Services provided by FVW Medien for the respective event

- Editorial coverage in TravelTalk and on TravelTalk.de
- Recruiting of participants/selecting in coordination with the client
- Event organization in close coordination with the client
- Assigned editor joining the tour and hosting the workshop

Please contact our team for an individual partnership concept tailored to your needs.

TravelTalk Fam Trip

The exclusive travel agent fam trip event

TravelTalk Fam Trips are designed as events addressing destinations who would like to present themselves to German travel sales professionals. Participating counter staff receives comprehensive information about the destination, its hotels and tourism products. During six days (or less) the agents discover the destination and its culture enabling them to successfully incorporate the newly gained insights into their day-to-day work. After all, when it comes to selling nothing beats personal experience. A fact that both the destination and the travel agent benefit from.

Services provided by FVW Medien

- Recruitment of participants and coordination
- Assigned editor and photographer joining the tour for up to 6 days
- Live online coverage on TravelTalk.de
- 4-page advertorial in TravelTalk

Cost €

35,000.–

Services

fvw Exclusive Surveys - players, trends & facts

FVW’s exclusive surveys are an established publication series delivering a comprehensive view on the tourism industry and select travel trade segments from a customer-oriented travel sales perspective.

fvw Counter Professionals Panel: Exclusive – representative – up-to-date

The fwv Counter Professionals Panel is the only B2B panel in Germany that takes a look at the tourism industry from a travel sales perspective while the FVW Medien media company, as initiator of the panel, ensures credibility, reputation and neutrality.

The panel provides a comprehensive opportunity

- to ask travel professionals individual questions,
- to receive latest information on topics that counter staff are really concerned with,
- to generate sound data regarding advertising impact of marketing campaigns and
- to gather through representative results a thorough impression of the range of opinions in sales, adding to input from your own field staff.

Professional panel management by a renowned market research institute and conceptual project management handled by FVW’s dedicated in-house market research team provide for a high level of quality. Cost depends on the number of cases, the scope of the topic and the extent of the questionnaire. Call us at ph. +49 40 41448-844 for an offer tailored to your specific needs.

FVW Medien CopyTest: How effective is your ad?

An ad needs to stand out against a lot of other magazine content. Our CopyTest offers the exclusive opportunity to have your ad tested through an actual placement. Our address data grants representative access to your target group. The CopyTest results thus provides you with an unparalleled added value. This way you receive valuable insights and feedback, straight from the industry, to help optimize your messages.

Please feel free to contact us for further details.

Technical Requirements

<table>
<thead>
<tr>
<th>Magazine format</th>
<th>220 mm width x 280 mm height, Type area: 196 mm width x 242 mm height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>Due to varying page content, text elements or images running into bleed must allow at least 8 mm from the trim. For bleed advertisements add 3 mm edge trim.</td>
</tr>
<tr>
<td>Printing</td>
<td>Rotary offset with heatset drying</td>
</tr>
<tr>
<td>Color composition</td>
<td>Inside pages: Rotary offset - PSO LWC Improved [Fogra 45L]</td>
</tr>
<tr>
<td></td>
<td>Outsides cover: Sheet-set offset - ISO coated v2-39L</td>
</tr>
<tr>
<td>E-Mail</td>
<td><a href="mailto:druckkontakt@fvw-medien.de">druckkontakt@fvw-medien.de</a> [max. 20 MB]</td>
</tr>
<tr>
<td>Proof</td>
<td>Kindly supply color print - outs or proofs with your digital files.</td>
</tr>
<tr>
<td>Naming convention</td>
<td>1. Abbreviated magazine title tit, 2. Issue number [NOYY], 3. Advertiser’s name [companyXYZ]</td>
</tr>
<tr>
<td>e.g. “tt_0120, advertisersname.pdf”</td>
<td></td>
</tr>
<tr>
<td>File formats</td>
<td>Please make sure to include all required fonts and image files.</td>
</tr>
<tr>
<td>Standard format</td>
<td>PDF 1.3 (PDF/X-3:2002)</td>
</tr>
<tr>
<td>Resolution</td>
<td>300 DPI</td>
</tr>
<tr>
<td>Artwork production</td>
<td>Available at extra cost, based on client’s specifications.</td>
</tr>
<tr>
<td>Production</td>
<td>Ph. +49 40 41448-501, Fax +49 40 41448-689</td>
</tr>
<tr>
<td>Consulting and sales</td>
<td>Ph. +49 40 41448-844, Fax +49 40 41448-899, <a href="mailto:anzeigen@fvw-medien.de">anzeigen@fvw-medien.de</a></td>
</tr>
<tr>
<td>Delivery address for artwork</td>
<td>FVW Medien GmbH, Produktion, P.O. Box 70 06 29, 22006 Hamburg, Germany</td>
</tr>
</tbody>
</table>
### Contact

**FVW Medien GmbH**  
Wandsbeker Allee 1, 22041 Hamburg  
Germany  
Ph. +49 40 41448-844  
Fax +49 40 41448-899  
anzeigen@fw-medien.de

**Frankfurt Office**  
Mainzer Landstraße 251  
60326 Frankfurt  
Germany  
Ph. +49 69 7595-3080  
fw-medien.com

**Management**  
Marliese Kalthoff  
Peter Esser

**Publisher**  
Marliese Kalthoff

**Head of editorial department**  
Rabea Spiralke

**Director Media & Brand Solutions**  
Andreas auf der Heiden

**Consulting and sales**  
Ph. +49 40 41448-844  
Fax +49 40 41448-899  
anzeigen@fw-medien.de

**Volume**  
22nd volume

**Publication frequency**  
Fridays

**Bank details**  
Frankfurter Sparkasse Frankfurt  
IBAN DE 21500502010200529803  
BIC HELADEF1822

**Terms of payment**  
Net due upon receipt of invoice.  
2% discount on prepayments or direct debit provided that no earlier invoices are outstanding.  
The publisher reserves the right to demand advance payment from first-time advertisers.

**Agency commission**  
15%

**VAT**  
All rates are quoted net, excluding VAT.

**General terms and conditions**  
The general terms and conditions of FVW Medien GmbH apply. For details see: fw-medien.com/gtc
### International Representatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Company</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania/Bulgaria/Macedonia/Montenegro/Serbia</td>
<td>VIA Bulgaria GmbH</td>
<td>+359 888 598660</td>
</tr>
<tr>
<td>Argentina/Bolivia/Brazil/Colombia/Paraguay/Uruguay</td>
<td>RRWW Communicaciones</td>
<td>+54 911 51090732</td>
</tr>
<tr>
<td>China</td>
<td>New Base China</td>
<td>+86 10 6588 8155</td>
</tr>
<tr>
<td>Cyprus</td>
<td>GEM – Tourism Consulting Ltd.</td>
<td>+357 99 631 950</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>Miroslav Roncák</td>
<td>+49 151 41342630</td>
</tr>
<tr>
<td>Egypt</td>
<td>Masters Travel Service</td>
<td>+20 65 3553160</td>
</tr>
<tr>
<td>Greece</td>
<td>Publicitas S.A.</td>
<td>+30 211 0129600</td>
</tr>
<tr>
<td>India</td>
<td>Mediascope Representation India LLP</td>
<td>+91 11 61319300</td>
</tr>
<tr>
<td>Indonesia</td>
<td>PT Media Mandiri</td>
<td>+62 21 2970 4008</td>
</tr>
<tr>
<td>Israel</td>
<td>El-Ron Adv. &amp; Public Relations Co. Ltd.</td>
<td>+972 3 6955367</td>
</tr>
<tr>
<td>Italy</td>
<td>mediart</td>
<td>+39 3472932531</td>
</tr>
<tr>
<td>Mexico/Panama/Ecuador/Chile</td>
<td>INTEGRA Tourism For Good, S.L.</td>
<td>+521 9999471194</td>
</tr>
<tr>
<td>Middle East/Asia</td>
<td>Stephen Dioneda</td>
<td>+49 160 933 911 06</td>
</tr>
<tr>
<td>Portugal</td>
<td>Illimitada-Marketing</td>
<td>+351 21 385 3598</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>Best of Scandinavia Incoming AS</td>
<td>+47 6135 2207</td>
</tr>
<tr>
<td>South Africa</td>
<td>Tourism Tattler (Pty) Ltd.</td>
<td>+27 32 8150414</td>
</tr>
<tr>
<td>Spain</td>
<td>COMIMAG S.L.</td>
<td>+34 93 237 47 82</td>
</tr>
<tr>
<td>Thailand</td>
<td>Sphere One Thailand</td>
<td>+66 2 235 8341</td>
</tr>
<tr>
<td>UK/Ireland/Iceland</td>
<td>Mercury Publicity</td>
<td>+44 20 7611 1900</td>
</tr>
</tbody>
</table>