

media kit 2026

TRVLCOUNTER

WIR SEHEN REISEN MIT ANDEREN AUGEN



No. 8 – valid from 1 January 2026

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A brief introduction to who we are

What started in 2019 as a clear idea has long since developed into an established fixture in the industry. As a specialist publisher based in Hamburg, we have made it our mission with TRVL COUNTER to reach the people who really make the travel business tick: the professionals at the counter, dedicated travel agency owners, medium-sized tour operators, specialists and service providers.

Our 'morning news' newsletter has long been part of many people's daily reading. It provides a compact overview of everything that is happening in the industry on weekdays from 8 a.m. But we are thinking ahead: in 2025, we launched our biweekly e-magazine 'TRVL COUNTER Digital', with a clear design and real added value for tourism professionals. This is accompanied by our website, which operates 24/7, and a growing presence on the most important social media channels.



AHOI FROM HAMBURG:

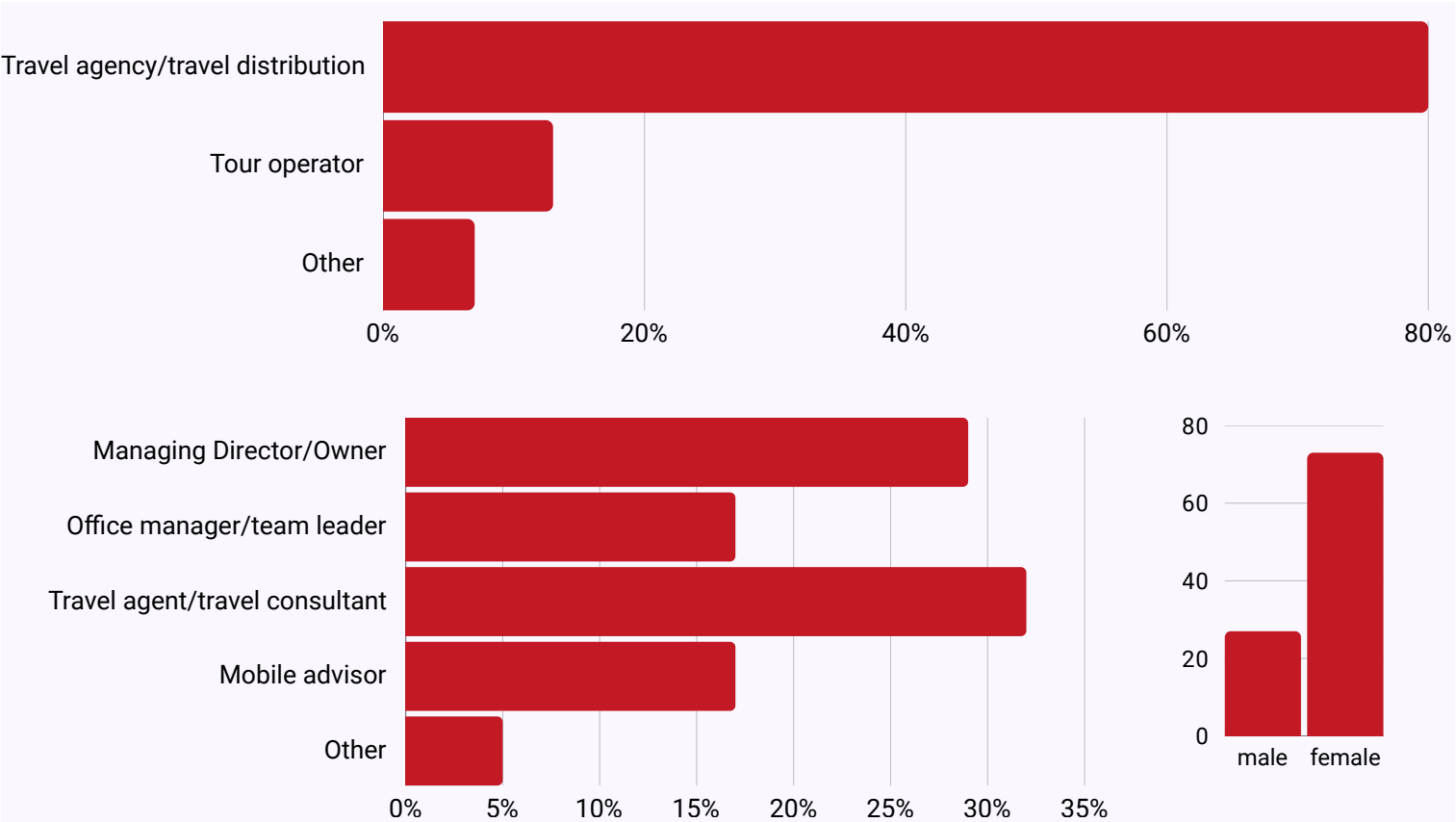
Part of the TRVL COUNTER team gathered for a group photo in Ottensen (Hamburg). Joined us in summer 2025: Felix Hormel (second from right).

As printed quality continues to be valued, our TRVL COUNTER Quarterly magazine is published every three months – produced to a high standard, carefully curated and, of course, also available online.

Our mission: to provide guidance, deliver inspiration and ensure reliability.

Our claim: we see travel through different eyes.

Who we are addressing: Our target group*



*Reader survey August 2023

MEDIUM AND CHANNEL	APPEARANCE	Ø RANGE / RECEIVER	Ø OPEN RATE
Newsletter: "morning news"	Monday to Friday	29.400*	65%
Newsletter: "weekly news" or decision-makers	on Saturdays	13.600*	New from January 2026
Print booklet: "TRVL COUNTER Quarterly"	quarterly	6.500 print + 70.000 digital**	
E-Magazin: "TRVL COUNTER Digital"	every fortnight on Sundays	29.400*	
Website: "trvlcounter.de"	24/7	80.000 Page impressions/month	Relaunch in 2026
TRVL COUNTER Social Media: Facebook, Instagram, YouTube and LinkedIn	24/7	15.000 Follower	
Customer newsletter: Stand-alone newsletter	according to customer order	28.900*	46%
Website: "junge-reiseprofis.de"	24/7	32.000 Page impressions/month	
Newsletter: Junge Reiseprofis Newsletter	on Saturdays	26.300*	55%

* Different recipient groups depending on registration

** Target audience: Own distribution lists, all SoM channels and other industry-relevant partner networks

Since early 2025, TRVL COUNTER Digital has been published every 14 days, always on Sundays, and is available for readers to download directly. Visually modern, well-researched and produced to a high standard, TRVL COUNTER Digital's generous photo spreads, incisive analyses, reports, profiles and exclusive interviews make it a unique medium in the tourism industry.

Your advantages as an advertising customer:

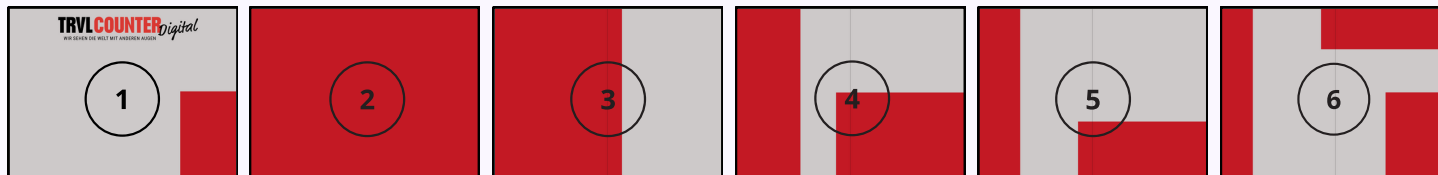
1. **Maximum visibility:** Every advertisement is digitally linked and can be directly connected to your website, booking pages or product pages.
2. **Wide reach:** The distribution list corresponds to 29,400 readers from the tourism industry.
3. **Interactive placement:** Articles, products and topics can be linked directly – for more attention, interaction and measurable results.
4. **High-quality environment:** Your company benefits from a journalistically strong, exclusive medium with high credibility in the industry.

With TRVL COUNTER Digital, you can reach decision-makers and influencers in the tourism industry – in a targeted, attention-grabbing and interactive way.

[Click here for a sample >>>](#)



	ADVERTISING FORM	FORMAT (W x H)	PRICE*
01	Title display (corner)	512 x 778 px	590 €
02	XL display	2048 x 1536 px	1.990 €
03	L display	1152 x 1536 px / 210 x 280 mm	1.490 €
04	M display, vertical and horizontal	580 x 1536 px / 105 x 280 mm (vertical) 1152 x 769 px / 210 x 140 mm (horizontal)	990 €
05	S display, vertical and horizontal	383 x 1536 / 70 x 280 mm (vertical) 1152 x 510 / 210 x 93 mm (horizontal)	650 €
06	XS display, vertical and horizontal	291 x 1536 px / 53 x 280 mm (vertical) 1152 x 384 px / 210 x 70 mm (horizontal) 580 x 769 px / 105 x 140 mm (corner field)	450 €



Our premium magazine is published quarterly in print and online editions. Visually modern, with well-researched content and **high-quality** production: its clear layout and impressive imagery make it a unique medium in the **B2B** sector.

Your advantages as an advertising customer:

1. **Strong impact:** Advertisements appear in an environment that visually inspires, evokes emotions and builds trust.
2. **Targeted reach:** The magazine also reaches specialist audiences and decision-makers via roadshows, industry events and partner networks.
3. **Inspiring context:** Sections such as News, Counter, Travel, Cruises, Work & Life, Portraits and Interviews showcase your brand in the appropriate thematic environment.
4. **High-quality environment for your image advertising:** Your company benefits from journalistic quality, exclusive content and strong credibility in the industry.
5. **Long-term visibility:** Your message remains permanently present through print and online.

An advertisement allows you to position your brand in an eye-catching, sustainable and direct manner with the relevant multipliers.



	ADVERTISING FORM	FORMAT (W x H)	PRICE
1	2/1 page (double page)	420 x 280 mm	15.290 €
2	Cover page U2, U3 or U4	210 x 280 mm	8.990 €
3	1/1 page display	210 x 280 mm	7.990 €
4	1/2 page advertisement, portrait or landscape	105 x 280 mm (vertical) 210 x 140 mm (horizontal)	5.390 €
5	1/3 Page display portrait or landscape	70 x 280 mm (vertical) 210 x 93 mm (horizontal)	4.290 €
6	1/4 page advertisement, portrait or landscape , as well as corner space	53 x 280 mm (vertical) 210 x 70 mm (horizontal) 105 x 140 mm (corner field)	2.990 €
7	1/6 page classified advertisement	105 x 92 mm (Field display)	990 €



Month	Key topics & highlights	PD	onl/print
January	Holidays in Germany, top hotels	11. Jan 25. Jan	05. Jan 19. Jan
February	ITB, Cruises, USA & Canada (ITB edition)	08. Feb 22. Feb	02. Feb 16. Feb
Quarterly-Magazin Q1	USA, Canada, Airlines, Cruises, Maldives, Seychelles and Mauritius	CW 07 (Online) CW 09 (Print)	Week 06
March	Chains & partnerships, airports and airlines, Nordics	01. März 15. März 29. März	23. Feb 09. März 23. März
April	River cruises, luxury	12. Apr 26. Apr	06. Apr 20. Apr
May	'Banks & Insurance Companies, Continuing Education'	10. Mai 24. Mai	04. Mai 18. Mai
Quarterly-Magazin Q2	Long-haul flights, airports and airlines, ocean and river cruises	CW 24 (Online) CW 26 (Print)	Week 23
June	Cruise, sustainability	07. Jun 21. Jun	01. Jun 15. Jun

	Topics	PD	onl/print
July	Turkey & Greece, top hotels	05. Jul 19. Jul	29. Jun 13. Jul
August	Expedition trips, Turkey & Greece	16. Aug 30. Aug	10. Aug 24. Aug
Quarterly- Magazin Q3	Luxury, airlines, ocean and river cruises	CW 38 (online) CW 40 (print)	Week 37
September	Chains & cooperations, banks & insurance companies	13. Sept 27. Sept	07. Sept 21. Sept
October	Cruises, Luxury, Airports & Airlines, Nordics	11. Okt 25. Okt	05. Okt 19. Okt
November	River cruises 2026, sustainability, Caribbean	08. Nov 22. Nov	02. Nov 16. Nov
Quarterly- Magazin Q4	Caribbean, Airport & Airlines, Ocean and River Cruises	CW 50 (online) CW 52 (print)	Week 49
December	Catalogues 2026, USA & Canada	06. Dez 20. Dez	30. Nov 14. Dez

For 20 years, the ‘morning news’ has been the daily industry update in tourism – compact, reliable and available on all devices. Every day at eight o'clock, it reaches around **29,400 specialist readers** directly in their inboxes – **with a strong open rate of 65%**.

Your advantages as an advertising customer:

Maximum reach: Your message reaches almost 30,000 travel professionals every working day.

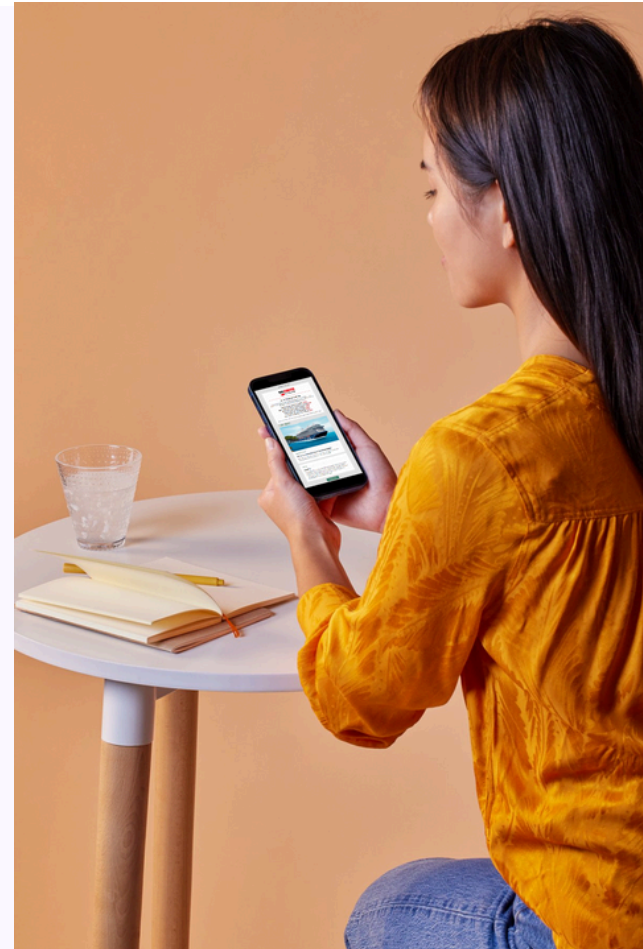
High visibility: A 65% open rate guarantees attention for your advertisement.

Targeted placement: Advertising can be booked in the appropriate sections – Product, Counter & Sales or Destination.

Digital linking: Readers can click to go directly to your website, booking page or product page.

Strong image environment: Benefit from credibility and journalistic quality.

With the ‘morning news’, you can position your brand visibly, targeted and in the right environment – exactly where the tourism industry starts its day.



Advertising formats in the “morning news”

	ADVERTISING FORMATS	SIZE SPECIFICATIONS IN PX (W x H)	PRICE
1	Leaderboard, top ranking	680 x 200 px	1.900 €
2	Banner or text advertisement in the top news section	680 x 200 px 400 x 400 px plus 500 character text	1.400 €
3	Banner	680 x 200 px	1.200 €
4	XXL-Banner	680 x 400 px	1.500 €
5	Text display XXL	680 x 400 px plus 800 character text	1.700 €
6	Text display	400 x 400 px + 500 character text	1.200 €



NEW: Decision-maker newsletter “weekly news”

New from 2026: With TRVL COUNTER ‘weekly news’, you can reach decision-makers, travel agency owners and tourism professionals in management positions.

Every Saturday, the editorial team curates three top topics of the week – compact, relevant and clearly classified. This gives managers guidance amid the flood of information and exactly the inspiration they need to make their decisions.

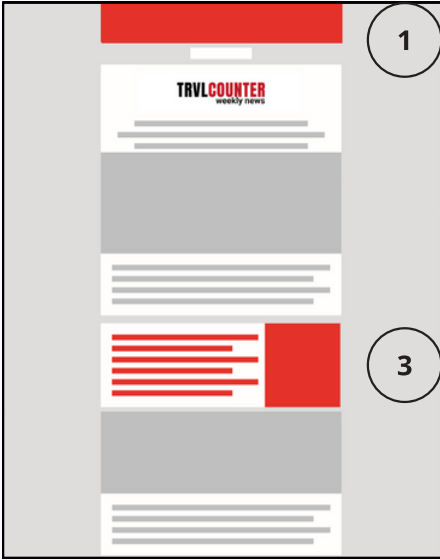
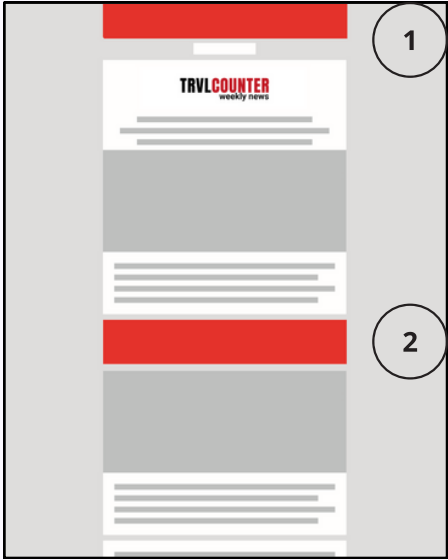
Your advantages as an advertising customer:

1. **Premium target group:** 13,600 readers in management and decision-making positions.
2. **High attention:** Content is read consciously and consumed selectively.
3. **Maximum visibility:** Your messages appear in the exclusive environment of the weekly highlights.
4. **Minimal wastage:** Targeted approach instead of broad distribution.

The weekly news is the premium environment for advertising with real impact – directly targeting the relevant decision-makers!



	ADVERTISING FORMATS	SIZE SPECIFICATIONS IN PX (W x H)	PRICE
1	Leaderboard, top ranking	680 x 200 px	475 €
2	Banner	680 x 200 px	390 €
3	Text display	Picture 400 x 400 px + 500 character text	390 €



Whether for personal use or as a marketing tool, LinkedIn, Facebook, Instagram and YouTube are indispensable today. Through the TRVL COUNTER channels, you can reach your target groups right where they are – directly, accessibly and interactively.

Integration & dialogue: We connect you with the TRVL COUNTER community and promote active exchange with our followers.

Targeted approach: Each platform serves different age and user groups – your message reaches where it has the greatest impact.

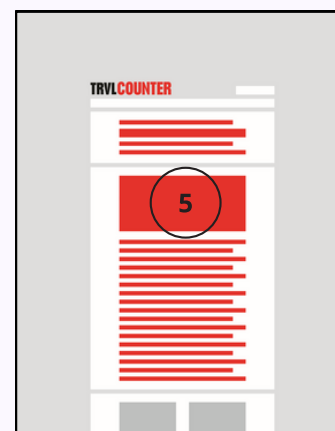
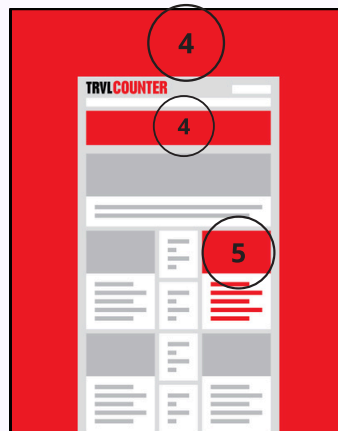
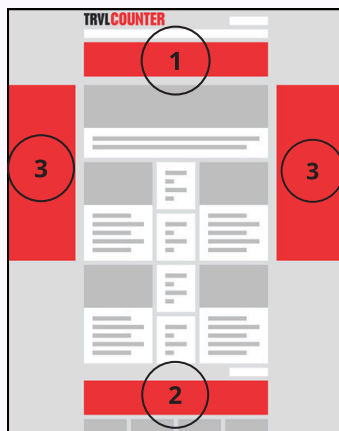
Campaign power: Whether messages, webinar offers or news – we bring your content to the community via our social media channels.

ADVERTISING FORMATS	CONTENT	PRICE
A story	Images / Video	250 €
A post	Images or video plus text	350 €



Advertising formats on the TRVL COUNTER website

	ADVERTISING FORMATS	SIZE SPECIFICATIONS IN PX (W x H)	PRICE
1	Standard banner 1	1.024 x 250 px	1.700 €
2	Standard banner 3	1.024 x 250 px	1.200 €
3	Skyscraper	upon request	2.500 €
4	Site branding (desktop mode only)	upon request	5.000 €
5	Bottom section as content advertorial	own subpage/landing page on trvlcounter.de	2.500 €



Content marketing: “BESSER BERATEN”

Would you like to place your campaign directly in travel agencies and anchor your destination and product firmly in the minds of counter professionals?

Our editorial team will develop a customised magazine for you – in line with your CI and tailored precisely to your goals.

We take care of every step, from consulting and editing to design, production and printing.

The result is a high-quality supplement that presents your brand in an eye-catching way and supports sales with relevant selling points.

Of course, this can also be produced in digital form – for even greater reach and flexibility.

SCOPE	FORMAT	PRICE
16 pages	A4	15.000 €

BESSER BERATEN

AUSTRALIENS NORTHERN TERRITORY

COUNTER-Infos FÜR REISEBÜROS

JULI 2022

ALLES AUSSER GEWÖHNLICH
Verkaufshilfe für das Northern Territory

AUSTRALIENS NORTHERN TERRITORY

HIT THE ROAD: (Fast) alle Wege führen ins Outback
Immer der Nase nach: Mit jedem Kilometer entdecken Urlauber spektakuläre Landschaften und eine exotische Fauna und Flora, die es sonst nirgendwo gibt.

Das Northern Territory ist wie gemacht für einen unvergesslichen Roadtrip. Egal, ob mit dem Auto, dem Motorbike oder einem Wohnmobil – hier findet jeder die passende Straße. Ob die klassische Stuart Highway, die Red Centre Way und Explorers Way – das sind die drei wichtigsten Themenstraßen.

Nature's Way Die Route führt von Kunden von Darwin aus in den Kakadu National Park mit seinen jahrtausendenalten Feuertälern. Von dort geht es weiter in die Katherine Region und den Nitmiluk National Park und schließlich zu den atemberaubenden Wasserfällen im Litchfield National Park. Wenn Urlauber auf Abenteuer suchen, ist dieser Roadtrip mit seinen natürlichen Wasserlöchern, in den ihre schweren Kamele, optimal.

Red Centre Way Der 1.136 Kilometer lange Red Centre Way führt tiefgen in das australische Outback. Startpunkt ist Alice Springs. Durch die West MacDonnell Ranges geht es über die teils unbefestigte Menzies Loop Road zum Kings Canyon und von hier aus weiter in den Uluru-Kata Tjuta National Park. Neben dem

berühmten Wahrzeichen Uluru, dem Uluru, sollten Urlauber die 36 Felsdomen von Kata Tjuta nicht verpassen.

Explorers Way Verbinden kann man beide Routen über den sogenannten Explorers Way. Immer wieder tauchen im Wüstengebiet exotische Outback-Fauna oder Roadhouses für eine Rast auf. Oder seine Kunden entspannen sich in den natürlichen heißen Quellen von Mataranka oder den Silber Springs. Die Fülle kann man sich am besten bei einer Wanderung durch die überdimensionalen Grandpools der Devils Marbles südlich von Tennant Creek vorstellen.

BESSER BERATEN, Juli 2022 | 4

Content marketing: online advertorials

Present your new products and target areas in the TRVL COUNTER Digital e-magazine – your content will also appear as an advertorial on a separate subpage of trvlcounter.de, where it will remain visible for a year.

The advertorial is part of the e-magazine and can also be used as a standalone communication tool for your sales activities and marketing campaigns. This gives you a double impact: reach via TRVL COUNTER and a **high-quality tool for your own channels**.

We take care of the concept, content, design and distribution – all from a single source.

Bonus: each booking also includes a one-week banner placement in the 'morning news' and a one-week presence on trvlcounter.de.

SCOPE	FORMAT	PRICE
3 pages	Advertorial S	5.750 €
4 pages	Advertorial M	6.750 €
5 pages	Advertorial L	7.750 €

Media data – valid from January 2026

ADVERTORIAL

**Internet
CELEBRITY
CRUISES**

TRVL COUNTER Digital | N° 01

Die Celebrity Xcel kommt

Im November 2025 geht das neueste Edge-Klasse Schiff, die Celebrity Xcel, auf Jungfernfahrt. Celebrity Cruises bietet ein gehobenes Premium-Urlauberlebnis und steuert rund 300 Ziele in mehr als 70 Ländern auf allen sieben Kontinenten an.

ADVERTORIAL

**Internet
CELEBRITY
CRUISES**

TRVL COUNTER Digital | N° 01

startet am 28. April 2026 in Fort Lauderdale und führt über Bermuda, Porto Delgado (Marokko), Lissabon und Palma de Mallorca nach Barcelona.

Die Celebrity Xcel wird ab Mai 2026 die erste Saison in Europa absolvieren und dabei Ziele im östlichen und westlichen Mittelmeer anlaufen, darunter Ziele in Spanien, Frankreich, Italien, Malta, Griechenland und der Türkei. Auch Portugal, Mexiko und Marokko stehen auf dem Programm. Angeboten werden auch luxuriöse Kruisfahrten ab Barcelona und Palma (Jahres).

Die europäische Debut-Saison beginnt am 11. Mai 2026 mit einer vielfältigen Kruisfahrt ab ins Barchina. Gäste können sich auf Staggia in Galt, Galtia, Lissabon, Funchal (Madeira), Tanger (Marokko) und Palma freuen. Den Sommer über wird diese Strecke insgesamt einmal angeboten, jeweils mit Overnight Stop in Funchal.

• Hier geht es zum Video zur Celebrity Xcel

Was die neue Celebrity Xcel zu bieten hat

Das fünfte Schiff der preisgekrönten Edge-Klasse von Celebrity Cruises wird am 18. November 2025 erstmals in See stechen.

Die Kette Schiff der preisgekrönten Edge-Klasse wird als innovatives Erlebnis eine neue Schwertschiff-Saison – unter anderem die Mega-Corps, die bestmögliche Plattform an der Steuerbordseite. Die Xcel wird darüber hinaus weitere einzigartige Annehmlichkeiten für einen unvergleichlichen Premium-Urlauf auf hoher See bieten.

Am 18. November 2025 wird das neue Schiff mit der Celebrity Xcel und der Mega-Schiff-Saison, die Kruisfahrten, einschließlich Mexiko, zu verwenden – eine Premiere für das Unternehmen. Die Celebrity Xcel wird in der Pan-Atlantischen Welt Charters (Atlantische in San-Nazario gebaut und wird im November 2025 ihr Debüt in der Karibik geben.

Am 18. November 2025 wird das neue Schiff mit der Celebrity Xcel und der Mega-Schiff-Saison, die Kruisfahrten, einschließlich Mexiko, zu verwenden – eine Premiere für das Unternehmen. Die Celebrity Xcel wird in der Pan-Atlantischen Welt Charters (Atlantische in San-Nazario gebaut und wird im November 2025 ihr Debüt in der Karibik geben.

Die wichtigsten Kruisfahrten starten sonntags ab Fort Lauderdale. Eine Route führt unter anderem nach Puerto Plata (Dominikanische Republik), Charlotte Amalie (Saint Thomas-Nordatlantische Jungfernfahrt) sowie nach Philippinen, dem Hauptort von San-Martin. Auf einer anderen Route reisen Gäste nach Brasilien (Bahamas), Cozumel (Mexiko) und George Town, Hauptstadt der Cayman-Inseln. Die Kruisfahrten sind buchbar.

Im Sommer 2026 erstmals in Europa
Die erste Transatlantische Reise der Celebrity Xcel

TRVL COUNTER E-Learning – pioneers in video learning for the tourism industry since 2019. We offer courses for counter professionals, trainees and travel agency teams in a basic version (text & images) or as a video-based format with personal moderation. This allows campaigns to be flexibly adapted to your budget and objectives.

We take care of everything from project development to lead transfer – concept, production, distribution and data from a single source.

Additional advantage: you can also use the videos produced independently and have them translated into other languages on request. This significantly increases the reach and possible uses of your content.

Plus point: All offers also run for four weeks across multiple media via the TRVL COUNTER and Junge Reiseprofis channels – for high reach and measurable results.

SCOPE	FORMAT	PRICE
Basic e-learning	Three topics: Image & Text	5.000 €
Three lessons	Three videos	10.900 €
Five lessons	Five videos	14.900 €
Seven lessons	Seven videos	19.900 €

Bayern Servus Bayern - Servus Urlaub! E-Learning

Lektion 1 - Bayern von seiner schönsten Seite: Wellness und Heilbäder

- Welche der folgenden Heilmethoden ist keine traditionelle bayerische Therapie?
 - ☐ a) Kneipp-Therapie
 - ☐ b) Schroth-Kur
 - ☐ c) Akupunktur
 - ☐ d) Solebad
- Wie viele Urlaubsübernachtungen in Bayern finden schätzungsweise in einem Heilbad oder Kurort statt?
 - ☐ a) 1 von 10
 - ☐ b) 1 von 4
 - ☐ c) 1 von 2
 - ☐ d) Bad Tölz
- Welche der folgenden Orte bietet Kneipp-Therapien an?
 - ☐ a) Bad Wörishofen
 - ☐ b) Bad Reichenhall
 - ☐ c) Bad Füssing
 - ☐ d) Bad Tölz

Lektion 2 - Heilende Naturerlebnisse in Bayern

- Was ist das Hauptziel einer Schroth-Kur?
 - ☐ a) Die Förderung der Muskelmasse
 - ☐ b) Entgiftung und Entlastung des Körpers
 - ☐ c) Verbesserung der Ausdauer
 - ☐ d) Unterstützung der Verdauung
- Welches Heilmittel wird in bayerischen Heilbädern zur Regeneration von Körper und Geist eingesetzt, das aus Salzstöcken gewonnen wird?
 - ☐ a) Heilwasser
 - ☐ b) Gölz
 - ☐ c) Moor
 - ☐ d) Heilkräuter

Content marketing: Stand-alone newsletters

The stand-alone newsletter is the exclusive format for your message. It is created individually on behalf of the customer and focuses entirely on your topic, product or campaign – in the look and feel of your CI.

Your advantages as an advertising customer:

Exclusive attention: Only your content, without distraction.

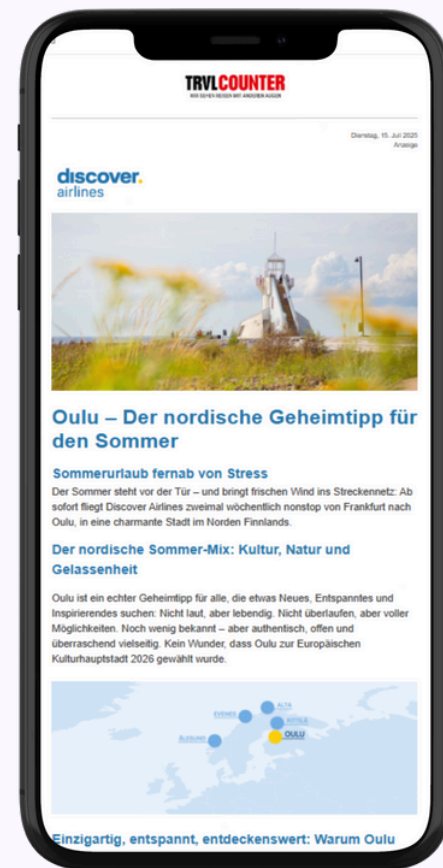
Direct access: Travel agencies and multipliers reach you directly in their inbox.

Individual design: Completely tailored to your corporate identity.

Wide reach: Take advantage of the strong TRVL COUNTER community.

With a stand-alone newsletter, you can position your brand exclusively, purposefully and effectively.

SCOPE	FORMAT	PRICE
One-time dispatch as a newsletter	Delivery as HTML	3.100 €
optional creation	HTML code	200 €



Content marketing: Quick survey tool

Whether you need market assessments, topic ideas or quick trends, our new survey tool gives you direct and authentic feedback from travel agency sales. The survey runs for one week across all TRVL COUNTER channels – compact, precise and reduced to just three questions to ensure a high participation rate.

Your advantages:

Direct line to the market: you hear immediately what travel professionals think.

Wide reach: the TRVL COUNTER community guarantees a lot of feedback.

Fast results: a detailed evaluation is available after just one week.

Clear trend: Thanks to reliable data, you get guidance for your strategy, products or campaigns.

With the survey tool, you gain valuable insights – targeted, practical and with measurable results.

FORMAT	PRICE
Quick survey with three questions	1.900 €



Content marketing: Partner week

Maximum visibility in just seven days: your products or topics take centre stage for a whole week: daily placement in the 'morning news', directly linked to the respective advertorial page on trvlcounter.co.uk, which remains visible for a year. At the end of the week, all content is republished in TRVL COUNTER Digital.

Your advantages:

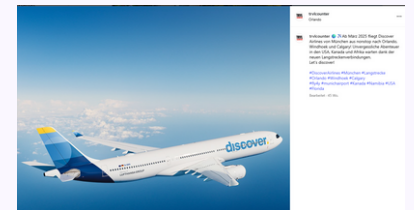
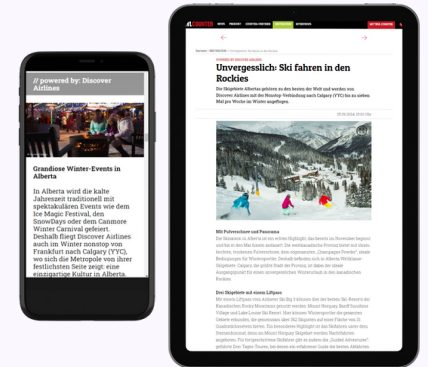
Omni-channel presence: 'morning news', website, 'weekly news', digital and social media in one campaign.

Targeted frequency: 1 placement per day in the 'morning news' ensures constant visibility.

Strong conclusion: A comprehensive feature in the e-magazine prolongs the effect.

Long-term presence: Advertorial pages remain online on trvlcounter.de for 12 months.

Direct line: Your messages reach travel agencies and decision-makers without detours.



SCOPE	FORMAT	PRICE
Five topics	digital	6.500 €
Five topics	digital + 1/1 Seite Print	10.900 €

EDITORIAL BROCHURES & ONLINE MAGAZINES

Since 2024, we have been producing high-quality brochures and online magazines on behalf of our clients – such as the B2C magazine *Reisezeit* for Lufthansa City Center, a destination brochure about Saudi Arabia and **the highly acclaimed LCC sustainability brochure 2025**.

As a **full-service provider**, we develop tailor-made concepts, provide editorial support for your event and implement the content in a graphically appealing way. We guarantee a professional, smooth production process – from the initial idea to the finished product.

Formats **for anniversaries, annual conferences, workshops or FAM trips** are particularly in demand. On request, we can also take care of advertising across all TRVL COUNTER channels.

SCOPE	FORMAT	PRICE
8 to 20 pages	digital	upon request



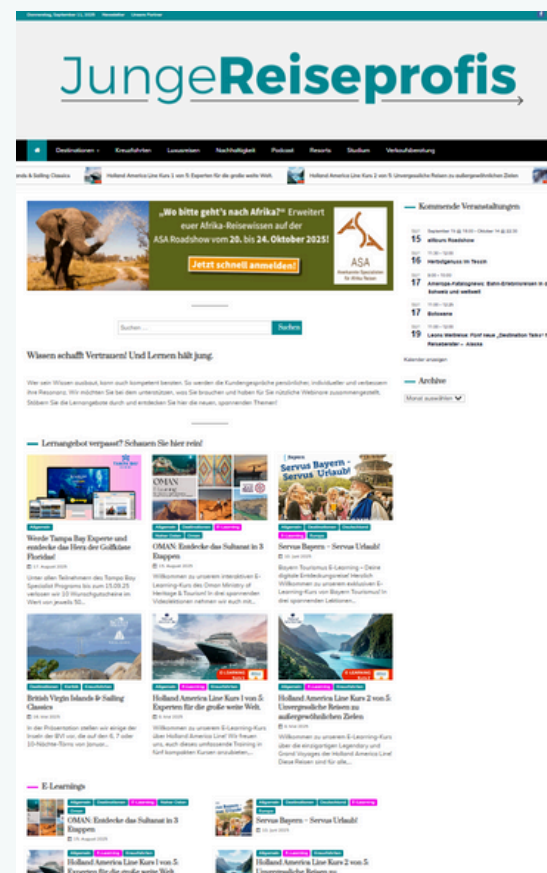
Junge Reiseprofis: Website and newsletter

As a specialist travel publisher, we see ourselves as pioneers in a dynamic industry. Our passion for discovering and experiencing new cultures shapes our philosophy – and our clear goal: **continuing education in travel sales as the key to a sustainable future.**

Together with our partners, we bundle **webinars, roadshows and other training** opportunities clearly on one platform. Because: Those who deepen their specialist and product knowledge can provide more competent, individual advice – and increase the response in customer conversations.

This makes it all the more important to keep travel agents up to date with relevant learning opportunities. That's why we also publish a **weekly newsletter on Saturdays**, providing information about the most important learning opportunities for the coming week.

Use the **Junge-Reiseprofis** platform as a direct communication bridge to travel sales in the DACH region – freely accessible, without a payroll and without a complicated login. Particularly popular with anyone who wants to pursue targeted further training.



ADVERTISING FORMAT	FORMAT	PRICE*
standard package	Text advertisement (image 400 x 400 px, headline 50 characters, text 500 characters, link): - Appears every working day for one week in the 'morning news' newsletter. - On Saturdays, it also appears in the JRP newsletter.	650 €
premium package	Would you like your offer to be placed in a prominent and eye-catching position? Here, the services from the STANDARD PACKAGE are supplemented with: - A week-long MEGA banner on the homepage of Junge-Reiseprofis.de (1,024x250 px). It links directly to your subpage on JRP. - Social media post plus story on Facebook and Instagram.	1.500 €
Banner in the newsletter	680 x 200 px	390 €
text display	400 x 400 px plus 500 characters of text	390 €
leaderboard	680 x 200 px	475 €
Package upgrade	Text display appears in the news section of 'morning news' instead of in the 'Learning opportunities' section.	390 €

*Preise für die JRP-Pakete sind nicht mit weiteren Rabatten und AE kombinierbar.

**Targeted advertising – targeted talent acquisition:
from career starters to experienced tourism experts.**

Your advantages at a glance:

Maximum reach: Your job advertisement appears in the daily newsletter 'morning news' (29,400 recipients from the tourism industry) and in the e-magazine TRVL COUNTER Digital.

Individual support: Personal service from our experienced team ensures smooth implementation.

Relevant target group: High response rate among TRVL COUNTER subscribers who are actively interested in career and further training topics.

Extended reach: In addition, your advertisement will be displayed to around 60,000 people outside the industry via social recruiting ads.

With TRVL COUNTER job advertisements, you can combine targeted advertising in the tourism sector with broad visibility on social media – for a powerful impact in your recruitment efforts.

// STELLENANGEBOTE

Fachkraft Touristik – IGENDORF NÜRNBERG

Nette/r Kollege/in (m/w/d) für unser Reisebüro in Igendorf bei Nürnberg gesucht! Wichtig ist eine abgeschlossene touristische (!) Ausbildung und Spaß an der Arbeit. Bestenfalls bist Du mindestens 2 Tage stundenweise bei uns im Büro und ansonsten auch gerne im Homeoffice – das besprechen wir einfach persönlich!

[Jetzt bewerben!](#)



Touristikfachkräfte Vollzeit/Teilzeit – WIESBADEN

Ein etabliertes Reisebüro in Wiesbaden-Schierstein sucht engagierte Touristikfachkräfte (Voll- oder Teilzeit, mind. 19 Std./Woche) mit Erfahrung in TOMA, IRIS und TravelCompass. Gesucht werden Mitarbeiter mit Zielgebietkenntnissen, idealerweise im Bereich hochwertiger Pauschalreisen und Kreuzfahrten, die serviceorientiert, zuverlässig und kommunikationsstark sind. Es erwarten Sie ein motiviertes Team, 38-Stunden-Woche, 30 Urlaubstage, Schulungen, attraktive Gehälter und flexible Arbeitsmodelle.

[Jetzt bewerben!](#)



Geschäftsreisesezialist/-in (m/w/d) - DRESDEN

Ein herzliches Lufthansa City Center mit 9 Mitarbeitenden, begleitet seit 1993 Geschäfts- und Privatreisende. Unser Büro nahe dem Dresdner Hauptbahnhof ist ein Ort, an dem Teamgeist und Leidenschaft für Reisen großgeschrieben werden. Bei uns betreust du Firmenkunden, buchst mit Amadeus, IATA und DB und erlebst jeden Tag neue Herausforderungen. Freu dich auf 30 Tage Urlaub, freie Wochenenden, planbare Arbeitszeiten mit früherem Feierabend am Freitag und weitere Benefits.

[Werde Teil des Teams!](#)



Für unsere Unternehmenszentrale in Düsseldorf suchen wir motivierte und engagierte Touristiker in den verschiedensten Unternehmensbereichen:

- Sachbearbeiter Stammdatenanlage (m/w/d)
- Verkaufsrepräsentant im Außendienst für unsere Region Deutschland Nord (m/w/d)
- Service Agent Reisebürosupport (m/w/d)
- Kundenberater im Reiseservice (m/w/d)
- Reiseverkäufer für unser Online-Reisebüro (m/w/d)
- Kundenberater im 24h-Reiseservice (m/w/d)



ADVERTISING FORMATS	FORMAT	PRICE
For established tourism professionals	• Jobanzeige täglich im TRVL COUNTER Newsletter "morning news" sowie im E-Magazin "TRVL COUNTER Digital". • 28 Tage Laufzeit.	390 €
For newcomers and career starters	• Push via bezahlter Werbeanzeigen auf Instagram, Google Ads und Native Advertising an rund 60.000 Empfänger. • 28 Tage Laufzeit.	390 €
For both tourism professionals and newcomers	• Jobanzeige erscheint täglich im TRVL COUNTER Newsletter "morning news" sowie im E-Magazin "TRVL COUNTER Digital" • Push via bezahlter Werbeanzeigen auf Instagram, Google Ads und Native Advertising an rund 60.000 Empfänger • 28 Tage Laufzeit	650 €

TRVL COUNTER-MAGAZIN QUARTERLY & TRVL COUNTER DIGITAL

Booklet format: 210 mm x 280 mm

Bleed allowance: 5 mm all around

File format: PDF X-3 (ask about other formats)

Colour mode: CMYK

Colour profiles: for the cover (U2 + U3): ISOcoated_v2, inside pages: PSO_LWC_Improved

Image resolution: colour and greyscale images 300 dpi, line art 1200 dpi

Fonts: embedded, minimum font size: 6 point

Important note: Please place elements that are at risk of being cut off at least five millimetres away from the trim. Minimum distance to the spine: eight millimetres.

Delivery: Double-page advertisements must be delivered as two separate single-page PDFs (two files).

ONLINE AND DIGITAL PRODUCTS

Newsletter and web: Data delivery as .jpg, .gif or .png with at least 140 dpi.

Advertisements for 'TRVL COUNTER Digital' exclusively in PDF format with at least 300 dpi + link.

Please send files to: anzeigen@liffeverlag.de

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