

# TRVL COUNTER

WIR SEHEN REISEN MIT ANDEREN AUGEN

## TRVL Counter rate card 2025

Issue #7 - valid from the 1st January 2025



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## A short introduction to who we are

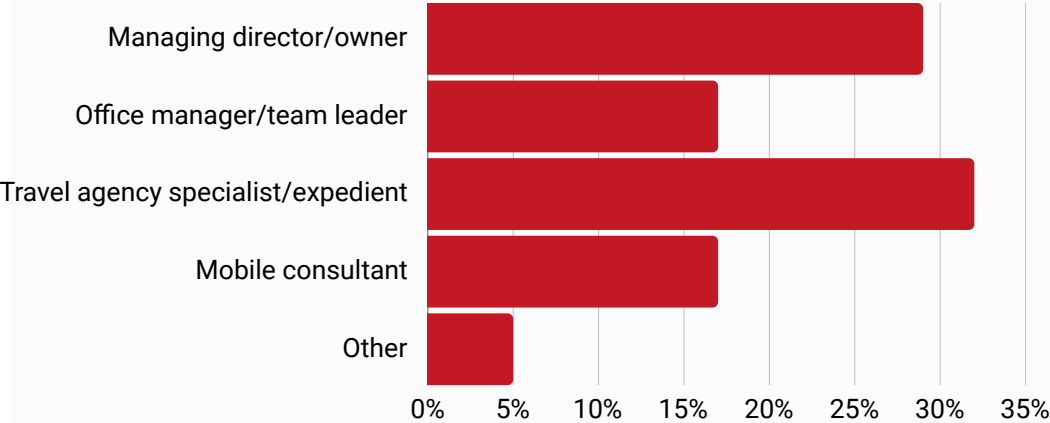
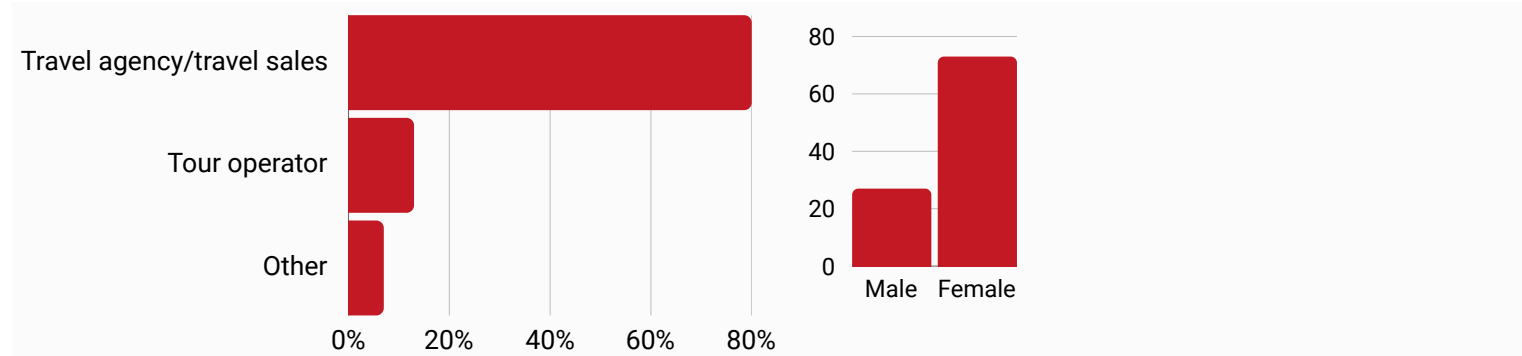
We are an innovative specialist publisher based in Hamburg and have been successfully operating in the tourism industry with the TRVL COUNTER brand since 2019. We address everyone in the industry, especially counter professionals, travel agency owners, medium-sized and specialist tour operators and service providers.

We send out a daily 'morning news' newsletter and, from 2025, a 'weekly news' on Saturdays for decision-makers in the industry. From 2025, we will also be publishing a new fortnightly digital magazine called 'TRVL COUNTER digital'. We also have a 24/7 website and are active on the most important social media channels. The 'TRVL COUNTER QUARTERLY Magazine', a printed premium magazine that can also be accessed online, is published every three months.

We also enjoy an excellent reputation in the field of corporate publishing: our trademark is the appealing and high-quality presentation and realisation of partner content. Let us inspire you and use our wide reach to your advantage.



# Our Readership\*



**\*Reader survey from August 2023**

MEDIA AND CHANNEL	MODE OF PUBLICATION	Ø RANGE/RECEIVER	Ø OPENING RATE
<b>Newsletter:</b> "morning news"	weekdays (Mon to Fri)	29.400*	65%
<b>Newsletter:</b> "weekly news"	Saturday	21.600*	New from Jan 2025
<b>Print Magazin:</b> "TRVL COUNTER QUARTERLY"	quarterly	6.500 Print + 70.000 digital**	
<b>E-Magazin:</b> "TRVL COUNTER digital"	every 14 days	29.400*	New from Jan 2025
<b>Website:</b> "trvlcounter.de"	24/7	80.000 Page Impressions/Month	
<b>TRVL COUNTER Social Media:</b> Facebook, Instagram, YouTube und LinkedIn	24/7	17.000 Follower	
<b>Customer newsletter:</b> Stand-Alone-Newsletter	according to customer order	28.900*	46%
<b>Website:</b> junge-reiseprofis.de	24/7	ca. 28.000*	
<b>Newsletter:</b> Junge Reiseprofis Newsletter	Saturday	26.300*	55%

\* Different groups of recipients depending on registration

\*\* **Recipients:** Own distribution lists, all SoM channels, Expipoint newsletters and other industry-relevant partner networks

## NEW: TRVL COUNTER Digital

We have further developed our e-newspaper 'WEEKLY' and will be presenting the new TRVL COUNTER Digital from 2025. The e-magazine will be published every fortnight (see page 10) on Thursdays and will also be available to download immediately.

The special feature: an opulent magazine look with a premium feel, large photo spreads, with news, analyses, reports, portraits and interviews. Products, topics and news can be linked in the e-magazine.

The large distribution circle corresponds to the registered recipients of 'morning news', i.e. currently 29,400 readers. In addition, all adverts in the new TRVL COUNTER Digital can be linked. We advertise the new e-magazine across all TRVL COUNTER channels, including social media and in cooperation with other industry-relevant partner networks.

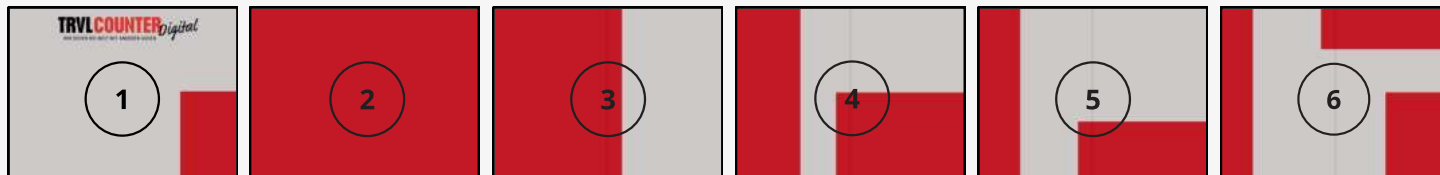
[Click here for the advance sample of the magazine >>>](#)





# Advertising formats in the new TRVL COUNTER Digital

	ADVERTISING FORM	FORMAT (W x H)	PRICE*
01	Title advert (corner)	512 x 778 px	590 €
02	XL-advert (corresponds to a double page in the magazine)	2048 x 1536 px	1.990 €
03	L-advert (corresponds to a 1/1 page in the magazine)	1152 x 1536 px / 210 x 280 mm	1.490 €
04	M-advert upright and horizontal (corresponds to 1/2 page in the magazine)	580 x 1536 px / 105 x 280 mm (upright) 1152 x 769 px / 210 x 140 mm (horizontal)	990 €
05	S-advert upright and horizontal (corresponds to 1/3 page in the magazine)	383 x 1536 / 70 x 280 mm (upright) 1152 x 510 / 210 x 93 mm (horizontal)	650 €
06	XS-advert upright and horizontal (corresponds to 1/4 page in the magazine)	291 x 1536 px / 53 x 280 mm (upright) 1152 x 384 px / 210 x 70 mm (horizontal) 580 x 769 px / 105 x 140 mm (corner)	450 €



\* Introductory phase until 31.12.2025

Our magazine is an eye-catching presence in the world of specialist media: the modern cover image, uncluttered design, opulent photo spreads and high-quality eco paper characterise the print magazine as a premium B2B product.

We have established an inspiring magazine look in the world of specialised media and show that B2B products can also be emotional, captivating and informative at the same time. **Our sections:** News, Counter, Travel, Cruises, Work & Life, Portraits and Interviews.

- **Published quarterly** in print and online.
- **Important:** The magazine also reaches a large audience via roadshows, industry events, selected partners and a select VIP mailing list.





# Forms of advertising in the TRVL COUNTER magazine

	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 advert	210 x 280 mm	7.990 €
4	1/2 page advert upright or horizontal	105 x 280 mm (upright) 210 x 140 mm (horizontal)	5.390 €
5	1/3 page advert upright or horizontal	70 x 280 mm (upright) 210 x 93 mm (horizontal)	4.290 €
6	1/4 page advert upright or horizontal and as corner field	53 x 280 mm (upright) 210 x 70 mm (horizontal) 105 x 140 mm (corner)	2.990 €
7	1/6 page small advert	105 x 92 mm (Field indicator)	990 €



# Topics and dates TRVL COUNTER digital and Quarterly

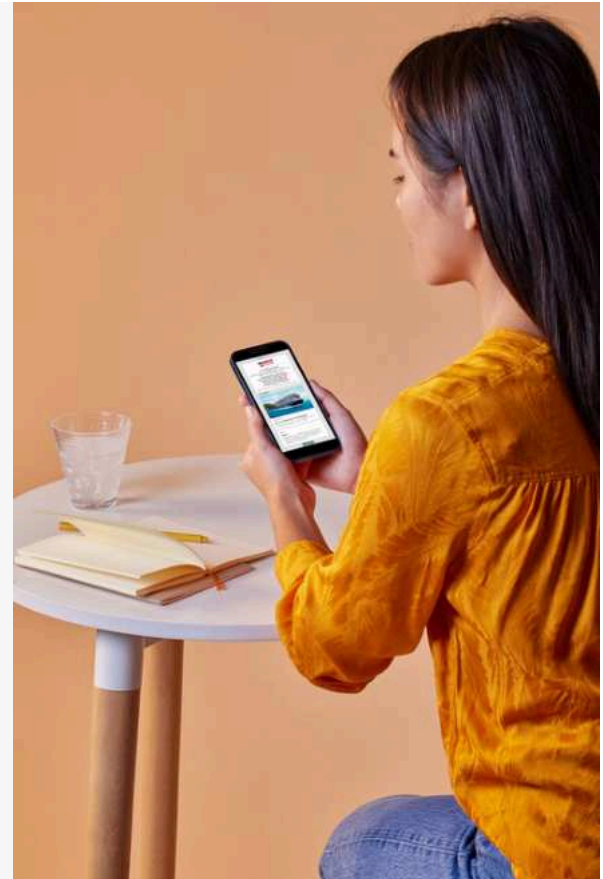
Month	Focus and highlight topics	Date of publication	AS / DU
January	Holiday in Germany, top hotels	16. Jan 30. Jan	13. Jan 20. Jan
February	ITB, Cruise, USA & Canada <b>(ITB pre-issue)</b>	13. Feb 27. Feb	10. Feb 24. Feb
<b>Quarterly-Magazin Q1</b>	<b>NEW: Luxury dossier</b> (counter info as a booklet in the magazine) USA, Canada, Cruise // Maldives, Seychelles and Mauritius	KW 08	KW 06
March	Chains & Cooperations, Airports and Airlines, Nordics	13. Mar 27. Mar	10. Mar 24. Mar
April	River cruises, luxury	10. Apr 24. Apr	07. Apr 21. Apr
May	Banking & Insurance, Training	08. May 22. May	05. May 19. May
<b>Quarterly-Magazin Q2</b>	<b>NEW: Sustainability dossier</b> (counter info as a booklet in the magazine) Long-haul routes, airports & airlines, ocean and river cruises	08. Jul	KW 28
June	Cruise, sustainability	05. Jun 19. Jun	02. May 16. Jun

In the tourism industry, ‘morning news’ has been a reliable companion for all news and events for almost 20 years. ‘morning news’ has been part of the TRVL COUNTER portfolio since 2019.

The popular industry newsletter provides around 29,400 readers and subscribers with all the latest news, travel tips, webinars and job offers every working day from Monday to Friday.

The ‘morning news’ newsletter is perfectly optimised for smartphones, PCs and tablets and informs travel agencies, tour operators and service providers about all relevant developments in the industry.

**Our sections:** Counter & Sales, Product, Destinations, Travel Advice, Roadshows, webinars and job market.

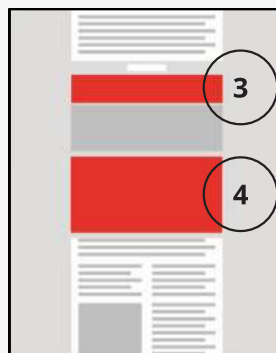


## Topics and dates TRVL COUNTER digital and Quarterly

	Themes	Date of publication	AS/DU
<b>July</b>	Turkey & Greece, Top Hotels	03. Jul 17. Jul	30. Jun 14. Jul
<b>August</b>	Expedition holidays, Turkey & Greece	14. Aug 28. Aug	11. Aug 25. Aug
<b>Quarterly-Magazin Q3</b>	<b>NEW: Dossier on AI</b> (Counter-Info in the magazine) Luxury, ocean and river cruises	KW 37	KW 35
<b>September</b>	Chains & Cooperations, Banks & Insurance, Caribbean	11. Sept 25. Sept	08. Sept 22. Sept
<b>October</b>	Cruise, Luxury, Airports & Airlines, Nordics	09. Oct 23. Oct	06. Oct 20. Oct
<b>November</b>	River cruises 2026, sustainability, Caribbean	06. Nov 20. Nov	03. Nov 17. Nov
<b>Quarterly-Magazin Q4</b>	Caribbean, Airport & Airlines, Ocean and River Cruises	KW 49	KW 47
<b>December</b>	Catalogues 2026, USA & Canada	04. Dec 18. Dec	01. Dec 15. Dec

# Forms of advertising in the morning news

	ADVERTISING FORMATS	DIMENSIONS IN PX (W x H)	PRICE
1	Leaderboard, top position on the start page	680 x 200 px	1.900 €
2	Banner or text advert in the Top News	680 x 200 px / 250x 250 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 advert XXL	680 x 400 px plus 800 Character Text	1.500 €
6	Rectangle	400 x 400 px picture	1.100 €
7	Text advert	250x 250 px plus 500 Character Text	1.200 €



## Social media channels

Whether for private use or as a marketing tool for companies - LinkedIn, Facebook, Instagram and YouTube are indispensable. These are the advantages of the TRVL COUNTER channels:

- Engagement and dialogue with the TRVL COUNTER community and followers
- Differentiated targeting of different age and user groups depending on the channel
- Campaign appearances: Messages, webinar offers and announcements are distributed to the community via our social media channels.

ADVERTISING FORMATS	CONTENT	PRICE
1 Story	Pictures / Videos	250 €
1 Post	Pictures or video plus text	350 €



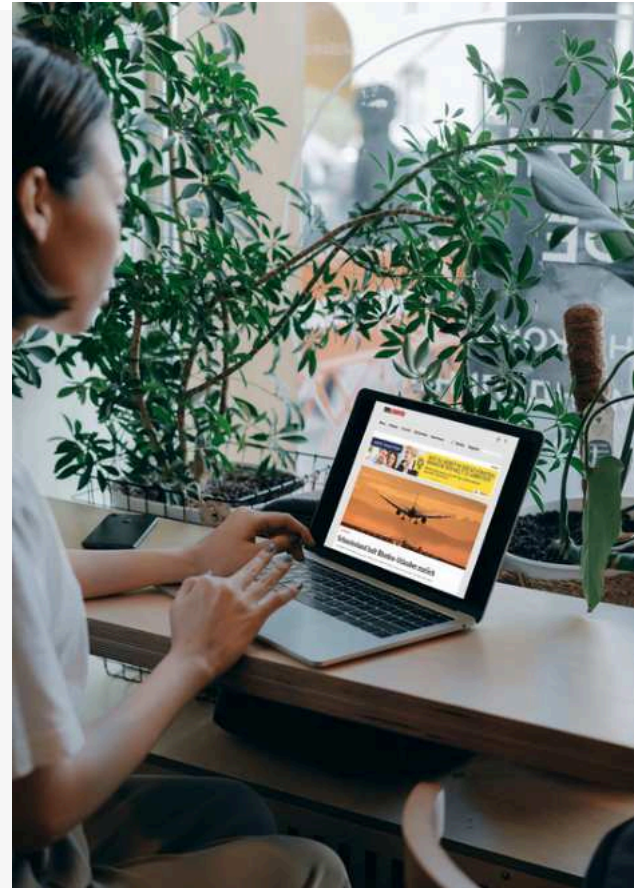


Without the hassle of logging in and without a paywall, **trvlcounter.de** publishes the most important news and highlights from the industry are published around the clock.

In addition to the top news, there are four other sections: Product, Counter & Sales, Destination and Interviews.

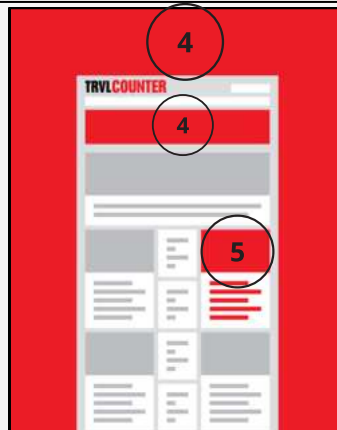
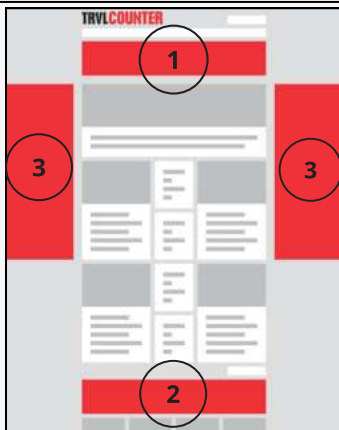
The technology and design of the website **trvlcounter.de** are state of the art. In this high-quality news environment, you can communicate your advertising messages and adverts using generous and eye-catching banner formats and content ads.

A special feature are advertorial subpages, which we set up as separate landing pages. Material and text are entered in consultation with the editorial team.



## Forms of advertising on TRVL COUNTER website

	ADVERTISING FORMATS	DIMENSIONS IN PX (W x H)	PRICE
1	Standardbanner 1	1.024 x 250 px	1.700 €
2	Standardbanner 2	1.024 x 250 px	1.200 €
3	Skyscraper	coming soon	2.500 €
4	Site-Branding (Desktop mode only)	coming soon	5.000 €
5	Subpage as content advertorial	own subpage/landingpage on trvlcounter.de	2.500 €



# Content marketing & advertorials

## THE 'BETTER ADVICE' COUNTER SUPPLEMENT

Do you want to communicate a campaign in travel agencies, anchor your destination or your product with the counter professionals? Our content marketing editorial team will create your customised, high-quality magazine according to your specifications and with your CI.

We advise you on the concept and content, take care of the design, editorial support and realisation right through to printing. After all, your supplement should look professional and the content should serve as sound sales information. Of course, this is also possible online!

SCOPE	FORMAT	PRICE
16 pages	DIN A4	15.000 €



**CLICK HERE** 

## ONLINE-ADVERTORIALS

Product and destination news can be integrated with pinpoint accuracy in the new e-magazine 'TRVL COUNTER digital' and on **trvlcounter.de**. Your advantage: fast and eye-catching campaigns that are guaranteed to stick with the recipient.

We take care of the concept, content, design and distribution. The e-magazine format is easy to share, the advertorial can be downloaded separately and photos and texts can be linked.

**NEW:** For each booking, there is a one-week advert as a banner in the 'morning news' plus a one-week banner placement on **trvlcounter.de**



**CLICK HERE** 

SCOPE	FORMAT	PRICE
Cover plus two double pages	digital S	5.750 €
Cover plus three double pages	digital M	6.750 €
Cover plus four double pages	digital L	7.750 €

## E-LEARNING powered by TRVL COUNTER

TRVL COUNTER is breaking new ground and producing video-based e-learning courses for counter professionals, trainees and travel agency employees. We use videos because we can reach our travel agents much better with moving images and personalised moderation than with text and images alone. The realisation of image, sound and text is carried out by the e-learning editorial team. Consultancy is included.

**NEU:** For all e-learning programmes, we not only handle the processing but also the distribution across all TRVL COUNTER media channels.

SCOPE	FORMAT	PRICE
Basic e-learning	Three themes: picture & text	5.000 €
Three lessons	Three videos	7.900 €
Five lessons	Five videos	9.500 €
Seven lessons	Seven videos	10.900 €



**CLICK HERE** 





## STAND-ALONE-NEWSLETTER

Do you want to give your content the full stage and utilise access to the large TRVL COUNTER community? The stand-alone newsletter powered by TRVL COUNTER is the perfect solution.

This newsletter is created on behalf of the customer and is dedicated to a single topic or focus. Here the campaign, product or message takes centre stage, and your CI is retained.

With the stand-alone newsletter you can address travel agency partners with your own content and design.

SCOPE	FORMAT	PRICE
One-time dispatch as newsletter	Delivery as HTML	2.500 €
Optional creation	HTML code	200 €



**CLICK HERE**





## FLASH SURVEY TOOL

A survey tool via newsletter is a new addition to the content marketing portfolio. If you would like to have an assessment of the market, put a topic up for debate or simply query a trend, then use the TRVL COUNTER flash survey.

For one week, travel agency sales are surveyed via across all TRVL COUNTER channels with three questions.

We then analyse the flash survey. Customers receive a detailed analysis that provides a solid trend thanks to the large media base.

FORMAT	PRICE
Flash survey with 3 questions	1.900 €



## PARTNER WEEK

With the Partner Week, you can achieve maximum attention across all TRVL COUNTER channels (morning news, weekly news, website and in the TRVL COUNTER digital e-magazine) within one week

The prominent placement of five topics or products daily throughout the week (newsletter) guarantees that your campaign will be noticed. Finally, all content is summarised in the new TRVL COUNTER Digital e-magazine.

The partner week offers you the unique opportunity to present your brand effectively and to address potential customers in a targeted manner.

SCOPE	FORMAT	PRICE
Five topics	digital	5.500 €
Five topics	digital + 1/1 page print	9.900 €



### OUTSOURCING - BUT MAKE IT EASY

We have been producing editorial brochures and online magazines on behalf of clients since 2024, for example the B2C magazine 'Reisezeit' for the franchise cooperation Lufthansa City Center, a destination brochure about Saudi Arabia and the highly acclaimed LCC Sustainability Brochure 2024.

As a service provider, we develop a customised concept. We also provide editorial support for your event and realise the content in a graphically appealing way. We ensure that the production process runs professionally and smoothly. Popular formats include an anniversary, an annual conference, a workshop or a FAM trip. We also take care of advertising across all TRVL COUNTER channels.

SCOPE	FORMAT	PRICE
20 pages	digital	8.900 €

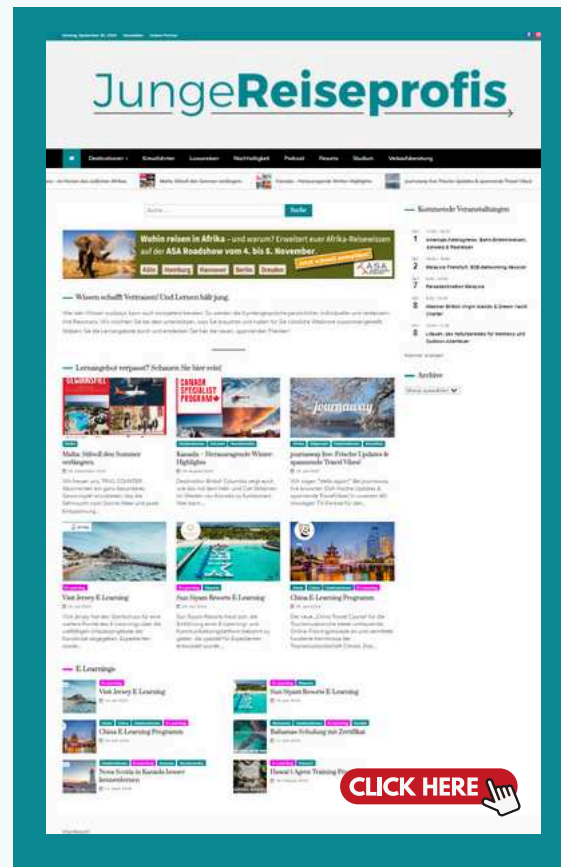


## Website and newsletter Junge Reiseprofis

As a specialised tourism publisher, we see ourselves as pioneers in the exciting and dynamic world of travel. Our passion for discovering and experiencing new cultures is reflected in our corporate philosophy. We are therefore convinced that further education and training in travel sales are key to sustainable and positive development overall. Together with our partners, we want to make the industry fit for the future and clearly present the many webinars, road shows and other training programmes on offer on one platform.

The motto: those who improve their specialist and product knowledge will also be able to provide competent advice. This makes discussions with customers more personalised and individual and improves the response.

This makes it all the more important to keep our partners in travel sales up-to-date with learning opportunities. Use the Junge-Reise-profis platform as a communication bridge to travel sales in the DACH region and reach counter professionals who want to further their education. By the way, the portal is popular with travel agents because it is free of charge and no login is required.



FORMS OF ADVERTISING	FORMAT	PRICE*
<b>Standard package</b>	Text advert (image 250 x 250 px, headline 50 characters, text 500 characters, link): <ul style="list-style-type: none"> <li>• Appears every working day for one week in the 'morning news' newsletter</li> <li>• On Saturday additionally in the JRP newsletter</li> </ul>	650 €
<b>Premium package</b>	Are you looking for an eye-catching and emphasised placement of your offer? Here, services from the STANDARD PAKET are supplemented with: <ul style="list-style-type: none"> <li>• One week MEGA banner on the homepage of Junge-Reiseprofis.de (1,024x250 px).</li> <li>• It links directly to your subpage of JRP</li> <li>• Social media post plus story</li> </ul>	1.500 €
<b>Banner in newsletter</b>	680 x 200 px	390 €
<b>Text advert</b>	250 x 250 px plus 500 characters of text	390 €
<b>Leaderboard</b>	680 x 200 px	475 €

\*Prices for the JRP packages cannot be combined with other discounts and AE.

With a targeted job advertisement, you can reach the right target group: from motivated career starters to experienced tourism professionals.

### The benefits:

- An advert appears in the daily TRVL COUNTER newsletter 'morning news' with 29,400 recipients from the tourism industry as well as in the e-magazine 'TRVL COUNTER digital'.
- A free employer branding company profile is included on easyboarding.de.
- Personal support from our employees.
- High level of engagement from website visitors actively looking for a job.
- The job advertisement is sent to around 60,000 people outside the industry via social recruiting ads.



### TRVL Counter morning news



### TRVL Counter Digital

**CLICK HERE** 



FORMS OF ADVERTISING	FORMATS	PRICE*
<b>For established tourism professionals</b>	<ul style="list-style-type: none"> <li>• Job advert daily in the TRVL COUNTER newsletter 'morning news' and in the new e-magazine 'TRVL COUNTER digital'.</li> <li>• Social media boost (Instagram, Facebook &amp; LinkedIn): Your job advert will be posted on our channels with organic reach.</li> <li>• 30 days duration.'</li> </ul>	390 €
<b>For newcomers and career starters</b>	<ul style="list-style-type: none"> <li>• 'Push via paid adverts on Instagram, Google Ads and native advertising to around 60,000 recipients.</li> <li>• 30 days duration.'</li> </ul>	390 €
<b>For both tourism professionals &amp; newcomers</b>	<ul style="list-style-type: none"> <li>• Job advert appears daily in the TRVL COUNTER newsletter 'morning news' and in the e-magazine 'TRVL COUNTER digital'</li> <li>• Push via paid adverts on Instagram, Google Ads and native advertising to around 60,000 recipients</li> <li>• Social media boost (Instagram, Facebook &amp; LinkedIn): Your job advert is posted on our channels with organic reach</li> <li>• Free company profile on easyboarding.de</li> <li>• 45 days runtime'</li> </ul>	650 €

\* All prices are net prices. DRV members receive a 25 per cent discount.

### TRVL COUNTER MAGAZIN QUARTERLY

**Booklet size:** 210 mm x 280 mm

**Bleed:** 5 mm all round

**File format:** PDF X-3 (other formats on request)

**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 images 1200 dpi

**Fonts:** Embedded, minimum font size: 6 point

**Important note:** Please place elements at risk of bleed at least five millimetres from the bleed. Minimum distance to the collar: eight millimetres.

**Delivery:** Double-page adverts 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 Anzeigen fürs "TRVL

**COUNTER digital:** exclusively in PDF format

**Please deliver files to:** [anzeigen@liffeverlag.de](mailto:anzeigen@liffeverlag.de)

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