

FEBRUAR 2019 D 4,20 €

TRVL COUNTER

Das Magazin für Reisebüroprofis

AUSGABE 2. 2019
www.trvlcounter.de

HAHN AIR Ein Blick hinter die Kulissen des Mini-Carriers, der über Reisebüros Millionen Tickets verkauft

FLUSS-ABENTEUER Unterwegs auf exotischen Strömen vom Amazonas bis zum Mekong

GEMEINSAM WERBEN Wie Veranstalter durch Marketing-Tools Reisebüros unterstützen



Coming from

LIFE!
VERLAG

**TRVL
COUNTER
RATE CARD
2019**

No. 1/2019
Effective January 01, 2019

Inhalt

- 02 Who we are and what we do
- 03 Technical Requirements
- 04 Publication schedule
- 05/06 Ad formats and prices
- 07 Job market
- 08 Corporate Publishing

- 09 Newsletter
- 10 Customized stand-alone Newsletter
- 11 TRVL Counter Website
- 12 Contacts
- 13 General terms and business conditions



The editorial concept

TRVL COUNTER is a magazine for the travel agency professional presenting qualified and indepth stories in a modern and an appealing high-gloss magazine style. The magazine is published eight times a year and offers best practice support for sales staff and sales professionals in travel and tourism and related service industries. In addition TRVL COUNTER brings you breaking and current news on our website as well as in our daily Newsletter. It is specially targeted at travel professionals working at the counter.

News and best practice

The Core target group are travel agents, mobile sales staff and on-line travel agencies who need the most relevant and latest information for their travel sales. TRVL COUNTER provides travel professionals at the counter with all the most relevant and up to date destination knowledge they need as well as practical sales advice on the job. The magazine appeals to all stakeholders who want to shape the digital future of tourism.

Focus on Sales and Marketing

Our magazine is focused on sales and marketing topics as well as on future digital innovations. TRVL COUNTER wants to provide inspiration, ideas and solutions for everyone working in the tourism industry and will offer a 360-degree panoramic view of important topics. The Editors pick up trending topics and scan the internet for groundbreaking developments. The editors work independently and unbiased with constructive criticism yet always fair.

B2B is fun to read!

TRVL COUNTER features stories in a fresh and modern design. Who says that trade media publications are boring? Our magazine enjoys a high user frequency and is very popular as a magazine for counter professionals. It is simply fun to read and enjoy!

Inhalt

02 Who we are and what we do
 03 **Technical Requirements**
 04 Publication schedule
 05/06 Ad formats and prices
 07 Job market
 08 Corporate Publishing

09 Newsletter
 10 Customized stand-alone Newsletter
 11 TRVL Counter Website
 12 Contacts
 13 General terms and business conditions

Magazine format	228 mm width x 300 mm height
Bleed and trim	5 mm circumferential
File formats	PDF X-3 (different formats upon request)
Colour profile	CMYK
Colour profile	<ul style="list-style-type: none"> • Cover U2 + U3: ISOcoated_v2 • Insite pages: PSO_LWC_Improved
Resolution	Color and greyscale images 300 dpi, Line drawings 1200 dpi
Typo	embedded
Minimum Lettering	6 point
Important Notice	Elements running into bleed must be kept at least 5mm inside of the trim. Minimum distance to the spine: 8 mm.
Published	monthly
Circulation	28.000 copies
Copy price	4,20 € in Germany

**More media
from us:**



Inhalt

02 Who we are and what we do
 03 Technical Requirements
 04 Publication schedule
 05/06 Ad formats and prices
 07 Job market
 08 Corporate Publishing

09 Newsletter
 10 Customized stand-alone Newsletter
 11 TRVL Counter Website
 12 Contacts
 13 General terms and business conditions

Issue Number	date of publication	Ads + materials close	Editorial deadline	Topics
02/2019 Pre ITB Edition	07. 02. 2019	15. 01. 2019	22. 01. 2019	Travel groups / Destination USA, Spain / Airlines and Airports
03/2019 ITB Edition 	05. 03. 2019	08. 02. 2019	15. 02. 2019	Destination Highlights / Travel insurances / Cruise travel / Airlines / Turkey
04-05/2019	18. 04. 2019	26. 03. 2019	02. 04. 2019	Travel agency chain and co-operations / Study tours / Greece / South Sea paradise
06-08/2019	06. 06. 2019	14. 05. 2019	21. 05. 2019	Cruise travelling / South East Asia / Northern Africa
09/2019	05. 09. 2019	13. 08. 2019	20. 08. 2019	Mobile selling / Carribean Islands / Gulf states / airports
10/2019	10. 10. 2019	17. 09. 2019	24. 09. 2019	Travel insurances / Southern Africa / Egypt / Airlines
11/2019 + Karibik Magazin	07. 11. 2019	15. 10. 2019	22. 10. 2019	Golfing Trips / Cruise travels / Australia
12/2019-01/2020	12. 12. 2019	19. 11. 2019	26. 11. 2019	Travel agency chain and co-operations / Cruise travels / Study tours / Summer catalogues

Subject to change

Inhalt

02 Who we are and what we do
03 Technical Requirements
04 Publication schedule
05/06 Ad formats and prices
07 Job market
08 Content marketing

09 Newsletter
10 Customized stand-alone Newsletter
11 TRVL Counter Website
12 Contacts
13 General terms and business conditions

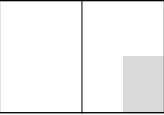

Format	Price	Trim size w x h in mm	Bleed size w x h in mm
 2/1	14.400 €	436 x 280 mm	456 x 300 mm*
 1/1	7.200 €	208 x 280 mm	228 x 300 mm*
 1/2 vertical/horizontal	4.900 €	height: 100 x 280 mm horizontal: 228 x 137 mm	height: 110 x 300 mm* horizontal: 228 x 147 mm*
 1/3 vertical/horizontal	3.900 €	height: 70 x 280 mm horizontal: 208 x 90 mm	height: 80 x 300 mm* horizontal: 228 x 100 mm*
 1/4 vertical/horizontal	2.900 €	height: 47 x 280 mm horizontal: 208 x 65 mm	height: 57 x 300 mm* horizontal: 228 x 75 mm*

*Please add 5 mm bleed at all outside edges
All prices in Germany plus statutory value added taxes

Inhalt

02 Who we are and what we do
03 Technical Requirements
04 Publication schedule
05/06 Ad formats and prices
07 Job market
08 Content marketing

09 Newsletter
10 Customized stand-alone Newsletter
11 TRVL Counter Website
12 Contacts
13 General terms and business conditions

Format	Price	Trim size w x h in mm	Bleed size w x h in mm
 <p>1/4 earspace</p>	2.900 €	100 x 137 mm	110 x 147 mm*
 <p>U2, U3, U4</p>	7.900 €	208 x 280 mm	228 x 300 mm*

*Please add 5 mm bleed at all outside edges
All prices in Germany plus statutory value added taxes

Rabates

from 10.000 €	5%
from 20.000 €	10%
from 30.000 €	15%
from 40.000 €	20%

Discounts do not apply to special forms of advertising.

Inhalt

02 Who we are and what we do
 03 Technical Requirements
 04 Publication schedule
 05/06 Ad formats and prices
07 Job market
 08 Corporate Publishing

09 Newsletter
 10 Customized stand-alone Newsletter
 11 TRVL Counter Website
 12 Contacts
 13 General terms and business conditions

Do you have an interesting job to offer, hiring for a great company and are targeting committed, enthusiastic and highly motivated Employees? Advertising on the job platform www.trvlcounter.de as well as on the young professional Site junge-reiseprofis.de offers you the most cost-effective method to recruiting new staff throughout Germany. For as little as 280 Euro we will place your advertisement online for six weeks. In addition and inclusive your offer will be posted in our popular daily morning newsletter.

WHAT DO YOU HAVE TO DO?

Please send us your logo (250 x 250 pixels) as well as your text via PDF with a corresponding link so that we may place it online.

Price ranges

TRVL Counter	Six weeks publication	280 €
JRP	Additional advert	150 €



Inhalt

02 Who we are and what we do
03 Technical Requirements
04 Publication schedule
05/06 Ad formats and prices
07 Job market
08 Content marketing

09 Newsletter
10 Customized stand-alone Newsletter
11 TRVL Counter Website
12 Contacts
13 General terms and business conditions

Advertorials

Advertising price plus additional cost for layout.

Inserts/Insert Booklets

Insert booklets (max. 215 mm w x 280 mm h) at least 115 g paper
4 mm head trim, bottom and sides
3 mm, 10 mm binding flap, pre-folded (at least 80 g paper).
Delivery: prefolded, insert booklets
with more than 4 pages with untrimmed head, loosely on pallet.
Please inquire for other sizes.

Inserts at delivery

loosely inserted
(max. 210 mm w x 280 mm h)
Up to 25 g and max. thickness 2 mm **250/thousand €**
Up to 50 g and max. thickness 2 mm **280/thousand €**

Partial inserts

Please inquire for prices.

Delivery

Inserts no later than deadline. The delivery address will be provided along with the written order confirmation.

Individual Content Marketing

We are proud to offer you your own customized magazine as a "Magazine within the Magazine" (MiM). This insert will feature your company or your individual target region in TRVL Counter and will prove very popular among sales professionals. They are actively and regularly used as a reliable source of information that will help sell travel trips and services at customer level.

For an additional fee you can also order a four page cover for the Insert and benefit from our editorial expertise and design skills and order your individual mini-magazine. Based on the clients specifications and including their corporate look and feel, the corporate publishing department manufactures individual promotional inserts that will additionally give you more marketing options such as presenting your products at road shows or trade fairs.

Price format 205 mm x 267 mm (w x h):

8 Seiten **22.000 €**

16 Seiten **31.500 €**



Daily morning newsletter for the counter staff

Travel professionals need the key news of the day – short and precise. This overview on a daily basis featuring market news is essential for daily work.

Benefit from the excellent coverage of the newsletter with an average opening rate of 43 %. We ensure that your advertising message reaches your target group. The TRVL Counter newsletter is also optimized for all mobile devices.

Formats & Rates (price/week)

Leaderboard	600 x 74 Pixel	980 €
Rectangle	250 x 250 Pixel	880 €
Superbanner	570 x 70 Pixel	750 €

Text ad, Text (max. 500 characters)

plus logo or Video **790 €**

Inhalt

- 02 Who we are and what we do
- 03 Technical Requirements
- 04 Publication schedule
- 05/06 Ad formats and prices
- 07 Job market
- 08 Content Marketing

09 Newsletter

- 10 Customized stand-alone Newsletter
- 11 TRVL Counter Website
- 12 Contacts
- 13 General terms and business conditions

The newsletter layout includes the following sections:

- Leaderboard**: A large banner at the top with a date (Freitag, 07.09.2018) and a headline "Guten Morgen".
- Superbanner 1**: A wide banner below the leaderboards.
- WELT**: A news section with the headline "Cessenim lanit lanit" and a short article snippet.
- Superbanner 2**: Another wide banner.
- WELT**: A second news section with the headline "Cessenim lanit lanit".
- Superbanner 3 oder Textanzeige**: A banner or text ad block.
- WELT**: A third news section with the headline "Cessenim lanit lanit".
- Superbanner 4 oder Textanzeige**: A banner or text ad block.
- TIPP DES TAGES**: A tip section with the headline "Cessenim lanit lanit".
- Superbanner 5 oder Textanzeige**: A banner or text ad block.
- TOP NEWS KURZ UND KNAPP**: A section for quick news with two short snippets.

On the right side, there are two "SCHNÄPPCHENTICKER" (deal alerts) sections, each containing a "Rectangle 1" and "Rectangle 2" ad format. The first deal alert is about Turkish Airlines flights, and the second is about the first pilot of Air Berlin.

Inhalt

- 02 Who we are and what we do
- 03 Technical Requirements
- 04 Publication schedule
- 05/06 Ad formats and prices
- 07 Job market
- 08 Content marketing

- 09 Newsletter
- 10 Customized stand-alone Newsletter
- 11 TRVL Counter Website
- 12 Contacts
- 13 General terms and business conditions

Use this format to feature your own individual and customized message to the professionals in the travel community. Your newsletter will reach out to the subscribers of the Morning news. We only deliver a maximum of two per month.

Fees are 6.900 € including production costs



...man an?
... von Tourism New Zealand zahlre
...en, die Du direkt und gratis bestellen kann **ria Ora**
...ndest Du hier alles, um Deine Kunden für
...s beraten zu können.

...eine neue Reise – Das bietet Neuseeland!
...leben, so viel zu verkaufen, wo fängt man an?
...chon, dass die **Trade-Website** von Tourism New Zealand zahlreiche
...ietet? Von Info-Broschüren, die Du direkt und gratis bestellen kannst
...igen Webinaren, findest Du hier alles, um Deine Kunden für
...tern und bestens beraten zu können.

Heb' Dich von der Masse ab!
Werde **100% Pure New Zealand Specialist** und zeige Deinen Kunden, dass Du ein echter Experte in Sachen Neuseeland bist. Sichere Dir jede Menge Vorteile, wie zum Beispiel einen persönlichen Eintrag auf unserer **Konsumentenwebsite**, auf der sich jährlich über zwei Millionen Deutsche zu ihrer Reiseplanung informieren.

Heb' Dich von der Masse ab!
Werde **100% Pure New Zealand Specialist** und zeige Deinen Kunden, dass Du ein echter Experte in Sachen Neuseeland bist. Sichere Dir jede Menge Vorteile, wie zum Beispiel einen persönlichen Eintrag auf unserer **Konsumentenwebsite**, auf der sich jährlich über zwei Millionen Deutsche zu ihrer Reiseplanung informieren.

ns nach
... mit Air New Zealand und
... Airlines nehmen wir zehn
... an mit auf den Ngahuru Famil
... und zwar komplett kostenlos.
... huru wird eine einmalige Reise, die
... absolute Highlights und auch ein paar
... Geheimtipps abseits der gängigen Routen
... für Dich bereithält.
... Absolvriere unser Online-Training und
... erzähle uns, warum Du auf jeden Fall mit
... dabei sein solltest!

[>>Finde hier mehr heraus<<](#)

Inhalt

- 02 Who we are and what we do
- 03 Technical Requirements
- 04 Publication schedule
- 05/06 Ad formats and prices
- 07 Job market
- 08 Content marketing

- 09 Newsletter
- 10 Customized stand-alone Newsletter
- 11 TRVL Counter Website
- 12 Contacts
- 13 General terms and business conditions

Our Online platform features travel industry related news and background information which is updated daily. The news channel is complemented with additional information relevant for the sales force such as travel discounts, surveys, sales TV-Channel (expITV.de) as well as picture galleries of tourist-related events. The daily news-feed on the website is additionally published in the daily morning newsletter for counter professionals.

Place your message that is best suited for your product and target sales professionals in tourism and corporate travel. Personalized advertising options ensure that your online-campaign achieves maximum effect in the market.

Formates & Rates (price/week)

Leaderboard	728 x 90 Pixel	920 €
Banner horizontal	468 x 60 Pixel	680 €
Rectangle	250 x 250 Pixel	710 €
Pop-up		770 €

The screenshot displays the TRVL Counter website interface. At the top left is the TRVL COUNTER logo. A navigation bar includes 'NEWS', 'ANFORDERN', 'BILDERGALERIE', 'BEREICH UND ANFORDERUNGEN', and 'AD-RESERVE'. A 'Leaderboard' ad slot is positioned at the top right. The main content area features a large image of a tiger mask with a date '2. Oktober 2017' and the headline 'E-Learning zu Thailand'. Below this are several news articles with dates and headlines: '2. November 2017 | NEUE KABINEN FÜR DEN A380', '2. November 2017 | KLETTERN AUF DEM ULURU WIRD VERBOTEN', '1. November 2017 | ZWEITE BASIS IN BERLIN ERÖFFNET', and '1. November 2017 | NEUER NAME UND NEUE ADRESSE'. Each article includes a small image and a 'Weiterlesen' link. On the right side, there are two 'Rectangle' ad slots and a 'TRAVEL ONE MAGAZIN' subscription box with a 'Abonnieren' button. At the bottom, there is a 'Banner' ad slot and a 'BILDERGALERIE' section with a 'folgen' link. A 'Zum Newsletter anmelden' button is located in the top right corner.

Inhalt

02 Who we are and what we do
03 Technical Requirements
04 Publication schedule
05/06 Ad formats and prices
07 Job market
08 Content marketing

09 Newsletter
10 Customized stand-alone Newsletter
11 TRVL Counter Website
12 Contacts
13 General terms and business conditions

Contacts

Life! Verlag GmbH & Co. KG

Irena Roth, Hamburg

Phone: +49 (0)40 389 040 25

Mobile: +40 (0)173 451 20 16

E-Mail: irena.roth@lifeverlag.de

Andreas Lentz, Hamburg

Phone: +49 (0)40 389 040 24

Mobile: +40 (0)1525 42 29 131

E-Mail: andreas.lentz@lifeverlag.de

Claudia Nilenski, Düsseldorf

Phone: +49 (0)174 979 58 22

E-Mail: claudia.nilenski@lifeverlag.de



Inhalt

02 Who we are and what we do
03 Technical Requirements
04 Publication schedule
05/06 Ad formats and prices
07 Job market
08 Content marketing

09 Newsletter
10 Customized stand-alone Newsletter
11 TRVL Counter Website
12 Contacts
13 **General terms and business conditions**

Business terms

Orders are processed subject to the business and payment terms which may be procured from the publishing house or accessed at www.lifeverlag.de. Pursuant to the pertinent tax regulations, we request the submission of your tax number and/or VAT ID number at the time of order placement.

Payment terms

Invoices are due for payment without deduction within 14 days. In case of advance payments received in full by the publishing house prior to the first day of sale, a 2 % cash discount will be granted, unless there are previous outstanding accounts. In case of special rebates, no cash discount is granted. A direct debit procedure taking into account the 2 % cash discount may be arranged.

In case of defaults of the payment deadline, all other outstanding invoices will become due immediately, regardless of any previously granted payment deadlines. Pursuant to Num. 12 of the General Terms and Conditions, default interest shall be charged at the level of the customary bank interest for overdraft loans. If the invoice recipient is located abroad, pre-payment is required

Bank account

Hamburger Sparkasse AG, Hamburg
DE 77 2005 0550 1043 2203 57
BIC (swift code): HASP DE HH XXX

The information stated in this price list may be updated throughout the year. The latest, binding status of this price list may be found at www.lifeverlag.de.