

NOVEMBER 2017 D 4,20 €

REISE VOR9

**DAS MAGAZIN
FÜR TOURISTIKER**

AUSGABE 11.2017
www.reisevor9magazin.de

VERTRIEBSEVENTS

Wie Ketten und Kooperationen ihre Mitglieder umwerben

STUDIENREISEN

Welche Länder momentan besonders gut laufen

WEIHNACHTSFEIERN

Warum sie Expedienten wichtig sind. Plus Ideen für einen tollen Event



NEUE KREUZFAHRTSCHIFFE DER SUPERLATIVE

16 Ozeanriesen laufen im nächsten Jahr vom Stapel und setzen zum Teil mit spektakulären Angeboten neue Maßstäbe für Seereisen. Die wichtigster Newcomer und ihre Besonderheiten



REISE VOR9

2018

No.4/2017

valid from 01.09.2017

LIFE!
VERLAG

PORTRAIT AND TARGET GROUP

Concept of Reise vor9 magazine

DIGITAL TO PRINT: Reise vor9 magazine picks up on success of the eponymous newsletter and takes it another innovative step further, bringing stories from the Internet to the world of print. Published monthly, the magazine pulls topics from the daily news service and develops them further. It shows the people behind the news, gives background information and offers tips and best practices.

FOCUS ON SALES & MARKETING: The main target group is professionals who produce and sell travel, whether directly, online or in a travel agency. Reise vor9 magazine is aimed directly at experts and decision-makers in travel sales and distribution, addressing those who want to shape the future and become movers and shakers in the tourism industry.

NEWS AND UTILITY: The editorial focus of Reise vor9 magazine is clearly on sales, marketing and technology. The magazine inspires readers and offers ideas and solutions. It looks outside the box, scans the digital world and sounds out interesting approaches for tourism. The editorial staff is independent, open-minded and critical, but also fair.

B2B, A FUN READ: Reise vor9 magazine puts stories into context and makes you want to read. It brings the look and feel of a magazine into the world of trade media and proves that B2B does not necessarily have to be boring. The layout is modern, fresh and easy to read; the language is direct and straight to the point.



PUBLISHER DETAILS

Magazine Size/ Page Size	228 mm width x 300 mm height
Bleed	5 mm circumferential
File Format	PDF X-3 (different formats upon request)
Color Mode	CMYK
Color Profile	<ul style="list-style-type: none"> • Cover U2 + U3: ISO coated_v2 • Inside pages: PSO_LWC_Improved
Resolution	Color and grayscale images 300 dpi, line drawings 1,200 dpi
Fonts	embedded
Minimum Point Size	6 point

Important Notes:

Elements running into bleed must be kept at least 5 mm inside of the trim.
Minimum distance to the spine: 8 mm.

More media from us:



Publisher:

Life! Verlag GmbH & Co. KG
Stahlwiete 19a, 22761 Hamburg, Germany

Phone:

+49 (0)40 38 90 40-0

Fax:

+49 (0)40 38 90 40-20

Internet:

liferlag.de

E-Mail:

anzeigen@liferlag.de

Frequency:

monthly

Printed Circulation:

20.000 copies

Copy Price:

€ 4.20 in Germany

Ad management:

Life! Verlag GmbH & Co. KG
Stahlwiete 19a, 22761 Hamburg
anzeigen@liferlag.de

DATES AND TOPICS 2018

ISSUE	1st day of sale	closing date for ads	creative deadline	Topics
02/2018 Pre-ITB-Edition	08.02.2018	16.01.2018	23.01.2018	USA/Canada, Spain, Family-Trips
03/2018  ITB-Edition	05.03.2018	08.02.2018	15.02.2018	ITB-Trend-Destinations, Airlines, Cruise-Market, Insurance
04-05/2018	12.04.2018	16.03.2018	23.03.2018	South-Pacific, Study-Travel, Northern Europe, Travel Agency Chains & Cooperations
06/2018	31.05.2018	08.05.2018	14.05.2018	River Cruises, Asia, Morocco, Car Rentals
07-08/2018	05.07.2018	12.06.2018	19.06.2018	Caribbean, Airports, Mobile Travel Sales, Target Group Best Agers
09/2018	23.08.2018	31.07.2018	07.08.2018	South Africa, Egypt, City-Trips
10/2018	20.09.2018	28.08.2018	04.09.2018	Gulf Region, Airlines, Insurance
11/2018 + Karibik Magazin	25.10.2018	02.10.2018	09.10.2018	Cruise Market, Study-Travel, Travel Agency Chains & Cooperations
12/2018-01/2019	29.11.2018	06.11.2018	13.11.2018	River Cruises, Summer Trends 2019

subject to changes

AD FORMATS AND PRICES

AD SIZE	PRICE	TRIM SIZE W X H	BLEED SIZE W X H*
1/1 page (full page)	7.200 €	208 x 280 mm	228 x 300 mm
2/1 page (double page spread)	14.400 €	436 x 280 mm	456 x 300 mm
Junior Page	6.100 €	140 x 210 mm	160 x 225 mm
1/2 page vertical	4.900 €	100 x 280 mm	110 x 300 mm
1/2 page horizontal	4.900 €	228 x 137 mm	228 x 147 mm
1/3 page vertical	3.900 €	70 x 280 mm	80 x 300 mm
1/3 page horizontal	3.900 €	208 x 90 mm	228 x 100 mm
1/4 page vertical	2.900 €	47 x 280 mm	57 x 300 mm
1/4 page horizontal	2.900 €	208 x 65 mm	228 x 75 mm
1/4 page corner ad	2.900 €	100 x 137 mm	110 x 147 mm
1/6 page	1.900 €	70 x 140 mm	80 x 150 mm
Special Positions			
Inside Front Cover (IFC) Outside back cover (OBC)	7.800 €	208 x 280 mm	228 x 300 mm

All prices in Germany plus statutory value added tax

*please add 5mm bleed at all outside edges

SUPPLEMENTS	
Price per 1,000 copies Minimum size: 105 x 148 mm Maximum size: 228 x 300 mm	
Up to 25 Gramm	290 €
Up to 50 Gramm	320 €
each additional 10 Gramm	15 €
Allocation: only full print run possible	
GLUED INSERTS	
Price inclusive of standard ad (1/1 p.)	
Post cards up to 10 Gramm	8.900 €
Booklets up to 25 Gramm	9.400 €
Only full allocation	
BOUND INSERTS	
Price incl. of printing (delivery of ready-to-print artwork through client) Maximum size: 228 x 300 mm	
Up to 4 pages	8.900 €
Up to 8 pages	9.800 €
Up to 12 pages	11.800 €

Advertorial production and ad-specials on request. Please inquire for cross-media-packages from Reise vor9 Magazin and @vor9 online newsletter

REBATES	
From 6.000 €	3 %
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.

CONTACTS

Firestarter Media Solutions GmbH

HAMBURG



Michael Körner

Firestarter Media Solutions GmbH

Gertrudenkirchhof 10
D-20095 Hamburg, Germany

Phone: +49 (0)40 325 07 45 70

Mobile: +40 (0)151 43 13 29 82

E-Mail: michael.koerner@firestarter-media.de



Cordula Dependahl

Phone: +49 (0)40 325 07 45 70

E-Mail: cordula.dependahl@firestarter-media.de



Markus Gruber

Phone: +49 (0)40 22 73 80 81

E-Mail: markus.gruber@firestarter-media.de

BERLIN



Nina Gehlen

Phone +49 175 2493180

E-Mail: nina.gehlen@firestarter-media.de

WIESBADEN



Oliver Pawlzik

Phone: +49 176 62655529

E-Mail: oliver.pawelzi@firestarter-media.de

ADVERTISING COLLECTION

AD SIZE	PRICE	TRIMSIZE W X H
1/3 Seite vertical	850 €	95,5 x 172 mm
1/3 Seite horizontal	850 €	196 x 85 mm

Alle genannten Preise zuzüglich 19% MwSt.

CONTACT



Life! Verlag GmbH & Co. KG

Stahlwiete 19a
22761 Hamburg

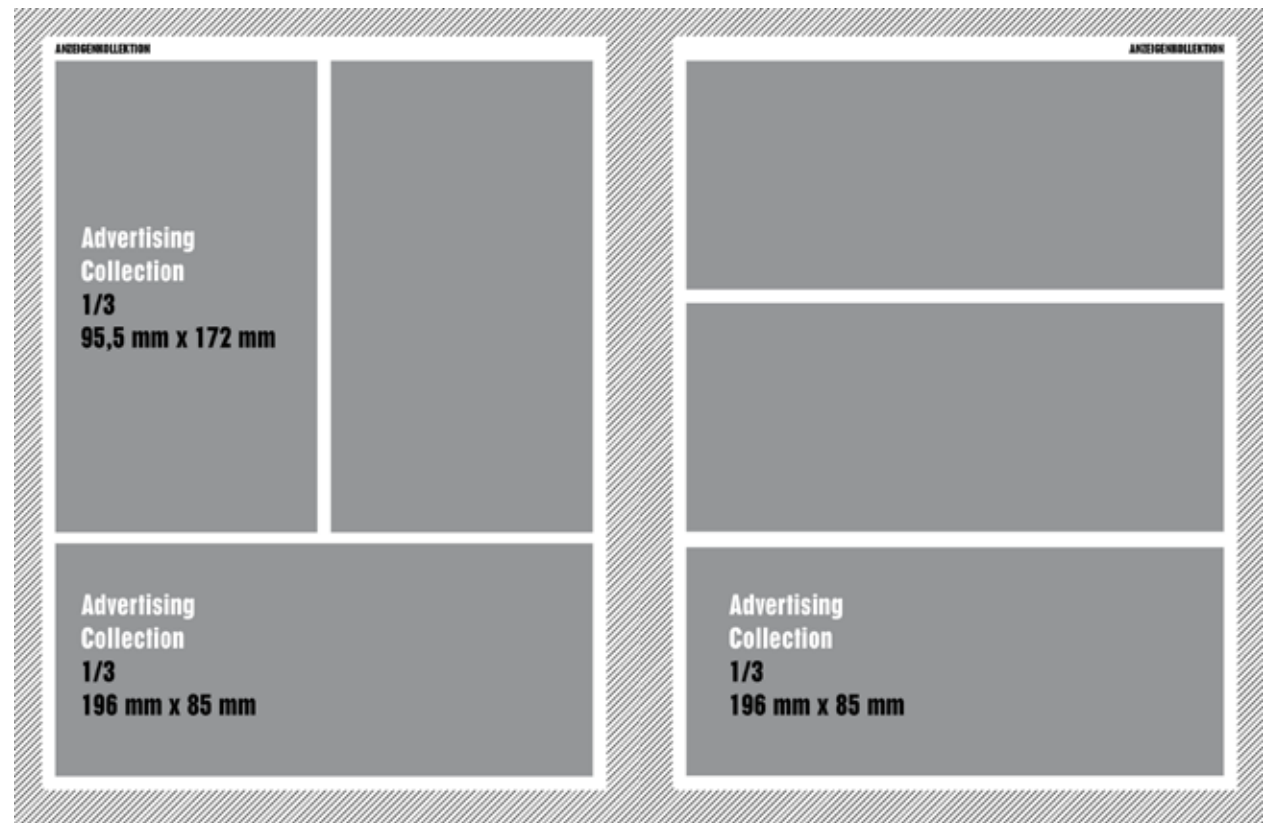
Jennifer Korcz

Telefon: +49 040 38 90 40 - 27

Mobil: +49 1778 79 25 26

jennifer.korcz@liferlag.de

E-Mail: jennifer.korcz@liferlag.de



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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

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DE 77 2005 0550 1043 2203 57
BIC (Swift Code): HASPDEHHXXX

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