



2/1 Page across gutter

460 x 304 mm

480 x 330 mm\*

4c € 14.700,-

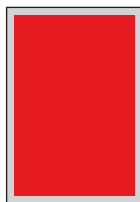


2 x Junior Page across gutter

348 x 232 mm

348 x 246 mm\*

4c € 12.600,-

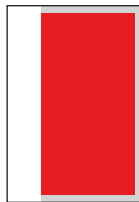


1/1 Page

220 x 304 mm

240 x 330 mm\*

4c € 8.600,-

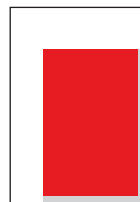


3/4 Page

164 x 304 mm

174 x 330 mm\*

4c € 8.000,-

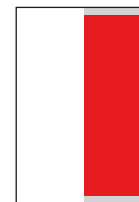


Junior Page

164 x 232 mm

174 x 246 mm\*

4c € 7.400,-

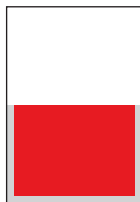


1/2 Page

108 x 304 mm

118 x 330 mm\*

4c € 6.150,-

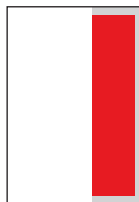


1/2 Page

220 x 152 mm

240 x 166 mm\*

4c € 6.150,-

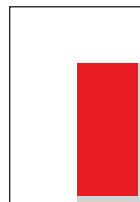


1/3 Page

73 x 304 mm

83 x 330 mm\*

4c € 4.900,-



1/3 Page

108 x 204 mm

118 x 218 mm\*

4c € 4.900,-

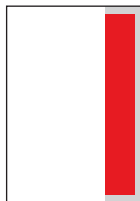


1/3 Page

220 x 101 mm

240 x 115 mm\*

4c € 4.900,-

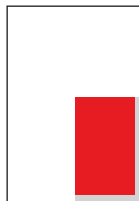


1/4 Page

52 x 304 mm

62 x 330 mm\*

4c € 4.200,-

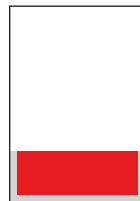


1/4 Page

108 x 152 mm

118 x 166 mm\*

4c € 4.200,-

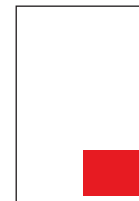


1/4 Page

220 x 76 mm

240 x 90 mm\*

4c € 4.200,-



1/8 Page

108 x 76 mm

4c € 2.100,-



Front cover –  
by the title  
105 x 80 mm

4c € 3.850,-





Front cover –  
island ad  
220 x 60 mm

4c € 5.350,-



Front cover –  
bottomstrip  
220 x 50 mm

4c € 4.250,-

 Type area  
 \* Trim + 5 mm bleed to  
size of page on  
the requisite sides

<b>Size</b>	wide x high
<b>Columns</b>	1 column – 52 mm   2 columns – 108 mm   3 columns – 164 mm   4 columns – 220 mm
<b>Surcharges</b>	inside front cover 5% back cover 10% island ad 10%
<b>Discounts</b>	for purchase during 12 month period <b>schedule by volume/ads/pages</b> 3 – 5%   6 – 10%   9 – 13%   12 – 15%   15 – 17%   18 – 19%   20 – 20% no discount on inserts an technical costs
<b>Terms of payment</b>	immediately upon receipt of invoice



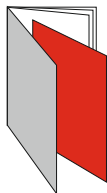


**Advertorials** · Rates included text and layout

**1/2 Page 4c** € 6.700,-

**1/1 Page 4c** € 9.400,-

Signed with the term “Advertorial”



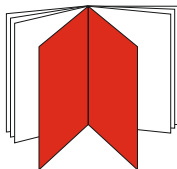
**Loose Inserts\***

**Maximum size** 230 x 325 mm

**Oversized loose inserts on request**

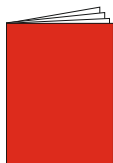
**Total price up to 40 g** on request

**Total price up to 60 g and higher** on request



**Bound Inserts\***

Volume	Complete delivery of the bound insert	Complete delivery of the files, printed by our publishing house
4 Pages	€ 12.500,-	on request
8 Pages	€ 16.000,-	on request
12 Pages	€ 19.800,-	on request

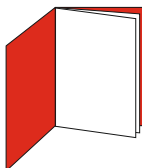


**Supplement\***

Design, production and printing through touristik aktuell · 170 g paper

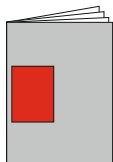
<b>8 Pages</b>	on request
<b>12 Pages</b>	on request

Further volumes on request



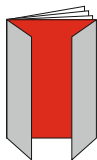
**Cover wrap\***

<b>Half page</b>	4 x 1/2 Page	€ 28.300,-
<b>Full page</b>	4 x 1/1 Page	€ 39.600,-



**Booklet on the front cover page\***

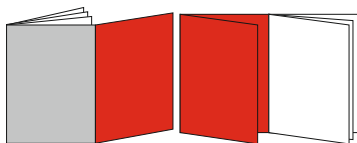
**Maximum size** · 110 x 160 mm  
on request



**French Cover\***

**1/1 Page + 2 x 1/2 Page**

€ 32.600,-



**Gatefolder\***

**3 x 1/1 Page**

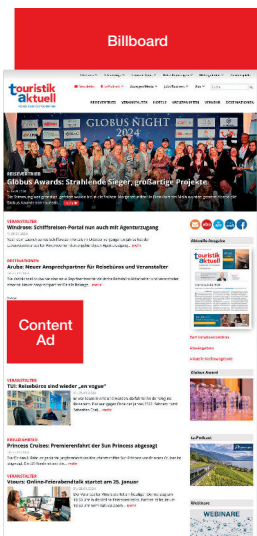
€ 29.600,-

\* The rates of Ad specials are not eligible for discounts but commissionable. Rates for the ITB issues on request.

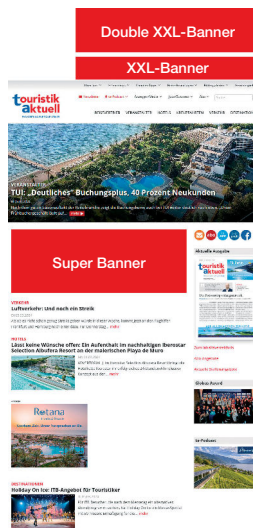
Valid from January 1st, 2026 · All rates are exclusive of VAT.

Website <b>www.touristik-aktuell.de</b>	Size in pixel	1 week	2 weeks	4 weeks
XXL Banner	728 x 90	€ 2.430,-	€ 3.510,-	€ 5.400,-
Double XXL Banner	728 x 180	€ 3.285,-	€ 4.745,-	€ 7.300,-
Billboard	970 x 250	€ 3.960,-	€ 5.720,-	€ 8.800,-
Super Banner	690 x 250	€ 3.465,-	€ 5.000,-	€ 7.700,-
Content Ad	300 x 250	€ 2.070,-	€ 2.990,-	€ 4.600,-

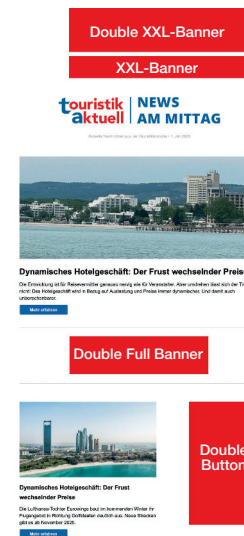
Website



Website



Newsletter

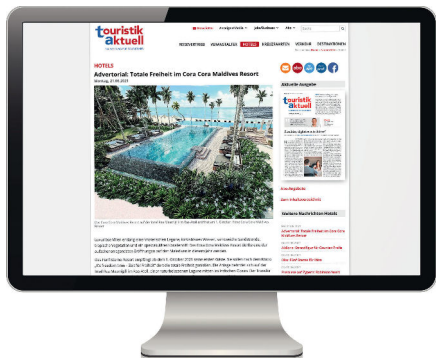


<b>Newsletter „News am Mittag“</b>	<b>Size in pixel</b>	<b>1 week</b>	<b>2 weeks</b>	<b>4 weeks</b>
XXL Banner	728 x 90	€ 2.655,-	€ 3.835,-	€ 5.900,-
Double XXL Banner	728 x 180	€ 3.735,-	€ 5.395,-	€ 8.300,-
Double Full Banner	468 x 120	€ 2.565,-	€ 3.705,-	€ 5.700,-
Button	226 x 180	€ 1.755,-	€ 2.535,-	€ 3.900,-
Double Button	226 x 400	€ 2.655,-	€ 3.835,-	€ 5.900,-
Triple Button	226 x 620	€ 3.735,-	€ 5.395,-	€ 8.300,-
<b>Text ads</b>	<b>Signs*</b>	<b>1 week</b>	<b>2 weeks</b>	<b>4 weeks</b>
Text ad with Logo/Picture**	460*	€ 2.400,-	€ 3.950,-	€ 6.300,-

\* Signs included blanks, headline, link | \*\* Logo/Picture size: 400 x 220 Pixel

<b>Data delivery</b>	Homepage: gif or jpg Newsletter: gif or jpg till 35 KB, more on request
<b>External AdServer</b>	possible
<b>Copy deadline</b>	at latest than 7 days prior to publication to <a href="mailto:s.czulik@touristik-aktuell.de">s.czulik@touristik-aktuell.de</a>
<b>Cancellation deadline:</b>	14 days prior to publication
<b>Discounts</b>	for purchase during 12 month period 2 month 5%   3 month 8%   4 month 12%   5 - 7 month 15% 8 - 11 month 18%   12 month 20%
<b>Agency commission</b>	15% on the net price
<b>Terms of payment:</b>	immediately upon receipt of invoice

Valid from January 1st, 2026 · All rates are exclusive of VAT.



## Online-Advertorial

- Text: up to 6,500 characters incl. spaces
- Images: up to 5 in landscape format
- Placement on the homepage (will be fixed on the homepage for 3 days)
- Text teaser in the newsletter News am Mittag

€ 3.500,-



## Stand-Alone-Newsletter

- Text: up to 4,000 characters incl. spaces
- Images: up to 5 size in pixel 728 x 284
- Distribution: ta newsletter subscribers
- Shipping day freely selectable

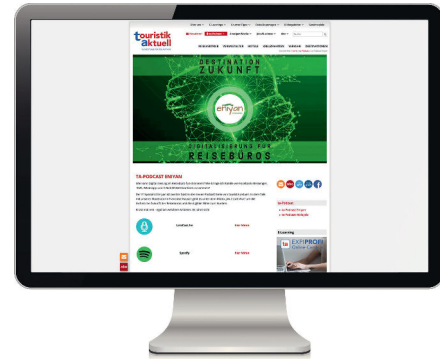
€ 3.700,-



## ta-Webinar

- Live webinar on Zoom with touristik aktuell and Realizing Progress
- Moderation, streaming on ta-Facebook with over 26,200 subscribers
- Recording available for 2 months via Realizing Progress and touristik-aktuell.de
- Various additional services bookable

**Price on request**



## ta-Podcast

Podcast with self-selected topics

- Announcement of the podcast print and online (homepage, newsletter, FB and Instagram)
- Podcast production with 1–2 participants
- Celebrity presentation 4 weeks on www.touristik-aktuell.de, then in the ta-podcast section
- Link as RSS feed for publication on your own website

**Price on request**