

The travel portal on the Internet

Media Kit 2012



Portrait

Contents

abenteuer-reisen.de is the Internet portal of Germany's well-established print magazine, abenteuer und reisen. It provides multimedia enjoyment to suit a modern, mobile lifestyle. Hundreds of first-class reports with a wide range of photos, more than 850 video clips of the best destinations plus a large number of insider tips are included in comprehensive interactive travel guides. All contents can be easily found using the navigation markers on the interactive maps and search windows. abenteuer und reisen users publish their travel experiences, reports and photos in the Community section.

Attractive target groups

abenteuer-reisen.de is used equally by men and women. Half of our users are aged between 30 and 49 and have an above-average level of education. More than a third have a personal net monthly income of more than 2,500 Euros and are thus considered to be high-income individuals.

The abenteuer-reisen.de user ...

... has a particular interest in:

- Travel, holidays
- Photography, filming
- Cars, motorsport
- Fashion, fashion trends
- Art and culture
- Diet and nutrition

... buys regularly on the Internet:

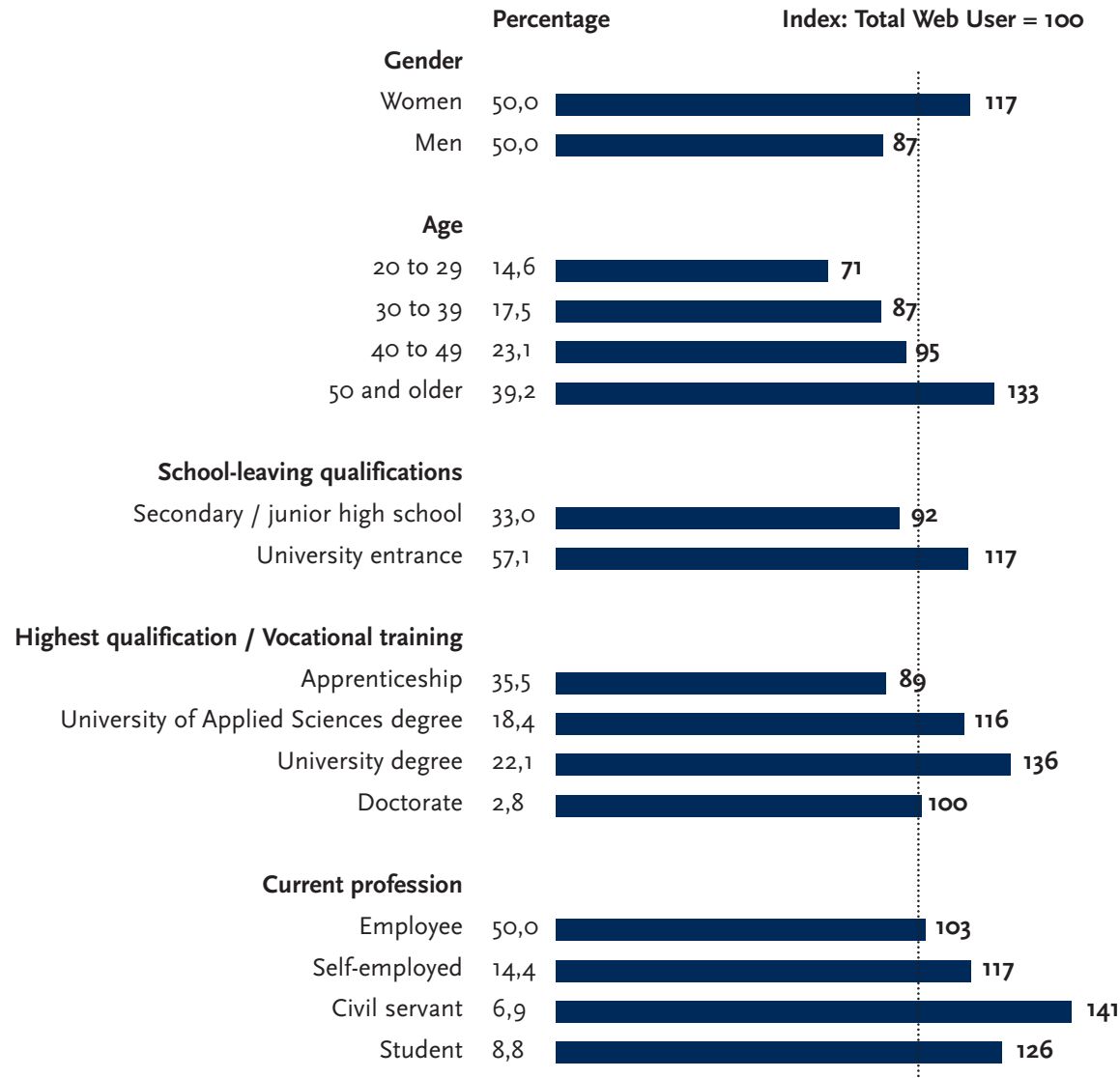
- Holiday trips
- Travel / plane tickets
- Event tickets
- Cameras, consumer electronics
- Books
- Clothing, fashion
- Pharmaceuticals

Coverage

abenteuer-reisen.de is IVW-audited and gets 300,000 page impressions and 60,000 visits per month on average.

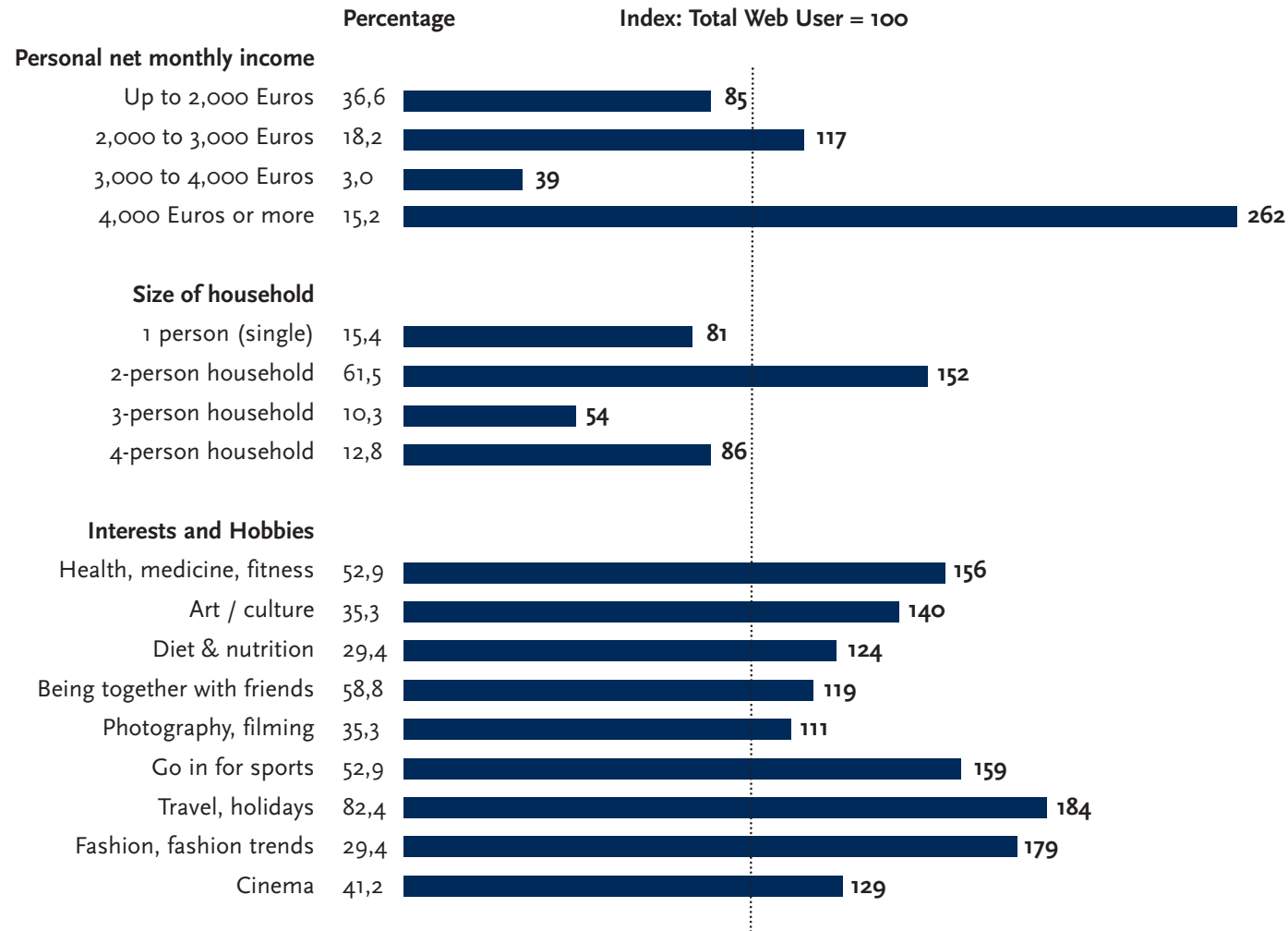


Users' sociodemographic characteristics



Source: 29th Web User Study, Fittkau & Maaß Consulting

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Placement units

- Homepage
- Current magazine
- Community
- Destinations: Asia, Australia & Oceania, Europe, Caribbean, Central America, Middle East, North America, South America
- Travel booking
- Shop
- Top News, Travel Tips, Contest



Summary of advertising formats

Full Banner
(468 x 60 pixel)



Leaderboard
(728 x 90 pixel)



Skyscraper
(160 x 600 pixel or 120 x 600 pixel)



Summary of advertising formats

Content Ad / Medium Rectangle
(300 x 250 pixel)

Content Ad / Small Rectangle
(180 x 150 pixel)



Summary of advertising formats

Flash Layer

(max. 400 x 400 pixel)



Tandem Ad

(Layer + Skyscraper)



Wallpaper

(728 x 90 + 160 x 600 pixel)



Formats and Prices

The ad placement price is computed from the per-thousand-contacts price and the required volume of ad impressions.

| Ad type | Format (width x height) | Price in € (per thousand contacts) |
|-------------------------------|----------------------------------|------------------------------------|
| Full Banner | 468 x 60 pixel | 20 € |
| Leaderboard | 728 x 90 pixel | 30 € |
| Skyscraper | 160 x 600 pixel, 120 x 600 pixel | 50 € |
| Content Ad / Medium Rectangle | 300 x 250 pixel | 70 € |
| Content Ad / Small Rectangle | 180 x 150 pixel | 10 € |
| Flash Layer | max. 400 x 400 pixel | 85 € |
| Tandem Ad | Layer + Skyscraper | 135 € |
| Wallpaper | 728 x 90 + 160 x 600 pixel | 80 € |

All prices in Germany net of statutory VAT.

Newsletter



| Newsletter Dates | |
|------------------|---------------|
| Publication date | Data deadline |
| 14.02.2012 | 09.02.2012 |
| 13.03.2012 | 08.03.2012 |
| 17.04.2012 | 12.04.2012 |
| 15.05.2012 | 10.05.2012 |
| 19.06.2012 | 14.06.2012 |
| 14.08.2012 | 09.08.2012 |
| 18.09.2012 | 13.09.2012 |
| 16.10.2012 | 11.10.2012 |
| 20.11.2012 | 15.11.2012 |
| 18.12.2012 | 13.12.2012 |

The ad placement price is computed from the per-thousand-contacts price and the required volume of ad impressions.

| Ad type | Format (width x height) | Price in € (per thousand contacts) |
|-----------|--------------------------------|------------------------------------|
| Text link | 500 characters (incl. spacing) | 15 € |
| Banner | 468 x 60 pixel | 20 € |

All prices in Germany net of statutory VAT.

Discounts and Terms of Payment

Agency Commission

We pay commission in the amount of 15% of the order value, upon verification of agency activity and agency billing.

Payment Terms

Invoices are issued at the start of each ad placement period. We allow a 2% cash discount for payment within 14 days following the invoice date, otherwise 30 days net cash.

Bank Details

Deutsche Bank AG, Hanau
Bank Sort Code 506 700 09
Account No. 040 964 900

Frankfurter Sparkasse
Bank Sort Code 500 502 01
Account No. 705 665

| Turnover-related discount scale | |
|---------------------------------|---------------|
| 6.000 € upwards | 3 % discount |
| 10.000 € upwards | 5 % discount |
| 15.000 € upwards | 10 % discount |
| 20.000 € upwards | 15 % discount |
| 25.000 € upwards | 20 % discount |

(Total turnover within twelve months. Print discounts cannot be applied)



Crossmedia

Book both Print and Online ads in one procedure and if you target the promotion of the same product at the same time in both media, you will also benefit from a Combination discount at the Print discount rate.



| Combination | A | B | C |
|--------------------------|-----|-----|-----|
| Online volume | 25% | 20% | 15% |
| Discount on full package | 4% | 3% | 2% |

Example pricing:

e.g.. 2 x 1/1 page 4c: 23.800,- €
 Online volume (20%) + 4.760,- €

Gross package: 28.560,- €
 Discount on full package (3%) - 856,80 €

Net package: 27.703,20 €

Minimum Online booking volume: 2,000 €

Please call +49 69 981904-53 for detailed information, prices and coverage relating to www.abenteuer-reisen.de.

Deadlines and Technical Specifications

Booking deadline

4 working days prior to start of campaign

Delivery of advertising material

By 2 pm, 3 working days prior to start of campaign by e-mail to: s.nieth@wdv.de

Phone +49 69 981904-53

Fax +49 69 981904-75

Max. kB size for advertising material

Gif or Jpg or Flash max. 35 kB

Max. kB size for Newsletter

Gif or Jpg max. 30 kB

Flash not feasible

Ad Server technology:

DART for Publishers



Contact

Your contacts:

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