



REISEfieber

MEDIA RATE CARD 2024

success with advertisement- 4 good reasons for the magazin REISEfieber!

► sales increase

Our innovative advertisement concepts helps you increasing your sales

► competence and trust since more than 37 years

94 % of our readers are planning every year their holidays with the help of the informations they find in the magazin REISEfieber. Being regularly present with advertisement means automatically, that you are part of the holiday planning with your company and products.

► the perfect target group

We are glad to have about 315.000 readers of each REISEfieber-issue. With more than 75 % very present is the well-funded group of the 30 to 69 years old travellers earning between 5000 and 8000 Euro per month.

► REISEfieber is important for the „travelling-fever“

With fascinating travelling stories and beautiful pictures from all over the world, REISEfieber gives a lot of important ideas, where and in which Hotel or Resort to spend the next holiday.

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advertisement rates

valid from 01.07.2022 ■ all rates in euro and exclusive VAT

copy size:
type area:
trimbonos:

210 mm x 280 mm
170 mm x 240 mm
5 mm

sizes	type area in mm		b/w	price in €			copy size in mm	
	width	height		2st colour	3st colour	4-colours	width	height
1/1	170	240	5.440,-	6.530,-	7.500,-	8.500,-	210	280
3/4 high	170	180	3.900,-	4.700,-	5.800,-	6.700,-	147	280
3/4 width	127	240	3.900,-	4.700,-	5.800,-	6.700,-	210	185
2/3 high	113	240	3.600,-	4.300,-	5.100,-	5.900,-	140	280
2/3 width	170	160	3.600,-	4.300,-	5.100,-	5.900,-	210	185
1/2 high	82	240	2.950,-	3.500,-	4.000,-	4.600,-	100	280
1/2 width	170	118	2.950,-	3.500,-	4.000,-	4.600,-	210	145
1/3 high	55	240	1.850,-	2.300,-	2.750,-	3.400,-	66	280
1/3 width	170	78	1.850,-	2.300,-	2.750,-	3.400,-	210	90
1/4 1sp	56	240	1.300,-	1.650,-	2.000,-	2.450,-	—	—
1/4 2sp	82	115	1.300,-	1.650,-	2.000,-	2.450,-	—	—
1/4 4sp	170	56	1.300,-	1.650,-	2.000,-	2.450,-	—	—
1/8 1sp	56	115	1.200,-	—	—	—	—	—
1/8 2sp	82	56	1.200,-	—	—	—	—	—
1/8 4sp	170	25	1.200,-	—	—	—	—	—
1/16 1sp	58	56	770,-	—	—	—	—	—
2/1 double page	380	240	10.900,-	13.000,-	14.500,-	16.500,-	420	280
title pullout page	—	—	14.700,-	16.500,-	18.300,-	19.200,-	440	280



deadlines

issue - no.		publication date	copy materials	closing date*
2+3/24	may to september	19.04.2024	11.03.2024	08.03.2024
4/24+1/25	october to april	13.09.2024	09.08.2024	05.08.2024
2+3/25	may to september	18.04.2025	10.03.2025	04.03.2025
4/25+1/26	october to april	19.09.2025	11.08.2025	08.08.2025
2+3/26	may to september	17.04.2026	13.03.2026	06.03.2026
4/26+1/27	october to april	18.09.2026	16.08.2026	11.08.2026

* The closing Date is the last possibility to cancel the advertisement contract

publisher details

▶ **publishing house:** Verlag Andreas Langer
Regenstr. 8 b
D-93197 Zeitlarn bei Regensburg
Telefon 0941/280 240 2
Telefax 0941/280 240 4
e-Mail: Magazin.Reisefieber@gmx.de

▶ **publishers:** Andreas and Sabina Langer
Telefon 0941/280 240 3
Telefax 0941/280 240 4

▶ **bank details:** Raiffeisen Bank : Konto 263940
BLZ: 750 618 51; BIC GENODEF1REF
IBAN DE56 7506 1851 0000 2639 40

▶ **frequency:** 2 double-issues per year

▶ **circulation:** 75.000 copies per issues

▶ **courties published** Germany, Austria, Switzerland,
Luxembourg and South-Italy

▶ **sold issues** ca. 45.000 copies per issue
including 10.000 subscribers

▶ **data formats:** PDFs, Photoshop, EPS, Tiff
high-resolution 300 dpi
(coat 800 dpi)

▶ **copy size:** 210 mm x 280 mm
▶ **type area:** 170 mm x 240 mm
▶ **trimbonus:** 5 mm
▶ **remote data:** via e-mail: alanger.reisefieber@gmx.de

▶ **printing prozess:** content: rotary offset; cover: sheet offset
according to the european scale

▶ **printing materials:** digital data color binding digital proofs

▶ **agency commision:** 15 %

▶ **discounts:**

quantity scale	frequency scale
2 pages 10 %	2 ads 5 %
3 pages 15 %	3 ads 10 %
4 pages 20 %	4 ads 15 %

▶ **cover pages:** coverpages plus 15 %

▶ **bound inserts:** up to 20 gr./Tsd. = 59.- €; up to 30 gr./Tsd. = 69.- €
no particular covering for bound inserts possible.

▶ **loose inserts:** up to 20 gr./Tsd. = 69.- €; up to 30 gr./Tsd. = 79.- €
particular covering for loose inserts possible

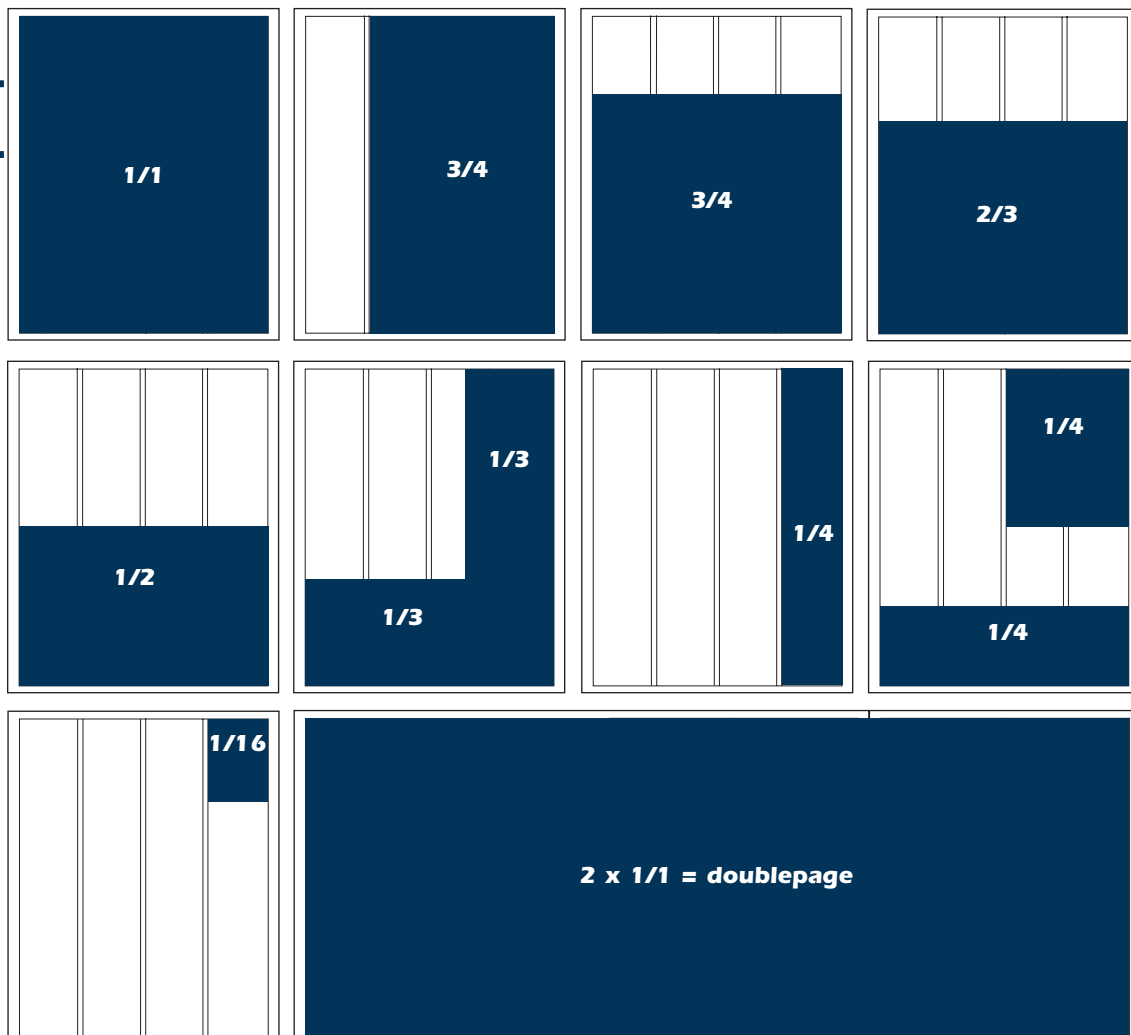
▶ **tipp ons:** only in combi with 1/1 page as carrier; price on request

▶ **terms of business and:** the general terms of business for advertisements:
payment 7 days after charge

▶ **price magazine:** single: 5,90 Euro, subscribe: 11.80 Euro

▶ **advertising specials:** please ask for current offers: Magazin.Reisefieber@gmx.de

advertisement SIZES



advertisement specials

▪ advertorial

Inform the magazin REISEfieber readers about your company, hotels or other products.

1 page 4c (2.500 stokes and 3 pictures) Euro 4.900 - netto

2 pages 4c (5.000 stokes and 6 pictures) Euro 7.100 - netto

3 pages 4c (7.500 stokes and 9 pictures) Euro 10.500 - netto

(pictures in 300 dpi resolution)

▪ combination advertisement + interview

Packages:

Package 1: 2 x 1/1 page 4c advertisement + 4 pages interview = 8.500,- Euro - netto

Package 2: 1/1 page 4c advertisement + 2 pages interview = 5.500,- Euro - netto

Package 3: 1/3 page 4c advertisement + 1 page interview = 3.900,- Euro - netto

▪ advertorial brochure

This special is a very good possibility especially for tourism boards to present our readers the individual possibilities of a vacation in your country. Beautiful natur, fascinating wildlife and traditionell lifestyle of the inhabitants can make our readers curious to realise the next holiday in your country.

- 8 pages: 18.000 Euro - netto

- 16 pages: 30.000 Euro - netto

This prices include printing of 75.000 copies and production complett.

readership details

sex

male	52 %
female	48 %

age

14 – 19 ages=	3 %
20 – 29 ages =	3 %
30 – 39 ages =	17 %
40 – 49 ages =	30 %
50 – 59 ages =	33 %
60 years and more =	14 %

profession

company chiefs / company managers / executives and civil servants	53 %
other employees and civil servants	18 %
skilled workers and free lancers	12 %
pensioners	6 %
others	8 %

education

secondary modern school	5 %
secondary school (inter. qualification)	25 %
high school and University	70 %

income

(monthly household net income)

up to 2999,- €	7 %
3.000,- € - 4.999,- €	14 %
5.000,- € - 5.999,- €	17 %
6.000,- € - 6.999,- €	33 %
More than 7.000,- €	29 %

page reading

read every or almost every pages	87 %
read more than one hour	94 %

permanent readers

permanent readers	92 %
For 95 % of our readers consider that advertisement informations are important or very important.	

travel frequency

REISEfieber-readers spend	
1 holiday per annum	17 %
2 holiday per annum	19 %
3 holiday per annum	22 %
more than 3 holiday per annum	42 %

vacation planning

95 % of our readers are planing their holidays with informations from the magazin REISEfieber.	
94 % of the REISEfieber-Readers spend their holidays with a duration of more than 7 days a year.	

* all informations and facts are based upon the latest questioning of all REISEfieber-Readers in the year 2023 and statistik questioning in a german wide working together with several universities.