

touristik aktuell

FACHZEITUNG FÜR TOURISTIKER



Media data 2026

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

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 enterprises, railways, car rental organizations



4,1%

Hotels, convention halls, hotel operating and reservation companies



3,8%

Tourist offices, tourist information centers, foreign tourist representations



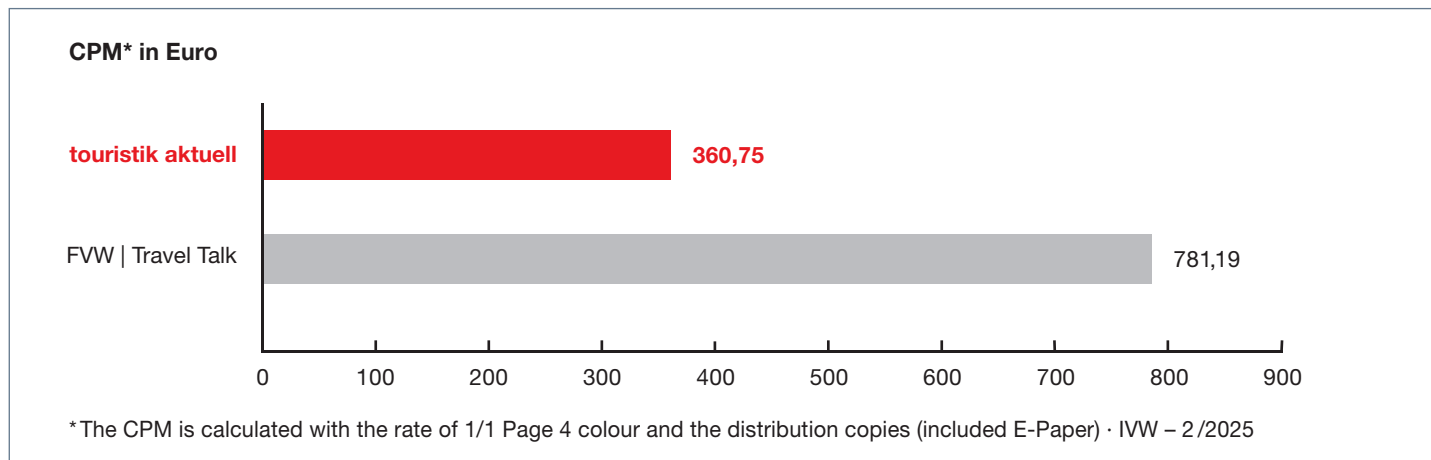
1,4%

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



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 advertisements 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.